

National Day of Action for Health Care Reform

October 20, 2009

“It’s Time to Deliver!”

Missouri Action Tool Kit

On October 20th, national, state and local groups are mobilizing across the country to send a message to Congress that Americans need affordable, quality health care now.

We appreciate your cooperation in our Missouri action, “It’s Time to Deliver!”

This kit contains everything you should need to make Tuesday a success at your intersection:

1. Background on the National Day of Action and “It’s Time to Deliver!”
2. Materials for recruiting volunteers in your organization
3. Information on what to do (and what not to do) on Tuesday
4. A flyer to copy & hand out to pedestrians and stopped cars (feel free to customize with your organization’s information)
5. A draft Media Advisory that your organization can adapt and send to local media on Monday
6. A draft Press Release that you can adapt and send to local media on Tuesday (and have on site for press that attend)

Questions? Please contact one of the following people:

Jen Bersdale at jennifer@centralreform.org or (314) 651-6568

Amy Smoucha at amys@stl-jwj.org or 314-608-3917

Stacey Sickler at ssickler@faithbeyondwalls.org or 314-531-4787

National Day of Action : Background

All five Congressional authorizing committees have acted on health care reform for the first time in decades. Significant reforms that would make health care more affordable and extend quality health coverage to millions of working people are within reach. The current goal is to get legislation passed out of both the House and Senate by Thanksgiving. Then the bills will be assigned to a conference committee to reconcile any differences.

The Oct. 20 day of action is timed to deliver a big upsurge of support as Congress begins to consider both the Senate and House bills on the floor. All across the state and nation groups are planning events (faith groups, activist groups, community organizations and labor unions) lifting up the theme: It's time to deliver! Health Care: Get it done! Health Reform Now!

Missouri Action "It's Time to Deliver!":

Organizations throughout Missouri will gather at chosen intersections during morning (7:00-9:00 am) and evening (4:00-6:00 pm) rush hour times to demonstrate in favor of health care reform. At each site, some volunteers will be holding signs with pro-reform messages such as, "Honk for Health Care Reform" and "Health Care Reform Now", while others will have informational flyers to hand out to pedestrians and stopped cars.

Action Goals:

- Engage the public in Pro-health reform messages in an upbeat, energetic way
- Generate calls to Sen. McCaskill from reform supporters (national goal is to get 100,000 calls to Congress on Oct 20)
- Gain earned media coverage

Core Messages:

- It's Time to Deliver
- Affordable, Quality Health Care NOW!
- Health Care: Get It Done!
- Americans Want Health Insurance Reform!

Organizations & Recruitment:

Each organization that commits to coordinating an intersection must commit to recruiting at least 10 volunteers for each rush hour shift they are staffing. See the next page for more information and draft materials to use in your recruitment efforts.

Volunteer Recruitment

Each organization is in charge of recruiting their own volunteers and reminding them to make sure they show up. **If you find that you will not be able to recruit enough volunteers, please contact us a.s.a.p.** We will see if there are other volunteers who can help at your site or re-assign your volunteers to other sites.

If you will not be at the intersection on Tuesday, please be sure to assign a site coordinator in advance and make sure they have all of these materials. In addition, please send their name and cell phone number to Amy Smoucha at amys@stl-jwj.org or 314-608-3917 so we can reach your organization on Tuesday if necessary.

Sample Recruitment E-mail

Dear friends,

Tuesday, October 20 is a National Day of Action for Health Care Reform. Please join **[our organization]** to spread the word that **It's Time to Deliver on Health Care Reform!**

Dozens of organizations around Missouri will be demonstrating in support of health care reform during rush hour on **Tuesday, October 20**. We'll be holding pro-healthcare signs and passing out flyers encouraging commuters to call Congress in support of health care reform. It will be a fun way to tell Congress, the media, and our neighbors that **It's Time to Deliver on Health Care Reform!**

[Our Organization] has committed to staffing the intersection at **[Intersection]**. We need **at least 10** volunteers from **[7:00-9:00 a.m.** (morning rush hour) **and/or 4:00-6:00 pm** (evening rush hour)]. I will be at the site to give you instructions and materials.

Can you help? Please let me know if you can join us for morning or evening rush hour: **your contact information**

Sample Recruitment Phone Script (still the BEST way to get volunteers!)

