

CHECKLIST FOR EFFECTIVE WRITING ON TB

Writing about a difficult and complex issue like tuberculosis is not easy, and we realize that. Here is a simple checklist to help you assess your own work.

DIRECT IMPACT

Does/is my writing....

- Help people understand the basics about TB?
- Make people aware about TB services they can use to get information, diagnosis, treatment and follow up?
- Motivate them to seek these services?
- Simple and easy to understand (explanatory journalism)?
- Sustain focus on an issue in some depth?

HUMAN INTEREST & EMOTION

Does my writing....

- Have powerful quotes?
- Have a human face - features the descriptions and perspectives of people with TB and service providers?
- Use appropriate sources for the appropriate quotes?

ETHICS

Does my writing....

- Respect the confidentiality of patients where needed?
- Use language that is inclusive and non-discriminatory?
- Demonstrates balance and objectivity?
- Provide context?

PRESENTATION

Is/does my writing...

- Sustain interest from start to finish?
- Interpret data to make sense to a lay reader?
- Send clear messages?

This resource was developed by REACH as part of its efforts to help improve the quality and frequency of media reporting on TB. The development of this resource is supported by a United Way Worldwide grant made possible by the Lilly Foundation on behalf of the Lilly MDR-TB Partnership. If you have any questions, please write to us at anupamasrinivasan.reach@gmail.com