

THE TOP TEN ADVOCACY MEDIA ACTIONS:

1. Prepare in advance and do your homework for the interview.
2. Read the news and view TV daily.
3. Know your audience and their potential biases.
4. Know your pain issues in the legislative arena.
5. Practice your “on the spot” speaking skills.
6. Identify your local media stars and say hello.
7. Contact your legislative representatives and get on a first name basis.
8. Know the ASPMN messages and identify a link for more information.
9. Demonstrate pain advocacy in action with live patients, national action and personal proactivity.
10. Think ahead and plan for the top ten media questions.

UMMHC RADIO/ TV POINTERS FOR AN INTERVIEW

1. Prepare your facts with short, concise bullet points.
2. Observe your interview setting and an interview with someone else.
3. Do phone interviews out of the office on your feet. It stimulates thinking.
4. Bring a visual for clarity.
5. Be yourself and relax.
6. Dress appropriately to positively present your information.
7. Try to go first to decrease the sitting time and prevent increased anxiety.
8. Clear your mind and focus on the facts.
9. Visualize the interviewer as your best friend.
10. If you are taped, review it and redo if necessary.

Exposure to the media can make a positive impact on thousands of people. BE NATURAL.

RESOURCES FOR THE PAIN NURSE ADVOCATING FOR PAIN ISSUES

- American Academy of Ambulatory Care Nursing <http://www.aaacn.org/cgi-bin/WebObjects/AAACNMain>
- American Academy of Nurse Practitioners <http://www.aanp.org/AANPCMS2>
- American Association of Critical Care Nurses- www.aacn.org
- American Chronic Pain Association www.theacpa.org
- American Nurses Association- www.nursingworld.org
- American Organization for Nurse Executives http://www.aone.org/aone_app/index.jsp
- American Pain Foundation- www.painfoundation.org
- American Pain Society- www.ampainsoc.org
- American Psychiatric Nurses Association
<http://www.apna.org/i4a/pages/index.cfm?pageid=1>
- American Society of PeriAnesthesia Nurses www.aspan.org
- Aramark- www.aramark.com
- Arthritis Foundation www.arthritis.org
- Interstitial Cystitis Association www.ichelp.org
- In the Face of Pain – www.inthefaceofpain.com
- National Fibromyalgia Association – www.fmaware.org
- National Institute of Neurological Disorders and Stroke - www.ninds.nih.gov
- Nurse Finder- www.nursefinder.com/press-room/press-releases
- Oncology Nursing Society- www.ons.org
- Pain Relief Network - www.painreliefnetwork.org
- Patient Advocate Foundation www.patientadvocate.org Or help@patientadvocate.org
- Reflex Sympathetic Dystrophy Association www.rsd.org
- Sickle Cell Disease Association of America www.sickecelldisease.org
- TMJ and Orofacial Pain Society of America – www.tmjsociety.org
- US Food and Drug Administration - www.fda.gov
- Alpharma- www.alpharma.com
- Pfizer- www.pfizer.com
- Purdue - www.pharma.com