



CAMPAIGN FOR Better Care

CONVERSATION STARTERS – Labor Day 2010 Edition

This Labor Day, we know where your head will be...one more day off until back to school, back to work, back to real life! But if you are helping to care for a loved one you know that there is no day off from that crucial job. So, why not take this opportunity to talk with others about the work we all need to do to make our health care system deliver for those who need it most: older adults with numerous health problems!

Here are some tips on how to get the discussion going around Campaign for Better Care issues. This time we're focusing on **coordination** and **preventive care** as we approach the 6th month anniversary of the passing of the health care reform law. Use one (or all) of these starters and then use our [Campaign Overview](#) to keep the conversation going!

Care Coordination

Try this: As you sit down to watch the game with family and friends, say "If only I (or Mom, or Grandpa) had a quarterback to bring all my doctors, nurses, and pharmacists together for such a well coordinated play!"

Try this: The next time you're having a conversation about the new school year, say "I am seeing commercials and magazine articles everywhere with information on how to coordinate the back to school madness. Wouldn't it be great if pop culture put that much energy into helping coordinate our health care across doctors!"

Communication

Try this: As you reminisce about the good old *back to school* days, say "You know, when I was in school I learned to speak up for what I need and share my thoughts with others. Somehow, we all seem to forget that lesson as soon as we walk into a doctor's office!"

Prevention

Try this: Strike up a conversation about preparing the house and car for winter, then say "It seems so obvious that this preparation can save us big bucks down the road, I'm so excited that the new health care reform law is also thinking about keeping people safe and saving money by covering preventive services like blood pressure, diabetes and cholesterol screening at no extra cost to patients!"

Try this: Are you the tech-support person in your family? Or, do you take advantage of family visits to get your computer's anti-virus software tuned up? Next time you're hunched over the computer with a family member say "Thank goodness for this preventive anti-virus software keeping our computers healthy. You know, prevention is even more important for our health and soon we'll all have access to free preventive care to help keep us healthy!"