



Partners In Health
ENGAGE

PIH Engage

Global Day of Action

2014-2015





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What is the Global Day of Action?

In **1948**, in the wake of World War II, world leaders met at the United Nations to create the *Universal Declaration of Human Rights*. They adopted a set of basic rights to protect human life and dignity. Among these was **Article 25**—the right to a standard of living adequate for one’s “health and well-being.” It stated, among other things, that all people had the right to “medical care and necessary social services.” Over time, this right became known simply as Article 25—the right to health. During the following decades, individuals and organizations all over the world stood up to fight for this right.

Yet, despite these efforts, the world continues to face a growing global crisis of preventable deaths and unaffordable care. In **2000**, world leaders met at the UN to try to address some of these issues. They produced what they named the “Millennium Development Goals,” which set goals for progress in areas of AIDS, maternal health, and child mortality. Yet, because these goals only focused on a few areas of health, global health inequity continued to grow.

Today, more than 20 million people die each year due to inequities in global health. How can we fix it? The answer lies in grassroots movements that combine the power of activism with clear, defined goals.

Starting **this fall**, world leaders will again meet at the UN to begin negotiations on a new set of global development goals to be adopted in fall **2015**. For the first time, some leaders are talking seriously about making universal healthcare coverage one of these goals.

This year, on **October 25th**, people around the world will gather to **ignite a movement for the right to health**. On that day, we will organize rallies, marches, teach-ins, and more in our communities with a common call to action: **Article 25**. Together, we will demand that world leaders make universal health coverage a priority, and show governments and policymakers that people in every corner of the world want action to end health inequity.



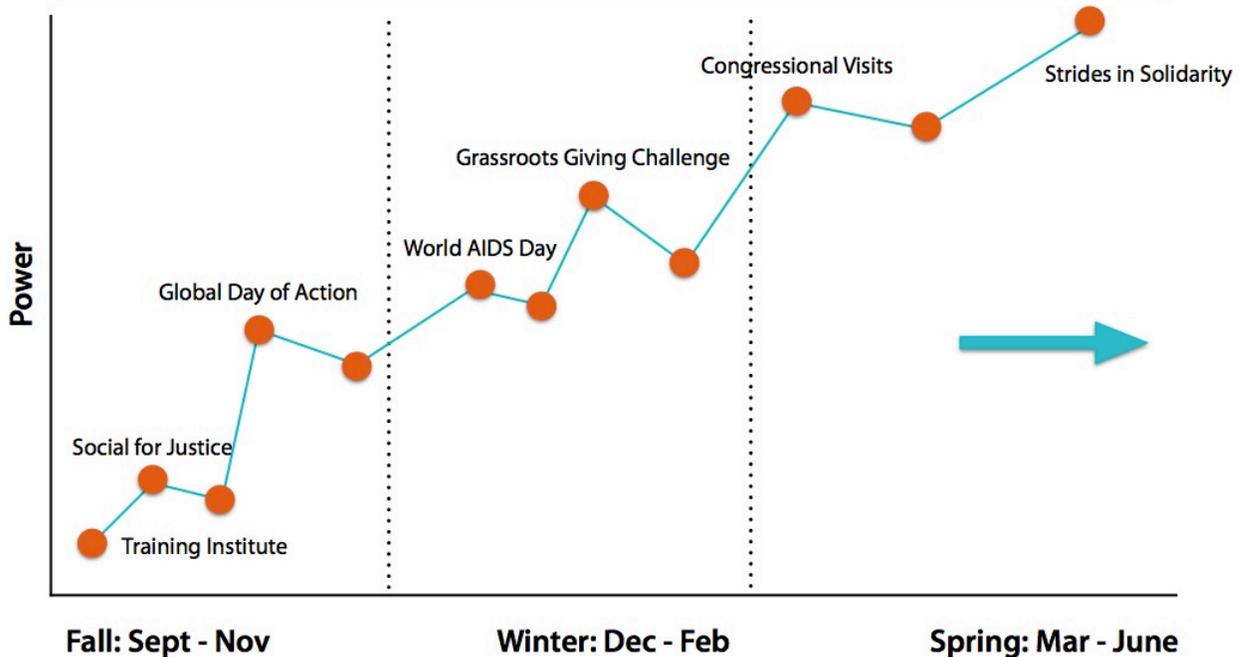
Campaign Peak Context

The Global Day of Action on October 25th is the second major campaign peak that your new community will plan and a great opportunity to rally the broader community in support of **the right to health**. The Global Day of Action will be a crucial moment in terms of generating media, an important event to reference in the spring during your meetings with your members of Congress, and a great way to recruit more members for your team.



