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

Writing prompt and discussion.

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

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
How would your colleagues describe you?
Choose three words.

Writing prompt and discussion.
The Messenger (notes)

Discussion notes go here...
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

28.8K Retweets 339 Quote Tweets 140K Likes

2:17 PM · 4/9/21 · Twitter for iPhone

17.9K Retweets 1,164 Quote Tweets 80.7K Likes
A failed state is when you have a Space Force before universal healthcare.
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.

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

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.

When did med school become so bad? You learn so much about the human body, diseases, and appropriate interventions and then you go 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.
my patient is getting his toes cut off because he couldn’t afford his diabetes meds

Daniel @jai_lies
7:20 PM · 8/10/22 · Twitter for iPhone

1,722 Retweets 262 Quote Tweets 8,735 Likes

Vlad (하준) @pastastapejob
7:57 PM · 8/10/22 · Twitter for iPhone

Replying to @jai_lies and @minimoogles
Had a patient this week who chose to go blind in their right eye for the same reason

40 Retweets 588 Likes

Leila Charles Leigh 🤷‍♀️ Pur... @jai_lies
7:57 PM · 8/10/22 · Twitter for iPhone

Replying to @jai_lies
Horrifying system of cruelty in this country. It’s unbearable.

3 Retweets 45 Likes

Kim DeRhodes @DerhodesKim
9:32 PM · 8/10/22 · Twitter for iPhone

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.

166 Retweets 6 Quote Tweets 1,114 Likes

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

Wandawoman 🤗 Help me sa... @jai_lies
8:10 PM · 8/11/22 · Twitter for iPhone

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 Retweets 6 Quote Tweets 66 Likes

Bill Nye The Highest Guy @B... · 8/11/22 · Twitter for iPhone

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.
The Medium

How do you communicate with your fellow students?

Writing prompt and discussion.
Recruit one student

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!

pnhp.org/join

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.