

A Service of Remembrance and Hope



Health Care for All

Tool Kit of Publicity and Media Resources for:
A National Day of Remembrance and Hope

Faithful Reform in Health Care
www.faithfulreform.org
contact@faithfulreform.org

This Tool Kit was produced by Faithful Reform in Health Care, an interfaith coalition of national, state, and local groups and individuals who understand the faith community's important role in working for a health care future that includes everyone and works well for all of us.

People of faith are encouraged to use the resources as part of an effort to raise the visibility and voices of people of faith who care about health care reform in the United States.

All resources may be used and/or reprinted with citation given to Faithful Reform in Health Care or the appropriate citations as noted on specific pages.

Faithful Reform in Health Care
<http://www.faithfulreform.org>
contact@faithfulreform.org



Telling the Story about Your Event

Get ready... get set... tell your story!

The planning for your event is underway and you are excited about the way all of it is coming together. NOW it's time to get the word out – even if every detail is not quite in place. Just a little time giving attention to these details will create the potential for your event impacting more than just those who attend.

Enclosed you will find tips for things to do and samples to help you do them.

- Publicity and media timetable
- Color flier that you can adapt with the information for your event
- Black & white flier that you can adapt with the information for your event
- Sample: Media Advisory (1 week ahead)
- Sample: Media Advisory (1 day ahead)
- Sample: Op-Ed
- Sample: Open Letter from Faith Leaders
- Sample: Letters to the Editor

Feel free to use these resources as much as needed to help you make your event successful. But... whenever possible, your words from your heart will likely carry more passion than simply printing what others have said.

Have fun planning your event and telling your community about it!



Publicity and Media Timetable

Immediately

Spread the word.

- Urge everyone on the planning team to start circulating the information about your event via your personal, faith, and professional networks.
- Take fliers with you everywhere you go.
- Start sending out information via email and the social networking sites.
- Put fliers up in public places.
- Provide worship bulletin inserts for churches, synagogues, mosques, and temples in your community.
- Draw others into the process by inviting them to be ushers, provide snacks, light candles, ring bells, etc. (If you extend the tasks beyond the planning team, you will increase attendance!)

Contact the media.

- Make your initial contacts with your local media outlets: newspapers, radio, network and cable television.
- Don't overlook the weekly community papers!
- Make a point to talk to or at least leave a message with those who cover religion, health care, and perhaps politics.
- Give them the few quick details (event, time, place), and then find out:
 - Deadlines for submitting items to any community calendar that they run.
 - Deadlines for submitting stories to be covered/printed.
 - Preferred length (word count) of submissions for print media.

Week of October 11

- Send Media Advisory #1 early in the week. (Monday may be necessary to gain access to weekly papers that are printed/distributed Wed/Thurs)
- Identify faith leaders who will be willing to co-write/co-sign an Op-Ed on the day of your event. Provide the enclosed template for them, but be sure to encourage them to use their own words!

Week of October 18

- October 18 or 20 Faith leaders' Op-Ed published (hopefully)
- October 19 or 20 Call the TV stations to remind them about the event
Assemble your Media Kit for reporters who might attend
- Day after your event Send Press Statement describing your event
- October 21-23 Send follow-up op-eds, Letters to the Editor, etc.

A Service of Remembrance and Hope



Health Care for All

A time for people of faith to remember the 45,000 people who die each year for lack of needed health care... and to look with hope to reform that creates a health care future that includes everyone and works well for all of us.

Join us in this time to remember and to raise our voices in faith and hope!

Date:

Time:

Place:

Address:

Sponsors:

This event is a part of “A National Day of Remembrance and Hope” sponsored by members of the Faithful Reform in Health Care coalition. The observance is part of a larger nationwide day of action sponsored by numerous groups that are calling for a renewed commitment to make inclusive and affordable health care reform a reality this year.

