

MOBILIZATION FOR HEALTH CARE FOR ALL PATIENTS NOT PROFIT MEDIA RELATIONS KIT updated 10/23/2009

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“Manage the press at your sit-in and come out swinging!”

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This media relations kit will help you manage the press in order to get your message out! Please take a look at this entire kit. It will help you to organize an effort that gets amplified through the public sphere through the press. This kit will help you do media work that helps build momentum for Medicare for All so that we can, together, end insurance abuse and win health care for all!

A. Media Relations Check List

- 1) Take a look at the media relations kit (which you're doing right now!). The kit has all of the written materials you need to start with and instructions. Download the kit at <http://www.mobilizeforhealthcare.org/MediaRelationsKit.pdf>
- 2) Designate a point person for media work in your city. This person will be responsible for the media advisory, coordinating press pitch calls, and making sure people are ready to give interviews on the day-of.

3) Media point people should look for individuals who are risking arrest who have a good health care story to tell. These should be doctors, nurses, etc, who are health care providers and want to tell their story to the press. Also, anyone who is being actively denied coverage for their condition by a health insurance company is someone who could tell their story. Please get the person to write a few paragraphs about their story and send me an e-mail with their phone number: lacy@massey-media.com. Thanks!

4) Fill in your template media advisory with date/details of your sit-in or rally in your city and all other info as indicated by the [brackets]. E-mail the advisory to all reporters at least two days prior to your event, and then one day prior to the event.

5) Get your press pitch call list. This is a list of reporters in your city. You can follow the instructions in the media relations kit if you would like, or I can provide you with a press pitch call list if you need one. Please e-mail me with your request and let me know what city your sit-in is taking place in: lacy@massey-media.com.

6) Plan your press pitch calls. It's handy if you can get 2-3 people doing press pitch calls. Divide your list and prioritize larger newspapers/radio/TV stations, and other outlets that you think should cover your sit-in. Plan to call ALL local TV stations and any news radio stations. Then, practice your "pitch script." Make sure to mention the tangible first and place it in the national context, i.e. mention that you'll be chanting "patients not profits" and have signs that say "insurance companies are the real death panels." Make your calls two days prior and then one day prior to your action. On the morning of your action, wake up early and, starting at 7 AM, call the assignment desks of all local TV stations.

7) Prepare your visuals. It's important that you have good signs and colorful T-shirts for your action as it shows up clearly in photos and video clips. Make at least 10-20 signs that say simple slogans like "patients not profits," "Health insurance companies are killing democracy and they're killing us!," "Medicare for all," "Aetna is the real death panel," and other recognizable slogans. Creativity is wonderful for some signs, but the majority should be a recognizable concept that is being employed in other cities.

8) Practice your soundbytes and talking points: "Real health care reform addresses the real cause of the health care crisis, the insurance companies!" Make sure you have your demand clarified. Make sure that you have at least 3 people who can talk to the press, have practiced the talking points, and can reach out to the press.

9) Enjoy your day of action, get contact info of press, make sure reporters are talking to the right people, and STAY ON MESSAGE. Thanks!

10) Follow up, after your action:

- a) As soon as you get home from the action, please send me your press sign-in list with names, outlets, and contact info of the outlets.
- b) You may want to follow up with your long list of reporters as well. Sending them a quick note to let them know the number of arrests and to give an account of the scenario is fine.
- c) Sit back and look for your press hits! Please forward me any articles, news clips, etc, that you have. Also, please forward videos of the action. Thanks!

B. Using your Template Media Advisory

A template media advisory is included in this media relations kit. Take a peek! You'll need to fill in the blanks or [bracketed] items in the advisory. This includes filling in your local press contact, the time, date, and location of your action, and identifying two participants in your sit-in who are willing to have quotes attributed to them as they appear in the advisory.

The advisory also contains a blank for a "personal story." One example of a personal story would be a retired nurse who has seen too many of her patients go without doctor-recommended treatment, such as a young woman who went without cancer treatment for six months, resulting in suffering.

Once you have completed your media advisory, send it via e-mail to your press list and to all reporters that you know. Of course, if you can get some assistance in disseminating the release, do!

C. Using your Talking Points

It may seem self-evident, but before you do any media work of any sort, you have know what you intend to say. The talking points, which are a part of the kit, have been written to encapsulate exactly what we want to say. Get to know these talking points, read them aloud in the mirror, and find these words in your own voice, so that you will be comfortable saying them when talking to a reporter.

