How Individual Advocates Can Spread the Word

When activists dedicated to children’s health and well being come together, great things happen. Together we rallied support for the reauthorization of the Children’s Health Insurance Program to expand health coverage to millions of newly eligible children. Together we halted Medicaid rules that harmed children’s access to health care.

Now we are faced with an enormous opportunity - and challenge - affecting children and families: healthcare reform. The National Association of Children’s Hospitals along with its five national partners, American Academy of Pediatrics, Children’s Defense Fund, Children’s Health Fund, First Focus, March of Dimes and more than 100 other children’s hospitals and allied organizations around the country have the opportunity to voice their concerns directly to Congress about children’s needs in health reform.

The Speak Now for Kids campaign provides you with an opportunity to lend your voice to the healthcare reform debate on behalf of children through multiple social media platforms, beginning with www.SpeakNowforKids.org.

SpeakNowforKids.org was developed to capture opinions on what our nation’s leaders should do to meet the needs of children in any health reform plan that is implemented. As an advocate you can:

- Submit a video, photo and/or written testimonial about why children need a voice in health reform to www.SpeakNowforKids.org.
- Take the survey on children and healthcare.
- Find yourself on a map of the United States alongside other supporters.
- Send an E-Card to your friends to share the site and encourage them to submit their own testimonial on giving children a voice in the debate.

Speak Now for Kids on Facebook
The Speak Now for Kids campaign will have a strong presence on Facebook and advocates can participate in a number of ways. You can:

- Join the Speak Now for Kids Facebook Cause and encourage your friends to do the same.
- Write about the campaign on friends’ walls encouraging them to visit the campaign site and share their views on children’s needs in health reform.
- Post the Speak Now for Kids Web site in your status.
- Tell friends why this campaign is important to you in your “About Me” box under your profile picture.
- Write a comment on the walls of other causes you support to encourage action in the campaign and provide a link to www.SpeakNowforKids.org.
- Send a message or post a comment to groups you belong to encouraging their support of Speak Now.
- Become a “fan” of N.A.C.H.

Speak Now for Kids on Twitter
- Follow @speaknowforkids on Twitter.
- Participate in a Twitter Sitewarming Party on May 6 at 9:00 p.m. EST—following the conversation using the #speaknowforkids hashtag.
- Tweet a link to your testimonial on www.SpeakNowforKids.org.
- Encourage your followers to participate in the Speak Now for Kids campaign by submitting their story to www.SpeakNowforKids.org.
- List @speaknowforkids as part of your “Follow Friday” shout-outs.
- Post a tweet about the Speak Now for Kids campaign each day and ask followers to re-tweet the message. Sample Tweets are available through the “Share Now” portion of www.SpeakNowforKids.org.
- Ask followers who have large followings, to re-tweet your messages to their larger networks.

**Speak Now for Kids on Personal Blogs**

- Blog about the campaign on and link to the Speak Now for Kids Web site encouraging readers to visit the site.
- Connect with local mommy bloggers and bloggers who focus on healthcare issues to write about the need to give children a voice in health reform and encourage participation in the Speak Now for Kids campaign.
- Blog your own testimonial and ask other bloggers to cross-post it to their blogs.
- Download Web banners and buttons from www.SpeakNowforKids.org to display on your blog.

**Speak Now for Kids on MySpace**

- Add a comment on your friends’ pages asking them to support the Speak Now for Kids campaign and provide a link to the www.SpeakNowforKids.org Web site.
- Change your headline to show your support of the campaign.

**Speak Now for Kids on Care Pages**

- Post an entry about the campaign on your Care Page/Caring Bridge page and ask your friends and family members to take part in this national campaign.