A Service of Remembrance and Hope



Health Care for All

A time for people of faith to remember the 45,000 people who die each year for lack of needed health care... and to look with hope to reform that creates a health care future that includes everyone and works well for all of us.

Join us in this time to remember and to raise our voices in faith and hope!

Date:

Time:

Place:

Address:

Sponsors:

This event is a part of “A National Day of Remembrance and Hope” sponsored by members of the Faithful Reform in Health Care coalition. The observance is part of a larger nationwide day of action sponsored by numerous groups that are calling for a renewed commitment to make inclusive and affordable health care reform a reality this year.

Sample: Media Advisory #1

(To be sent out a week or so before the event. Use as much of this sample as you wish, but be sure to edit all the details that are not accurate for your event!)

Date:

Contact person:

Telephone contact:

Email contact:

MEDIA ADVISORY

Service of Remembrance and Hope to remember the 45,000 who die each year for lack of health care

[Washington, DC] – On Tuesday, October 20th, nearly a thousand people of faith and community members will join together for a Service of Remembrance and Hope at National City Christian Church to remember the 45,000 people who die each year – one every 12 minutes – for lack of health care. They will raise their voices in hope for reform that creates a health care future which includes everyone and works well for all of us, and will pray for moral leadership from Representative [] and President Obama.

The service will include prayers led by prominent local leaders from diverse faith traditions, music, and testimony from local families struggling under our current, broken health care system. District resident, Maria Sanchez, will be among those who will share her story and struggles over her son's illness and death once she lost her job and her health insurance.

In preparing for this service, Rev/Rabbi/Imam [] of [] said, "We have a moral imperative to make health care reform happen this year. The fact that tens of thousands of people die every year for lack of needed health care in the richest nation in the world is beyond any moral sensibility. The values we share as people of faith call us to a more compassionate reality."

As Members of Congress move through the next phase of legislative negotiation over the shape and scope of health care reform, a growing movement within the faith community is calling for reform that reflects the values of their religious teachings and results in a system of health care that is inclusive, accessible, affordable and accountable.

When people of faith gather in Washington, DC on October 20th, thousands of others are gathering in their own communities across the country—from Oregon to New Mexico to North Carolina—for services of remembrance, prayer vigils, educational forums, postcard-writing campaigns, legislative visits, and more, pushing for quality coverage within reach for all.

WHAT: A Service of Remembrance and Hope
WHO: Religious and community leaders in Washington, DC
WHERE: National City Christian Church, located at Thomas Circle
WHEN: Tuesday, October 20th, 12:00 noon

Faith events across the country are being organized by members of Faithful Reform in Health Care, a national interfaith coalition of organizations and individuals promoting a faith-inspired vision for our health care future. Please visit www.faithfulreform.org to learn more.

###

Sample: Media Advisory #2

(To be sent out the day before the event. Use as much of this sample as you wish, but be sure to edit all the details that are not accurate for your event!)

Date:

Contact person:

Telephone contact:

Email contact:

MEDIA ADVISORY

People of faith in Washington, DC, and across the U.S., to pray for victims of broken U.S. health care system

People of faith in Washington, DC, are joining others around the country who are leading a faith-inspired nationwide effort to make sure that the victims of our broken health system are remembered as Members of Congress continue their deliberation over health care reform. In a **Service of Remembrance and Hope**, nearly a thousand people of faith and community members will join together to remember the 45,000 people who die each year – one every 12 minutes – for lack of health care. The service will be held at **National City Christian Church, at 12:00 noon, on Tuesday, October 20th**.

The service will include prayers led by prominent local leaders from diverse faith traditions, music, and testimony from local families struggling under our current, broken health care system. District resident, Maria Sanchez, will be among those who will share her story and struggles over her son's illness and death once she lost her job and her health insurance.

“Even one death for lack of needed health care is a moral tragedy,” said Rev/Rabbi/Imam [] of []. He continued, “But the 45,000 deaths annually that were noted in the recent report from Harvard, are a profound reminder that we as a nation have lost our moral compass and our faith-inspired call to care for everyone as a brother and sister. We can and must do better – beginning with good health care reform this year.”