Doing media work without knowing your talking points is like firing without taking aim.

Sample talking points:

(see the talking points in this kit for a full list)

- Health care is a right, not a privilege. We need Medicare for all.
- We need a system that places patients before profit. We need health care Medicare for all.
- Insurance companies are killing democracy and they're killing us. They are killing democracy by throwing their big lobbying bucks around Congress, and they're killing us by denying people the care they need. They should stop spending so much money on lobbyists and start approving the claims they deny

for doctor-requested lifesaving treatments. We need patients before profit. What we really need is Medicare for All.

When using these talking points, smile and try to talk in a conversational tone. If you are on camera, stand up straight, remember a moment when you felt immensely proud of yourself, and smile. **Smiling is half the battle.** You have a great chance to take a bold step toward winning Medicare for All, so smile and be friendly. Your movement needs you.

D. Preparing your Press List

Taking the time to look up all the reporters in your city can seem like a daunting task. However, with a little planning, you can actually look up all the news outlets you need to call in faster than you can say “Internet.”

Almost every news outlet there is has some sort of way to provide the Assignment Desk with “newstips” or “story ideas.” You just have to find their contact info.

We recommend using a spreadsheet for your press list, since you are creating a list that can be used again and again, and you’ll want to keep it nice and organized.

Steps:

- 1) Go online and find your five local television stations that syndicate ABC, MSNBC, CBS, CNN and (if applicable), C-SPAN. Do not waste your efforts on Fox. Get their main contact phone numbers and their e-mail addresses.
- 2) Think of the top 3-4 news radio stations in your city. Go online and find the contact information for their news departments or Assignment Desks.
- 3) Do you have a radio station that syndicates National Public Radio (NPR), Pacifica, or has public radio programming of its own? Make sure to look them up, too.
- 4) Think of the top 3-4 newspapers. These are the newspapers with the widest audience. Go online and find the contact info of their assignment desks. Make sure to look up as many phone numbers and e-mail addresses as you can for these newspapers.
- 5) Look up your local Associated Press newswire service office. Use this site to locate them: http://www.ap.org/pages/contact/contact_pr.html
- 6) Any small, neighborhood publications can be valuable for reaching your local area, however it is necessary to prioritize, so start with the larger publications first.
- 7) Independent and online media can be great allies in helping to generate a buzz. Look up the top 3-4 local indymedia producers, as well as any local TV or radio stations that have some sort of alternative news audience. Find out whether you have a local indymedia.org outlet at this site: <http://www.indymedia.org/en/index.shtml>

Congratulations! You’ve got your list of reporters and news outlets.

E. Making Press Pitch Calls

- **Use a pitch script**
- **Find the right reporter to talk to**
- **Ask them questions! Be persistent!**

Okay, you've got your press list. You'll want to separate the list if it is very long to share the workload with someone else.

One person can make about 10-15 phone calls per hour, so you might want to find 1-2 other people who can make press pitch calls. Or you could be inspired and ready to tackle the whole list.

It is essential that **BEFORE YOU PICK UP THE PHONE**, you have a "pitch script" in mind. The pitch script is what you are going to say to reporters.

Here is the suggested pitch script for the insurance company office sit-ins:

"Hello, I'm ____ calling for [your group] Mobilization for Health Care for All, and wanted to make you aware of an upcoming sit-in in a health insurance company office in your city [If leaving a voicemail, say the phone number on the advisory or release.]

"On [date], citizens and health care providers are going to risk arrest [at location in our city] to call for real health care reform. These are everyday Americans who are fed up with the state of health care in our country and the state of the health care debate in our country, and are targeting the insurance companies as the source of the problem. Insurance companies are killing us (with their denials) and they're killing democracy (with their lobbying efforts). Participants will be pointing out that insurance companies that deny care to those who need it are the real "death panels."

Over 800 people have signed up just in the past three weeks to put themselves on the line for health care for all in over cities across the country. This will be one of the largest campaigns of nonviolent civil disobedience since the civil rights movement. Again, this is because people know that if we're going to get real health care reform, it has to address the real cause of the insurance companies."

[Then you move on to the request that you are making of the journalist.]

Do you think that your station/newspaper/team could come out and cover the action?

Could I put you in contact with someone who could give you more information about this?

We have a great website, Facebook page, Twitter, etc. Would you take a look if I sent you the information on it?

