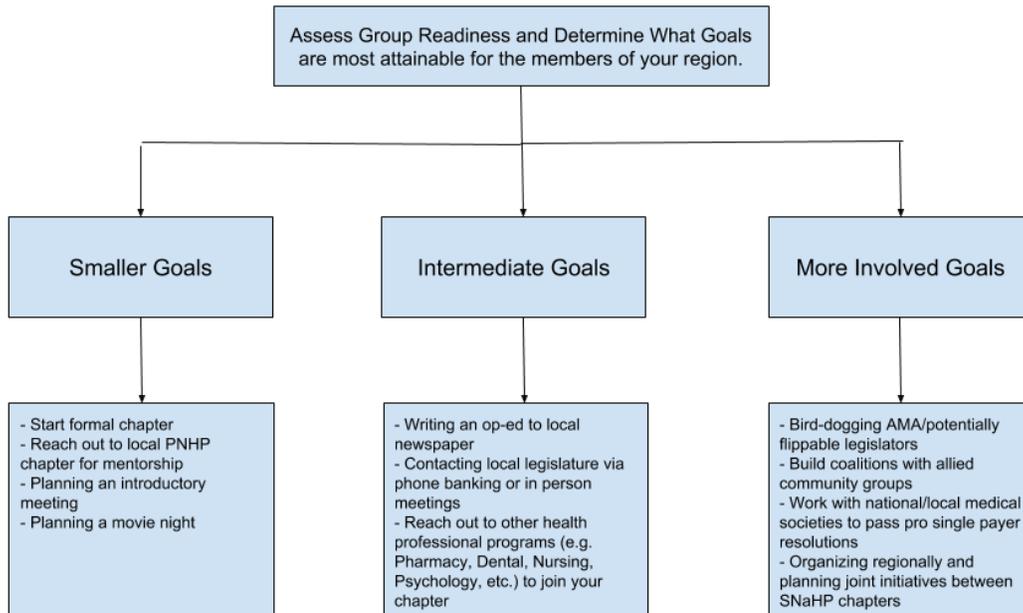


2019 SNaHP Regional Breakout Session -Student Toolkit-



Assess Group Readiness

The goal of the regional breakout session is to help individuals chapters (or future chapters) commit to actionable items. So for those facilitating the regional breakout sessions, the flowchart above should you help you figure out how to guide your session. If a lot of your chapters are newer or do not exist yet then it would make sense to focus a lot of your efforts on smaller goals. If your session already has a lot of very active SNaHP Chapters then focus on more intermediate and involved goals and use this opportunity as a chance for regional leaders to get to know each other, network and share contact information with the hope of organizing joint regional initiatives.



Goals for Group Leaders

1. Try and obtain commitments from the regional chapters for specific goals
 - a. Consider using the SMART goals model
 - i. Specific (e.g. I will start an official SNaHP chapter at my university)
 - ii. Measureable (e.g. I will organize **two** movie nights)
 - iii. Attainable (e.g. try and assess if their goals are reasonable)
 - iv. Relevant (e.g. related to single payer not another social issue)
 - v. Time-bound (Try and have them commit to having it organized by x date)
 2. Record these goals and follow up on them in the allotted amount of time
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I. Smaller Goals

1. Starting a formal chapter

Website: <http://student.pnhp.org/chapters/starting-a-snahp-chapter/>

1. Look into your school's guidelines for starting a student group. The best time of year to think about starting a group is several months ahead of the new school year. This will give you enough time to fill out necessary paperwork and start recruiting founding members.
2. Contact PNHP at (312) 782-6006 or organizer@pnhp.org. The National Organizer will help you to identify PNHP members from the faculty of your medical school who might serve as a mentor or sponsor of your group, and connect you to other PNHP student leaders in your area.
3. Have an initial meeting of interested medical students. Your group should discuss the following:
 - What does your chapter hope to accomplish? What kinds of leadership roles are needed to facilitate those?
 - How often will your chapter meet, and how?
 - How will your chapter be structured and how will your group make decisions?
 - How will your chapter grow? Who do you hope to recruit into your chapter?
 - What kinds of other student groups or civic organizations will your chapter partner with, if any? Is there a process for working with other like-minded groups?
4. Create a "Chapter Charter." A Chapter Charter is a statement of intent to the national headquarters of PNHP (see template here). The charter should be signed by at least five founding members. Send your signed charter to organizer@pnhp.org, fax to 312-782-6007, or send by mail to 29 E. Madison Street, Suite 602, Chicago, IL 60602.



Note: Please indicate a primary contact for correspondence from your school.

5. All signatories of the Chapter Charter should be members of PNHP, or join PNHP upon signing. Student memberships are free! Join at <https://pnhp.salsalabs.org/joinpnhptoday/index.html>
6. Many schools require that student organizations have a constitution. Check out sample SNaHP chapter constitutions here.
7. Begin planning a kick-off event, such as a film screening, panel discussion or speaker. The National Organizer at PNHP can help you with ideas, acquire the rights to show certain films, provide lists of members to invite, and help book speakers from PNHP. Here are sign-up sheets that you can use for your events.
8. Most universities have an Activity Fair at the beginning of the school year in August or September. Contact your school about reserving a table, and email PNHP at organizer@pnhp.org to receive materials for your table (such as sign-up sheets, posters, handouts and buttons). Make sure to have a flyer for your kick-off event at the table!

