

JUNE 27
NATIONAL HEALTH CARE DAY OF SERVICE
HOST GUIDE

This summer, Organizing for America will fight to ensure Americans receive much-needed health care reform in 2009. Community service is a critical piece of our health care campaign and our National Health Care Day of Service on June 27, 2009 will highlight its importance.

Volunteers who participate in the National Health Care Day of Service will be stronger advocates for health care reform. Volunteer projects directly expose participants to the reality of our country's health care system and the millions of people who it is currently failing.

National Health Care Day of Service volunteers will also build important relationships in their communities with health care professionals who can join our organizing efforts. Finally, these health care service projects give volunteers a chance to make an impact in their own communities and improve the lives of their neighbors in the short term while we simultaneously fight for long term, systemic health care reform.

Organizing for America will continue to highlight a key policy initiative and focus of the President and First Lady in promoting civic engagement through local community service work.

The following pages are intended to help you plan your event. Included are:

- 1. Health Care Reform Talking Points** (page 2)
A quick summary of why we're fighting and what we're fighting for.
- 2. Event Planning Document** (pages 3-4)
Need ideas? Want a convenient place to track your planning? Use this document to help you plan your project.
- 3. Information on how to plan suggested event types** (pages 5-8)
Information on how to volunteer at a community health center, plan a blood drive or healthy food drive, or educate people in your community on your state's Children's Health Insurance Plan.
- 4. Neighbor to Neighbor Call Tool Instructions** (page 9)
You can now use our online call tool, Neighbor to Neighbor, to invite people in your community to your event. Use these instructions to guide you through using the tool.
- 5. Invite Script** (page 10)
You can use this when calling friends and neighbors or using Neighbor to Neighbor to invite people to your National Health Care Day of Service event.
- 6. Sign-In Sheet for your day of Service** (page 11)
Use this on your Day of Service to track who came and get updated contact information.

HEALTH CARE REFORM TALKING POINTS

President Obama is committed to supporting meaningful health care reform that:

- Reduces *costs* for families, businesses and government;
- Protects people's *choice* of doctors, hospitals and health plans; and
- Assures affordable, *quality health care for all Americans*.

Democrats are committed to supporting health care reform legislation this year that protects what works about health care and fixes what's broken. Health care reform cannot wait another year. For American families, the status quo is unacceptable.

The Problem:

American families and small businesses are being crushed by sky-rocketing health care costs and they are losing the choices they value most. Every day in America:

- Families are forced to choose a different doctor because their employer can no longer afford the old plan. They continue to see their health plan benefits erode because they can't keep up with higher premiums, co-pays and deductibles.
- People decide to skip a doctor's visit or medication that they know they need because they can't afford the payment.
- As health care costs increase, American families are losing the very parts of their health care that they value most – their choice of doctors, hospitals, and insurance plans; their choice of treatments; and the security and stability that comes from knowing that they are covered if anything goes wrong.

The Solution: Reform that assures quality, affordable health care for all Americans

The President is committed to health care reform that guarantees Americans their health care choice. President Obama has consistently said that if a family likes what they have, they will be able to keep it. The President will support health care reform that builds on the existing employer-based system but also supports providing Americans with the option for public health insurance operating alongside private plans. This would provide a better range of choices, make the health care market more competitive, and keep insurance companies honest.

Democrats will support health care reform that builds on and strengthens the existing employer-based system while:

- Assuring quality, affordable health care for all Americans
- Taking on the status quo to make sure that Americans are not denied coverage because of a pre-existing medical condition
- Offering insurance security for Americans who lose their job or want to switch jobs
- Offering Americans who want insurance, but can't afford it, help that will allow them to purchase the quality, affordable health care that is so important

EVENT PLANNING IDEAS

Identifying your National Health Care Day of Service project:

- Where do you see the need for health care reform in your community?
- Are there any particular health care concerns that especially affect your community?
- How can you address these needs in your community through service projects?
- Has anyone ever volunteered at a Community Health Center in your community? What was their experience like? Could you set up a service project there?
- Are there any health care related organizations in your community that utilize volunteers? How can you work with these organizations?
- How does your project relate to getting health care reform passed?

Suggested National Health Care Day of Service Opportunities:

1. Volunteer at a Community Health Center

Federally-funded Community Health Centers provide comprehensive services to uninsured community members, allow patients to pay based on their incomes, and are often looking for volunteers to assist their programs.

