



Step-by-Step Guide to: Having a Rally for Health Reform

(Courtesy of Charles van der Horst, a Professor of Medicine in North Carolina)

1. Let your State or Regional Director and Doctors for America (DFA) (info@drsforamerica.org) know that you're thinking of organizing a rally.
2. Identify likely allies. Start with local DFA members -- DFA maintains a list of members in your area. Write a 'blast' email to send out these members and then email it to Alice Chen (atychen@gmail.com) who will send it out. Also consider contact other local advocacy group and your legislator (if friendly to reform).
3. Set up a meeting convenient to all;
 - a. Decide on what key things you support and want to rally about.
 - b. Collect additional names from attendees of potential supporters
 - c. Divide responsibilities: Posters, buttons, press release and list of press, location of rally (in front of hospital best), microphones, uninsured or underinsured patient (difficult so tackle this first)
4. If you're doing the rally outside your hospital.
 - a. Contact hospital public relations people and inform them you are having a rally.
 - b. Contact hospital AV people and tell them you'll need a microphone and big speakers.
5. Contact medical, pharmacy, dental and public health students. Tell them to wear white coats.
6. Order posters from Kinko's or get some poster board and makers and make signs!
7. Order buttons from Doctors for America.
8. Work with our communications director, Megan Smith (megan.smith@drsforamerica.org) to publicize the event to the media. Preferably have at least one article describing event before the event.
9. Send out email to wide audience announcing the event
10. Get posters, buttons, petitions, fact sheet copied.
11. Pray for good weather.
12. Let us know how it went and send us pictures and media clips!

Stories and Pictures from the Field



Photo from a rally that Rachel Summer Claire Friedman organized in Santa Rosa, California.

Excerpt from a news report on a UNC rally

<http://orange.mync.com/site/orange/news|Sports|Lifestyles/story/42345/unc-doctors-call-for-universal-health-care>)

Annie Jenkins was at UNC for a clinic visit for her son, who has spina bifida. Recently laid off, Jenkins stopped to listen because of her own concerns over finding new insurance coverage for her family.

"When I heard this, I wanted to stop and see what was happening because it's so important," she said. "These were doctors that were out here and that's what I really wanted to hear, that they were for it."