**Recording your “Access to Meds” Drug Pricing Story**

**Purpose:**

The Society will be working in coalition with several organizations to push a large-scale drug pricing advocacy campaign over the coming month, title “Push to Lower Drug Prices.” Our goal is to get the attention of Congress and let them know that drug pricing needs to be addressed as soon as possible.

**Tactic:**

Legislators and their offices are very active on social media, specifically Twitter, but we encourage to post on other social media sites as well. We want to flood Twitter with personal stories – via videos, pictures, and more – that will communicate a strong message to legislators. Think of this as a WOW-HOW-NOW… but with a very strong emphasis on the WOW.

**Your Call-to-Action:**

**Share about what high drug prices mean to you: what have you given up to pay for your MS DMT or how have the costs changed?**

**Video Details/Ideas:**

We are asking you to record a 30-60 second video that will be shared on your Twitter account.

* Your video should connect directly to the highlighted ask above – use examples to strengthen your story. Here are some ideas:  
  + Show the bottle your medication comes in (if taking an oral disease-modifying therapy (DMT))
  + Show your most recent hospital bill, or show your Explanation of Benefits **with all personal information crossed out** to highlight the financial impact of MS DMT costs
  + Share an example of how the cost of your MS DMT has caused you to restructure your budget or make difficult financial choices to continue accessing the DMT
  + Share if you no longer take a DMT, or if you have altered the use of your DMT, due to cost
* Film your video horizontally – this will work better for sharing on Twitter.
* Try to have someone else film you – if filming alone, prop your phone up securely.
* Reduce background noise as much as possible when creating your video.
* Remember – you want to get the attention of your legislators. These videos will be most impactful when they **create a visual**, **evoke and emotion**, and when they are **focused and concise.**

**Including a Data Point in Your Video:**

Data has the power to amplify our stories. As with any ”Wow-How-Now” you’ve done as an MS Activist, you should pick one data point to add to your video that directly ties to your story. Here is a list of some possible data points and more can be found at [the Access to Meds webpage](https://www.nationalmssociety.org/Treating-MS/Medications/Make-MS-Medications-Accessible/Take-Action):

* This year, the median annual price of the MS DMTs is close to $94,000—up nearly $25,000 from 2015.
* 40% have altered the use of their DMTs due to cost, with some skipping or delaying treatment or being forced through step therapy.
* 40% experience stress or other emotional impact due to high out-of-pocket costs and are making lifestyle sacrifices to be able to pay for their DMT.
* Only 11% said they could easily afford their DMT without financial assistance.

**Sharing Your Video:**

When sharing out your video on Twitter, make sure that your profile is public and that you use the hashtags #MSActivist and #PushToLowerRXPrices

Tweet at your legislator by tagging them using the @[INSERT THEIR OFFICIAL TWITTER HANDLE] feature. This will ensure they are notified that you posted a video.

If you have not yet joined Twitter as an MS Activist, watch our “Twitter 101” video [on our Access to Meds webpage!](https://www.nationalmssociety.org/Treating-MS/Medications/Make-MS-Medications-Accessible/Take-Action)