2. Coordinate a Community Blood Drive

Blood drives make it possible for everyone to have access to affordable, quality health care. Community blood drives result in critical treatment services for those who need it most.

3. Run a Healthy Food Drive

President Obama's approach to health care reform prioritizes prevention. By providing people with healthy food, we encourage good nutrition and wellness in our communities.

4. Provide education to the community on Children's Health Insurance Program

One of President Obama's first actions was signing legislation expanding access to the Children's Health Insurance Program. Millions of eligible CHIP participants are unaware of how to sign up. By providing state-specific education to parents, you can help these children gain access to health care.

NOTE: When you are creating, hosting, or organizing an event in connection with the National Health Care Day of Service, you are doing so on your own personal behalf. Event hosts do not have authority to contract, incur obligations, speak or publish, or otherwise act on behalf of the Democratic National Committee, Organizing for America, or any of its employees or agents. The DNC may not be held liable for any acts or omissions that occur in connection with National Health Care Day of Service events.

Many organizations in your local community have resources, skills, and staff, including certified health care professionals, with knowledge and resources you can draw upon to help plan and execute your event. Event hosts are encouraged to contact these organizations for information and assistance.

EVENT PLANNING

National Health Care Day of Service Project Plan

Health Care Service Project	Project Location/Partnering Organization	Organization Contact/Phone Number

Volunteer Project Leader

Volunteer Name	Volunteer Phone Number	Volunteer Email

National Health Care Day of Service Prep

Goal for Participating Volunteers	Scheduled Walkthrough of Location (date, time)	Turnout Phonebank Info (suggested)

Actions that need to be taken:

Next Scheduled Planning Meeting: _____

Be sure to set up your event in **My.BarackObama.com** so that we can help get the word out.

Suggested Service Project #1

Coordinate a Group to Volunteer at a Community Health Center

How do community health centers contribute to health care reform?

Federally-funded Community Health Centers provide care for everyone, even the uninsured. At these centers individuals and families pay what they can afford based on their income. Community Health Centers provide comprehensive medical, mental and dental health care. Community Health Centers were allocated \$338 million dollars under the American Recovery and Reinvestment Act which will support the centers that care for the uninsured, establish 126 new health centers, and create or retain approximately 6,400 health center jobs. These centers provide those with no health insurance access to care. President Obama's plan for health care reform will continue to expand health care access and allow those that have previously been uninsured to obtain the treatment they need.

By volunteering at your local Community Health Care center you are assisting to provide health care to those that can't afford it while also learning more about the health care needs in your community.

Why are Community Health Centers needed?

- 45 million Americans lack health insurance
- 50 million people living in communities without sufficient access to primary health care
- More than one-third of patients at Community Health Centers in 2007 were children
- In 2007 Community Health Centers assisted more than 826,977 migrant and seasonal farm workers and their families, approximately 930,589 homeless individuals and over 133,000 residents that reside in public housing
- Community Health Centers provide less costly medical care for people on Medicare
- Community Health Centers care for 1 in 20 people in the United States
- Community Health Centers care for 1 in 7 earning less than \$34,000 for a family of 3 (less than 200% of the poverty level)

What is my first step?

You should visit <http://findahealthcenter.hrsa.gov> to locate a Community Health Center in your community. Contact the closest Community Health Center and ask for their Volunteer Coordinator. Learn more specifics from the Volunteer Coordinator about their available volunteer opportunities and how many people can volunteer at a time.

There are a variety of service projects to do at a Community Health Center, including helping visitors, filing documents, and other things. Once you have scheduled your Health Care service activity you should start recruiting volunteers for the National Health Care Day of Service.

Suggested Service Project #2 Coordinate a Community Blood Drive

How do blood drives actualize the Health Care Principles?

Blood drives make it possible for everyone to have access to affordable, quality health care. Blood donated by people like you is a vital part of medicine today. Many patients who need medical attention use this blood to recover and return to a happy, healthy life. Accident victims, premature babies, and people in need of kidney transplants often need multiple units of blood to survive their medical conditions. Blood drives like yours make that recovery possible. By coordinating a blood drive, you are making it possible for every patient with access to health care to get the treatment they need when they need it.

