



OP-ED WRITING TIPS FOR PEDIATRICIANS



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

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



QUESTIONS?

Please reach out:
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