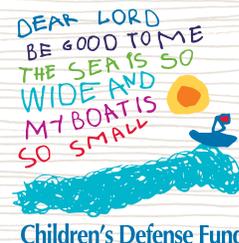


# Your Voices and Stories are Powerful!



September 26, 2008

Dear Child Advocate,

Thank you for organizing the **Your Truth Aloud!** project in your community. By doing so, you are sending a clear message to our lawmakers that you want them to provide comprehensive health coverage for *all* children, and you are raising awareness in your community about the nearly nine million uninsured children in America today.

There are real stories of families and children across the country who have encountered major challenges because they do not have comprehensive health coverage. Like the story of Deamonte Driver from Prince George's County, Maryland, who died at the age of 12 because his mother could not find a dentist who would accept Medicaid and she couldn't afford an \$80 tooth extraction. Bacteria from the untreated abscessed tooth spread to his brain causing his death on February 25, 2007. Together we must raise our voices and stop tragedies like Deamonte's and those of so many others who are suffering needlessly.

This crisis is urgent and we must step forward NOW to ensure our children a healthy future. When Congress takes up the issue of child health coverage in 2009, the Children's Defense Fund is asking them to pass legislation that will:

- Ensure every child and pregnant woman has access to affordable health coverage and health care.
- Guarantee all children and pregnant women comprehensive benefits so that children get the services a doctor says they need.
- Simplify the application and enrollment process to make it easy for all children to get covered and stay covered.

The statements and stories you share in your videos will help those in Congress understand why we cannot wait any longer for comprehensive health coverage for all children in America.

Be sure to follow the steps provided for you in this packet. Doing so will ensure we get as many videos as possible uploaded to YouTube and sent to Congress. Logging the videos and sending those logs to CDF's national office is particularly important so that we can track your submissions. Please feel free to get in touch with us if you have any questions ([video@childrensdefense.org](mailto:video@childrensdefense.org) or 202-662-3579).

**Your voices and stories are powerful and important.** They will inspire our lawmakers, and our nation as whole, to take the necessary steps to improve the lives of children and improve the lives of all of us.

See you on YouTube!

Sincerely,

The **Your Truth Aloud!** Team at the Children's Defense Fund

# Your Truth Aloud! – Speak Out NOW for Children

## Instructions for Events and Tabling

### Materials:

- ❑ Video recording device (camera, phone, etc.)
- ❑ Copies of Media Release form
- ❑ Copies of the **Your Truth Aloud!** Log Sheet
- ❑ Pens
- ❑ CDF Health Coverage for All Children Campaign information materials (can be found at [www.childrensdefense.org/YourTruthAloud](http://www.childrensdefense.org/YourTruthAloud))
- ❑ Small gifts to thank participants (candy, pens/buttons/magnets with organization logo, etc.)
- ❑ Signs/posters with action-oriented sayings, i.e., “Children Can’t Wait!” or “Raise Your Voice for Children!”
- ❑ Laptop (optional)

**Step 1:** Set up a couple of video recording devices at the table. When possible, play CDF’s Call to Action video and videos already uploaded to YouTube. These videos can be found on our YouTube channel ([www.youtube.com/childrensdefense](http://www.youtube.com/childrensdefense)). Be aware of background noise at your location.

**Step 2:** Ask passersby and table visitors: “Do you want lawmakers to hear what you have to say about children’s health?”

**Step 3:** Tell the person that **Your Truth Aloud!** is the video component of CDF’s Health Coverage for *All Children Campaign* to get health coverage for every child and pregnant woman. Ask them if they will answer two simple questions (or share a story) on camera to urge our lawmakers to pass health coverage for all children.

**Step 4:** Have them sign the Media Release. Getting the person’s address on the release is important in order to determine his/her Congressional district. You can assure people that we only need the address for that purpose. Get the person’s home address where he/she is registered to vote.

**Step 5:** Have them use the following outline. Remind them that they are speaking to elected officials, in general (not a specific candidate).

1. State your name. Give the town and state you live in.
2. Finish the sentence stem: “All children need a healthy start because...”/ “All children deserve quality health coverage because...”/ “Without quality health coverage a child...”  
AND/OR  
Share a personal story about a child/family you know struggling to get adequate health coverage or what would have happened to someone in your life if they hadn’t had health insurance.
3. End by saying, “I urge you to provide quality health coverage for all children now.”