What does it take to coordinate a blood drive?

The most common way to coordinate a blood drive is to go through the American Red Cross. You should start this process immediately as it takes time to pull these events together on everyone's calendar. To begin, your team should contact the American Red Cross in your area (enter your zip code at www.givebloodgivelife.org). They will connect you with a representative in your area who will walk you through the process of planning the blood drive.

As a team, working with your Red Cross Representative, you will need to:

- Plan a date that works well for your team, your community, and with the national timeline
- Find volunteer leaders to run the drive
- Set a goal for the number of people you want to give blood at your event
- Find a location that is convenient for your community, has enough space for the drive, and is accessible to everyone
- Create a recruitment plan that will draw people to your event

You can start thinking about how to do these things even before you meet your Red Cross Representative, in order to make sure you are prepared to move as quickly as possible.

What is my first step?

Even before meeting with other volunteers, you should go to www.givebloodgivelife.org and contact the American Red Cross nearest to you. Learn more specifics about what it would take to coordinate the event, what the timeline is and what they will need from you as a coordinator.

Suggested Service Project #3 Coordinate a Healthy Food Drive

How do food drives actualize the Health Care Principles?

President Obama says that an important part of health care reform is creating a healthier society. One of the largest problems found in the uninsured population in America is malnutrition. Even if people are getting enough food, it is not healthy food that gives people the nutrition needed to lead a balanced, healthy life. By coordinating a healthy food drive, you are providing people with food that leads to a more balanced diet and healthier lifestyle.

What does it take to coordinate a healthy food drive?

Organizing a healthy food drive requires that you know your community well, plan strategically, and educate while you promote your project. To organize a healthy food drive, you should:

Identify a place, time, and location for your event. These should fit the flow of your community. Where do people already spend time or can get to easily? Where might they already have food or would it be easy for them to bring food?

Find the organization you want to give the food to. Ideally, this partner organization should serve a community near you, have similar priorities, and be accessible for people who donate food and want to continue to get more involved in the issue. In addition to taking the food, the organization would ideally be willing to offer volunteers opportunities to prepare the food and serve the food in the future. Once you have identified the organization, learn as much about it as possible so that you can tell the people donating food where it is going and what cause they are serving.

Set a goal for your event. How much food do you want to collect? Over what period of time? Does the organization you are collecting food for have a certain amount of food they need? Can you get food for a set number of healthy meals or feed residents for a certain number of days? A concrete goal will motivate other volunteers to keep working hard and put your drive in the context of the need you are addressing.

Develop an outreach plan to **maximize volunteer participation**, and **educate the community** about your effort.

What is my first step?

Begin by identifying a few places in your community that can take the food. Ideally, this is a place that shares your priorities for promoting healthy living and where you can see how the food is helping people in your community.

Suggested Service Project #4 Provide Education to the Community on Children's Health Insurance Program (CHIP)

How is CHIP related to health care reform?

One of President Obama's first actions was expanding access to the Children's Health Insurance Program. By passing health care reform, we will extend the access afforded through CHIP to adults across America. Currently, millions of eligible CHIP participants are unaware of how to sign up and receive the services they need. By providing state-specific education to parents, volunteers can help these children gain access to health care.

What does it take to educate the community about CHIP?

Every state runs its own separate Children's Health Insurance Programs with specific qualifications for access and differing enrollment processes. Organizing for America is currently compiling information on specific CHIP requirements for each state. If you are interested in educating people in your community about CHIP, you can sign up at My.BarackObama.com/CHIP and we will email you once state-specific information is available.

What is my first step?

Strategize about locations where you would distribute flyers to community members who are more likely to be eligible for CHIP. Organizing for America will provide state-specific flyers on CHIP enrollment programs (downloadable in English and Spanish) in advance of the June 27th events.

NEIGHBOR-TO-NEIGHBOR CALL TOOL INSTRUCTIONS

Neighbor-to-Neighbor Call is a new tool that you can use to call your neighbors and invite them to your National Health Care Day of Service on June 27th. You can access the tool directly through your MyBarackObama.com event page.

If you have already created your National Health Care Day of Service event on MyBarackObama.com:

- On the right hand side click “Manage my Events”.
- Your upcoming events will be listed at the top of the screen. Click “Manage Event” for your Service event. This will take you to the details of your event.
- Under the box with your event details is a link to the Neighbor-to-Neighbor call tool. To begin using the call tool select, “Click here to get a list of your neighbors to invite to your event.”
- You’re in Neighbor to Neighbor! Click “Make Calls” to get your list of neighbors and get started.

