

## 10 Steps to Effective Media and Messaging on the ACA

1. Identify Overall Goal

2. Define Your Message

3. Pick Your Audience

4. Create Core Messages

5. Nominate A Spokesperson

6. Select The Media Outlets: (TV, Radio, Newspaper)

7. Reach Out to Local Media Outlet

8. Post to Social Media

9. Survey/Track Success

10. Implement Change

Tribal Health Reform  
Resource Center

A project of the  
National Indian Health Board

