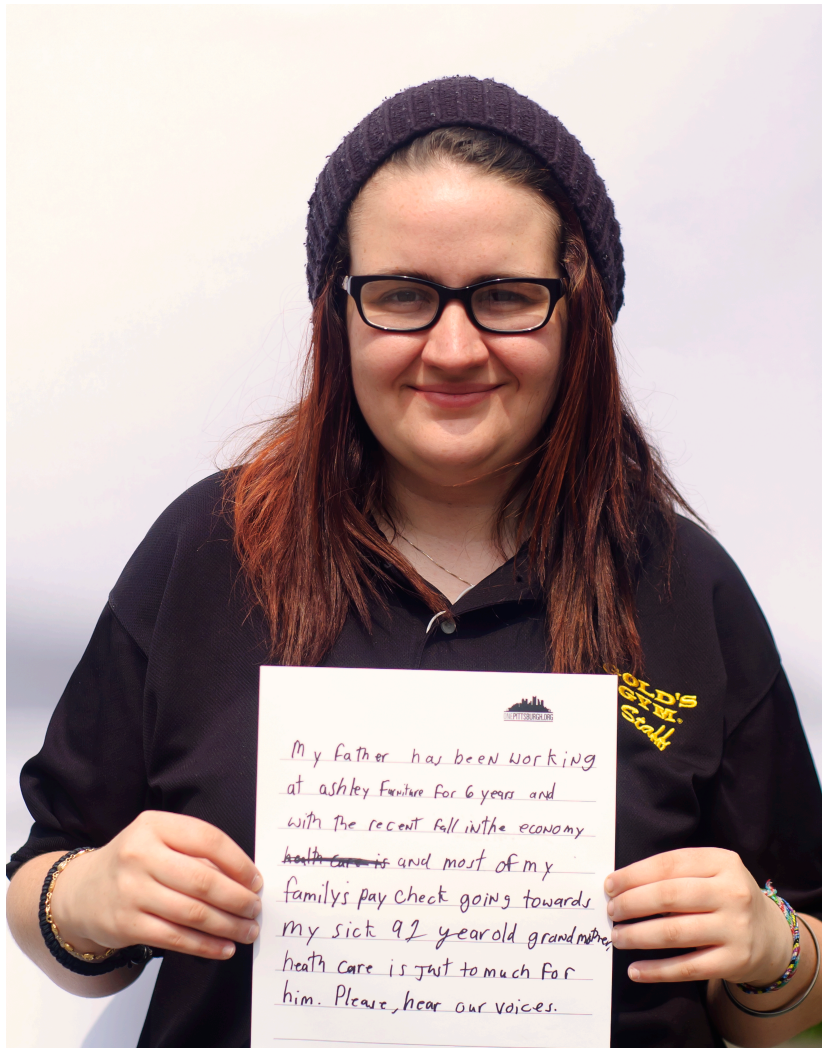


COVER THE COMMONWEALTH: PHOTO BOOTH TOOLKIT



Lives on the Line: Demand We Expand

Help capture stories of folks who'd finally get health coverage through the Medicaid expansion in Pennsylvania.

Photos from across the state will be on display at the Capitol on June 12th and at local events to show lawmakers the broad public support for extending health coverage and all the folks who are counting on them to make the right decision.

Set up a photo booth in your area to help



How To's:

Find a public location with high foot-traffic and visibility:

Public sidewalks outside grocery stores, shopping plazas, health centers and hospitals, parks, and public spaces in Downtown areas are good choices. As long as you're not on private property or obstructing foot or vehicle traffic, you can set up in public.

Bring 3-4 folks to help with the event:

- ▶ 1 photographer
- ▶ 2 people recruiting folks from the crowd for photos
- ▶ 1 person handling forms, making sure photo release forms are complete and we have everyone's info.

Be visible! Bring signs and balloons to draw interest:

If possible, bring an easel or hang signs nearby saying things like:

- ▶ *Worried about health care? Talk to us!*
- ▶ *Cover the Commonwealth*
- ▶ *Working families deserve health care*

Other tips:

Bring lots of markers and ask people to write in LARGE PRINT so their message is visible in the picture.

For help/support, contact:

- ▶ *West: Erin, (412) 512-9225, egill@pahealthaccess.org*
- ▶ *East: Athena, (267) 257-6968, aford@pahealthaccess.org*

Sample Rap

To approach folks, get them to take a picture and share their story:

This is just a sample with ways to start the conversation. Keep it short, polite and personal. Sharing a personal motivation or experience (briefly) is one of the best ways to gain trust.

Hi, how are you? We're out talking to folks about health care today.

I'm sure you know, there are way too many people who are working full-time but still uninsured. I've got people like that (in my family, that I work with, etc.). You know anyone going through that?

[a lot of times, they'll tell you here that they're uninsured or struggling, and you talk to them about that].

It's a scary situation for a lot of folks, but we change that with the new health care law.

The only problem is our Governor is threatening to block access to coverage for 700,000 working Pennsylvanians by refusing to expand Medicaid.

