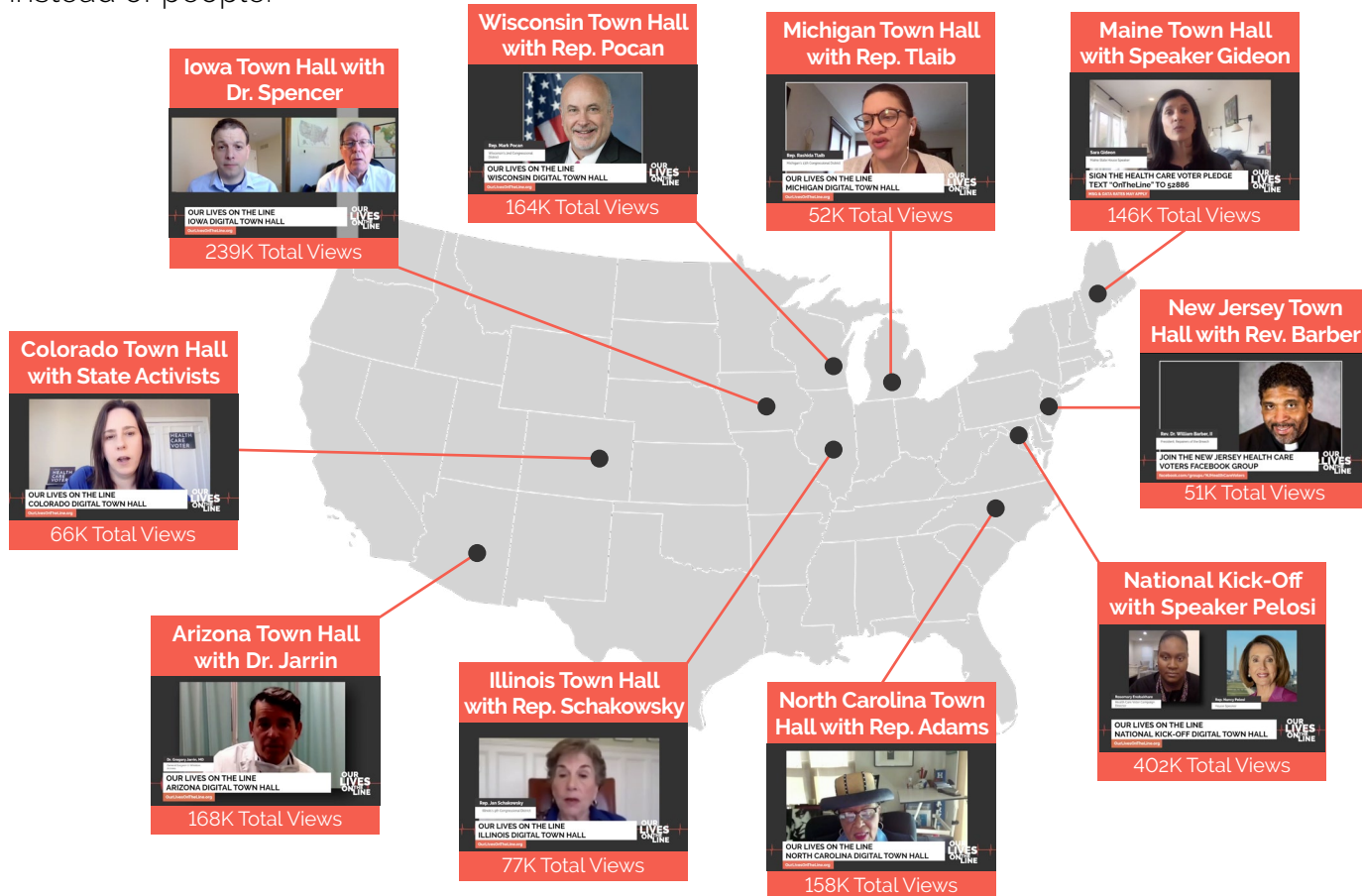


OUR LIVES ON THE LINE

In early 2020, Health Care Voter was preparing to launch a 30-city, cross-country tour to uplift stories about people struggling to pay for prescription drugs. We planned to partner with patient advocates, public health experts, elected officials, and even a couple of celebrities to share their stories and expertise. Then, coronavirus arrived on our shores. Since we couldn't pack up a bus and go to 30 cities anymore, we transformed the tour into a digital town hall series.