Do you think you could at least take a look at our media advisory???

Important: Whatever the outcome of the interaction, make sure to get their e-mail address and send them the advisory. Do not take “no” for an answer, always make the last move. After all, they could decide to cover it down the road.

F. Tips on Pitching

1) They call it “smile and dial” for a reason. Do smile and try to have positive, friendly interactions with reporters. Remember that they are not an adversary but an ally who can help you get your message out.

2) You want to get your message out in a quick, succinct manner that includes all of these major points, but is also interesting. Think like a reporter; what would interest them? This is the information the reporter needs and wants.

3. Before making your calls, review the press materials and talking points. Make sure you have your pitch script in front of you. Rehearse the pitch script once or twice by yourself or with a partner. It is important to have all of the facts straight in your head so you do not fumble while you're on the phone with the reporter.

4. When you call, politely yet firmly ask for the person that you need to talk to. State your name and the group you represent, and then ask to speak with your contact. If you are speaking with office staff, do simply ask **“Who is your reporter who has been covering the health care debate, who would be interested in covering sit-ins at health insurance company offices?”**

5. If you get a voice mail recording be sure to leave a message that states your major talking points. It does not need to be as detailed, but you still need to give them enough information to interest. The reporter/organization needs to know: who you are and what group you're representing, what is the event, where and when it is happening, and why people should care. Also, clearly state your name, the clients name, and your phone number at the beginning and end of the message.

6. If they do pick up, follow the pitch script you've practiced. Remember, you are essentially "selling" them a story or event so be as persuasive as possible without being too pushy or offensive. And always smile.

7. At the end of a pitch, make sure to get through as many of your requests of them as possible. Ask for the reporter's contact information. You will need their name, phone

number, and email address. Make sure you write them down, as well as any pertinent notes regarding the call so that in the future you can follow through.

G. Press Kits

Press Kits are a useful tool for providing information to reporters at an event. The press kit can provide a reporter with valuable background information for that reporter to write their story.

A press kit usually consists of a folder with the sticker/logo on the front of the organization that is organizing the event, issuing the press kit, etc. Varying the colors of pages in the press kit are usually a good idea, too, as it keeps the kit visually interesting.

Elements of a Press Kit include:

Media Advisory or Press Release - This should appear at the front of the press kit on the right hand side.

Personal Stories - Stories by “everyday Americans” or your “average Joe” are a great way to provide reporters with case studies of the dynamic that you are talking about. For example, if you are doing a press kit on climate justice, provide reporters with stories of individuals who have been subject to the ill effects of climate change.

Previous Press Hits - Any previously-written news articles about the client, etc, which are positive press and which you would like the reporter to see or even emulate. The previous press hits provide a precedent that you’d like the reporter to follow.

Fact Sheet or Bios - Relevant data, statistics, etc, that the reporter may need for the story, or biographical and personal information of individuals who are participating in the sit-in.

Business Card- A business card in the front may be the only thing out of the kit that a reporter keeps, so it’s a good idea to include it for info.

H. Hosting Press at your Sit-In

- **Stay on the talking points**
- **Assign a point person for press sign-in, welcome and be friendly**
- **Keep a clear head and get the reporter what they need**

If you’ve had a successful bout of press pitch calls, you can expect reporters to be present at your sit-in. Congratulations!

As a rule, you must be friendly and welcoming to the press. If you are hostile or nasty, you will jeopardize your chances of getting good coverage, now and in future actions. Remember that the reporters who show up at your action are the “good guys,” the ones who can help you get your message out!

One of the most important things about hosting press at your action is to **STAY ON THE TALKING POINTS**. People can get impassioned at an action, especially when they involve risking arrest. You have to know your talking points and use them.

If you find you’re having trouble using the talking points, stand in front of the mirror and look at yourself while you say them. Practice feeling proud and confident while saying, “Health care is a human right,” and other messages. Find the messages in your voice.

Staying on the talking points includes your signage and chants. If a reporter comes out to see a Health Care for All event, and then all of a sudden the participants are singing “All we are saying is give peace a chance,” that reporter is going to be confused, which will result in unhelpful press coverage. Instead, chant “Patients not profits, Medicare for All,” and “Blue Cross Blue Shield, You’re the real death panel. Medicare for All,” and other relevant messages!

