



February 27, 2008

Subject: AMA-MSS Cover the Uninsured Week Resource Guide

Dear Chapter Presidents and Community Service Enthusiasts,

Please find enclosed a detailed listing of resources, ideas, and more to help you plan events centered on the crisis of the uninsured.

As most of you know, every two years the AMA-MSS chooses a National Service Project (NSP) around which we focus our community service projects. Currently our project is "Covering the Uninsured and Protecting Access to Care." There are nearly 47 million uninsured Americans, including 9 million children. This is not only a crisis for those of us involved in health care, but as we can see by the national prominence this issue has obtained in the elections and beyond, this is clearly something for all Americans to be concerned about.

As students we have a lot of influence! With the help of the Resident and Fellow Section, we brought this issue to our House of Delegates and Board of Trustees and encouraged our AMA to stand behind us on this. Consequently, this has become a top priority of the AMA.

Last fall, the AMA launched its Voice for the Uninsured Campaign (www.voicefortheuninsured.org), a national campaign that seeks to place the AMA at the forefront of the health care coverage issue. The campaign will occur in three phases, the first of which we have successfully completed by having campaign events in the early primary states: Iowa, New Hampshire, and South Carolina. We are currently in the second phase, which entails creating a national AMA presence on the issue of the uninsured. AMA ads have been featured in a number of national media outlets such as *Time* magazine, and many more events around the country are being planned. But, none of these efforts mean much unless we get out there and help the people who need it most!

And that's where we all come in! Through our NSP and the Voice for the Uninsured Campaign, we should be leading these efforts. Because our NSP has been so successful and the AMA Voice Campaign will continue for the next two years, we've decided to continue the current NSP for another two years! By planning events around the country through your chapters, our plan is to continue to keep this issue in the national spotlight until we have made real progress.

This year, *Cover the Uninsured Week 2008*, will take place on April 27 – May 3, with thousands of activities planned across the country. *Cover the Uninsured Week*, a project of the Robert Wood Johnson Foundation, is a national effort that parallels the goals of our NSP and the Voice for the Uninsured Campaign. The goals of each are to raise awareness about the issue of the uninsured and build support for health care reform among policy-makers, health care professionals, grassroots advocates, the general public, and other stakeholders. For more information on *Cover the Uninsured Week*, please visit www.ama-assn.org/go/ctuw or www.covertheuninsured.org.

It is our hope that every chapter can use this week (or any week around it that is convenient) to plan a few - or many - events around this most important issue!

Realizing that as med students we are very busy, I've put this guide together to make planning as SIMPLE and realistic as possible.

Please remember these things as you go about planning:

1. We have money to fund your events!
2. We have people to help answer your questions about planning events.
3. We need you to tell us about your events and send pictures so that we can share these with other chapters and show everyone how serious the students really are!

On behalf of the AMA-MSS Governing Council and the AMA-MSS Community Service Committee, thank you in advance for all your hard work and dedication.

Sincerely yours,

Meltem Zeytinoglu
AMA-MSS At-Large Officer
Indiana University School of Medicine
meltemz@gmail.com

Funding

Chapter Involvement Grants

The AMA-MSS has grants available for you to fund your events. These Chapter Involvement Grants are available for you to use for any project that is aligned with the AMA's goals. Chapters are eligible to receive up to \$1,000 per academic year for their chapter's activities, with a maximum of \$500 for each project. Depending on the project, grant awards generally range from \$150 to \$500, so we encourage you to organize several projects throughout the year.

Note: Your chapter must apply for the grant 30 days before the actual event to get funding. It takes just a few minutes to apply. It's that simple. All we ask from you is that in return you spend another five or so minutes after the event filling out a follow-up form and submitting pictures so we can see the types of things you spent the money on and get ideas for future projects!

- More information and to **apply for grants**: www.ama-assn.org/go/cig.
- Once you have completed the event, **complete the follow-up form within 30 days**: www.ama-assn.org/ama/noindex/category/16283.html.

Additional funding

The American Association of Medical Colleges (AAMC) has also made available grants of up to \$500. Please note that these proposals must be submitted by one of your school's Organization of Student Representatives (OSRs) members to the AAMC and must be reviewed and approved by your school's Associate Dean for Student Affairs and include his or her signature.

- More information about AAMC grants: www.aamc.org/members/osr/start.htm
- Note: the application deadline is **March 17**.

Free Promotional Materials

AMA Voice for the Uninsured Campaign materials

Once your grant has been approved, you can contact the MSS (mss@ama-assn.org) to request AMA Voice for the Uninsured materials such as talking points and cards with the campaign logo, post-its and, depending upon the size of your event, t-shirts.