Hi my name is [your name] and I'm calling from [your organization].

This Tuesday, October 20th, is a National Day of Action for health care reform. We are working with other Missouri groups to spread the word that we need health care reform now. [Our organization] has committed to getting at least 10 people to [our intersection] at [your times – morning and/or evening] on Tuesday. Some of us will hold pro health care reform signs that drivers can see and others will hand out flyers to stopped cars or foot traffic asking people to call Congress.

We need volunteers during [your times]. Can you help during one of these times?

[If no] Thank you. We'll keep you posted on other ways to get involved.

[If yes] Great! Do you have a cell phone where we can reach you with any last-minute information?

Thank you for supporting for health care reform!

Site Instructions for “It’s Time to Deliver!”

What to Bring

- Signs with pro-health care messages (see below)
- Flyers to hand out
- Press release for press that attend
- Camera
- Sign-In sheet with pens
- Warm clothes
- Cell phone
- Optional: stickers or t-shirts

Signs

- You can bring a mixture of handmade and printed signs to your site. The best signs will be big and simple with short, bold messages, so they can be read quickly by drivers.
- Suggested Sign Slogans – feel free to add your own!
 - “Honk for Health Care” (hearing the resulting honks makes the action more fun for your volunteers and gets drivers involved; it also takes away honking as a tool for anti-health care drivers to use.)
 - “Health Care Reform Now.”
 - “Health Care is a Moral Right.”
 - It’s Time to Deliver!
 - Affordable, Quality Health Care NOW!
 - Health Care: Get It Done!
 - Americans Want Health Insurance Reform!

Site Leadership Roles to Assign:

- 1 Site leader: Make sure other roles are fulfilled and supported; distribute materials (and collect at end of action); troubleshoot problems. (This role should be assigned and prepared in advance)
- 1 Media spokesperson: Speak to any press that attend (Should be assigned and well prepared in advance, especially if your organization is sending a Media Advisory)
- Sign-In Lead: Make sure each person who attends signs in with complete contact and organization information
- 5-10 Sign Holders (or more if your group is bigger!): Hold signs on sidewalk, positioned to be visible to passing traffic
- 2-4 Canvassers (or more if your group is bigger!): Distribute flyers to pedestrians and stopped traffic
- 1 photographer
- (Optional-helpful for groups >20 people) 1 Crowd control lead: Keep activists on public property, on message and safely out of traffic.

Site Instructions

- Have all volunteers sign in as they arrive
- Position sign-holders so their signs are visible to passing traffic. If you don't have enough volunteers for all corners, pick the corners with the most traffic.
- Have canvassers distribute flyers to friendly passersby or stopped traffic in the outer lane of traffic only. Remember, safety first!

Sign-In

- We strongly recommend that you ask all participating activists to sign in as soon as they arrive. This will help us report an accurate number of participants after the action, and most importantly, will allow us to contact these activists next time we need them to take action!
- Feel free to use your own organizational sign-in sheet if you have one. If you don't have one, you can use the Missouri Health Care for All sign-in sheet (below). Please send completed sign-in sheets to:

Stacey Sickler
Interfaith Partnership/Faith Beyond Walls
4144 Lindell Blvd. Suite 221
St. Louis, Missouri 63108
ssickler@faithbeyondwalls.org
fax: (314) 531-4785

DOs and DON'Ts

- DO stay on public property (sidewalks, street)
- DON'T walk onto private property
- DO allow pedestrians to pass
- DO be respectful if you encounter people who disagree with you
- DON'T get into a long argument with people who disagree – you won't change their minds, and you'll be distracted from reaching the people who might agree with you. The best thing to say is "I respect your right to disagree with me. I'm here to speak to people who do agree, not to debate with you. Have a good day."
- DO call the police if someone gets confrontational (this is unlikely)
- DO comply with any instructions you receive from law enforcement officials
- DO be enthusiastic in your support for health care reform
- DO try to reach as many people as possible
- DO take pictures of your action
- DO have fun!

WE NEED HEALTH CARE REFORM NOW!