Have you heard about that in the news?

That's why we're out here today. We're getting messages of support from folks who understand how important it is that families have affordable health care or would qualify for coverage under the expansion.

The Governor needs to see the folks who'll be affected by his decision.

Can we get you to be part of this effort today? All you need to do is write a quick message on this sheet (give them the sheet below, one side is blank, the other has the photo release form) and hold it up for a picture.

We'll be taking hundreds of these photos to the Capitol on June 12th to make sure the Governor does the right thing.

[Make sure they fill out the release completely. Help them see if they'd qualify and write a short message in BIG PRINT.]

Questions to tease out good stories when you're following up with folks:

[Try these questions to start a conversation and capture good stories that we can highlight in the media. Begin the conversation reinforcing the fact that way too many people are working hard and still shut out so they know they're not alone...]

Tell me a little bit about yourself and your family...

What is your work situation like? Have things gotten tougher for you in recent years?

Tell me what it's been like when it comes to health care for you and your family... *Are you uninsured? Have you had to put off getting care? Are medical bills piling up?*

Do you know folks -- friends, people in your neighborhood -- who are going through the same thing?

What do you think about the fact that so many people are working hard, but still shut out from getting the care they need?

What would you like to tell Governor Corbett and the legislators who will make this decision?

Sample Media Advisory

Invite the media to your photo booth event! Talk to them about why your organization is involved and let them see the positive response from folks in the community. Here is a sample media advisory (credit: Athena Ford of PHAN).

Media Advisory
[DATE][Time]
[Location][City]

Press Contact
[NAME]
[PHONE]

[XXX] to Host POP-UP Photo Booth for Medicaid Expansion

[CITY] - XXX (Local leaders, City Council Members, Health care advocates, etc.) will demonstrate their support for Medicaid expansion by participating in a 'pop-up photo booth' running at [location] from [time-time] on [date].

Pop-up Photo Booths for Medicaid Expansion are appearing across the state in places like Pittsburgh, Pottstown, Philadelphia, and Bucks County and are capturing the faces of hundreds of Pennsylvanians who could qualify for expanded Medicaid coverage.

Approximately 700,000 Pennsylvanians would be eligible for expanded Medicaid coverage if Governor Corbett and Harrisburg lawmakers accept \$43 billion in federal funds to extend the program to everyone making up to 138% of the federal poverty level (approximately \$15,400 for an individual, \$31,800 a year for a family of four).

[Ranking official, person with local status] will join in solidarity and have their photos taken at the booth. [Organizations X and Y] constructed the booth. Local residents who would qualify for expanded Medicaid coverage will also help to run the booth and will be present throughout the event.

Photos captured at the event will become part of a massive, state-wide action: "Lives on the Line." The photos and stories will be hung on 'lines' and displayed regionally throughout the state. [Your city's] line will be hung on [Date] at [Time] for a visibility event at the [location]. On June 12th lines from across the state will be connected on the Capitol steps in Harrisburg, compelling Governor Corbett and Harrisburg lawmakers to see the faces of those whose lives are on the line.

WHAT: POP-UP Photo Booth for Medicaid Expansion with [XXX]

WHO: [XXX], Pennsylvanians who would qualify for Medicaid expansion, Labor and advocacy organizations

WHERE:

WHEN:

###

I support Medicaid expansion because:

Lives on the Line: Demand We Expand

As part of the new health care law, you might be able to get health insurance. But for Pennsylvanians, this will only happen if Governor Corbett and the legislature agree to expand Medicaid, paid for by the federal government under the Affordable Care Act (Obamacare).

Pennsylvania can choose to extend Medicaid to everyone making up to 138% of the Federal Poverty Level.

See if you'll qualify:

FAMILY SIZE	ANNUAL INCOME	MONTHLY INCOME	HOURLY INCOME
1	\$15,856	\$1,321	\$7.62
2	\$21,404	\$1,784	\$10.29
3	\$26,951	\$2,246	\$12.96
4	\$32,499	\$2,708	\$15.62
5	\$38,047	\$3,171	\$18.29
6	\$43,594	\$3,633	\$20.96

Find your family size. If you make the amount of money listed or less, then you would qualify! (Monthly income is based on a 40-hour work week, but you can still qualify if you're at part-time).

Fill out the questions below and we will follow up with you about enrolling in coverage when we WIN.

How many people live in your household? _____

Household income? _____

Does your employer offer health insurance? _____

(circle one: bi-weekly monthly annually)

COVER THE COMMONWEALTH PHOTO RELEASE FORM

I give Cover the Commonwealth, and its coalition partners, permission to use and publish my name, photo, video and the statement I have provided above and hereby release Cover the Commonwealth from any and all liability for such use. I am at least 18 years of age and have read and reviewed this Release and Verification. All information I have provided is true and accurate to the best of my knowledge.

Signature: _____

Date: _____

Local Events

Name (Print): _____

Social Media

Address: _____

Phone: _____

Email: _____ Twitter: _____