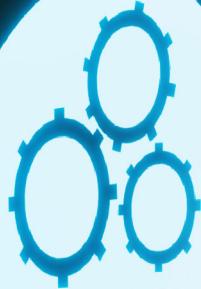


A circular icon containing a white line-art illustration of a laptop with a speech bubble containing a smiling face above it.

# Instructions for Toolkits

Digital Policy Toolkit



Resources for Patient Advocates in the context of Covid-19

# Instructions for Toolkits

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Each toolkit follows a similar structure designed to assist patient organizations with suggested messaging and resources in different communications formats for use in public policy activities. Each toolkit is also an educational resource. **Patient organizations and their coalitions are encouraged to adapt text and messaging as necessary. Copy-paste is not encouraged.**

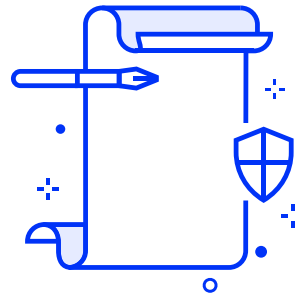


## Toolkit contents include:



**Overview/Vision:** this opening describes a background and provides context on the issue.

**Policy Gap:** this briefly characterizes one or more policy gaps and solutions to address the issue.



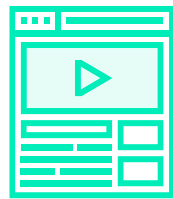
**Key Messages:** these are arguments for why the issue matters and to support concerted action on the issue.

**Q&A:** this provides potential answers to some immediate questions that could be raised both about the issue and/or the suggested policy fix.



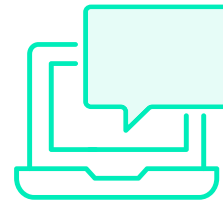
**Research Resources:** brief descriptions of articles on the subject with links to full text.

**Research Quotes:** quotes from articles on or related to the subject that describe and support action on the issue.



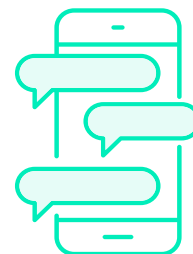
**Videos:** videos available online, most of them short, that describe and/or support action on the issue.

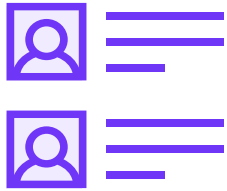
**Further Reading:** available in most toolkits, these are additional resources for in-depth analysis.



**Suggested Tweets:** short-form messaging on the issue for use in social media communications.

**Hashtags:** for use in Twitter communications on the issue, but also a resource for learning more about the issue as discussed on Twitter.





**Sample Social Media Graphics:** suggested quotes in a format for advocates to include a photo and logo of the patient organization and for use on various social media platforms.

**Sample Sign-on Letter:** suggested text in the format of a letter to a policymaker from an organization or coalition.



**Sample Media Piece:** available in most toolkits, this is suggested text in the format of a news article for placement with the media.



**For more information or to report any problems or broken internet links within a toolkit,** please contact Emoluva Partners or the Latin America Patients Academy.



More information at:  
[www.emoluva.com](http://www.emoluva.com)