

Script Templates for *Now More Than Ever* Campaign

Why Your Story Matters:

Public health often works behind the scenes, keeping communities safe, healthy, and thriving. Right now, we need stories that show real-world impact. These stories will help us advocate for continued (or increased) funding, combat misinformation, and make the case that investing in public health saves lives and dollars.

Your story could influence a policymaker's vote, inspire community support, or even save a program at risk of being cut.

Example (Text Story):

"Thanks to funding from our local health department, our clinic was able to offer free diabetes screenings. After one screening, a mother of three learned she had prediabetes. She was connected to a nutritionist and a free exercise program. Today, she's healthier and able to care for her family—avoiding costly hospital visits."

Example (Video Story):

"Hi, I'm Maria from Springfield, Missouri. Thanks to a public health nutrition program, I was able to get support during my pregnancy. Today, my daughter is healthy, and I want every family to have the same chance."

Quick Guide: What Is Public Health and Why Does It Matter?

What is public health?

Public health is the work done every day to keep people and communities safe, healthy, and thriving. It includes clean water, vaccination programs, nutrition services, emergency preparedness, health education, and more. It's the foundation that allows society to function well.

Why does public health matter?

It prevents disease, protects our most vulnerable, and prepares us for emergencies—from pandemics to hurricanes. Investing in public health saves lives *and* saves money. Studies show every \$1 spent returns \$14+ in benefits.

Who does public health serve?

Everyone. Whether it's making sure your food is safe, your schools are healthy, or your water is clean, public health touches every part of life—even if you never see it.

What happens without it?

We see preventable illnesses, overwhelmed hospitals, unsafe environments, and communities left behind. When public health is underfunded, we all feel the impact.

Scripts to Gather Stories from Others (or prompts to consider for your own stories) For Written Stories or Interviews

“Hi, I’m [Name], and I work with [Institution/Program]. We’re collecting stories for a national campaign about how public health touches our daily lives.

Would you be open to sharing a brief story about a time public health made a difference in your life or community?”

Prompts:

- Can you describe what happened and how it affected you?
- Was there a public health professional, program, or policy that helped?
- What would it look like if that help wasn’t there?
- Can you share how public health made a difference in your life or your community? How would things be different if that support didn’t exist?

For Image Submissions

“A photo that captures an important moment or outcome can be just as powerful as words. Can you share an image that shows public health in action in your life?

If you feel comfortable, we’d love it if you included a short caption or quote to accompany it.”

For Video Submissions

(See **instructions** on how to do this simply on your iPhone.)

“We’re inviting short video messages—30 to 90 seconds—from people impacted by public health. Would you be willing to record one?”

Suggested video script:

“Hi, my name is [First Name], and I live in [City/State]. Public health matters to me because [insert personal experience]. If we lose public health funding, people like [me/my family/my neighbors] could be affected in [insert way]. That’s why I believe public health funding matters—because every community deserves to be healthy and safe.”