

Drafting an op-ed to the local/state newspaper

Local and regional newspapers (digital and print media) represent an impactful opportunity to generate public interest and support for your idea regarding opioid settlement fund distribution. Additionally, op-eds can position an author or organization to be viewed as an expert or thought leader on health issues in your community. This expertise may help generate and identify collaborators throughout your region as well as increase the likelihood of your idea being approved by settlement funding committees.

Tips for Submitting an Op-Ed for the Opioid Settlement Fund

- Read recent op-eds to understand style and tone
- Stress the importance of delivering evidence-based and patient-centered care
- Remain collaborative, not combative
- Proofread and share with colleagues for review
- Submit your position to multiple papers! Editors are selective and unable to publish every topic. It is unlikely that all submissions will be published.

Many groups have created online resources that provide guidance for drafting and submitting an opinion to the editor. Here are two examples:

[Op-Ed Writing: Tips and Tricks — The OpEd Project](#)

https://web.archive.org/web/20160201094734/http://newsoffice.duke.edu/duke_resources/oped