



Personal Storytelling is one of the most Powerful Tools to for Change

It conveys why action is needed and inspires others to join us. Personal stories get the attention of the media and can convince elected officials to act.

Honing and sharing your story is your responsibility as an activist. Engaging and tracking the stories of others is your responsibility as an organizer.

Why do We Need Prescription Drug Stories?

- We need to find people who are experiencing high or increasing drug prices. This puts a face to a contentious policy issue and makes the case that action should be taken NOW.
- Pharmaceutical corporations spend millions to convince policymakers that the status quo is fine. Stories of how high drug prices are hurting retirees is our best way to fight back.

How Can You Use Your Story?

- Share during congressional district and state capitol lobby visits
- Speaking at press conferences and fulfilling TV, print and digital media requests
- Speaking at membership meetings, rallies, protests and direct actions

Story Starters

- Are you or a family struggling to pay for prescription medications? Do you fear being able to pay for them in the future?
- Do you have diabetes, arthritis, or other conditions that require expensive medicines?
- Have you ever fallen into the Medicare prescription drug “donut hole?”
- What do you fear would happen to you or your family if Medicare were cut or you had to pay more for your coverage?
- Do you rely on Social Security to make ends meet? Could you have waited to collect Social Security until you were 70?
- Are there basic necessities you need but cannot afford?
- How would it affect your life if Social Security benefits were to increase by \$100 per month?
- Have you had to make adjustments in your living situation due to financial or health issues such as moving in with adult children or other relatives?
- How will you pay for long-term care if you or a relative needs it in the future?



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Ok, I Have a Story to Tell, What's Next?

Write Your Story - it can be brief but you should try to answer the below questions.

Hi, I'm ___(name)___, from ___(place)___.

I was ___(occupation) and retired in (year - if relevant).

It is hard for me to pay for the _____ (name of medicine_ my doctor has prescribed

It makes me feel ___(insert emotion) ___ and I _____(what am I doing to get buy).

If Congress fails to lower drug prices, _____ will happen to me.

Share your story with your state Alliance and the Alliance team in Washington.

- Practice telling your story with a friend or fellow Alliance member.
- Ask for their feedback.
- Plan to share your story at a membership meeting, rally, or action.
- Change the world.