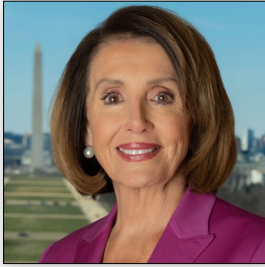
On March 31, Health Care Voter launched 'Our Lives On The Line: A Digital Town Hall Series' to elevate the stories of people affected by the coronavirus pandemic, emphasize the need to protect the Affordable Care Act, and demand the Senate take action against skyrocketing prescription drug and vaccine prices in the U.S.

With the lives of frontline responders, working-class people, and folks with preexisting conditions on the line, Health Care Voter is committed to uplifting people and communities that the Trump administration and its allies in Congress are leaving behind in their race to protect corporations instead of people.



TOUR HIGHLIGHTS

Before coronavirus changed the global landscape, the Health Care Voter team planned to travel 30 cities over a month-long, cross-country bus tour to uplift stories about the national crisis of skyrocketing prescription drug prices. With the onset of a global pandemic, we pivoted the bus tour into a series of digital town halls. The goals remained the same across the two tour formats: uplift stories and shed light on the crisis. To that end, several high-profile speakers and advocates have joined our town halls thus far. Here's what they've said:



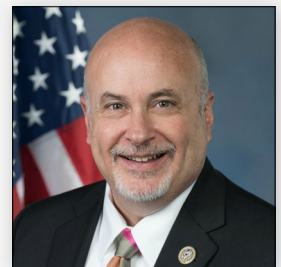
*"Health care is always a life or death issue for our nation, now even more so. The lives and livelihoods of the American people are at stake. As you say, our lives are on the line," said **House Speaker Nancy Pelosi**. "We need your help to demand accountability from the administration to put workers and families first."*

*"Pandemics are just not biological issues. They are also sociological realities because they exploit and live and breathe in the wounds of society — the wounds caused by the criminalization of poverty, the wounds caused by systematic structural racial inequity," said **Rev. Dr. William Barber II**. "So, before we ever had a pandemic, 140 million people were living in poverty and they were virtually being ignored."*



*"With the coronavirus pandemic upon us, we must do all we can to ensure every American can access quality and affordable health care," said **California Attorney General Xavier Becerra**. "The attempt by the Trump administration and Texas to destroy the Affordable Care Act is more dangerous than ever. We're committed to protecting this life-saving law at the Supreme Court, and with it, the lives of our loved ones."*

*"In the past decade, Republicans have been attacking the very law protecting our health care, the Affordable Care Act," said **Rep. Mark Pocan (D-WI)**. "Despite their continued failed efforts to take away quality, affordable health care for the American people, the Affordable Care Act has stood strong and provided hundreds of millions of Americans with preexisting conditions access to the care and treatments that would have otherwise been denied to them."*





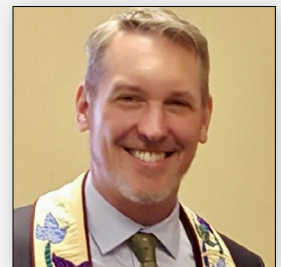
*"Nearly half the state's positive cases are in Milwaukee County. We see disproportionate impacts in the black and brown community. People are getting infected, getting hospitalized and too many folks are losing their lives," said **Lt. Governor Mandela Barnes**. "Over a third of COVID-19 related deaths in Wisconsin are black people. The disparate impacts are not the consequences of individual habits or poor choice but rather the result of policymaking and poor planning that fails to put people and their health and well-being first."*

*"We demand that every relief package, every emergency fund, every piece of legislation at the city, state, and federal level that shapes our response and recovery from this crisis, must center working people and our families and communities," said **Mary Kay Henry, President, Service Employees International Union (SEIU)**.*



