

# Communication & Messaging

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# Goals



- Understand the building blocks of effective messaging
- Learn from your colleagues
- Grow SNAHP membership

Communication is vitally important to any activist organization as a means to influence people. We should seek to share news, information, and personal stories that support single payer or highlight the dangers of commercial health insurance.

# The Message



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

Writing prompt and discussion.

# The Message (notes)



# Legislative Testimony (Emily Huff)



Emily's Oct. 19 testimony to the Kent (Ohio) City Council is available at the SNaHP NEOMED Chapter YouTube channel.

# Print and Local Media (James Moore)

## Biden's costly failure to stop Medicare privatization experiment in Ohio: Maximilian Brockwell and James Tyler Moore

Updated: Feb. 16, 2022, 5:39 a.m. | Published: Feb. 16, 2022, 5:38 a.m.

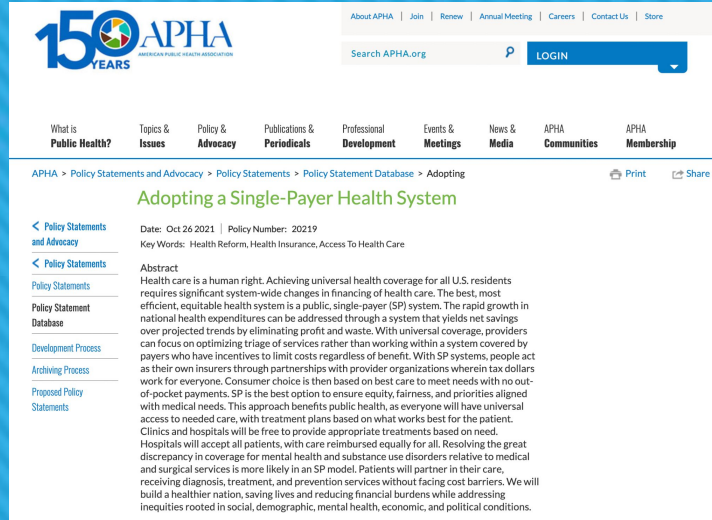


THE PLAIN DEALER  
CLEVELAND.COM

A Medicare privatization experiment injecting "direct contracting entities" into the process, which could cost taxpayers billions, by some estimates, needs to end, write medical students Maximilian Brockwell and John Tyler Moore in a guest column today. (Lisa DeJong/The Plain Dealer) The Plain Dealer

1. About print media
  - a. Circulation and reach
  - b. Online
  - c. Audience
2. Approaches to op-eds
  - a. Style and strategy
  - b. Co-authorship
  - c. Choosing a target publication
3. Getting coverage
  - a. Network with reporters
  - b. Get help with press briefings

# The Messenger



How would  
your colleagues  
describe you?  
Choose three words.

Writing prompt and discussion.



# The Messenger (notes)

Discussion notes go here...





Daniel  
@jai\_lies



U.S.

# Medicare for All Would Save \$450 Billion Annually While Preventing 68,000 Deaths, New Study Shows

BY JASON LEMON ON 2/18/20 AT 3:53 PM EST



President Biden @POTUS · 1/27/21

United States government official

Science will always guide my Administration.

8:01 AM · 1/28/21 · Twitter for iPhone

View Tweet activity

Impressions

12M

Engagements

914K

Detail expands

246K

New followers

2

Profile visits

8,386

28.8K Retweets 339 Quote Tweets 140K Likes



Daniel  
@jai\_lies



# re for All Would llion Annually V ing 68,000 Dea dy Shows

ON 2/18/20 AT 3:53 PM EST

2:17 PM · 4/9/21 · Twitter for iPhone

View Tweet activity

17.9K Retweets 1,164 Quote Tweets 80.7K Likes



CNBC

POLITICS

Biden suggests he would veto 'Medicare for All' over its price tag

PUBLISHED TUE, MAR 10 2020 12:32 PM EDT  
UPDATED TUE, MAR 10 2020 4:17 PM EDT



Public Citizen  
@Public\_Citizen

BREAKING: Biden proposes a \$753,000,000,000 Pentagon budget, a significant increase from last year's budget.

9:25 AM · 4/9/21 · Twitter Web App

Impressions

6M

Engagements

1M

Detail expands

145K

New followers

8

Profile visits

7,160



**Daniel**  
@jai\_lies

A failed state is when you have a  
Space Force before universal  
healthcare

10:43 PM · 2/6/21 · [Twitter for iPhone](#)

View Tweet activity

**22.3K** Retweets **588** Quote Tweets **14K** Likes



**Real Progress in Action**

Feb 9, 2021 ·

**A failed state is  
when you have a  
Space Force  
before universal  
healthcare.**



145

1,168 Shares

Mon, Feb 15, 2021, 06:21:13 AM Pacific Standard Time



**r/ABoringDystopia** · Posted by u/Mary-Trustyn-Wise 2 years ago 4

10.2k





A failed state is when you have a space force before you have universal healthcare

**In case you were wondering...**


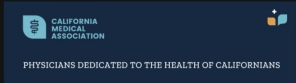


**A failed state is when you  
have a Space Force before  
you have universal healthcare.**

**Daniel** @jai\_lies · 1/7/22  
The California **Medical** Association is strongly opposing the California single payer bill AB1400 even though 3.2 million Californians still lack healthcare in a deadly pandemic

**matt musselman (he/him)** · 1/7/22  
Replying to @mmmDOMPH  
[Show this thread](#)

Fwd: [EXTERNAL EMAIL] Take Action to Protect Gains Made by ACA: Oppose AB 1400!