**Step 6:** Thank them and give them a small gift.

- Step 7:** Log the video on the video log sheet. You can do this in many different ways, including:
- *Log as you go and fill in the rest later.* Write the participant's name, email address and address as well as the date the video was recorded right after the video is completed. Repeat this process for all the participants. Do this on a laptop, if possible; that way you can send it to us via email. Write in all of the participants' Congressional districts and members of Congress when the event is over. Do this by entering the address into this website: <http://www.congressmerge.com/onlinedb/index.htm>.
  - *Log it all as you go.* Use a laptop with an internet connection to input all of the information as described above right after the video is recorded. Maybe one person at the table could be assigned to this role.
  - ***Log as you go and CDF will do the rest.*** Write the name and address of the person and the date the video was recorded and CDF will write in her/his Congressional district and members of Congress. If possible, do this on a laptop, so you can send it to us via email.

This is a critical step for getting these videos to members of Congress.

**Step 8:** Edit the videos if necessary and follow the instructions on page 4 for uploading the videos.

Please make sure the videos you are uploading:

- Do not endorse any candidate or party.
- Are relevant to health coverage for all children.
- Are about domestic issues. The CDF video project is only targeted to United States lawmakers. Sorry, no international videos will be accepted.

\*\* CDF reserves the right to remove any videos that are not relevant to the campaign. \*\*

**Step 9:** Send the Media Release forms and the Video Log Sheets to CDF's national office. You can do this in the following ways: 1.) Scan the documents and send to [video@childrensdefense.org](mailto:video@childrensdefense.org); 2.) Fax to 202-662-3570 or 3.) Mail to: Children's Defense Fund, Your Truth Aloud!, 25 E Street, N.W., 4<sup>th</sup> Floor, Washington, DC 20001.

### Final Checklist:

- Submitted videos to CDF
- Sent Media Release forms to CDF
- Sent Log Sheets to CDF
- Pat myself on the back for a job well-done!

# Uploading Your Videos

**Step 1: Upload your video.** After you've recorded your video, [go to YouTube](#), sign up for an account and upload your video. (Note: If you already have a personal YouTube account, please create a new one specifically for this campaign.) Title each video that you upload with the speaker's first name and state.

**Step 2: Complete the Video Submission form at [www.childrensdefense.org/videosubmission](http://www.childrensdefense.org/videosubmission).**

1. YouTube Account URL (e.g. <http://www.youtube.com/user/JohnSmith>):

(Maximum response 255 chars, approx. 5 rows of text)

\*2. First Name:

\*3. Last Name:

\*4. Email Address:

5. Any additional comments or instructions?

**Insert only one URL.** This will enable us to find your YouTube page so we can link to the Your Truth Aloud! videos.

**Simply fill in these fields!**

**Anything else you want us to know?**

**Step 3: Visit CDF's YouTube channel.** Once we've received your submission, you can [check CDF's YouTube channel](#) to see it posted and view other posted videos. (If you have any questions, please email [video@childrensdefense.org](mailto:video@childrensdefense.org).)

# Children's Defense Fund Media Release Form

I hereby authorize and irrevocably grant to the Children's Defense Fund and its affiliates, licensees, agents and assigns the unrestricted right to use and publish any part of the information I have given to the Children's Defense Fund and the right to record my name, voice, appearance, likeness and comments on film, videotape, audiotape, still photographs, print and any other media now known or hereafter invented. I acknowledge that the Children's Defense Fund shall own all right, title and interest in and to this media. I further agree that the Children's Defense Fund may cause all or parts of this media to be used for any and all publications, exhibitions, public displays, editorials, advertising or other purposes.

I waive any inspection or approval of the media or any advertising or publicity in which my name, voice, appearance, likeness, narrative or comments might appear. I expressly release and agree to hold harmless the Children's Defense Fund and its agents, employees, licensees and assigns from and against any and all claims including, but not limited to, invasion of privacy, that I might ever have in any way relating to my interview or its use.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

If a minor: \_\_\_\_\_

(Parent or Legal Guardian)

Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## Your Truth Aloud! Speak Out NOW for Children

Name	Email Address	Address (where the person is registered to vote)	Congressional District	Congressional Members	Date Recorded
Healthy A. Child	<a href="mailto:hchild@childrensdefense.org">hchild@childrensdefense.org</a>	43 Boyden Pkwy, Maplewood, NJ 07040	10	Senator Frank Lautenberg (D-NJ) Senator Robert Mendez (D-NJ) Rep. Donald Payne (D-10)	09/09/08

Please scan and send to [video@childrensdefense.org](mailto:video@childrensdefense.org), fax to (202) 662-3570 or

mail to: Children's Defense Fund

Your Truth Aloud!

25 E Street, NW, 4th Floor

Washington, DC 20001