

# Building Strong Leaders and Powerful SNaHP Chapters

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# Who I am

- Working on master's thesis following M2 year at NEOMED
- Currently on the national team Media Committee
- One of the founding members of NEOMED SNaHP in 2021 as VP for Political Advocacy

# NEOMED's story

Founded in 2021 by Michael Massey and friends 

Exec board established, roles assigned 

First project—shmoozing NEOMED's marketing officer 

Max and I publish our first op-ed 

Marketing guy promotes our story, we receive recognition 

Second major project: Kent city resolution



# The story continues

Resolution campaign draws in student participation, reputation builds 

Massey discovers RIP Medical Debt campaign in Toledo 

We fail to get a medical debt started in Portage County 

Max establishes relationship to Akron city council for 2nd resolution 

Aha moment: Move the campaign to Akron 

??  Profit \$\$



# Now projected to eliminate \$50m in local medical debt

LOCAL

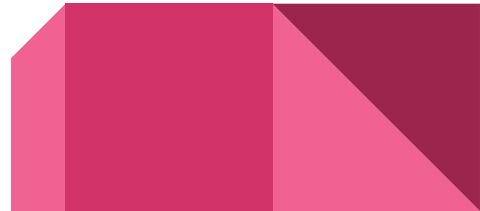
## Cure for medical debt? Akron to work with nonprofit to erase millions in hospital bills



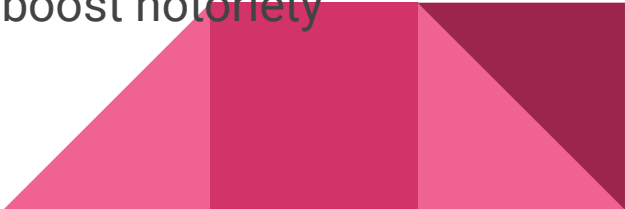
**Doug Livingston**

Akron Beacon Journal

Published 8:16 p.m. ET July 31, 2023 | Updated 3:12 p.m. ET Sept. 11, 2023



# More to the story

- At each step, we were still talking to classmates and actively recruiting, holding monthly meetings
  - Multiple side gigs: hosted educational events, Intro to Single Payer sessions etc.
  - As the Dobbs decision was approaching, more op-eds came out
  - We expanded our org to include a whole reproductive advocacy wing
    - More people got involved
  - Also pursued a campaign within OSMA for a neutralization resolution
  - Won best student org award 2 years in a row, further boost notoriety
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# Current stats

- 20-25 active supporting members
- 10 chapter leaders with titles
- ~160 people on our list serv



# Theme 1: How do we recruit people?

- Medical trainees are already way too busy—how do we work around this?
- How do we soften skeptics?
- How do we address fears of reprisal/professional consequences?





# Build a core team

- 4 highly motivated leaders can do more than 20 half-committed names on paper
- Consistent communication among leadership team
- Host social events and attend conferences/actions together to build rapport
- Divvy up work to keep things manageable



# Honor People's Time

- If you ask students to show up to a meeting, have something ready that is worth their time to hear
- Be prepared to make specific asks—have projects ready to hand off to motivated individuals or a way for them participate
- Make sure everyone who invests their time walks away with something valuable



