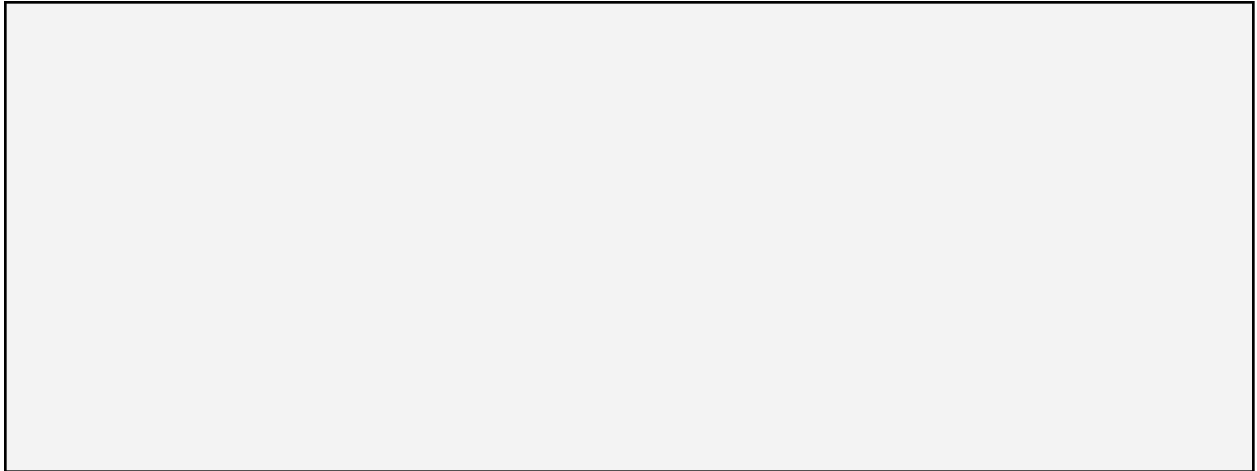
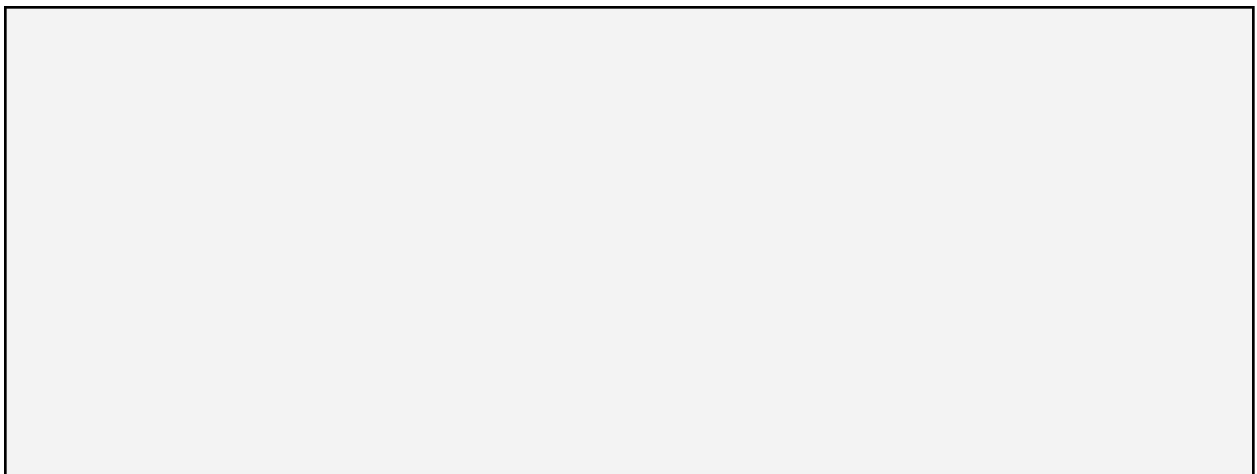


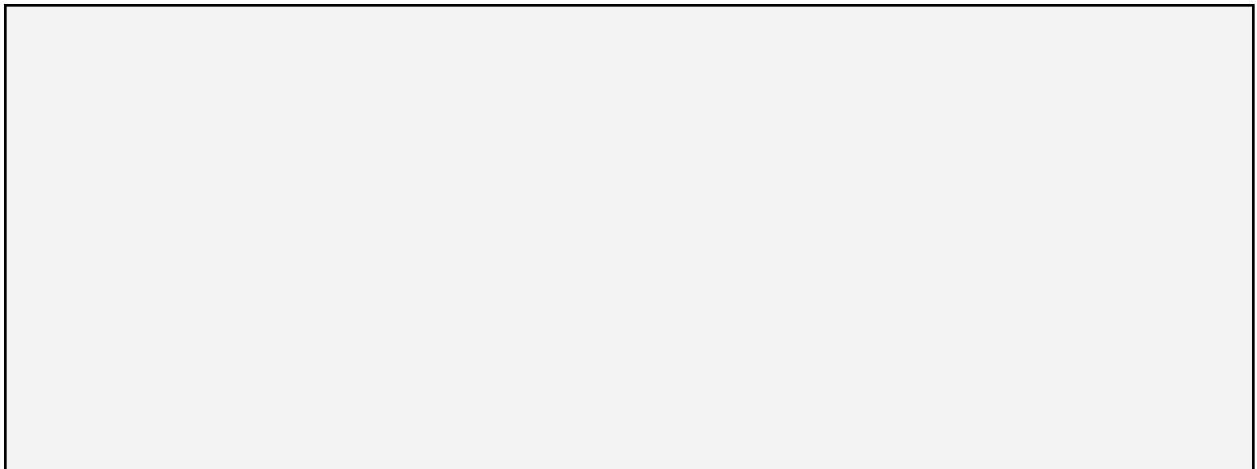
**Q: What message convinced you to support single-payer Medicare for All?**



**Q: How would your colleagues describe you? Choose three words.**



**Q: How do you communicate with your fellow students?**



## Resources for SNaHP Students

### Elements of Messaging

- **The message:** What are you trying to communicate, exactly? The overall message will likely be “support single payer” or “join SNaHP,” but there are *many* points of entry and supporting arguments you can use.
- **The messenger:** Consider who you are in relation to your audience. This will inform how they receive what you are trying to communicate.
- **The medium:** You'll use different conventions depending on whether you're texting, using social media, giving a presentation, or having a one-on-one conversation.

### Writing op-eds or letters to the editor

- Your campus almost certainly has a newspaper or online news site that would love to publish a single-payer piece from a medical or health professional student.
- A letter-to-the editor is **150–200 words**; an op-ed or “guest essay” is about **650 words**.
- After writing your letter or op-ed, send it to your target news outlet in the body of the email — **never as an attachment** — and include a brief pitch and your bio in your email.
- You can find your outlet's contact information by simply googling “how to submit” + the name of the news outlet, or locate your outlet's “Contact Us” page.
- Questions? Contact PNHP Communications Specialist Gaurav Kalwani at **gaurav@pnhp.org**.

### Social media

- Use the hashtag **#PNHP2022** when posting about this weekend's conference.
- Use the hashtags **#SinglePayer** and **#MedicareForAll** regularly.
- Images and video are crucially important. Images of you and your colleagues in your **white coats are especially powerful**.

**Always lead with stories of real people that your audience can relate to**

Communication and messaging works best when you have a tangible goal.

Use the framework we've talked about—the messages that resonate with you, your understanding of who will be most receptive to hearing from you, and the methods of communication you are most comfortable with—and **recruit one student to join SNaHP**.

Free SNaHP membership signup available at **pnhp.org/join**.