- Request free AMA Voice Campaign materials: mss@ama-assn.org

Cover the Uninsured Week Materials

The Robert Wood Johnson Foundation has made available bookmarks, fans, stickers, and posters for Cover the Uninsured Week.

- Order free CTUW materials: www.covertheuninsured.org/materials/promotional/

Project Ideas/Guides

Your MSS Community Service Committee (CSC) has done a phenomenal job of organizing project ideas this year! What's more, they've placed detailed STEP-BY-STEP modules on their Web site that give you exact information on what you need to do to go about planning these events.

- CSC Web page: www.ama-assn.org/ama/pub/category/11905.html
- Cover the Uninsured Web page **with modules**: www.ama-assn.org/go/ctu

Below, you'll find a number of ideas for projects. Remember you can keep it simple and plan as many as you want! Choose your favorites. For any of the activities below, you may also wish to collaborate. If you live in cities like New York, Chicago, Philadelphia, etc. where there are multiple medical schools close to one other, you can hold a joint event. (For example, Georgia medical schools plan to join together to hold a candlelight vigil where they will display posters they designed with stories about the uninsured.)

Additional groups/individuals you might wish to collaborate with:

- Medical school Dean of Students, who can send information to school administration, course directors, all students MS1-MS4, etc. to encourage participation in your events,
- MS 1 and 2 Course Directors
- Clerkship Directors
- Class Officers (MS1 to MS4)
- Student Medical Societies Chairs (i.e. surgery, peds, internal med, family med, OB/Gyn)
- Residency Program Directors
- Local County Medical Society
- State Medical Society

List of project ideas

- Invite speakers to discuss the issue of the uninsured
 - Invite a panel of uninsured patients, physicians who provide care for the uninsured, local political leader, policy experts, or any combination of these for a lunch seminar on the uninsured.
- Create an instructional video CD explaining the design and advantages of SCHIP and including the forms for signing patients up that can be copied and distributed at free clinics.
 - Post this or any other health related video to YouTube so that you can send your message out.
- Health Fairs
 - Plan or participate in an ALREADY planned health fair. Set up a booth where you sign people up for insurance and give them information on local resources for the uninsured (community health centers, etc.).
 - Perform simple health screenings such as blood pressure checks, BMI calculations, etc.
 - Join other student interest groups and support their events by providing resources for the uninsured.
- Go to a grocery store, mall, or any other large community venue and set up a table on resources for the uninsured.
- Find one of your favorite television shows that highlights the issue of being uninsured, set up a screening during lunch, and then leave 15-20 minutes to discuss or give a talk on health insurance statistics.
 - You can find all of these statistics already compiled for you on the Web pages listed in this guide or on the Robert Wood Johnson and Kaiser Family Foundation Web sites.
- Set up a Grand Rounds on Covering the Uninsured at your school and provide breakfast or lunch.

- Set up a tour of a local community clinic or hospital for fellow medical students.
 - Key points to cover: Operations, how does clinic fund operations, ways for students to get involved
- Set up a floating schedule with a group of your fellow medical students to volunteer at a local community service clinic.
- Hold a candlelight vigil or march commemorating all of the people that have been affected by the crisis of the uninsured.
- Reach out to local daycare centers by providing them fliers on how kids can get signed up for SCHIP.
- Set up a table in your undergraduate campus and hand out free water bottles and Voice Campaign and/or Cover the Uninsured materials.
- Hold a debate where students get to present their own solutions to the problem of the uninsured.
 - Get Deans and Faculty to be the judges (showing them how serious students are!).
- Town Hall Meetings
 - As an example: focus on the Presidential candidates' health care policies. It's a great way to get students, faculty, and community-members thinking and talking about different issues.
 - www.health08.org details each candidate's plan.
 - Recent NPR Interview discussing candidates' plans for reform available at www.npr.org/templates/story/story.php?storyId=19256786.
- Design coasters with catchy slogans about being uninsured that can be distributed at bars throughout the city frequented by 20-somethings who don't want to pay huge sums of money for insurance.
- Get students to participate in an already planned walk such as the Susan G. Komen Breast Cancer walk, but have them wear t-shirts advertising the AMA Voice Campaign.
- Write an article, letter to the editor, or press release to your local media about the crisis for the uninsured
 - Ready-to-use-templates, that you can just use to fill in the blanks are available on the MSS CTUW Web site: www.ama-assn.org/go/ctuw.