When people of faith gather in Washington, DC on October 20th, thousands of others are gathering in their own communities across the country—from Oregon to New Mexico to North Carolina—for services of remembrance, prayer vigils, educational forums, postcard-writing campaigns, legislative visits, and more, pushing for quality coverage within reach for all.

WHAT: A Service of Remembrance and Hope
WHO: Religious and community leaders in Washington, DC
WHERE: National City Christian Church, located at Thomas Circle
WHEN: Tuesday, October 20th, 12:00 noon

Faith events across the country are being organized by members of Faithful Reform in Health Care, a national interfaith coalition of organizations and individuals promoting a faith-inspired vision for our health care future. Please visit www.faithfulreform.org to learn more.

###

Sample: Op-Ed

(If possible, to be printed in local papers on October 18, 19, 20. Use as much of this sample as you wish, but be sure to edit all the details that are not accurate for your locale!)

Writing Tips

Introduction: Begin with a values statement that highlights the core values of your message: community, common good, shared responsibility, compassion, etc. Share your vision of what can be, moving beyond the scope of the problem in your city, state, or in the U.S.

Human interest: Offer a human interest edge, **but be careful.** Do not further victimize a victim by creating a scenario in which opponents could say, “Just get a job with insurance.” Place the event in the context of the system, ie don’t talk about Joe being sick with no insurance. Do talk about the local factory that closed leaving hundreds without insurance, one of which was Joe.

Content: Offer your thoughts, assessment of the problem, solution, etc. from the macro view. Remember ... It’s not about “Joe” but about the system that is not working for him. It’s about all of us together.

Offer a vision and hope: Lots of folks are offering (fighting over) solutions. A unique role of the faith community is that of offering a vision and hope for a better health care future.

A Faith-Inspired Call for Health Care Reform

As federal health care reform legislation moves through its critical final stages, people of faith are uniting in unprecedented numbers nationwide in support of a health care future that includes everyone and works well for all of us. We celebrate that we’ve made more progress than ever in making reform a reality, but we also understand we aren’t there yet. Our voices still are needed to help influence the content and character of the bill. If we want the legislation to reflect compassion, commitment to the common good, shared responsibility, and faithful stewardship in the midst of abundance, then we know it will be up to us to communicate those values to our lawmakers.

By working together, we can help assure that 1 in 6 children and non-elderly adults will no longer have to live sicker and risk dying younger because they cannot get needed health care. Medical care will no longer be the cause of financial ruin for families, institutions, businesses, and governments. All people will have the health care they need regardless of their age, income, race, gender, pre-existing conditions, sexual orientation or place of residence.

The 45,000 annual deaths due to lack of needed health care, as noted in the recent report from Harvard, are a profound reminder about how important it is to make comprehensive and compassionate reform happen this year. The story of [name of victim] reminds us that we as a nation have lost our moral compass and our faith-inspired call to care for everyone as a brother and sister. We can and must do better.

Briefly tell the story of someone in your area. As you write the story in your own words, be sure to note the “human interest” tips in the box to the left.

In the United States, we are blessed with the talents, wisdom and abundant resources to prevent these unnecessary deaths and to meet the needs of one another, including the health care needs of all. It’s not that we don’t have enough experts or enough money to make reform happen. It’s that we lack the moral vision and commitment to do the right thing for everyone who lives here. We lack the political will to insist that we use our resources effectively, efficiently and equitably.

In the coming weeks, we urge Senators [] and [] and Representative [] to reclaim the highest ideals of public office, to

Refer to your lawmakers by name: Staffers scour the papers for references to their bosses. Referencing your lawmakers by name, either challenging or commending their position will increase the chances that they that they will hear about the Op-Ed.

