

### Write an **Op-Ed** for Your Local Newspaper

There are several ways to utilize the media to communicate the importance of dental research funding. Publishing an op-ed increases awareness around the issues of dental research progress and funding. It is an important advocacy tool to offer your opinions on the topic. If you are seeking to get an op-ed published, here are a few tips:

1. **Start early**—Submit your op-ed to publications one at a time. Realize that they may receive up to 500 submissions for various issues a week. Make yours a priority by submitting early in the month to raise awareness about upcoming events.
2. **Reach out**—Call your publication and ask for the editorial page editor. Introduce yourself, and express your interest in submitting an op-ed for publication during the August congressional recess. Ask about guidelines or rules that must be followed. Note that most op-eds are limited to about 650 words.
3. **Follow their submission guidelines**—Following the publication rules will maximize your chances of getting placed. While many publications now accept submissions via email or through an online form, may still ask for a hard copy via mail. When you do submit your op-ed to the publisher, include a cover letter to the editor you spoke to and include a reference to the contact that you did have. In addition, highlight why your submission is important to their readers. Include your full name, contact information, and what makes you an expert on the subject.
4. **Be persistent**—Follow up a week after you have submitted your op-ed, giving their editor time to read it. Give them another call to confirm the receipt of your op-ed as well as answer any questions that they may have. In addition, offer to modify it according to any requests they make.
5. **Follow up**—Finally, let AADR know if your op-ed is published.

This is an example of an op-ed written in support of biomedical research:

#### **Ohio will compete nationally, globally in health care**

Sunday, October 17, 2010

Ohio is a burgeoning health care and biomedical state, but many of our own citizens are unaware of the magnitude of our rich resources and the potential impact they can have on economic growth and job creation. Our area is full of amazing medical resources — from educational institutions, to health care providers, medical manufacturers and biomedical research facilities. We also have effective local, regional and statewide business groups, chambers of commerce and economic development entities. Ohio is poised to compete nationally and globally in health care and the scientific research that improves health. It is time to come together to raise awareness of these resources, find new ways to attract business and generate additional growth and investment.

Health care, the biomedical industry and medical research are not only good for the health of our residents, but also good for the health of the Ohio economy.

#### *Huge inventory*

For example, Northeast Ohio is currently home to more than 600 medical-related organizations with 230,000 health care and bioscience workers. The area boasts 60 hospitals, 30 colleges and universities with health care professional education programs and 12 of the nation's top 18 medical device manufacturers. The research and commercialization projects that are completed in our region and state significantly add to the economic impact through job creation, capital investments and education. By coming together and highlighting the medical and research breakthroughs occurring throughout our state, we can easily position ourselves as a top-tier bioscience cluster.

Ohio is the seventh most populous state in the nation, but currently ranks tenth in the receipt of medical and scientific research funds (about \$770 million) from the National Institutes of Health (NIH). This is in contrast to North Carolina, that is the tenth most populous but ranks seventh in NIH funding (about \$1.1 billion). If Ohio is

seventh in population, we should at least be seventh in NIH funding. If Ohio were to change just this one inconsistency, it could mean an increase of hundreds of millions in research funding for the state and 10,000 new jobs for Ohioans. By effectively coming together as a state and pooling our resources and our advocacy, this is a goal that we can attain.

#### *National exposure*

It is also critical that Ohio join forces with medical and scientific entities that can help bring national exposure to our efforts. Partnering with a nationally-recognized organization like Research!America can help bring much needed visibility to our state. Research!America is a national non-profit organization that works for strong public policies and federal funding for medical and health research, mobilizing the public to contact Congress and hosting briefings and meetings with members of Congress and their staff. The alliance represents about 125 million Americans through 415 professional organization and non profits, business entities, academic institutions, foundations and local governmental agencies. There are currently more than 24 institutional members in Ohio. In an August 2010 poll commissioned by Research!America, 91 percent of Americans said they think research is important to their state's economy; 71 percent said investing in research is important to job creation and economic recovery, and 97 percent reported education and training in science, technology, engineering and math are important to future U.S. competitiveness and prosperity.

#### *Partnerships*

Across the United States, there are many regions and states that have become known for their economic focus through health care and biomedical research — i.e. the Research Triangle in North Carolina and Silicon Valley in California. By joining forces, the entities in these areas were able to bring attention to their biomedical areas of focus and make a positive and lasting impact in their region. In this time of recession, health care reform and scarcity of resources, it is more important than ever that Northeast Ohio partner effectively with the entire state to bring our health care business and medical enterprises together as a single cluster to attract more companies, gain national exposure and grow our research assets.

<http://www.vindy.com/news/2010/oct/17/ohio-will-compete-nationally-globally-in/>