*"I am here to be a voice for my son, Ryan. I am here to be the voice of the 72,000 other people — yes, 72,000 for the year of 2018 alone — who succumbed to the ravenous disease of opioid addiction. Our country is losing the war against the overdose crisis," said **Eileen Palazza, Parent Advocate**. "There is no letter sent from the head of government stating, 'We are sorry for your loss.' There is nothing. Nothing but the headache of losing a child, or a mother, a father, a sister, a brother, an aunt, or an uncle who has died in this war."*










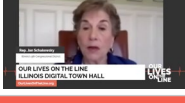
*"Whatever Big Pharma gets out a vaccine first, we have to be among those saying, this cannot be just for one nation or particularly one demographic," said **Rev. Rob Gregson, COVID-19 Survivor and Executive Director of Unitarian**. "This has to be for everyone. That means that ten dollars a vaccine, which to me doesn't seem so bad, is too much. That is a day's wages for far too many people."*



*"Right now, moms and families are hurting. We are scared and we are angry. Not only did the Trump Administration waste precious time from the onset of the pandemic but the President and his Senate allies weakened our health care system before it hit," said **Felicia Burnett, the National Director of Health Care at MomsRising**.*

VIEWERSHIP

The 'Our Lives On The Line' digital town hall series has seen an incredible amount of online viewership since its launch at the end of March 2020. Over 1.5 million Americans have tuned into these important conversations for over 700,000 minutes of total viewership or the equivalent of over 12,000 hours. In sum, the digital town hall series generated nearly 40,000 unique engagements on social media.

Town Hall		Total Views	Peak Viewership	Total Viewership (Minutes)	Total Viewership (Hours)	Total Engagements
National Kick-Off		402,440	6,048	214,807	3,580	14,108
Arizona		168,031	5,887	75,296	1,254	3,546
Colorado		66,022	470	24,368	406	1,131
Maine		145,819	2,882	61,703	1,028	2,491
North Carolina		157,818	4,350	69,067	1,151	2,741
Iowa		239,434	4,923	108,838	1,813	5,535
Wisconsin		164,122	4,072	85,830	1,430	4,905
New Jersey		50,882	570	27,252	454	1,830
Michigan		52,399	1,467	23,588	393	1,254
Illinois		77,185	2,057	35,985	600	1,839
TOTAL		1,524,152	32,726	726,734	12,109	39,380

PRESS CLIPS

'Our Lives on the Line' has been covered in print and radio, by outlets ranging from AXIOS to Reuters to iHeartRadio in California. Some highlight clips include:



Coronavirus drives U.S. political protest off the streets and into online forums

Health Care Voter, which is pushing to preserve the Affordable Care Act, popularly known as Obamacare, and lower prescription drug costs, had initially planned to do a bus tour in March and April, stopping in 30 cities from California to Maine.

Instead, it is holding digital events, including a March 31 national town hall featuring Democratic U.S. House of Representatives Speaker Nancy Pelosi that received 400,000 views - unprecedented for the group, campaign director Rosemary Enobakhare said.

"People are at home, honestly, and they want to be able to have these conversations," said Enobakhare. "People are looking at ways to interact."



Nancy Pelosi to headline virtual coronavirus town hall

Bloomberg Law

Pelosi: Trump Should End Drug Co-Pays for Seniors Amid Crisis



With Republicans wary of more coronavirus spending, Trump urges infrastructure plan



Digital Town Hall will demand accessible health care during COVID-19 epidemic



Democrats scramble to turn the 2020 election into a referendum on Trump's coronavirus response

"People who have been laid off and couldn't previously afford their insulin definitely cannot afford their insulin now," said Rosemary Enobakhare, the campaign director for Health Care Voter, a left-leaning group working to spotlight health care as a 2020 campaign issue.

In light of the crisis, Health Care Voter scrapped an event focused on drug pricing in favor of a virtual event focused on "the failure of the Trump administration" to respond to the crisis.



LESSONS FROM MAKING THE SWITCH TO DIGITAL ORGANIZING



Daybreak USA Hour 3 Segment 2
April 9, 2020 • 24 min

DIGITAL CLIPS

The town hall series has made waves across the internet with speakers engaging with our live events online as sampled below. The hashtag #OurLivesOnTheLine has been shared over 1,200 times on Twitter generating over 16,000,000 impressions since the launch of the series on March 31, 2020.

