
From: Bennett, Pamela
To: Heins, James; Bannon, Timothy; Must, Alan; Rosen, Burt
Sent: 3/2/2007 5:40:59 PM
Subject: FW: PCF Messaging Workgroup
Attachments: Lou Dobbs Response_APF Final.doc; Pain Key Messages Mar 07_Version2.doc

FYI...please let me know if you have any suggestions...note response to Lou Dobbs..

From: Micke A Brown [mailto:mickeab@verizon.net]
Sent: Friday, March 02, 2007 12:06 PM
To: Bennett, Pamela; 'Myra Christopher (E-mail)'; 'Mary Pat Ardrup'; 'Jerry Roschwalb'; 'Rebecca Kirch'
Cc: 'Rebecca Novak Tibbitt'; 'William Rowe'
Subject: RE: PCF Messaging Workgroup

Okay, I tried to include Myra's message and Pam's suggestions and left tracking in use. Feel free to edit as you see fit.

I am not sure about the need to isolate the military/vet issue as suggested by Jerry. Let me know your thoughts and if so, please provide a suggested bullet.

Also, APF responded to Lou Dobbs on Tuesday afternoon, March 27th. I have attached a copy of our email in a word document for your files. Feel free to re-purpose, should your individual organizations be so inclined. There has been some continual coverage of "the War Within" this past week, so not too late to consider.

Micke

-----Original Message-----

From: Bennett, Pamela [mailto:Pamela.Bennett@pharma.com]
Sent: Tuesday, February 27, 2007 9:53 AM
To: Micke A Brown; Myra Christopher (E-mail); Mary Pat Ardrup; Jerry Roschwalb; Rebecca Kirch
Cc: Rebecca Novak Tibbitt; William Rowe
Subject: RE: PCF Messaging Workgroup

All-

This was terrific...I had a few minor changes...and a few other thoughts for us all to noodle on...and would be interested in your thoughts...I did "track changes"

From: Micke A Brown [mailto:mickeab@verizon.net]
Sent: Monday, February 26, 2007 5:05 PM
To: Myra Christopher (E-mail); Bennett, Pamela; Mary Pat Ardrup; Jerry Roschwalb; Rebecca Kirch
Cc: Rebecca Novak Tibbitt; William Rowe
Subject: PCF Messaging Workgroup

Attached is the draft of the talking points for the abuse vs. access issue as covered recently in the media e.g. Lou Dobbs. I think that Rebecca N-T did a very nice job formatting this draft. We tried to use message points created by previous advocacy training sessions around pain as well as narrowing the focus this critical issue. Myra, I appreciate your notes covering Pam's excellent description of the issues at hand.

Please provide your feedback & insight. I would like to share a draft that we are in agreement about to PCF at our next meeting on March 7th, if at all possible.

APF has decided to respond to the CNN producers before the window of opportunity closes. The series ended on Friday of last week. I will forward you a copy for your records.

Micke