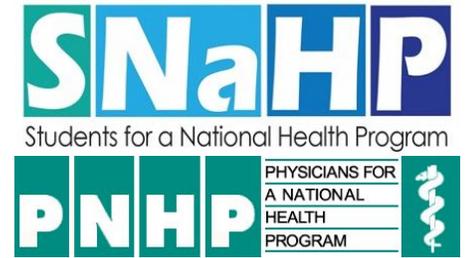*Advocacy During a Pandemic:* **Our Country's Response to COVID-19 and What We Can Do to Help**

Advocacy & Social Media Toolkit

This toolkit contains material to help health professionals and students advocate for the change we need in the midst of the Coronavirus pandemic. We encourage you to use this guide not only today, but throughout the rest of this crisis to help in your advocacy.

What can you do to virtually advocate?

➔ **Share** this toolkit widely: [SNaHP COVID19 Toolkit](#)
➔ **Follow** along on Twitter: @PNHP @snahp_national
➔ **Share your story on social media**
➔ **Contact your legislators! Easy email & call scripts below**
➔ **Write a Letter to the Editor or OpEd**
➔ **Check out PNHP's** [Kitchen Table Campaign Toolkit](#) **on COVID-19**

Social Media

***In your tweets, tag @pnhp and @snahp_national - it'll help us find your tweets and retweet you!

Folder of **graphics** for social media posts [here](#)

HASHTAGS
#SNaHPoutCOVID
#COVIDneedsMedicare4All
#MedicareForAll
#COVID19

SUGGESTED TWITTER HANDLES: Electeds

| @SpeakerPelosi | @realDonaldTrump | Your US House Reps |
| @senatemajldr | Your US Senators | Your Governor |

SAMPLE TWEETS- just copy and paste! Be sure to tag your elected officials.

Option 1

Physicians and Students for a National Health Program call for these 8 urgent steps to protect our patients and ourselves during #COVID19. Read our full statement: https://bostonreview.net/science-nature/adam-gaffney-eight-needed-steps-fight-against-covid-19 #SNaHPoutCOVID #COVIDneedsMedicare4All

NEEDED STEPS IN THE FIGHT AGAINST COVID-19

1. **Immediately** *protect patients from medical costs* **due to COVID-19.**
2. **Implement universal coverage through a** #MedicareForAll **reform.**
3. **Restore our** *public health infrastructure.*
4. **Protect** *incarcerated patients.*
5. **Protect** *immigrant patients.*
6. **Stabilize** *hospital financing* **while protecting patients from hospital costs.**
7. **Ensure that pharmaceuticals and vaccines — including for COVID-19 — are** *affordable for the public.*
8. **Encourage** *global cooperation* **by easing or ending sanctions, and by eliminating intellectual property constraints.**

pnhp.org/COVID19Response

PNHP

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Option 2

"The coronavirus doesn't care how wealthy you are or what political party you are in. The best way to be sure the person next to you isn't sick is to make healthcare available to everyone. The best way to achieve that is through #MedicareForAll." #SNaHPoutCOVID #COVIDneedsMedicare4All www.democracynow.org/2020/3/5/coronavirus

CORONAVIRUS
A CASE FOR MEDICARE FOR ALL

Download

Option 3

#MedicareForAll would better prepare us for crises like #COVID19 by covering everybody, prioritizing public health, and enabling an aggressive, coordinated response. #SNaHPoutCOVID #COVIDneedsMedicare4All

Pandemics and public health emergencies are *kitchen table issues* for each and every American.

#SinglePayer #MedicareForAll would better prepare us for crises like COVID-19 by *covering everybody,* prioritizing public health, and enabling an aggressive, coordinated response.

