



## **Speak Now for Kids in Health Reform**

**May 1 – 10, 2009**

The Academy will be partnering with the National Association of Children's Hospitals (NACH) and other child advocacy groups to participate in *Speak Now for Kids in Health Reform*, a national online campaign designed to compel individuals, family members and providers across the country to tell Congress and the Obama Administration what children need in health care reform.

Beginning on **May 1 through May 10** (Mother's Day), we are asking you to sign on to [www.SpeakNowForKids.com](http://www.SpeakNowForKids.com) and let your voices be heard!

On this website, pediatricians like you and the families you care for will be able to submit health care stories, photos or video messages and tell legislators your priorities for reforming health care for children. The Web site will not only allow health care stories to be captured in words, pictures and video, but will also allow congressional staff to read and see what constituents in their districts are thinking and saying about children and health care reform. You will also be able to print out district-specific reports to deliver to your legislators. The ultimate goal is to compile all of the data and anecdotes and present it to the White House to further impact how much children are thought of in the larger health care discussion.

In the meantime, we have included a list of ideas and suggestions of ways that Academy members can join in this national online effort.

### **Here are the top ten ways you can involved and generate grassroots support:**

1. Of course, log on yourself on May 1 and share your story!
2. Send a system-wide request to your staff, colleagues, boards, volunteers, medical school affiliates, and community partners asking them to share their stories about how important it is that the children in your community have access to the right care, in the right place at the right time.
3. Post the *Speak Now for Kids* campaign web button on your office's homepage or Facebook page. A web button will be provided from AAP upon request.
4. If you have a spare computer at your practice, set one up in your lobby or waiting room to allow colleagues and patients immediate access to take part in the campaign.
5. Post the attached flyer in your office or around town to spread the word.

6. Do you have a spare video camera? Provide a video advocacy opportunity by making a video camera available for patients and colleagues to record messages on the importance of children's health care and easily upload their messages to the campaign site.
7. Provide information to your colleagues through your internal communications such as newsletters, intranet and e-mail.
8. Share information with outside organizations, advisory groups and other support groups and encourage their involvement in this important campaign.
9. Send a Letter to the Editor about the campaign explaining why you are involved in *Speak Now for Kids* and discuss why children's needs must be included in health care reform. AAP can provide a sample letter for you upon request.
10. Mention *Speak Now for Kids* on any upcoming print, broadcast or online interviews you may have scheduled.

Please feel free to contact Erin Howard at 800/336-5475, extension 3303, or by e-mail at [ehoward@aap.org](mailto:ehoward@aap.org), if you have any questions.