

HOW TO SHARE YOUR STORY WITH LOCAL MEDIA

Telling your story through your local media is a great way to reach wider audience and key decision makers. We want to tell as many people in Canada as we can that people living with cystic fibrosis need Trikafta – and now it is up to the provinces to make it available to them.

Before you get started...

- Find the media contacts, have a look at the websites of your local media to find the contact information for a staff writer, reporter, editor, producer or news desk. If you have worked with a reporter on a similar story in the past, reference the previous story and note if anything has changed since you last spoke.
- Decide what you want to say, how you want to tell your story. In the interview, you will be sharing your personal story as a person or family impacted by cystic fibrosis who needs access to this medication – what top three points do you want to get across? If you are someone who has had access to Trikafta, share the impact it has had on your life, and why others need it too.
- Write your media pitch, this is what you will email to your selected media contacts. It should be concise (two brief paragraphs is ideal) and highlight why the journalist should cover the story. Include the most compelling points of your story. When reaching out to local media, be sure to let them know you are from that area.

- A news release will be available on Cystic Fibrosis Canada's website after the CADTH recommendation has been announced, please link to the release in your media pitch – or paste the release below your media pitch, in the same email. This is a great way to help the journalist write a well-rounded story by including additional perspectives, content and information.
- Remember, you don't have to know everything. The reporter will be interested in speaking with you about your journey, your personal story. You do not have to be the expert on Trikafta or the drug approval system in Canada. If they reporter is interested in speaking about those topics in more detail, please reach out to mediarelations@cysticfibrosis.ca and we would be happy to connect the journalist with a CF Canada spokesperson to discuss the technical elements of the story.
- Share your article. If you confirm a media interview, please share your article with mediarelations@cysticfibrosis.ca and/or share on twitter using the hashtags #TrikaftaToday, #CFCantWait and/or tag @CFCCanada and your health minister and premiere.

Media are tasked with telling stories relevant to their readers. You will have most success with pitches that are locally focused and have a human-interest angle.

TWO SCENARIOS: HAS YOUR PROVINCE COMMITTED TO FUNDING TRIKAFTA?

- If your province has committed to adding Trikafta to its drug formulary (AB, ON, NFLD, PEI):
 - Be positive in your media interview and pitch
 - Acknowledge the commitment from your provincial leaders
 - Thank your Health Minister and Premiere for being a leader and a champion of the CF community
 - Note that you are keen to see how quickly your province moves after the Canadian Agency for Drugs and Technologies in Health (CADTH), The Institut national d'excellence en santé et en services sociaux or BC Pharmacare recommendations are announced
 - Note that we hope that they fund Trikafta for all who can benefit from it
- If your province has not yet committed to adding Trikafta to its formulary;
 - Be direct in your approach with media, call on your Premiere and Health Minister to do the right thing and fund Trikafta for all who can benefit from it
 - Be clear that Canadians with cystic fibrosis can't wait

For further support coordinating interviews, arranging a spokesperson from CF Canada, image/b-roll requests etc. contact the National Communications team at mediarelations@cysticfibrosis.ca

HOW TO DRAFT A MEDIA PITCH

1. Introduce yourself; My name is X, I'm an X resident and have/have a child with cystic fibrosis. I have a story idea for you
2. Introduce the situation;
 - Right now decisions are being made by the Government of PROVINCE that will impact my/my child's health, quality of life, and lifespan. People who are living with CF can't wait while drugs that can save our lives are tied up in red tape.
 - Include a bit about your personal story with the disease
3. Provide context/a few key points;
 - Trikafta is a transformational drug that can change the lives of up to 90% of Canadians with cystic fibrosis. It is considered the single greatest innovation in the history of cystic fibrosis – but only if people like myself/my child can access it. We need PROVINCE to commit to covering it.
4. Localize and conclude by offering an interview/interviews;
 - People with CF in PROVINCE have waited long enough, and we can't wait anymore – too many lives have been lost already. We need a commitment from the Government of PROVINCE that Trikafta will be made available to everyone who can benefit from it as soon as possible.
 - I am available/NAME is available for an interview to share their experience of living with CF in PROVINCE, their hopes, and their concerns around getting access to vital treatments like Trikafta.
 - If you are also interested in an interview with a spokesperson from Cystic Fibrosis Canada, you can reach out to their team at mediarelations@cysticfibrosis.ca

HOW TO SEND A MEDIA PITCH

- If you have existing media connections, a quick phone call to pitch the story then sending the info by email is ideal.
- If you do not have a personal connection or relationship with local media, then you will need to take a more formal media pitch approach;
 - Send the pitch by email.
 - If you don't hear back, try to follow up a few days later, either by phone or by email.
 - When you reach someone on the phone, or leave a message, introduce yourself and mention that you are following up on your pitch (give a 1 sentence summary), and wanted to see if they are interested in covering the story.

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