**Own Your Health**

**“MORE ISN’T ALWAYS BETTER” CAMPAIGN**

The purpose of this campaign is to reduce the overuse of commonly overprescribed tests and procedures – and their associated costs and risks – by encouraging health care consumers to be active participants in their health. To promote this message, we’ve created marketing materials that you can post in your offices and facilities, on your website, and through social media.

**ABOUT OWN YOUR HEALTH**

#### Own Your Health is presented by the [Washington Health Alliance](http://www.wahealthalliance.org). The Washington Health Alliance is a nonprofit organization where the people who give, get and pay for health care work together to improve health care quality and value in Washington state.

**HOW TO USE THESE MATERIALS**

In addition to the social media posts on the following pages, we’ve created a poster series available for download and graphics you can post on your website blogs & news sections.

**Posters & Flyers**

We’ve created two different posters and flyers you can download and print. *We suggest you post flyers and posters in your office, community center, lobby, breakroom, or anywhere visible to health care consumers.*

If you’d like to co-brand your posters with your organization’s logo, contact Leslie Bennett at [lbennett@wahealthalliance.org](mailto:lbennett@wahealthalliance.org).

*Poster options:*

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[Click here to download campaign posters](https://www.ownyourhealthwa.org/members/#MIB).

**Messages & Images for Social Media Posts**

On the following pages, you will find a series of messages and digital graphics for you to use on social media, including Facebook, LinkedIn and Twitter.

[Click to download social media graphics](https://www.ownyourhealthwa.org/members/#MIB)

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| *Images to choose from in our More Isn’t Always Better campaign folder:* | |
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| A picture containing indoor, table, computer, desk  Description automatically generated | A close up of a snow covered mountain  Description automatically generated |
| A picture containing food  Description automatically generated |  |

We recommend posting several times a week at different times of the day to get visibility with a wider audience (in this case, MORE really is better). Experiment with combining different messages and images.

*Don’t be afraid to schedule the same ad at different times of the day over the course of the week – not everyone who follows you will see your ads each time you post.*

**Best Times to Post**

* for LinkedIn: between 10am – 11am on Tuesday, Wednesday and Thursday
* for Facebook: between 1pm – 4pm, Thursday – Sunday
* for Twitter: between 9am-10am, Wednesday and Friday.

**To post to your social account, just follow these steps:**

**Step 1:** Choose an image from [our campaign resources page](https://www.ownyourhealthwa.org/members/#MIB).

**Step 2:** Find the content below that you want to use and cut and paste the content into the post. *The instructions are italicized in blue.* Remember to include the hashtags.

**Step 3:** Hit post!

**MESSAGES FOR FACEBOOK AND LINKEDIN**

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| **Message 1: The right amount of care**  *Content to cut and paste (from headline through hashtags):*  **MORE ISN’T ALWAYS BETTER**  When it comes to your health, more can be better. More exercise. More fruits and vegetables. More sleep. But not always more tests and procedures. A talk with your doctor is the smart way to make sure you end up with the right amount of care: not too much, not too little.  Before a test or procedure, ask your doctor:   * Do I really need it? * What are the risks & benefits? * What else can I do to improve my health?   Be informed.  Visit [Own Your Health](https://www.ownyourhealthwa.org/partners/more-isnt-always-better/) to learn how you can take control of your care.  #MoreIsntAlwaysBetter #OwnYourHealth #GoodHealth #SharedDecisionMaking #HealthyWA #ReduceOveruse |

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| **Message 2: TOO MUCH of a good thing**  *Content to cut and paste (from headline through hashtags):*  **MORE ISN’T ALWAYS BETTER**  When it comes to medical tests, procedures and medications, it’s possible to have TOO MUCH of a good thing. The best care is the right care. When you weigh the benefits, risks and costs – physical, emotional and financial, you can then make a choice that’s right for you.  Before a test or procedure, ask your doctor:   * Do I really need it? * What are the risks & benefits? * What else can I do to improve my health?   Be informed.  Visit [Own Your Health](https://www.ownyourhealthwa.org/partners/more-isnt-always-better/) to learn how you can take control of your care.  #MoreIsntAlwaysBetter #OwnYourHealth #GoodHealth #SharedDecisionMaking #HealthyWA #ReduceOveruse  **Message 3: Unnecessary medical treatment**  *Content to cut and paste (from headline through hashtags):*  **MORE ISN’T ALWAYS BETTER**  Each year thousands of patients in Washington receive unnecessary medical treatment.  Take control of your health care. Before a test or procedure, ask your doctor:   * Do I really need it? * What are the risks & benefits? * What else can I do to improve my health?   Be informed.  Visit [Own Your Health](https://www.ownyourhealthwa.org/partners/more-isnt-always-better/) to learn more.  #MoreIsntAlwaysBetter #OwnYourHealth #GoodHealth #SharedDecisionMaking #HealthyWA #ReduceOveruse |

