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

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