Additional Resources for Your Events

AMA-MSS Committee on Legislation and Advocacy Issue Briefs

MSS COLA has developed issue briefs and presentations on a number of issues related to the uninsured, including SCHIP, Access to Care, and Medicaid. Distribute the issue briefs at your event or use the presentations at lecture events such as lunch seminars.

- MSS COLA Web site: www.ama-assn.org/go/cola

Robert Wood Johnson Foundation

The RWJF Web site contains lots of useful information including planning guides and templates, listings of local events occurring near you, and much more. The RWJF site also includes state-specific guides to finding health insurance coverage – a great resource to distribute to health fair attendees.

- RWJF Web site: www.covertheuninsured.org
- State-specific health insurance coverage guides: www.covertheuninsured.org/stateguides/

Kaiser Family Foundation Web site

The Kaiser Family Foundation has developed a number of useful tutorials, issue briefs, and guides on a wide range of issues related to the uninsured.

- Kaiser Family Foundation Web site: www.kff.org

Publicizing Your Event and Follow-up

These two steps are about as important as any part of the project. The only way we can show everyone how devoted we are to this issue and to creating health care reform is by publicizing our events. Not only does this achieve our main goal of informing the public and legislators, but it has the added benefit of allowing us to show the senior physicians in the AMA that we take our priorities very seriously!!

Media Advisory Template

Specifically developed for AMA-MSS. All you have to do is fill in the blanks.

- www.ama-assn.org/ama/pub/category/16145.html
- Finding your local media contacts is as simple as one step: Go to www.capwiz.com/ama/home/, enter your ZIP code, and you'll find the players, large and small!

Register your event with the MSS and with CTUW

Registering your event is integral to the success of CTUW! Please register your event with the MSS so that we can publicize it on our Web page! In addition, please register your event with CTUW so that people in your area (and across the country) will know what your chapter is up to!

- Register your event with the MSS: www.ama-assn.org/ama/pub/category/15985.html
- Register your event with CTUW: www.plan.covertheuninsured.org/

Submit pictures of your event

These pictures are key. They can be included in AMA publications and also used to visually demonstrate the students' commitment to the AMA.

- Submit event pictures to AMAPicture@gmail.com AND to Xin She, Chair of AMA-MSS Community Service Committee, xshe@aecom.yu.edu

Chapter Involvement Grant follow-up

If your event was funded by a Chapter Involvement Grant, remember that you are required to complete the CIG follow-up form (www.ama-assn.org/ama/noindex/category/16283.html) within 30 days of the completion of your event.

Contacts

If you still have questions or need more ideas, there are many people you can contact. (If you're not sure who, choose someone near your school).

AMA-MSS Governing Council, At-Large Officer

- Meltem Zeytinoglu, Indiana University School of Medicine, meltemz@gmail.com

AMA-MSS Community Service Committee

- Xin She, Chair, Albert Einstein College of Medicine, xshe@aecom.yu.edu
- Priyanka Gupta, Vice Chair, Mayo Clinic College of Medicine, gupta.priyanka@mayo.edu
- Martina Ayad, University of Texas Medical School at Houston, martina.t.ayad@uth.tmc.edu
- Vanda Handa, Duke University School of Medicine, vh4@duke.edu
- Sonia Nagda, University of Florida College of Medicine, sonia21@ufl.edu
- Nicole TePoel, University of Minnesota Medical School - Duluth, mensi013@umn.edu
- Lynn Wink, University of Arkansas for Medical Sciences, lynnwink@gmail.com

AMA-MSS Regional Community Service Liaisons

- Region 1: Daniel Torres, dtorres@llu.edu
- Region 2: Amelia Sattler, sattler.amelia@mayo.edu
- Region 3: Raphael Escovar, raphael.escovqr@ttuhsc.edu
- Region 4: Brandon Kirkland, brandonkirkland@bellsouth.net
- Region 5: Beth Gates, eagates@iupui.edu
- Region 6: Christine Huang, huangc4@umdnj.edu
- Region 7: Eleonora Teplinsky, eteplinsky7@gmail.com

AMA-MSS Committee on Legislation and Advocacy

- Maya Babu, Chair, Harvard Medical School, Maya_Babu@hms.harvard.edu

Robert Wood Johnson Foundation

- Ariane Holm, ariane.holm@gmmb.com
- RWJF Regional Contacts: www.covertheuninsured.org/contact/
- www.covertheuninsured.org

AMA Department of Medical Student Services

- E-mail: mss@ama-assn.org
- Phone: (800) 262-3211 x4746