**Message 4: It’s your health**

*Content to cut and paste (from headline through hashtags):*

**MORE ISN’T ALWAYS BETTER**

Each year thousands of patients in Washington receive unnecessary medical treatment. When your doctor suggests a treatment, it’s important for you to be an active participant in the final decision. After all, it’s your health.

Here are some questions to ask to help you make the decision that is best for you:

* Do I really need it?
* What are the risks & benefits?
* What else can I do to improve my health?

Take control of your health care.

Visit [Own Your Health](https://www.ownyourhealthwa.org/partners/more-isnt-always-better/) to learn more.

#MoreIsntAlwaysBetter #OwnYourHealth #GoodHealth #SharedDecisionMaking #HealthyWA #ReduceOveruse

**Message 5: Take an active role**

*Content to cut and paste (from headline through hashtags):*

**MORE ISN’T ALWAYS BETTER**

By talking with your doctor, you can weigh the benefits, risks and costs – physical, emotional and financial, of a test or procedure, and then make a choice that’s right for you. If your doctor understands what matters to you, they will be better able to help you with important decisions down the road.

Take control of your care. Before a test or procedure, ask your doctor:

* Do I really need it?
* What are the risks & benefits?
* What else can I do to improve my health?

Be informed.

Visit [Own Your Health](https://www.ownyourhealthwa.org/partners/more-isnt-always-better/) to learn more.

#MoreIsntAlwaysBetter #OwnYourHealth #GoodHealth #SharedDecisionMaking #HealthyWA #ReduceOveruse

**MESSAGES FOR TWITTER (280 Character Limit)**

**Message 1: Ask your doctor**

*Content to cut and paste (from hashtag through period):*

#MoreIsntAlwaysBetter – Before a test or procedure, ask your doctor 1) Do I really need it, 2) what are

the risks & benefits, 3) what else can I do to improve my health? Visit Own Your Health <https://bit.ly/OYHMIAB> to learn how you can take control of your care.

**Message 2: The right amount of care**

*Content to cut and paste (from hashtag through period):*

#MoreIsntAlwaysBetter – When it comes to your health, more can be better. More exercise. More vegetables. More sleep. But not always more tests and procedures. A talk with your doctor is the smart way to make sure you end up with the right amount of care. Visit <https://bit.ly/OYHMIAB> to learn more.

**Message 3: Do I really need it?**

*Content to cut and paste (from hashtag through period):*

#MoreIsntAlwaysBetter – Before a test or procedure, ask your doctor “Do I really need it?” Each year, WA patients receive thousands of test & procedures that may not be necessary – or even cause harm. Visit <https://bit.ly/OYHMIAB> to learn how you can take control of your care.

**Message 4: What are the risks & benefits?**

*Content to cut and paste (from hashtag through period):*

#MoreIsntAlwaysBetter Before a test or procedure, ask your doctor “What are the risks & benefits?”

For some, the potential physical, emotional, and financial harm resulting from some screenings,

diagnostic and pre-operative tests can outweigh the benefits. Visit <https://bit.ly/OYHMIAB> to learn

more.

**Message 5: What else can I do to improve my health?**

*Content to cut and paste (from hashtag through period):*

#MoreIsntAlwaysBetter – Before a test or procedure, ask your doctor “What else can I do to improve

my health?” Some tests & procedures may be unnecessary or inappropriate given your particular

circumstances. Visit Own Your Health <https://bit.ly/OYHMIAB> to learn how you can take control of

your care.