Make a commitment: If transformation is going to happen, we have to commit to being a part of it. We cannot expect others to do all the work. Tell the readers what you will do. Make it clear that you are working not just for a particular policy, but for a system that reflects values that are important to you.

Reference an event if applicable: Make reference to your event, and place it in the context of the larger national observance. Be sure to include:

- What
- Where
- When
- Who will be presenting
- Who/how many will be attending
- Why this is important
- Contact info

support legislation that meets the needs of *all* the people who elected them. We urge them to work with colleagues to move from partisan debate toward dialogue that is inspired by a shared public conscience that results in finding common ground for the common good.

We understand that changing the way of politics in our country is not easy, but many of us in faith communities are trying nonetheless. We know that social change happens over time as our hearts and minds are transformed and our sensitivities are moved from self-interest to the common good. When the religious community is at its best, it is at the heart of such transformation.

Toward that end, we have committed ourselves to promoting values that are important to us and to our health care reform discussions – values like community, compassion, shared responsibility, concern for those who are most vulnerable, and faithful stewardship in the midst of abundant resources. Inspired by these shared values from our sacred texts, we will keep alive a vision where health, wholeness and human dignity are our priority.

We are measuring legislative proposals by their capacity to move us toward a health care future that is:

- Inclusive, offering everyone, regardless of circumstance, access to a solid system of health care.
- Accessible, eliminating all barriers to that system, thereby enabling all of us to participate in and contribute to the life we share together.
- Affordable, ensuring that we create a modern system that uses our abundant health care resources effectively, efficiently, and equitably.
- Accountable, calling for shared responsibility across all sectors of our society, working in partnership on behalf of the common good.

This week, in Prayer Services, Candlelight Vigils, and Health Care Sabbaths surrounding the October 20th National Day of Remembrance and Hope, people of faith in hundreds of events all across the country will be gathering to remember the victims of U.S. health care, and to share a vision that affirms our commitment to one another and shapes who we are as individuals and as a nation.

Getting your Op-Ed published

Newspapers welcome well-written, thoughtful and timely articles. However, there are lots of issues at any given time, along with gifted writers who can wax eloquently on those issues. To help get your Op-Ed published:

- Make your Op-Ed timely, connecting it to a current event in your community/state, to a recent story in your paper, to a legislative timetable, etc.
- Make a personal contact with the editor who oversees your local Op-Ed submissions. Learn their timelines and deadlines.
- Consider co-authoring the Op-Ed with other faith leaders, showing solidarity around shared values.

Sample: Open Letter from faith leaders

(The Sample Op-Ed may also be adapted as a sign-on letter from faith leaders in your area. If possible, to be printed in local papers on October 18, 19, 20.)

An Open Letter from Faith Leaders of [name your city, state, etc.]

As federal health care reform legislation moves through its critical final stages, people of faith are uniting in unprecedented numbers in support of a health care future that includes everyone and works well for all of us. We celebrate that we've made more progress than ever before in making reform a reality, but we also understand we aren't there yet. Our voices still are needed to help influence the content and character of the bill. If we want the legislation to reflect compassion, commitment to the common good, shared responsibility, concern for those who are vulnerable, and faithful stewardship in the midst of abundance, then we know it will be up to us to communicate those values to our lawmakers.

By working together, we can help assure that 1 in 6 children and non-elderly adults will no longer have to live sicker and risk dying younger because they cannot get needed health care. Medical care will no longer be the cause of financial ruin for families, institutions, businesses, and governments. All people will have the health care they need regardless of their age, income, race, gender, pre-existing conditions, sexual orientation or place of residence.

The 45,000 annual deaths due to lack of needed health care, as noted in the recent Harvard report, are a profound reminder about how important it is to make comprehensive and compassionate reform happen this year. This tragic and needless loss of human life is evidence that we as a nation have lost our moral courage and our faith-inspired call to care for everyone as a brother and sister.