We are all in this together, and we need a health system that reflects that.

pnhp.org/KitchenTable

PNHP

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Option 4 Healthcare should be easily accessible at all times, especially during a pandemic. Instead, the American Health Insurance Providers group makes patients scroll through pages and pages of insurance regulations to find out if #COVID19 care is covered. We need #MedicareForAll now. #SNaHPoutCOVID #COVIDneedsMedicare4All	 **Download** *only picture here, download full video at link to tweet it*
Option 5 For-profit insurers claim to be helping patients pay for #COVID19 healthcare, but this "coverage" is full of loopholes and restrictive requirements, like those imposed by Cigna here. The only way to provide medical care to everyone with no cost barriers is #MedicareForAll.	 **Download**
Option 6 MYTH: Docs don't want #MedicareForAll FACT: American College of Physicians (159K docs) endorsed #MedicareForAll this year. We want to care for patients during #COVID19, not fight with insurance companies. [@YOUR ELECTED OFFICIAL] will you help us do that? Will you support #MedicareForAll in 2020?	 **Download**
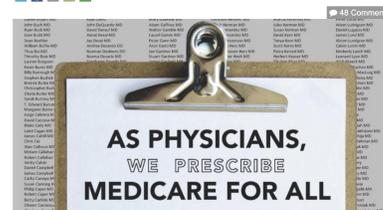
Option 7 . @[YOUR ELECTED OFFICIAL] COVID-19 shows we need healthcare for all and a strong social safety net. Pass affordable vaccines, drugs & #M4A NOW! #SNaHPoutCOVID #COVIDneedsMedicare4All	 **Download**
Option 8 The #CARESAct compels private insurance to cover some #COVID19 related cost. But what about the 7.3 million Americans who are losing their health insurance due to job loss? Only #Medicare4All is the answer. #SNaHPoutCOVID #COVIDneedsMedicare4All https://annals.org/aim/fullarticle/2764415/intersecting-u-s-epidemics-covid-19-lack-health-insurance?eType=EmailBlastContent&eId=154888a9-0e9c-4ce1-bad3-6fa267ff787a	
Option 9 Incarcerated people are some of society's most vulnerable. #COVID19 only emphasizes the need for criminal justice reform. Stop arrests for low level offenses & allow early release for persons at increased health risk. #SNaHPoutCOVID #COVIDneedsMedicare4All https://www.nytimes.com/2020/04/08/us/coronavirus-cook-county-jail-chicago.html	
Option 10 The scale of the #COVID19 tragedy was preventable. Years of underfunding to our public health system left us ill-equipped to respond. Immediately increase public health spending to 5.0% of national health expenditures. #SNaHPoutCOVID #COVIDneedsMedicare4All	

Option 11 . [@YOUR ELECTED OFFICIAL] Reproductive healthcare services are essential and should not stop during a pandemic. It's time to eliminate the ban on public and private health insurance coverage for abortion and ensure comprehensive healthcare for all. #COVID-19 #COVIDneedsMedicareforAll	
Option 12 . [@YOUR GOV] [@YOUR ATTORNEY GENERAL] Family planning and abortion care are essential services, even during a pandemic. You must stop your efforts to halt abortion care and increase access to family planning services for the people of [YOUR STATE]. #COVID-19 #SNaHPoutCOVID	***For use in states threatening abortion care and access to family planning services - specific states listed in Reproductive Justice portion of Legislative Advocacy section below.**
Option 13 . [@YOUR STATE ELECTED OFFICIALS] Telemedicine is being used throughout the country to prevent in-person contact and preserve PPE. We should be using it to prescribe medication abortion, too. Reproductive healthcare is an essential service. #COVID-19 #SNaHPoutCOVID	***For use in states where the use of telemedicine is blocked for the prescription of medication abortion - specific states listed in Reproductive Justice portion of Legislative Advocacy section below.**

Share your story on social media! Physicians are on the front lines when we face a public health crisis like COVID-19. *Your story matters.*

- Record a video sharing your story of why we need Medicare for All to treat COVID-19
- What to include in your story video:
    - Who you are and what you do
    - 4-5 sentences about a personal experience
    - Explanation of why we need Medicare for All (1-2 sentences)
    - Concluding, personal call for action

OR

- Take a story selfie with this sign

I support Medicare for All because

- Send your video and/or selfie to the PNHP national office (organizer@pnhp.org)
- Share your story on social media (Facebook, Twitter) and tag @PNHP and @snahp_national so we can reshare your post!
- By the end of April, we want to share **100 stories** from our members. YOU can help us get there
- For more guidance on sharing your story, see PNHP's storytelling guide here

Legislative Advocacy

Email & Phone Scripts:

1. Find Your Representative and Senators
2. Reach out by email and/or phone:

EMAIL:

Dear [LEGISLATOR'S NAME/LEGISLATIVE AIDE],

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:

- Immediately enact legislation **providing full coverage for all COVID-19-related care** for everyone in the nation

- Implement universal coverage through a **Medicare-for-All** reform (HR 1384/ S1129)

- Increase share of federal funding for public health

- Protect incarcerated patients

- Protect immigrant patients

- Stabilize hospital financing while protecting patients from hospital cost

- Ensure that pharmaceuticals and vaccines-including for COVID-19- are **affordable for the public**

- Encourage global cooperation by easing or ending sanctions and eliminating intellectual property constraints.

