



Letter to the Editor

Myeloma Action Month

**A step-by-step guide on how to raise awareness about Myeloma
Action Month in your community.**

Tips for sending an effective letter to the editor of a local or regional newspaper.

The letters to the editor section is one of the most widely read sections of any newspaper or periodical. This section offers advocates a chance to reach a broad audience and provide readers with information and insights on unfamiliar issues that often inspire readers to take action.

1. Be professional and identify yourself

Letters should be typed or neatly handwritten and should follow the submission rules of the publication. Language should be polite, but persuasive. Use the sample letter as a guide, but put your letter in your own words. Try to personalize your experience and frame your letter as a response to a recent article, editorial, or event covered by your newspaper. The publication will need to authenticate the letter, so sign your letter and provide contact information, including an address and daytime phone number. (Phone numbers will not be published; editors generally call authors to confirm the validity of the letter before publishing.)

2. Keep it brief and get to the point Keep it short, to the point and concise.

Keep your letter concise and to the point. Start with a compelling introductory sentence and follow with short and clear factual points. Introduce yourself and quickly describe your role and knowledge of the myeloma community. Check your newspaper's website for guidelines on word count; bear in mind that most newspapers will only accept letters of 150-200 words.

3. End with a call to action

Include your affiliation with IMF at the bottom of your letter if appropriate; however, be aware of how many times you mention the organization. Most newspapers will not submit letters that they find self-promotional. Ask readers to follow up. For example, urge them to join you and take action to empower the public and patients about myeloma.

Sample Letter to the Editor

Dear Editor,

March is Myeloma Action Month, and this year I am joining with the International Myeloma Foundation (IMF) to raise awareness about myeloma. Although myeloma is the second most common blood cancer, it can go undiagnosed until it begins to seriously damage health.

I am one of the more than 90,000 people in the United States living with myeloma in the United States. According to the National Cancer Institute's Surveillance, Epidemiology, and End Results Program, over 30,000 new cases of myeloma were diagnosed in 2016 and there were over 12,000 deaths from the disease.

I am joining with myeloma health care professionals, patient advocates, and caregivers to take action to empower the public about myeloma and empower patients and arm them with knowledge. Raising awareness about this rare disease can guide patients to ask their doctors to consider myeloma as a possible cause for their symptoms, leading to earlier diagnosis. Early diagnosis is a key aspect of achieving best outcomes for myeloma in 2017 and beyond.

For further information about myeloma you can contact the IMF InfoLine (infoline@myeloma.org) or the IMF website (www.myeloma.org).

