



### ***Guidelines for a “Letter to the Editor”***

Dear \_\_\_\_\_:

1. Identify yourself and your affiliation.
2. Stress the importance of putting Public Health on the agenda.
3. Choose a specific issue to address. You might focus on one of the issues noted in this primer or on any of the many other Public Health issues that might interest you.
4. Comment on a local example of your issue (as a bridge to the following paragraph).
5. Relate your issue to the broad issue of support for Public Health. Include as many of these points as possible:
  - Point out that health system reform will be successful only if it is based on an investment in health that reflects an integrated continuum of services from health promotion, disease prevention and health protection to home care and facility-based care.
  - The health of the public can be maintained and improved through changes to the institutional sector and by support for health promotion, disease prevention and health protection services.
  - Public Health must be a full partner in health system reform and funding for programs must reflect this partnership.

Be sure to include your name and phone number. Many newspapers won't publish a letter without contacting you to confirm that you are in fact the writer.