- Eliminate the ban of public and private health coverage for abortion care

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Thank you and please contact me with any questions you have about how you can further advocate.

Sincerely,
[YOUR NAME]

PHONE:

This is a shorter list of asks (don't want to overwhelm them!) broken down into related categories. Pick the script you want to most urgently press your legislator on.

Immediate healthcare reform:
Hello,

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:
- Immediately enact legislation providing **full coverage for all COVID-19-related care** for everyone in the nation
- Implement universal coverage through a **Medicare-for-All** reform (HR 1384/ S1129)

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Thank you and please contact me with any questions you have about how you can further advocate. The best way to contact me is [YOUR CONTACT INFO].

Thank you for your time.

Protect Vulnerable Communities:
Hello,

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:
- **Release persons** in pretrial detention or incarcerated for technical violations of parole or probation, **stop arrests** for low-level offenses and, where possible, **allow early release** of persons at increased health risk due to advanced age or comorbidities.

- **Rescind the public charge** rule, **release asylum seekers** and immigrants held in administrative detention, and **ensure secure travel and continuity of medical care** for released individuals. Ensure that future Medicare-for-All coverage **includes all U.S. residents,** regardless of immigrant status.

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Thank you and please contact me with any questions you have about how you can further advocate. The best way to contact me is [YOUR CONTACT INFO].

Thank you for your time.

Healthcare & Public health funding:
Hello,

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:
- Hospitals must **end all lawsuits** against patients for medical bills. The American Hospital Association should also **stop lobbying against Medicare for All** and other coverage expansions, and **withdraw its membership** in the dark money group Partnership for America's Healthcare Future. We should **replace hospitals' current per-patient payment** system with lump-sum global budgets based on community health needs.
- **Increase the share of federal funding for public health** and prevention from 2.5% to 5.0% of national health expenditures.

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Thank you and please contact me with any questions you have about how you can further advocate. The best way to contact me is [YOUR CONTACT INFO].

Thank you for your time.

Affordable treatment:
Hello,

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:
- **Increase public drug R&D** and keep publicly-developed treatments in the public domain, available to patients **without charge**. Establish a **public drug manufacturing capacity** to prevent a critical shortage of essential medicines.
- **Ease or end international sanctions** that disrupt nations' ability to respond to COVID-19, and **eliminate intellectual property** constraints like patents and trade agreements that might restrict the low-cost production and distribution of essential drugs and vaccines.

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Thank you and please contact me with any questions you have about how you can further advocate. The best way to contact me is [YOUR CONTACT INFO].

Thank you for your time.

Reproductive Justice - US Elected Officials:
Hello,

My name is [YOUR NAME], and I am a [TYPE OF HEALTH PROFESSIONAL STUDENT] student at [YOUR SCHOOL] and a member with Students for a National Healthcare Program (SNaHP). During this current public health COVID-19 pandemic, we think it is more important than ever for our country to invest in public health, comprehensive healthcare access and affordability, and our social safety net.

We ask you to support legislation that achieves the following:
- **Eliminates the ban** on **public** and **private health coverage for abortion** care
- Increases **funding for reproductive healthcare-related research** to further study the effects of COVID-19 on pregnancy

We must act boldly in order to save lives and protect our communities from medical and financial ruin. Reproductive healthcare access is at heightened risk during this pandemic. Thank you and please contact me with any questions you have about how you can further advocate. The best way to contact me is [YOUR CONTACT INFO].

Thank you for your time.

[See below for more Reproductive Justice-related actions and legislative advocacy you can do on a state-by-state basis.]

