Using Social Media Effectively for Health Advocacy

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What is social media?

FOR IMMEDIATE RELEASE

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House Committee Moves to Alleviate Arizona’s Severe Physician Shortage

Bipartisan Passage of SB1354: Graduate Medical Education
The Basics

- Like, share, comment
- Post about what you’re doing
- Post updates about an issue
- Post videos & photos
- Read what other people post
More Specific and Advanced Uses

- Pressure legislators
- Thank legislators
- Use Twitter to get attention of official media
- Paid vs. unpaid
- Build grassroots support
- Rapid response
- Geographically specific ads
- Opposition research and information gathering
- Accountability campaigns for specific legislators
More Specific and Advanced Uses

Pressure legislators
- Thank legislators
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General Tips

● Cultivate a social media presence
  ○ Use existing networks
  ○ Build a following
  ○ Think long term to build momentum for future campaigns
● Use a hashtag
● Identify a purpose - is there a call to action?
● Work with partners
● Tailor it to the media used
Factors to Consider

- **Audience**
  - Young or old?
  - Urban or rural?
  - Level of education and engagement
- **Goals**
- **Budget**
- **Is the topic interesting and easy to understand?**
- **Messaging**
The AZ Leg is making its hard turn this week! There is a slate of bad bills in committee (a few #lowlights below)! Log in to your RTS account & let them know what you think!

- SB1328, HB2388 direct from Cathi Herrold at CAP to give states to organizations to provide false counsel to women about their reproductive health options
- SB1224 to expand the use of ESA school vouchers out of state
- SB1032, SCR1018 bills to suppress voter participation
- HB2598 targeting jurisdictions who enact protective civil rights & pro-immigrant policies

RTS THIS WEEK!
https://tinyurl.com/tz4zzk3

Arizona Legislature
@TJShopeforAZ Female biology is a fact of life as are pads and tampons. It's unconscionable that women are forced to ask for pads and work for tampons. Justify why you won't allow HB2222 to get a hearing! And tell Jay Lawrence to grow up. #LetItFlow
Standing together and standing with our teachers.
#redfored
P.s. if you don’t know it already, these are the faces of your future elected representatives 🎉
#straightouttasouthtucson

340 likes
MAY 2, 2016
Add a comment...
Rural, Inpatient Dialysis is the Telemedicine Trifecta: Improving Access, Improving Outcomes and Saving Millions

By Greg Ensell on Jan 17, 2019

When Summit Healthcare in Show Low, AZ, lost its inpatient dialysis service and its two local nephrologists in 2016, it was no longer able to provide dialysis for patients who were hospitalized. Instead, Summit had to transport these patients to a hospital in Phoenix, Tucson or Flagstaff, where they could receive not only acute inpatient services but also inpatient dialysis. These transports, nearly always via air medical services, cost on average $42,000 per flight.
S.B. 1089: Telemedicine

 AZSenateRepublicans @AZSenateGOP · Feb 7, 2019
Senate Committee on Health and Human Services is watching a presentation on telemedicine in AZ - Increasing Access to Healthcare Through Technology by Dr. Bart Demaerschalk from Mayo Clinic
#SB1089
Both @HeatherCarterAZ and @Demaerschalk are strong advocates of #SB1089, a bill to redefine and expand coverage of #telemedicine in Arizona.

Hear why they support this bill and see my story on telemedicine at 5PM on @cronkitenews!
S.B. 1089: Telemedicine

AZ Women Healthcare @AZWIHC · Apr 11, 2019
The #AZHouse unanimously passes #telemedicine legislation, #SB1089. Thank you Arizona House and bill sponsors! Great news for more accessible healthcare in #Arizona!

*information courtesy of @azhospitalassn*
H.B.2222: Feminine Hygiene Products

just...

FRIENDS of mine on facebook in Arizona, please: if you have a little time today (90 seconds is good), and you’ve ever cared about a woman on this planet, call your legislators. Rep. Salman introduced the bill, and I’m not sure who’s on the committee, but it’d be easy to call your congressperson and just leave them a message.

GLOBALCITIZEN.ORG

Arizona Will Vote on Whether Women in Prisons Can Have More Than 12 Pads Per Month

You, Sam Plootner, Darwin Steele and 13 others  12 Comments  8 Shares
H.B.2222: Feminine Hygiene Products

WATCH: @AthenaSalman gives an update on her bill #HB2222. Your voice will move this legislation forward. #AZLeg
H.B.2222: Feminine Hygiene Products

Health Literacy @Hlth_Literacy · Feb 16, 2018
Bill that would provide unlimited menstrual supplies to incarcerated women in Arizona prisons is stalled in the House, so women are protesting by mailing pads & tampons to Capitol ow.ly/eMUX30imKWj MT @phoenixnewtimes @TJShopeforAZ is holding #hb2222, Tag a pic #LetItFlow

#LetItFlow

To: Arizona Department of Corrections
C/O Representative TJ Shope
Room 204
Arizona House of Representatives
700 W. Washington Street
Phoenix, AZ 85007

Department of Corrections and Representative Shope:
Please allow this donation of $15 to be used to purchase feminine hygiene products for a female inmate in the Arizona corrections system.
Please also support HB2222 which, at this writing, is stalled in House Rules Committee. The current policy to allow female inmates a mere 12 pads or tampons per month is inhumane. And to force these inmates to pay for these products is unacceptably greedy. You need to fix this.

When I was in my late 30’s and suffering from endometriosis and ovarian cysts, 12 pads wouldn’t get me through a single DAY. You must do better.

Regard,
[Signature]
Social media tips for healthcare organizations

Be aware of internal policies
Educate and share valuable content
Representative of population
Counter Misinformation
Crisis Communication