In the United States, we are blessed with the talents, wisdom and abundant resources to prevent these unnecessary deaths and to meet the needs of one another, including the health care needs of all. It's not that we don't have enough experts or enough money to make reform happen. It's that we lack the moral vision and commitment to do the right thing for everyone who lives here. We lack the political will to insist that we use our resources effectively, efficiently and equitably.

In the coming weeks, we urge Senators [] and [] and Representative [] to reclaim the highest ideals of public office, to support legislation that meets the needs of *all* the people who elected them. We urge them to work with colleagues to move from partisan debate toward dialogue that is inspired by a shared public conscience that results in finding common ground for the common good.

We understand that changing the way of politics in our country is not easy, but many of us in faith communities are trying nonetheless. We know that social change happens over time as our hearts and minds are transformed and our sensitivities are moved from self-interest to the common good. When the religious community is at its best, it is at the heart of such transformation.

Toward that end, we have committed ourselves to promoting values that are important to us and to our health care reform discussions. Inspired by shared values from our sacred texts, we will keep alive a vision where health, wholeness and human dignity are our priority. We are measuring legislative proposals by their capacity to move us toward a health care future that is:

- **Inclusive**, offering everyone, regardless of circumstance, access to a solid system of health care.
- **Accessible**, eliminating all barriers to that system, thereby enabling all of us to participate in and contribute to the life we share together.
- **Affordable**, ensuring that we create a modern system that uses our abundant health care resources effectively, efficiently, and equitably.
- **Accountable**, calling for shared responsibility across all sectors of our society, working in partnership on behalf of the common good.

In the days ahead, we will watch the legislative deliberations and will continue to promote a health care vision affirms our sacred commitment to one another and shapes who we are as individuals and as a nation, both for now and for future generations.

Samples: Letters to the Editor (using faith values in health care)

Use as much of the samples as you wish, but be aware that if lots of letters are submitted that sound alike, they will not be used. Just consider the format and then use your own words!

Keep it short!

Sample #1

I attended Tuesday's Service of Remembrance and Hope at [] church/synagogue/mosque/temple. It was a time to remember the 45,000 people who die each year for lack of health care and to pray with hope for a more compassionate health care future. Given that one more person dies every twelve minutes, 5 more people died while we prayed. These deaths, noted in the recent report from Harvard, are a profound reminder that we as a national have lost our moral courage and our faith-inspired call to care for everyone as a brother or sister. The fact that even one person can die from lack of needed health care in the richest nation in the world is beyond any moral sensibility. We can and must do better – beginning with good health care reform this year.

Sample #2

Begin with a brief reference to a current event, previous article, etc.

The [Qur'an/Torah/Christian scripture/etc] calls us to be concerned about the health and well-being for all, and teaches us that such concern is grounded in the sacred bonds of our common humanity. In addition, we are taught to use our abundant resources in ways that protect and benefit those most vulnerable around us. Keeping these values alive in our public discourse about health care reform is essential in moving us beyond partisan politics toward dialogue that embraces the common good. Only in that way will we be able to envision a health care future that is inclusive, accessible, affordable, and accountable, thus leading to the health, wholeness, and human dignity intended in the divine act of creation. Good health care reform this year can help move us into that kind of future.

Sample #3

Begin with a brief reference to a current event, previous article, etc.

We must begin now to build a health care future that includes everyone and works well for all of us! As a person of faith, I believe I am called to treat everyone with dignity and compassion, to promote and enable healing, and to act with justice and generosity. That means I am very concerned about our country's broken system of health care – a system which excludes too many, distributes services unjustly, rations care inequitably, and offers compassion only to those who can afford it. Working together we — the public and members of Congress – have an opportunity to affirm our sacred bond, to live with one another in an inclusive community; use our wisdom, talents and resources for the common good; and work toward health and wholeness for everyone. Because people continue to die every day for lack of needed health care, we must insist that Congress finish its work now to create a more compassionate health care future.