**California Medical Associati...** 10:35 AM To You  


[Take Action to Protect Gains Made by ACA: Oppose AB 1400 \(Kalra\)!](#)


**Daniel** @jai\_lies

the ACA was signed 11 years ago and medical bills are still the # 1 cause of bankruptcy

4:28 PM · 3/23/21 · [Twitter for iPhone](#)

 View Tweet activity


**3,669** Retweets **192** Quote Tweets **19.8K** Likes

**Daniel** @jai\_lies


Traditional Medicare runs on a 2% overhead whereas Direct Contracting Entities (DCE's) take bulk payments from CMS and are allowed to scrape 40% profit off the top

Biden is forcing Traditional Medicare patients into DCE's without their prior approval.

5:27 PM · 1/9/22 · [Twitter for iPhone](#)


 View Tweet activity

**78** Retweets **6** Quote Tweets **201** Likes

**Daniel** @jai\_lies

med school is crazy because you learn so much about the human body, diseases, and appropriate interventions and then you get out into the clinic and realize that patients can't get the medication or therapy they need because the entire system is a scam to enrich oligarchs

8:30 PM · 6/2/22 · [Twitter for iPhone](#)

 View Tweet activity

**208** Retweets **10** Quote Tweets **627** Likes



**Daniel**  
@jai\_lies

my patient is getting his toes cut off because he couldn't afford his diabetes meds

7:20 PM · 8/10/22 · [Twitter for iPhone](#)

View Tweet activity

**1,722** Retweets **262** Quote Tweets **8,735** Likes



**Vlad (하준)**  
@pastastapejob

Replying to @jai\_lies and @minimoogles

Had a patient this week who chose to go blind in their right eye for the same reason

7:57 PM · 8/10/22 · [Twitter for iPhone](#)

**40** Retweets **588** Likes



**Leila Charles Leigh** 🌹 · Pur... · 8/11/22  
Replying to @jai\_lies

Horrifying system of cruelty in this country. It's unbearable. 😞

1 3 75



**ACAB includes ICE & Border Patrol...**  
@bnweaver81

Replying to @jai\_lies

I work for a pharmacy, and many times I hate my job. I love being able to help people, but there are times that I feel helpless about being able to help.

10:16 PM · 8/10/22 · [Twitter for iPhone](#)

**3** Retweets **45** Likes



**Kim DeRhodes**  
@DerhodesKim

Replying to @jai\_lies and @CadeyHarrel

I've had patients abandon their insulin prescriptions at the counter because it went from \$50/mo to \$275/mo. This is killing people.

9:32 PM · 8/10/22 · [Twitter for iPhone](#)

**166** Retweets **6** Quote Tweets **1,114** Likes



**dr. life is strange, comrade -...** · 8/11/22

Replying to @jai\_lies

America be like: your physical health, or your financial health. Choose wisely. 😡

3 4 43



**Shay**  
@shaynuh\_elle

Replying to @jai\_lies

My brother died from DKA in 2019 at 39 bc he couldn't afford his insulin and was rationing.

7:34 PM · 8/11/22 · [Twitter for iPhone](#)

**6** Retweets **34** Likes



**Wandawoman** 🌹 **Help me sa...** · 8/11/22

Replying to @jai\_lies

Could you imagine going back to not covering pre existing conditions? I moved here from Canada, I can't believe that healthcare here is a business and not a service. How do the insurance companies help? We don't need them.

8 6 66



**Bill Nye The Highest Guy** @B... · 8/11/22

They're not meant to help. They're meant to extract profit and transfer more wealth from the bottom to the top of the economic ladder. The system is working exactly as intended.

2 77



**Brandon Peplinski, MD MPH**  
@MDsarecomplicit

the internist's creed



**Daniel** @jai\_lies · 8/10/22

my patient is getting his toes cut off because he

# The Medium



How do you communicate with your fellow students?

Writing prompt and discussion.



# The Medium (notes)

Discussion notes go here...

# Recruit one student



Students for a National Health Program

[pnhp.org/join](https://pnhp.org/join)

## Join Students for a National Health Program!

**Students for a National Health Program (SNaHP)** is the student arm of Physicians for a National Health Program, a long-standing national organization of more than 20,000 doctors and medical professionals advocating for single-payer reform. Our profession is in dire need of a just framework that puts the needs of patients ahead of the financial interests of investors.

Medical and health professional students are working enthusiastically to reform and re-imagine American medicine by advocating for **health justice, racial justice, and economic justice**. Our nearly 100 student chapters across the country have been involved in direct action, campus-based organizing, and educational efforts in support of single-payer reform.

**SNaHP membership is FREE for medical and health professional students** — please join us!

Join SNaHP today!

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**.



Students for a National Health Program