If you have NOT YET created a National Health Care Day of Service event on MyBarackObama.com:

- Go to your MyBarackObama.com dashboard at My.BarackObama.com.
- On the right hand side, click “Host an Event”.
- Enter the zip code for the address of your event. If you have not planned out the details of your event, don’t worry! Enter the zip code that you think your event will be in, or enter in your own zip code if the event won’t be too far away.
- Choose “National Health Care Day of Service” as your event type and click “Continue to step 2”.
- Fill out the description of your event. If you’re not sure about the details yet, don’t worry! The other attendees at your kickoff can help you out with those, and you can come back and fill them in later. Just write “To Be Decided” for now. At the bottom of the screen, click “Create Event”.
- You should now be on the invite page. You can always come back to this page to email friends and family to invite them to your service event. At the bottom of your invitation details is the link to Neighbor to Neighbor. Click where it says, “Click here to get a list of your neighbors to invite to your event” to enter the call tool.
- You’re in Neighbor-to-Neighbor! Click “Make Calls” to get your list of neighbors and get started.

If you are NOT planning a National Health Care Day of Service, but you’d still like to call members of your community to talk to them about President Obama’s plan for health care reform, you can look up your state at **My.BarackObama.com/n2nlookup**. This will connect you to a list of voters in your state.

NATIONAL HEALTH CARE DAY OF SERVICE CALL SCRIPT

Hello, is Mr./Ms. _____ there? Hi, _____. My name is [YOUR NAME], and I'm a volunteer with Organizing for America, the grassroots organization formed to continue bringing the change we worked for during President Obama's campaign.

How are you today? *(Wait for response and make sure to engage in a conversational manner).*

Recently, President Obama laid out the three core principles for real health care reform in America:

- First, to reduce rising health care costs for families, business, and government.
- Second, to allow all patients choice in their own coverage and their own doctor, including the choice of a public insurance option.
- Third, to ensure that quality, affordable health care is available to all Americans.

This is a tremendous opportunity to get involved with this important issue and the call to action for meaningful health care reform could not be more urgent; the costs for premiums are rising four times faster than wages and families and small businesses can no longer afford their existing health care plan. If health care reform is going to pass, it cannot wait another year.

Do you support President Obama's principles for health care reform and will you call on Congress to enact a plan upholding them in 2009?

(If yes, click "declare my support" and fill out the short form.)

Great! We will add your name to the hundreds of thousands of other Americans who have pledged their support for President Obama's health care reform.

We're doing everything we can to make sure real reform happens this year.

On *(date of your event)* at *(time of your event)* at *(location of your event)* OFA supporters in our community are coming together for a service project to show the nation and our elected representatives that we are ready for change. At the event we will *(briefly describe the event)*.

Can we count on you to join us?

If 'Yes, I will attend.'

Great! If you have questions about the meeting between now and then, you can contact me (or the volunteer host if you are not the host - include name and contact number). Again, the service project will be at *(location of your event)* at *(time of your event)* on *(date of your event)*. (Click the "attend" button.)

If "Maybe, I will attend."

If you think you can make it, please contact you can contact me (or the volunteer host if you are not the host - include name and contact number). For more information or to get involved in the future, you can go to **www.barackobama.com**. Thanks so much for your time.

If 'No, I can't attend.'

Sorry you can't make it. For more information or to get involved in the future, you can go to **www.barackobama.com**.

Thank you. This call was paid for by Organizing for America, a project of the Democratic National Committee, and is not authorized by any candidate or candidate's committee.



NATIONAL HEALTH CARE DAY OF SERVICE SIGN-IN SHEET

Instructions for Hosts: Please make an effort to fill in this form completely and neatly. The more contact information you provide, the more effective our organizing efforts will be! Thank you for your generous contribution of time and leadership in your community.

HOST: _____ LOCATION: _____

Please text CHANGE to 62262 to sign up for text message updates, standard message rates apply:

Email Address	First Name	Last Name	Address, City	Zip	Home Phone	Cell Phone	Receive Texts
.....	<input type="checkbox"/>
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