

Host an Improved Medicare for All Event—Toolkit

This document is designed to help you organize an Improved Medicare For All event. If you have any additional questions, please contact Judy Van Acker at [jfvanacker\(at\)gmail.com](mailto:jfvanacker(at)gmail.com)

Recruiting Panelists — Look for people who know the facts about IMFA and who can articulate personal stories about the current state of our health care system. Look for folks who may have experience as a health care provider (nurse, doctor, pharmacist), as they hold a great deal of public trust, or patients who have personal horror stories. A panel of two to three people should suffice.

The Facilitator's Role — This person welcomes people and keeps the event flowing from beginning to end. The facilitator takes a neutral role and gathers questions on index cards and/or accepts questions from the audience and poses them to the panelists. The facilitator is responsible for keeping people on track and also for bringing the event to a timely conclusion. See [sample document](#) used by a facilitator.

Hosting virtual events UPDATE — CoVid-19

Healthcare for All-Fremont County is experimenting with [Zoom](#) to offer a virtual IMFA event. We hope to schedule our first virtual event sometime in April. Obviously, there is a learning curve to holding an online event. Best advice is to get a tech-savvy person to work out the conferencing software and then work on how best to present the IMFA material. If you have questions, please contact Judy VanAcker — 719-640-5979.

Finding a Venue — Your public library may have free space you can use. You can also contact groups that already meet in your area and ask if they would like to host a question and answer session on IMFA. These groups have a “captive” audience thereby lessening the worry of low attendance. Some groups you may consider approaching are;

- Rotary Club
- Local Churches
- Any clubs or organizations that care about health care
- Search your local Chamber of Commerce for organizations to approach
- IMFA is the health care branch of the social justice movement. Other social justice movements may provide venues.

Make sure you have literature/brochures about your organization to distribute or some [resource information](#) from the Colorado Foundation for Universal Health Care (CO4UHC). Have a sign-in sheet to capture emails and other information from interested attendees. Direct people to sign the online version [UHC petition](#). Here is a [hard copy version](#) for them to sign.

Get Organized — [Project checklist](#)

Publicity — Keep a list of local newspaper contacts on a spreadsheet (see above checklist). Check out local Facebook pages and post your event on their wall or request to post an event. You can also post on the Colorado Foundation for Universal Health Care FB wall. Contact

Patricia Rice at [patricia\(at\)couniversalhealth.org](mailto:patricia(at)couniversalhealth.org). You can also post on the Foundation's calendar. Contact Sara Wright at [swrightuniversalhealth\(at\)gmail.com](mailto:swrightuniversalhealth(at)gmail.com). Hang flyers around town. You'd be surprised at the number of people who say they saw your flyer. [Here](#) is a poster you can use as a template. Please use your own logo. Contact your local radio station and ask to do a public service announcement (PSA). Alternately, offer to be interviewed by the station to answer questions about universal health care.

Here is a [form](#) you can use for a press release

A sample [PSA](#).

Questions to Ask Panelists — If questions do not immediately start to flow, here are some [questions](#) you can ask the panelists.

Help for Panelists — If your panelists need a refresher on how to answer difficult questions. [Here](#) is a resource.

Pictures Speak a Thousand Words — Some groups like to show videos to explain how IMFA is financially viable. This 11-minute [Masters/Friedman video](#) is an excellent resource. Also, [Health care for All – Fremont County](#) has interviewed people who have had bad experiences with our health care system and other people who have had experiences with health care in other countries. The Fremont group has their video interviews playing as people arrive and find their seats at an IMFA event. Check out their [YouTube Channel](#). Feel free to use any of their videos.

Mostly, have fun at your event and encourage others to promote universal health care. Consider connecting with groups or entities that support UHC.