2. Reaching out to local PNHP Chapter for Guidance

PNHP Chapters: <http://pnhp.org/take-action/chapters/>

3. Planning an introductory meeting (some tips below)

- Plan a date, time and place
- Ensure the meeting and location is put on your school's SGA calendar
- Invite a speaker from the community who is a PNHP member (see link above to get in contact with local PNHP chapter)
- Promote meeting via school announcements, promo boards and word of mouth

4. Planning a movie/webinar night

2018 Webinars: <http://student.pnhp.org/chapters/webinar-series-2018/>

Movies

- Link to movies: <https://fixithehealthcare.com/>
 - Fix It (link above)
 - Big Pharma - Market Failure (link above)
 - Big Money - Democracy on the Brink (link above)
 - Now is the Time: <https://nowisthetimemovie.net/>
 - The Healthcare Movie: thehealthcaremovie.net
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II. Intermediate Goals

1. Writing an Op-Ed to a local newspaper

Tips for Writing an Op-Ed

- Familiarize yourself with publication guidelines. Most publications have a page dedicated to guidelines for submitting op-eds and letters to the editor. Op-eds are generally around 500 words.
- The more plain language you can use, the better. Papers aren't in the business of running scientific reports, and editors aren't experts on your topic.
- A focus on the impacts of your issue on real people is helpful. Readers have to be able to figure out how the issue will impact them personally without too much work.
- The more regionally specific you can be, the better.
- Make it timely. When an editor is reading your piece, the first question asked will be, "Why should I run this now?"
- Keep it concise and make your key points quickly. Editors have the final say in how much of the piece is used, so be sure to make your strongest arguments first.
- The best arguments are made by presenting clear, credible facts and evidence.
- Consider acknowledging the opposing side. Anticipate rebuttals and note them when you can. That being said, don't repeat false claims of the opposing side.
- Propose a solution to the problem your piece addresses.
- Close strong by restating your core messages and points. Consider ending with a clear call to action.

How to Pitch an Op-Ed

- Find the email address for the newspaper's editor or opinion editor. Send them an email that introduces yourself and provide background on your own credentials.
- Explain the point of your op-ed, and ask them if they would be interested in running the piece.
- If they write back and say they will review the piece, thank them and send them a copy. (cont)



- If they don't respond, feel free to send them a second email or, better yet, give them a call.
- If they still don't respond, or if they reject your offer, try another paper.

Tips for Pitching

- The shorter the pitch, the better. If you can't explain the value or point of your op-ed in 2-3 succinct sentences, editors are wary that you can do it in 500 words.
- Be quick about moving on from editors who don't respond promptly. 24-48 hours is all you should give them to respond.
- Don't send a draft right away. This will help you move quickly from paper to paper.

Lastly reach out to PNHP communication specialist Clare Fauke (clare@pnhp.org) for help writing, editing, pitching op-eds

2. Contacting local legislature via phone banking or in-person meetings

Examples:

PHONE:

"My name is _____ and I'm a constituent from Louisiana. My zip code is *****. I'm also a medical student at LSU School of Medicine in New Orleans and see the cost of lack of access to health care in our city's hospitals and clinics. I believe in Medicare-for-All, and I am challenging you to join 120 other representatives in co-sponsoring the House single payer bill, HR 676. Thank you for your hard work!"

EMAIL:

"My name is _____, and I'm a constituent from [insert your district/state]. I'm also a [medical student, pharmacy student, dental student, etc.] at [insert your institution] in [Your city] and see the cost of lack of access to health care in our city's hospitals and clinics. I believe in Medicare-for-All. Your website states that you support comprehensive healthcare reform and overhaul of insurance programs. I am a part of an national organization of medical students known as Students for a National Health Program, or SNaHP, who are advocating for improved Medicare for All. I believe that healthcare is a human right that should not be denied to anyone living in the United States due to inadequate insurance coverage or access to care. Therefore, I am challenging you to join 120 other representatives in co-sponsoring the House single-payer bill, HR 676. Thank you for your hard work!"****note that that the Jayapal bill is about to be unveiled soon and it won't necessarily be HR 676.***



Phone Banking Pro Tips

- Create a quick blurb on bills
- Add this blurb to a Google Form and send it out to your classmates to gauge interest in phone banking participation
- Send out additional information to those who expressed interest (e.g. information on legislators, PNHP information)
- Set aside approximately 1.5 hours to call together

3. Expand SNaHP to other Health Professional Programs at your university (e.g. Pharmacy, Dental, Nursing, Psychology, Social Work)

- Contact student government of different programs to gauge interest
 - Hold an interest meeting for health professions programs or invite them to an already planned movie night/introductory meeting
 - Promote the SNaHP Interprofessional series to Nursing, PA, Public Health, and PhD students at your school [official dates to be announced]
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III. More Involved Goals

1. Bird-dogging AMA/potentially flippable legislators

- Facing Our Foes: Birddogging 101 (2018 Webinar):
<http://student.pnhp.org/chapters/webinar-series-2018/>
- Dr. Harris (Current President of the AMA) will be touring around the country. These events could be an opportunity to bring up Medicare For All to the President of the AMA. Dates TBD but her twitter handle is [@PatriceHarrisMD](https://twitter.com/PatriceHarrisMD) and her website is <https://www.patriceharrismd.com/>

2. Build coalitions with allied community groups

- Democratic Socialists of America (DSA)
- National Nurses United (NNU)
- Local PNHP Chapter (<http://pnhp.org/take-action/chapters/>)
- Local AMSA Chapter
- More extensive list of allied organizations available at:
<http://pnhp.org/organizations-and-government-bodies-endorsing-hr-676-single-payer/>

3. Work with statewide or national organizations to pass pro single payer resolutions

- Some guides to writing resolutions
- <https://bestdelegate.com/model-un-made-easy-how-to-write-a-resolution/>
- <https://www.carthage.edu/model-united-nations/writing-resolutions/>

4. Organize regionally and plan joint initiatives between SNaHP Chapters

- Have members present exchange emails/phone numbers with a goal to reach out to each other
- Suggest that chapters from the same cities try and plan joint meetings occasionally