Health Care Reform is within reach! Congress has made historic progress on legislation that would make health care more affordable and accessible for everyone, whether you currently have health insurance or whether you are one of the 45 million uninsured Americans. So far, Congress has agreed on many things:

- *Stopping insurance companies from turning us down if we have “preexisting conditions.”*
- *Preventing insurance companies from charging us higher premiums because of our health conditions or gender.*
- *Providing help to small businesses who can’t afford to cover their employees.*
- *Expanding affordable health coverage to millions of working class families.*
- *Eliminating Medicare co-pays for preventive care and reducing the “donut hole” for prescription drugs.*

CALL YOUR MISSOURI SENATORS AND TELL THEM:

IT’S TIME TO DELIVER ON HEALTH CARE REFORM!

Senator Claire McCaskill

<http://mccaskill.senate.gov/contact/>

Phone: 1-800-828-0498

Senator Kit Bond

<http://bond.senate.gov>

Phone: 1-800-828-0498

For more information on health care reform, visit
www.mohealthcareforall.org.

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(Your logo here)

For more information about this event contact:

Name_____ Title_____

Phone number_____

For information about the coalition sponsoring these events statewide contact:
Heather Lasher Todd, Missouri Budget Project Communications Director
314-348-1742

FOR PLANNING PURPOSES

October 19, 2009

MEDIA ADVISORY FOR TUESDAY, October 20TH

BROAD COALITION URGES CONGRESS TO DELIVER NOW ON FEDERAL HEALTH CARE

On **Tuesday, October 20th**, dozens of organizations and hundreds of Missourians will be taking to the streets during rush hour to urge Congress to pass federal health care reform NOW. These demonstrations are part of a national day of action telling Congress that ***IT IS TIME TO DELIVER*** on federal health care reform.

A variety of coalitions and groups will be at intersections throughout the St. Louis metropolitan area and around the state.

WHO: Your organization_____

WHEN: Tuesday, October 20, 2009

7 to 9 AM and 4 to 6 PM

WHERE: Location of your intersection(s)

Your logo here _____

For immediate release

October 20, 2009

For more information contact

Name _____ Title _____

Organization _____

Phone _____

Broad Coalition Takes to the Streets to Tell Congress: IT'S TIME TO DELIVER on Federal Health Care Reform

Dozens of coalitions and organizations, and hundreds of Missourians are joining others across the nation today to urge Congress to deliver on federal health care reform. "We are very excited that historic progress is being made to achieve health care reform, stated (name) _____, (title) _____ of (organization) _____. "We are here today to let Congress know that there is broad support for health care reform, and to urge individuals to call our Congressional Delegation and tell them that it is time to deliver."

The demonstrations in Missouri, as well as those in other states, support reform that will assure that each person has access to affordable, quality health care no matter how old they are, where they live, who employs them, or whether they are healthy or sick.

Recent census data showed that in 2008, 734,000 Missourians were uninsured. A recent report by Families USA estimated that an additional 65,000 Missourians lost their health care already in 2009.

Premium costs in Missouri are growing 4 times as quickly as wages.

In every Congressional District in Missouri more than 9,000 seniors are estimated to fall into the Medicare "donut hole", and struggle to pay for their medications.

"In addition to the growing number of Missourians who lose their health insurance when they become unemployed, insurance companies deny coverage to individuals with pre-existing conditions, and small businesses, self-employed Missourians and those who do not have health insurance as a benefit increasingly find they only have options they cannot afford," according to (your name) _____. "We cannot afford to do nothing."

Or "We believe that the health care of our citizens is more important than politics or profits. People need to come first, and the time is now"

Or (your own statement about the need for health care reform!)

Missouri Health Care for All



We believe Missouri needs a plan that will: provide timely access to quality, affordable health care to all, assure access in all communities regardless of where you live or how much money you make, provide choices between good public insurance programs and private coverage, and be achieved through fair and efficient financing.

1	first name	last name	phone	signature
	street	city	zip	email
2	first name	last name	phone	signature
	street	city	zip	email
3	first name	last name	phone	signature
	street	city	zip	email
4	first name	last name	phone	signature
	street	city	zip	email
5	first name	last name	phone	signature
	street	city	zip	email
6	first name	last name	phone	signature
	street	city	zip	email
7	first name	last name	phone	signature
	street	city	zip	email
8	first name	last name	phone	signature
	street	city	zip	email

Please return form to Stacey Sickler, Missouri Health Care for All
 4144 Lindell Blvd., Ste. 221 St. Louis MO 63108 314-531-4787
www.mohealthcareforall.org