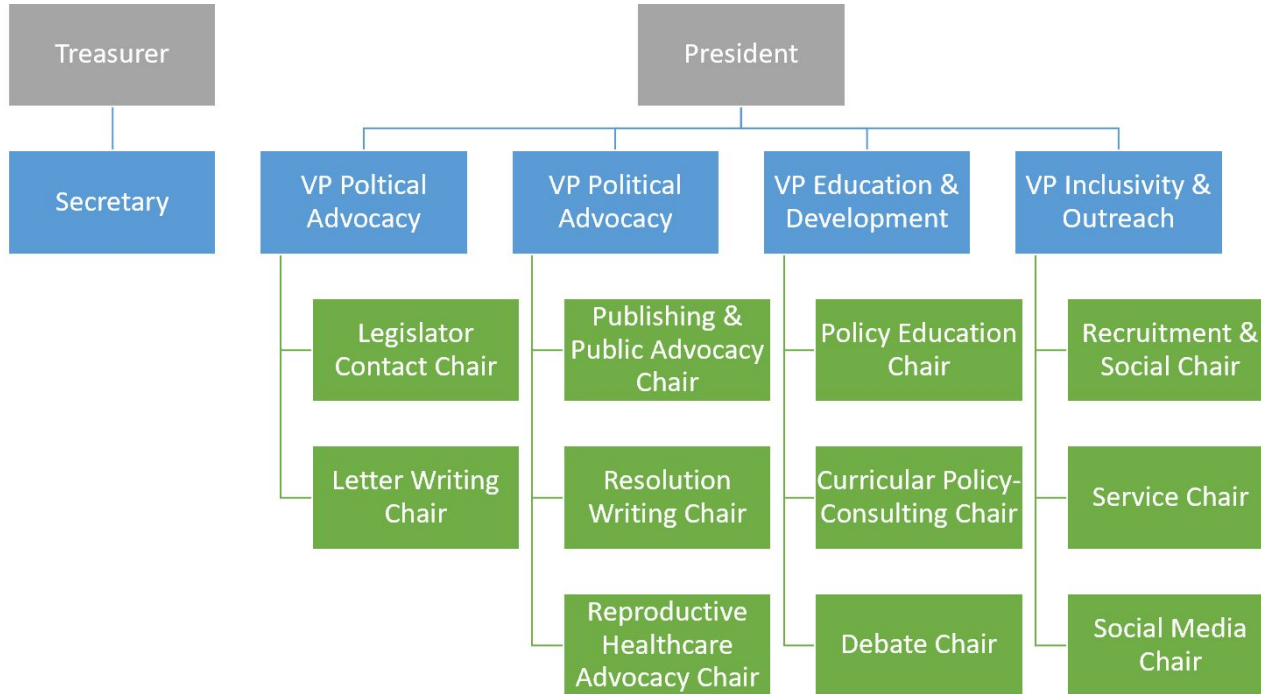
# Play to people's strengths

- Everyone has a potential role to play, but not everyone should be in every role
  - Who do you know that's good at talking to people/striking up conversation?
  - Who do you know that's a strong writer?
  - Who do you know that can talk to superiors and elected officials?



# Flexibility

- If 20 motivated people show up, invent 20 titles



# Host Events

- Debates
- Seminars/talks
- Socials



# Pursue Campaigns

- Try to pass a resolution—a great way to get many people involved and the work can be divided into small tasks that can go on a resume
- Not every campaign we pursue has to be “Pass Single Payer Now” (though you should always tie it in)



# Maintain morale

- Small wins → Big morale boost
- Asking people repeatedly to spend their time on efforts with no payout will lead to burnout and attrition
  - Make small, achievable goals and work hard to succeed, then use that momentum to recruit for the next project
- Recruit with **purpose**



# Them 2: Institutional Support and Reputation Building

- FIND ALLIES!
  - Talk to faculty, administrators, mentors
  - Feel out their initial level of support or openness, and build these relationships
  
- Use supportive relationships to boost your chapter's reputation at your school





# People worth knowing at your school:

- Faculty advisors (hopefully natural allies or potential allies)
- Marketing PR team
- Faculty in charge of curriculum
- ALL of your classmates—you never know who might be sympathetic



# Theme 3: Branching out and creating good will toward the movement

- Not everything has to be single payer all the time
- The problems motivating our movement have many specific problems that need addressed
  - Medical Debt
  - Inequality
  - Public health disparities/poor outcomes



# Discussion

- Tell us about your chapter
- Common struggles, share experiences that maybe haven't worked well
- Share solutions or things that have worked well
- Attend future trainings!
- Stay in touch with the national team and Lori to help get the resources you need to succeed