Your **POINT PERSON** for the press should get a notebook or clipboard and have the job of walking around and welcoming reporters. The main goal of welcoming the reporters is to be their “who’s who” guide. Point out to them who is a lead organizer to interview about logistics and organizing. This is someone who can answer a questions like, “So how many people are planning on getting arrested?” Point them to someone who can answer a question like, “So what is HR 676?” Make sure they know who the health care providers in the group are. And always refer reporters to people who are going to **STAY ON THE TALKING POINTS**.

In addition, a point person should get the contact information for all reporters. Ask them for a business card if they look rushed. Also make sure they look like they’re getting the content they need. If they’re recording for radio, ask them if they want to step closer to get a good chant. If they’re a photographer and they can’t get a good angle, politely ask people to move out of the way so they can get a clean shot. Make sure writers are talking to the right people, and so on.

I. Gathering Press Hits

Great! You had a successful event and you scored some “press hits,” articles, stories, and TV spots. You’ll want to gather them for future use.

If you get a story placed, no matter what medium, we want our client to know about it. Many times we can find the stories we place in online archives, but when that’s not

possible we call the outlet and obtain a hard copy of the hit. Below is a step by step for the process for a few different mediums.

Television

- Follow up with reporter to find out when/where the story aired and on what newscast.
- Look for an online version of the segment. If there is an online segment, download the video if possible, but if not just send the link to the client and mention the hit in the client kit.
- If there is no online version, call the station and order a recording of the newscast. If you are representing a non-profit organization, you may be able to get copies for free.

Newspaper/Magazine

- Follow up with reporter to find out when/where the story ran.
- Look for an online version of the article, using Google search, Lexis Nexus, or another search engine.
- If no online version of the article is available, then call the newspaper and order two copies of that days paper. If you are representing a non-profit organization, you may be able to get copies for free.

Blogs/Online/Alternative Press

- Check blogs you reached out to in advance to see if the story gets posted.

When you get good press, send them out to all of the groups and organizations that you're in contact with. They can help you celebrate a successful action, and good press invigorates others so that they're more likely to participate next time!

And please be sure to send your press hits to the Mobilization for Health Care for All at:

Lacy MacAuley

for Mobilization for Health Care for All

(202) 445-4692 mobile

lacy@massey-media.com

2451 18th St NW, 2nd floor

Washington DC, 20009

J. Template Media Advisory

[TEMPLATE] MEDIA ADVISORY: Sit-in at insurance company office, [time & date]

Contact: Lacy MacAuley, (202) 445-4692, lacy@massey-media.com

[add local contact, mobile phone, and e-mail]

Follow us on Twitter [@mob4healthcare](https://twitter.com/mob4healthcare)

Citizens and health care providers participate in sit-in, risk arrest at health insurance office in [your city]

*Sit-in is part of a national mobilization to end insurance abuse
and win health care for all*

What: Sit-in at an insurance company office to launch campaign of nonviolent civil disobedience to end insurance abuse and win health care for all

When: [time & date]

Where: [location & address]

Who: Citizens and health care providers who are fed up with insurance company greed and are calling for real reform, Medicare for All, a single payer plan

[your city] – Citizens and health care providers who are fed up with the state of our health care system will risk arrest at [location] on [date]. The sit-in, organized by [local group, if applicable] of [your city], is part of a national mobilization to end insurance abuse and build support for real health care reform, reform that addresses the real cause of the health care crisis, the insurance companies. The mobilization, coordinated by [Mobilization for Health Care for All](#), involves civil disobedience at insurance company offices in dozens of cities including Los Angeles, New York, Washington DC, Phoenix, Columbus, Atlanta, Fort Lauderdale, Portland, Cleveland, and many others. Over [800] people have already signed up to risk arrest at a health insurance company office as one of the largest campaigns of nonviolent civil disobedience since the civil rights movement.

Chanting “Patients not Profits” and “Health Care is a Human Right,” participants in the [your city] sit-in are expected to peacefully assemble and enter the office. If they are not allowed entry to the office, they will sit outside the door. Participants in the action will demand [health insurance companies redirect the funds they pay lobbyists to pay for immediate approval of all doctor-recommended treatment]. They will not leave until their demands are met, or they are removed by law enforcement.

“Hundreds of people die each day because insurance companies deny them lifesaving care that they need, at the same time that insurance companies are paying unbelievable numbers of lobbyists to exercise undue influence on the health care debate,” said [name, age], a resident of [neighborhood, city] who is participating in the civil disobedience. “I’m willing to put myself on the line for them. We need real health care reform, reform that addresses the real cause of the health care crisis, the insurance companies.”

