

## **WMM4A EDUCATION FOR ACTION – SCOPE AND EXAMPLES**

1. **Educational / outreach events** include presenters with different perspectives and experience. The purpose of these events is both to educate and to motivate people to get involved. Some examples are:
  - A large forum at a local faith-based organization with panel including a senator, an economist, a SP organizer, and a health care provider
  - “Fix It” movie showings organized by various hubs and community organizations with discussion and Q&A afterwards
  - A conversation hosted by a local bookstore with a WMM4A organizer and a state Representative about how to advance SP through the legislature
  - Co-sponsorship and participation in two DSA events with national M4A speakers
  - A panel for health care providers with an economist, a SP organizer, and a mental health care provider
  - Community forum in Springfield with panels including elected state officials and individuals impacted by the current system
  - A group of speakers for the listening session with local legislators including a UMass professor, a labor activist, a faith leader, a Medicare recipient, and a business owner.
  
2. **Public Outreach** - opportunities for short and extended conversations with the public.
  - Tabling at Farmers’ Markets, candidate forums, and other public events
  - Door-to-door and crowd canvassing during the campaign to pass non-binding ballot questions in six districts
  - One-on-one conversations with neighbors, friends, and coworkers
  - Public comments at City Council and Town Meeting discussions of municipal resolutions.
  
3. **Trainings / internal education**
  - Two large-group intro trainings last summer – about 45 participants total
  - Various trainings with individual hubs

- Hubs self-educating by using the bill slideshow and other resources
- Development of written materials including handouts about Single Payer, FAQs about the legislation, and other more specific topics.
- Workshop offered through the Sojourner Truth school

#### 4. **WMM4A Website** - [www.wmMedicareforall.org](http://www.wmMedicareforall.org)

- Robust collection of our own tools and resources, articles and research studies, links to other SP websites
- Average more than 1,100 visits each month
- Blog posts get up to 2,000 hits
- Site link and specific resources share with the public and elected officials

#### 5. **Social Media**

- Our Facebook page – WMM4A - currently has more than 650 followers and a high level of engagement with likes, shares, and comments.
- Frequent posts include timely and educational articles, events, and actions.
- Some of the more popular posts reach thousands of FB readers and send our message well beyond western Mass.

#### 6. **Other Media**

- WMM4A folks have written letters to the editor, spoken on radio shows, and appeared on cable TV
- WMM4A sends out press releases regarding events and organizing efforts; our press contacts have been interviewed for various articles and opinion pieces.
- One hub arranged for Fix It to be shown numerous times on their local cable TV station in the run-up to a Town Meeting resolution
- We have produced a short online animated video called “Enough is Enough” and plan more.
- We have convened a team to produce documentary pieces, starting with a video of the recent rally in Holyoke