USE YOUR VOICE

TIPS FOR OP-ED WRITING
01. IDENTIFY YOUR PUBLICATION
Consider the best avenue to amplify your message

02. KNOW YOUR AUDIENCE
Target language and message to readership

03. STAY CURRENT
Message should align with current events or news

04. SHARE YOUR EXPERIENCE
Open with a hook and share a patient story while maintaining confidentiality
05. PROVIDE THE EVIDENCE
Provide several reasons for your position with evidence and professional experience.

06. LINK TO THE EVIDENCE
Include hyperlinks to research, policy statements, etc.

07. A STRONG CONCLUSION
Have a strong summary statement which links back to your hook.

08. BE CONCISE
Op-eds are typically less than 800 words but vary on publication.
Have Questions?

Please reach out!
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