[If possible, insert a personal story of someone who is participating in the action who has first-hand experience with those who have been denied care by an insurance company, such as a health care provider who has seen care denied, or a patient who was denied care.]

The sit-in is part of the Patients Not Profit campaign of the [Mobilization for Health Care for All](#). The mobilization was launched by the organizations Prosperity Agenda, Healthcare-NOW!, and the Center for the Working Poor. The upcoming [your city] action has been organized by [your group].

“The major health care bills in Congress right now are a giveaway to the insurance industry. Tens of millions of Americans will be forced to buy overpriced insurance, which will result in hundreds of billions in new annual revenue for the insurance industry,” said Kevin Zeese, executive director of Prosperity Agenda. “A Medicare for All system would cover all Americans, unlike the Dem proposal which will leave tens of millions without coverage, and would reduce the cost of health care immediately saving \$400 billion annually in insurance company profits, executive salaries and bureaucracy.”

Participants in the upcoming act of civil disobedience in [your city] will point out that health insurance companies that deny people the care they need are the real death panels.

“We need a health care system that places patients before profit,” said [name, age], a resident of [neighborhood] who is participating in the civil disobedience. “It is downright wrong that insurance companies decide who lives or dies based on what treatment is most ‘profitable.’ I think Medicare for All, a single payer plan, is the only solution.”

Experts agree that the current health care bill is not helping.

"Everybody knows someone who has been impacted by a health insurance company's denial for treatment, and that's why people are fed up with the state of health care in our country and the state of the health care debate in our country," stated Katie Robbins of Healthcare-Now!, a group working on the mobilization. "The bills that are currently in the limelight in Congress fail to address the real cause of the health care crisis, the insurance companies. Until we have reform that puts care back into the hands of doctors, and takes patient's care out of the control of profit-driven insurance companies, we will not have real reform."

Robbins has been a long-time advocate of meaningful reforms that would enact Medicare for All, a public health care plan that expands Medicare to cover everyone, such as those in place in Britain.

"We are one people and one country," says Robbins, "We need one plan that covers everyone."

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For more information:

Mobilization for Health Care www.MobilizeForHealthCare.org

Healthcare-NOW!, www.healthcare-now.org

Prosperity Agenda, www.ProspertyAgenda.US

Center for Working Poor, <http://centerfortheworkingpoor.org>

View our [Facebook Page](#)

Check us out on [YouTube](#)

Follow us on [Twitter](#)

K. Talking Points

MOBILIZATION FOR HEALTH CARE FOR ALL
DRAFT TALKING POINTS MEMO: 10/227/2009

MEDIA MESSAGES:

BIG THREE messages (please memorize and practice):

- Health care is a right, not a privilege. We need Medicare for all.
- We need a system that places patients before profit. We need health care Medicare for all.
- **Insurance companies are killing democracy and they're killing us. They are killing democracy by throwing their big lobbying bucks around Congress, and they're killing us by denying people the care they need. They should stop spending so much money on lobbyists and start approving the claims they deny for doctor-requested lifesaving treatments. We need patients before profit. What we really need is Medicare for All.**

Targeting Insurance Companies:

We need real health care reform, reform that addresses the real cause of the health care crisis, the insurance companies.

Insurance Company Lobbying:

The insurance companies can pay for six lobbyists per Congressperson. Why can't they pay for all the treatment they deny?

Who are We?

We are everyday Americans who are fed up with the state of health care in this country and fed up with the state of the health care debate in this country. We want to see real

health care reform, reform that addresses the real cause of the health care crisis, the insurance companies.

Denial:

Insurance companies and their CEOs have gotten rich denying care to those who need it. People who have paid the insurance companies their whole lives suddenly get denied and rejected as soon as they get sick. And they're blocking us from making real reform in America. That's not right. We need health care Medicare for all.

Personal Story:

Tens of thousands of Americans, like Nataline Sarkisyan, a 17-year-old denied a lifesaving liver transplant, die every year because they can't get the care they need. We need health care Medicare for all.

[If you have your own personal story, tell it to a reporter! Please write it down and rehearse saying it quickly and succinctly.]

Why are you here? How important is it?

