

Single Payer New York – Rochester Regional Conference

July 12, 2010

BREAK OUT SESSION – LOCAL STRATEGIES

1) Speaking Out Against the Noise!

- tracking op-ed letters & responding in respectful ways to educate the public
- addressing hateful threads on blogs
- educating the media (including phone calls to the editor)

2) Careful use of terminology

- avoid confusion by ensuring that terms are clearly understood by the listener (e.g., does the listener understand what “single-payer” & “Medicare for all” mean?, to address fears of “socialism” ask the listener to explain what their understanding of socialism is, etc.)

3) Know some of the general beliefs of your target audience

- e.g. generational divide (most under 30 y/o are not as fearful of “socialism” as older folks, but they think Pres. Obama is a socialist!)

4) Identity your “true base”

- use the “1-4 Spectrum” (1’s are those who already support single-payer, 4’s will never support it. Go after the 2’s and 3’s. You waste time & effort on the 1’s & 4’s.)

5) Play to your strengths when targeting groups

- who can you most comfortably & effectively reach
- small business
- groups with big member enrollment which appeals to politicians

6) Some “nuts & bolts” of building support

- have “infrastructure” in place to get the identity & contact information of potential supporters before you start (contact cards, sign-up paperwork, etc.)
- campaign & petition independent of politicians or political campaigns

Summary of Breakout Session for State Government
Single Payer-NY 12 June 10
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Recorded & edited by Karen Nezelek

BACKGROUND

1. Current Single Payer Bills in NYS Legislature

Assembly A2356 (introduced yearly since 1993 and needs revision)
Senate S2370 (2009)

Get Summary and full text sponsoring and supporting legislators at:

http://assembly.state.ny.us/leg/?default_fld=&bn=A02356%09%09&Summary=Y&Text=Y

In general, legislators are more willing to pass one-house bills.

Find out who of your legislators are supporting Single Payer and who is not.

2. All of State legislature and the Governor are up for election.

3. Andrew Cuomo's position on Single Payer legislation unknown. For his published positions on Medicare and Medicaid, download his .pdf copy of Cuomo's Book "The New NY Agenda"

www.andrewcuomo.com/system/storage/6/34/9/378/acbookfinal.pdf

Pages devoted to health care issues: pp. 46, 152-154, 169

4. Rochester area legislators supporting Single Payer: Gantt, Koon

SUPPORTING ACTIVITIES TO ENSURE SINGLE PAYER PASSES IN NYS

1. Work to build even more coalitions within NYS.

2. Build Unions' support of resolution by rank and file. Help develop support for Single Payer specifically vs general concept of universal healthcare.

Main Goals	Strategies
Bring Cuomo to Single Payer camp.	Work with candidate for Lieutenant Governor, Robert Duffy, current mayor of Rochester. Recruit him as a way to influence Cuomo.
Turn around people not currently supporting Single Payer for NYS	
Individual citizens	Tabling (postcards, petitions, information) Write frequent Letters to the Editor or Opinion pieces
Local government (town, city, county) Local civic, religious, and social groups	WIN-WIN campaign <ul style="list-style-type: none"> • financial figures for your locale • present to officials and community groups <p>For online help: http://www.healthcare-now.org/campaigns/win-win/</p> <p>Bernie Fetterly has upstate figures. Reach via healthylink@earthlink.net</p>
Current State legislators	Meet with incumbents Demonstrate in their legislative district and hand out literature on their positions on paying for healthcare etc. Demonstrate at their Albany legislative offices Find out their campaign funding sources <ul style="list-style-type: none"> • find allies within groups or among individuals • ask them to help convince the legislator to support Single Payer
Legislative Candidates	Meet with candidates Find out their campaign funding sources <ul style="list-style-type: none"> • find allies within groups or among individuals • ask them to help convince the legislator to support Single Payer

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Federal level strategizing group

1. Work with organized labor
 - a. Educate members through presentations and publications
 - i. Specifically differences between current legislation and single payer
 - b. Organize members to exert political pressure on federal representatives
 - c. Take advantage of contract negotiations as teachable moments
 - d. Give bi-directional support of each other's (labor and single payer) actions
2. Work with non-unionized health care providers
 - a. PNHP presentations to medical groups
 - i. Address tort reform issue
 - ii. Address malpractice
 - iii. Make connections—how single payer would benefit them
 - b. Work with nurses who support single payer
 - c. Educate nurses who don't support single payer
 - d. Educate other non-nursing providers
 - e. Ask them all to join PNHP or HCN
3. Elect single payer candidates
 - a. Ask people to financially support organizations that vet candidates, such as PDA, Green Party
 - b. Volunteer for single payer candidates
 - c. Hold press events/write editorials
4. Build diversity of our movement
 - a. Reach into your community (health care and a pint...)
 - b. Go to public events to educate (present to senior groups)
 - c. Partner with community organizations such as Metro Justice, Senior Action
5. Create new ways to talk about single payer
 - a. Terminology: single payer, expanded and improved Medicare for All
 - b. Fodder for a system, greed, incentives in the system,
 - c. Poster child, poster stories