

Partnership Agreement

The Last Paragraph Campaign

Reform Healthcare – Include Everyone: *The Last Paragraph* is a collaborative storytelling and advocacy campaign that collects and amplifies real experiences of people harmed by the profit-driven American healthcare system. By elevating lived experiences through coordinated digital outreach, local media, and direct legislative engagement, the campaign builds sustained public pressure for practical, humane healthcare reform.

The campaign is supported by **Health Care Justice • North Carolina (HCJ•NC)** and its partners and is anchored by a shared belief:

The current profit-driven healthcare system causes real harm to real people, and reform is necessary to protect patients, families, and communities. Yet whenever healthcare reform is discussed, the real solution—Medicare for All—is left out of the final paragraph. We want everyday people, not special interests, to write that last paragraph with a solution that benefits everyone and puts people over profit.

Campaign Hub for Story Submission and Information Sharing:
Reform-Healthcare.US

Role of Health Care Justice North Carolina

Health Care Justice • NC serves as the campaign's coordinator. HCJ•NC provides:

- The central campaign narrative and messaging framework
- Story collection tools (e.g. website, campaign hub) and usage guidance (e.g. ideas for sharing)
- Webinar programming and coalition working group facilitation
- Media templates, talking points, and call-to-action support (e.g. opportunities for outreach)
- Advocacy initiatives coordination and the **Reform-Healthcare Include Everyone** platform and the Day of Action on Sat., May 28, 2026

HCJ•NC ensures partner efforts are aligned, amplified, and translated into visible pressure on decision-makers.

We look forward to working with you !

Partners play an active, visible role in turning lived experiences into collective advocacy. By joining *The Last Paragraph* (TLP) campaign, partners agree to participate in the following core activities:

1. Story Collection & Sharing (bi-monthly)

- Identify **1–3 individuals** willing to share healthcare experiences
- Secure consent for members' stories for use in the campaign
- Submit stories via the Reform-Healthcare.US platform
- Formats may include written stories (150–200 words), and short videos (15–60 seconds)

2. Engagement & Mobilization (ongoing)

- Promote campaign webinars to membership
- Have a representative regularly attend monthly coalition working group meetings
- Share campaign content weekly through existing channels (social, email, website)
- Amplify campaign-wide calls-to-action (e.g., contacting legislators, attending events, submitting public comments)

3. Visibility & Public Accountability (as needed)

- Participate in the **Day of Action** (locally and/or virtually)
- Optional but encouraged: monthly local media engagement (letters to the editor, op-eds, radio or community TV)

4. Reporting & Feedback (monthly)

- Report the number of stories shared, actions taken, and media engagement
- Continue participation beyond the Day of Action to support sustained Medicare for All advocacy

Partner Participation Benefits to Partners

By signing on to *The Last Paragraph* campaign, partners can participate in an integrated grassroots awareness-generating initiative that strengthens collective impact for healthcare reform:

- **Amplified Reach:** Partner stories and actions are elevated through a coordinated campaign
- **Credibility & Alignment:** Association with HCJ•NC and a growing healthcare justice coalition
- **Turn-Key Support:** Access to templates, messaging, media guidance, and promotional support through a toolkit.
- **Member Engagement:** Clear, actionable opportunities for members to participate in systemic healthcare reform
- **Policy Impact:** Participation in a campaign designed to convert awareness into measurable pressure on decision-makers

Partners publicly support and advocate for **Medicare for All** as a practical, humane reform to the profit-driven American healthcare system.

Partner Endorsement & Commitment

Organization Name: _____

Primary Contact: _____

Title: _____

Email / Phone: _____

By signing below, we affirm our organization's support for the **Reform Healthcare – Include Everyone:** *The Last Paragraph* campaign and commit to participating in good faith in the activities outlined above.

Authorized Signature: _____ **Date:** _____