We are here for the 120 people who die each day because insurance companies deny them the lifesaving care that they need – All because an insurance company is trying to protect its profits while paying armies of lobbyists in Congress. I'm willing to put myself on the line to protect our right to health care. We need health care Medicare for all.

[If you have your own personal story, tell it to a reporter! Please write it down and rehearse saying it quickly and succinctly.]

Why this tactic (a sit-in), and why now?

We are part of a movement of civil disobedience for people who are simply fed up with insurance companies making obscene profits by denying people the lifesaving, important treatment they need. **We are fed up with insurance companies smothering democracy with their big lobbying bucks.** I am part of these sit-ins because I believe that health care is a right, not a privilege. I'm willing to put myself on the line for all those who are being denied the care they need right now by the insurance companies – and to end insurance abuse and win health care for all. We need a system that places patients before profit. We need Medicare for all.

National Campaign

We are putting ourselves on the line to end insurance abuse and win health care for all. We need Medicare for all.

This will be one of the largest campaigns of nonviolent civil disobedience since the civil rights movement. It's just beginning and will continue and build until we win and the insurance companies no longer stand between us and the care we need. **We are seeing people coming out of the woodwork on this one, and we're approaching 1000 people signed up to risk arrest for real health care reform, just in the past month.**

This will be big because everybody knows someone who has been denied the care they need by an insurance company. That is a big reason for this big campaign. People are fed up.

This campaign is the final stage in the historic struggle to win health care for every American. We've tried everything else, and the time has come for civil disobedience. You can say generations of Americans have fought for this right, and we are determined to be the last.

FACTS AND FIGURES:

We are the only industrialized democracy that doesn't provide universal health care. Medicare for All, a single-payer plan, would save time and money so we could provide health care for all. eliminate the waste of the for-profit system which would save enough money to extend comprehensive coverage to everyone.

There are at least six health care reform lobbyists per Congressperson, most of them representing insurance companies and other big business. They're smothering democracy with their lobbying bucks, and that's not right.

(<http://www.commondreams.org/headline/2009/08/14-0>)

This year insurance companies have paid over a quarter of a billion dollars into lobbying Congress and undermining democracy. That's enough to pay for an insurance plan for 20,000 families!

(http://www.usatoday.com/money/industries/health/2009-09-15-insurance-costs_N.htm)

Tens of thousands of Americans die each year due to lack of adequate health care, and many more get sicker because insurance companies deny coverage. **101,000 Americans die unnecessarily each year in the USA compared to 18 other industrialized nations.**

(<http://www.dailykos.com/story/2009/7/13/753021/-New-Study-shows-101,000-Fewer-Americans-Would-Die-Annually-If-the-U.S.-Improved-Its-Healthcare>) [Do you have figures on this? - I don't, maybe take it out?]

30 cents out of every dollar spent on health care in this country goes to insurance company profits and bureaucratic waste. Medicare for All, a single-payer plan, would save time and money so we could provide health care for all.

The inability to pay medical bills leads to 4562% of personal bankruptcies in this country are due to inability to pay medical bills. Two-thirds^{2/3} of those people had insurance at the time of illness. Medicare for All, a single payer plan, would save time and money so we could provide health care for all. protect us from financial devastation due to illness.

(http://www.pnhp.org/news/2009/june/illness_medical_bil.php)

Tough Questions:

“Death panels”

Insurance companies who deny treatment to those who need it are the real “death panels” that hold the health of our country hostage. They are practicing medicine without a license. We need Medicare for all.

Why do you want more big government?

Every other industrialized democracy provides health care for all of its citizens. We should be doing it, too. Medicare is a government program and it works - we should expand it to cover everyone. We need Medicare for all.

Why single-payer? Isn't public option enough?

The insurance companies will always put profit before patients and keep wasting money and abusing people who are stuck with them - Medicare for All, a single payer plan, will cut out the profit and put patients first.

Where do you get your funding?

The overwhelming majority of funding for Mobilization for Health Care for All, a joint effort of Prosperity Agenda, Healthcare-Now!, and the Center for the Working Poor, comes from individual supporters, the same everyday Americans who are fed up with the state of our health care system and are taking action to end insurance abuse and win health care for all.

Good Quotes:!

Your choice of Choosing a private insurance plans is like choosing your own assailant which thug will rob you in a dark alley. You'll still get robbed.y. We need Medicare for all.

Private insurance is like akin to an umbrella that melts in the rain. It doesn't work when you most need it. We need Medicare for all.