Building Strong Leaders and Powerful SNaHP Chapters

James Moore, MS/MD student
Northeast Ohio Medical University
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

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

Doug Livingston
Akron Beacon Journal

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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.
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 to 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