REPRODUCTIVE JUSTICE ADDITIONAL ADVOCACY ACTIONS
- For all states:
  - Reach out to state and local advocacy groups (NARAL, RHAP, PP, local abortion funds) to see what they need and are asking advocates to do - this will be the best way to remain up to date about any coordinated efforts to address state legislation.
  - Stay tuned to your local news outlets for any new information on actions taken by elected officials to limit access to abortion or reproductive healthcare in your state. Call your local representatives to oppose any upcoming legislation that bans or restricts access to reproductive healthcare.
- If you are in a state where **abortion access is currently being threatened** in the courts or by executive action **(AL, LA, IA, MS, OH, OK, TX +)**:
  - Call on your **governor and attorney general** to **stop their efforts to halt medical and surgical abortions**, either by calling their offices or tweeting (example tweets earlier in the Toolkit). To call, use the above framework for a call script and instead ask that they stop their efforts to halt medical and surgical abortions in your state.
- If you are in a state that **blocks clinicians from dispensing abortion medication remotely** or **via telemedicine (AK, AL, AR, AZ, ID, IN, KY, LA, MO, MS, NC, ND, NE, OK, SC, SD, TN, TX, UT, WI, WV)**:
  - Call on your state elected officials to **allow the use of telemedicine** for **remote prescribing and distribution of mifepristone for medication abortion** during the pandemic.
  - Note: Kansas has a ban on telemedicine for abortion care that is currently partially blocked.
  - Note: Utah has a partial ban - the use of telemedicine for medication abortion is allowed in the cases of rape, incest, or life endangerment.
- If you are in a state where there is a **physician-only requirement** for the prescription of medication abortion (**AK, AL, AR, AZ, DE, FL, GA, IA, ID, IN, KS, KY, LA, MD, ME, MI, MN, MO, MS, NC, ND, NE, NV, OH, OK, PA, SC, SD, TN, TX, UT, VA, WV, WY**):

- ○ Call on your local elected officials to **expand access to medication abortion** by allowing **all licensed physicians, NPs, and other advanced practice clinicians to prescribe** medication abortion.
  - ○ Note: In MO, a provider must be either an OB/GYN or eligible for certification in order to prescribe medication abortion.
  - ○ Note: AK and LA have OB/GYN-only laws that are pending in the courts.
- If you are in **NY, WA, NJ**, or another state that has deemed abortion and family planning services an essential service:
  - ○ Call your governor and elected officials' offices to **thank them for protecting reproductive healthcare** during this public health crisis.
- Contact Ashley Duhon (ashleyduhon123@gmail.com) if you need help writing scripts or emails for any of the specific asks above.
- Write a **Letter to the Editor or OpEd** to your local paper or an online publication discussing why abortion remains a necessary procedure during the pandemic and why we need a comprehensive single-payer healthcare system to combat COVID-19 and in the future. (See below for more tips and information on writing an LTE or Op-Ed.)
- Sign up to learn more about **MSFC's webinar series** on self-managed medication abortion here.
- If you are interested in **learning more or getting more involved with Medical Students for Choice**, please contact Abigail Ramey (abby@msfc.org).

Writing Letters to the Editor and OpEds

Writing for local, national, and online news outlets is an incredibly powerful way to advocate for PNHP's steps in the fight against COVID-19. Using the information in this toolkit, along with your experience as a health professional or student, you can craft a great article!

- For a guide to writing click here
- For help with your LTE or OpEd contact PNHP's communications specialist Clare Fauke clare@pnhp.org

ADDITIONAL RESOURCES: Coronavirus x Medicare For All:

- **https://pnhp.org/covid-19-and-medicare-for-all/**
- Coronavirus is best case for Medicare for All
  Dr. Steffie Woolhandler on *Democracy Now*
- Coronavirus spread makes the case for Medicare for All
  Dr. Paul Song on *Rising Up With Sonali*
- Surprise medical bills, coronavirus and bad insurance: 3 arguments for Medicare for All
  Op-ed by Dr. Phil Verhoef in *USA Today*
- Americans need a fully funded health care program
  Letter by Dr. Judy Albert in the *Pittsburgh Post Gazette*
- Support Medicare for All
  Letter by Dr. Kathleen Healey in the *San Francisco Chronicle*