

# #TheNetBenefit

When we work together to build a healthier and stronger state, we all see The Net Benefit.

Missouri Foundation for Health created *The Net Benefit*, a nonpartisan education campaign, because we've found that when Missourians' basic needs are not met, their health is negatively impacted. The campaign reinforces how important it is for our families, friends, and neighbors to have access to food, shelter, health care, and economic support — no matter who they are or where they live. Because when we look out for one another, we all see *The Net Benefit*.

That's where you come in. The more voices we have communicating *The Net Benefit* of looking out for one another and strengthening our communities, the more likely we are to shift the conversation surrounding the programs and services so many Missourians rely on. We've created toolkits and fact sheets, available at [TheNetBenefit.org](http://TheNetBenefit.org), to help you incorporate *The Net Benefit* message into your efforts.

Here are ways you can get involved:

- **Incorporate campaign messages** into your communications. This could be at meetings or conferences, in conversations with your staff, when working with local media, and more.
- **Follow @MoFoundHealth on Twitter and Facebook** for campaign updates and to and share messages through your channels. You can also **create your own social media posts** using sample language and graphics provided in the toolkits.
- **Localize and distribute template materials** — including newsletter/website language, blog posts, and faith community bulletins — with information about your organization, along with local data and stories.
- **Share fact sheets** about *The Net Benefit* campaign, recent public opinion research, and the issue.
- **Collect and share stories** that reinforce *The Net Benefit* message. These could be stories of Missourians who have found support during times of need; community leaders' efforts who are helping their neighbors; and communities that are lifted up.
- **Place opinion pieces and letters to the editor** in newspapers to share your perspective about the supports Missourians need to lead healthy lives.
- **Leverage your existing relationships with local media** — including beat reporters, opinion writers, and radio hosts — and position yourself as a resource for information on this topic.
- **Request a meeting with your local paper's editorial board** to share your perspective and explain why they should care about Missourians having access to care and resources, and how we as a society all benefit.



*Let's talk about how you can get involved.  
And how we can recognize your efforts.*

**Courtney Stewart**  
Vice President of Strategic Communications  
(314) 345-5505 ● [cstewart@mffh.org](mailto:cstewart@mffh.org)  
[TheNetBenefit.org](http://TheNetBenefit.org)