

AMA-MSS CTUW Modules

#11 – A march to draw attention to the issue

1) **Target Audience:**

The general public, local and state representatives, patients, and students

2) **Participating Groups:**

AMA-MSS Chapters

3) **Cost:**

Photocopying and printing of pamphlets.....\$50

4) **Funding:**

CTUW Promotion Grant \$500 (use the extra for other events)

5) **Step-by-Step Instructions**

- a) First decide if the march is happening alone or in conjunction with another event. Combining the event with a speech on the capital steps or a panel discussion would be very powerful
- b) Contact local community health providers, free clinics, and organizations that advocate for the uninsured. They can help organize, spread the word, and mobilize members to be part of your event.
- c) Pick a date for the march. Important factors – time of day, people on the streets/in the area, participants. Think about who you want to see the event and the best time of day to reach them.
- d) Pick the participants you want involved in the march. Students, uninsured patients, physicians, community health workers, etc.
This is important in planning the length and location of your march. Not everyone can walk for long distances.
- e) Where is the march taking place? The march needs to be in a location where it will draw attention to the issue. Remember to check with local law enforcement about required permits and safety regulations. Some ideas:
 - A march from a free-clinic to the state capital or city's courthouse or town-square
 - A march through a large health-care or hospital complex. This would work in cities with regions where multiple hospitals and health care facilities are in a central region.
- f) Have a clear message, and a clean concise method of presenting it. Homemade signs are great, but they need to have a unified theme. Having info to hand out to interested bystanders is also important. <http://covertheuninsuredweek.org/materials/>
- g) Send notices about the event to local media outlets (newspapers, radio stations, television.) A brief press release would be useful. Also, make sure the event is on the calendars of community and free clinics in your region.

- h) Send emails and post flyers two weeks prior to the event to enlist student, physician participation. Ask for RSVPs.
- i) Register the event:
 - <http://www.ama-assn.org/ama/pub/category/15985.html>
 - www.covertheuninsured.org