



Your Doctors for America 1MILLION CAMPAIGN Presentation Prep Sheet

STORY STATEMENT (A general introduction to your perspective on health reform. Speak from the heart and your experience. Use plain language. Keep it short. Answer the 5 “W”s: Who, what, when, where, and why):

CHOOSE 3-4 IDEAS/TOPICS YOU WANT TO CONVEY WITH SUPPORTING EVIDENCE (your key messaging/communication points)

<p><u>KEY POINTS</u> (think why should anyone care, focus on who is doing what and why)</p>	<p><u>SUPPORTING EVIDENCE</u> (incorporate key messages)</p>
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WRAP UP YOUR STATEMENTS (Sum up your main points and your perspective. Again, make it personal. Have a personal experience and/or patient story that illustrates your key points. Make it a strong statement with a “quotable quote” / “sound bite”)