Feedback on Stop TB USA Website - XXXXXXX's point of view

There is a lot of amazing information from very credible sources. This is great! This is the first impression the organization has on people, so I think its good that it's so well done.

It's also really mobile friendly. I tried opening it a few times on my phone and the formatting was still the same and it was very easy to use.

I think the main thing we should work on is to make it easier for someone who knows very little about tuberculosis to understand what the organization does, why it matters, and how to get involved because if i'm not wrong, that's one of the main goals of the website.

One example is the Homepage: Stop TB USA. The becoming a Stop TB USA member section is great but it would be helpful to have info on what kinds of responsibilities that position might entail.

I also believe we should consider adding some more visuals from our events and stuff. That will make it easier to draw attention. Our website is very text heavy and that makes it a bit easy to get bored while reading.

Feedback on TB Wire Newsletter - xxxxxxx's point of view

I appreciate the work that goes into creating the TB Wire newsletter. It shares a lot of important information about tuberculosis (TB), including research, news, education, and ways people can help. I think it is a useful resource for people who already work in the TB field. It is so much work honestly so I want to start by saying thank you to the team that creates it!

However, I think there are ways to make the newsletter better and reach a wider audience, including people who do not know much about TB. I got overwhelmed when I tried to read the document. While information is great, it's not serving the purpose if it's not read or consumed by our audience.

I came up with some things we could change if we want to make the newsletter more engaging/interesting.

1. Make the newsletter easier to read and include a clear call to action

The newsletter covers many different topics, which is good, but it can be hard to know which stories are the most important. It might help to start with one to three main stories. Readers could then click on links to learn more if they are interested. There could also be an upfront

inclusion of a call to action. Passive consumption of content is great but having that would be better

2. Include more stories about real people

TB is not just a medical issue. It affects people, families, and communities. Including stories from people who have experienced TB, healthcare workers, and community organizations could help readers better understand how TB affects everyday life. These stories could also help people feel more connected to the issue.

3. Make the information easier to understand

Some of the information may be difficult for people who are not familiar with TB or public health. We should use simpler words and explain medical terms as that would help more people understand the topics. The goal should be to share important information without making readers feel like they need a medical background to understand it.

4. Make the newsletter more interesting for different audiences

I think TB Wire could reach more people by including a mix of news, personal stories, interesting facts, and practical tips. It should still provide detailed information for people who work in the TB field, but it should also be interesting and useful to students, community members, and the general public.

5. Ask readers what they think

Another idea would be to ask readers what they like about the newsletter and what they would like to see changed. A short survey could help the team understand which topics are most interesting and how to make the newsletter more useful.

Overall, I think TB Wire is a valuable resource, but it has the potential to reach and help many more people. By making the information easier to understand, including more personal stories, and giving readers simple ways to get involved, the newsletter could have a bigger impact.

I think the main goal should be to make TB Wire more than just a newsletter for people who already know about TB. It should also help people learn about TB, understand why it matters, and see how they can be part of the effort to end it.