



Checklist for effective reporting 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 and 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?
- Demonstrate 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?

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