The PIH Engage Campaign

Campaign action builds **power** over time.





Ways to Take Action

The Global Day of Action for the right to health is a day when communities around the world will come together to send the powerful message that the time for action has come. On October 25th, we will organize events that highlight the human cost of health inequity in order to remind the world of the crisis we are facing.

These events will be linked with a broad scope of worldwide happenings via the join25.org website.

We will organize events in our communities to **remember, speak out, and act up**, displaying the symbol of **Article 25** at each event to remind people that there is hope for a better future.

Remember

It is estimated that nearly half a billion people have died from health inequity since 1990.¹ On October 25th, remind the world that each death was one too many.

Take Action: Hold a Candlelight Vigil

Speak Out

The great injustice is that those half a billion deaths were preventable. Technology and medical knowledge existed to prevent those deaths, but decades of harmful policies made it close to impossible for countries to offer basic health services to all. Tell your neighbors, classmates, co-workers—anyone who will listen—why 2015 is a vital year for our cause.

Take Action: Hold a Teach-In

Take Action: Be an Artivist

Act Up

Take direct action on October 25th to ignite the movement for the right to health. In order to create the systemic change needed to end the global health crisis, we have to counter the influence of powerful corporate interests with the power of collective action. Put power back in the hands of the people by taking to the streets.

Take Action: Stage a Rally or March

¹ J Garay, L Harris, M Beam, S Zompi. "Global Inequity Death Toll: Targeting global health equity and estimating the burden of inequity." APHA Meeting. Nov 2–6, 2013



How Can We Successfully Participate in the Global Day of Action?

Hold a Strategic Planning Meeting

This is the time for you to set goals for your event and establish the groundwork for achieving them. Utilize this toolkit, as well as resources provided at www.join25.org. Your planning meeting should involve all members of your PIH Engage community and should accomplish these three tasks:

Choose an Action

Think about what will resonate with your community. Maybe you want to plan a teach-in at your university during the daytime and a vigil at night. Or maybe you want to organize a march along your town's main street that ends in a die-in* protest. Either way, be thoughtful and consider what resources your community can mobilize.

***Note:** A die-in is a form of protest where protesters pretend to be dead for a short amount of time, and then leave instead of being forced to leave by police.

Set Goals

First, think in broad terms: what do you want to accomplish with this event? Next, think about concrete goals, like timing, location, and number of participants.

What do you want to accomplish? **What** time will your event be held?

What is your target location? **How** many people do you want to participate?

Create Leadership Teams

There are many components to holding an event, and delegation will be critical in tackling logistics and planning. To help with this, we have designed four leadership teams with specific responsibilities, which will be described briefly in the **Strategic Planning Meeting Worksheet** on pages 7-8, and in more depth on pages 9-13. At your planning meeting, you should assign community members to each of these teams.



Strategic Planning Meeting Worksheet

Note: We understand that this early in the year, you may have a very small team. Feel free to assign community members to more than one team or restructure the breakdown of responsibilities.

1. What type of event will you hold? _____

Remember

- **Hold a Candlelight Vigil:** On the eve of October 25th, gather people in a public space to remember those who have died due to health inequity.

Speak Out

- **Host a Teach-In:** Educate local communities on global health equity to make the movement accessible to all.
- **Be an Artist:** Create public art to spark conversation about Article 25 and the right to health.

Act Up

- **Rally:** Use a public protest to draw a crowd and gain attention from the media.
- **March:** Take to the streets in a symbolic march to end global health inequity.

2. What does your community want to accomplish with your event?

Tip: Think in broad terms—what can this bring to your broader community? What can it symbolize? What can you as organizers gain?

3. How many people do you want to participate? _____

4. What is your target location? _____

5. At what time will your event be held? _____



6. Create Leadership Teams. Some of the responsibilities for each team include:

Participant Engagement

- **Set** recruitment goals
- **Recruit** participants through 1-on-1 meetings & presentations
- **Recruit** volunteers

Communications

- **Engage** with local media to create publicity for event
- **Design** flyers & use social media to spread the word
- **Coordinate** photographer
- **Create** communications materials

Logistics

- **Find** a venue & obtain permits from local government
- **Secure** materials & equipment for event
- **Confirm** details with speakers, volunteers, etc.
- **Create** the schedule for event

Stakeholder Engagement

- **Invite** local businesses, organizations, & prominent community members to participate
- **Solicit** donations from local businesses
- **Arrange** a speaker for your event

Participant Engagement	Communications	Logistics	Stakeholder Engagement
Team Leader:	Team Leader:	Team Leader:	Team Leader:
Team Members:	Team Members:	Team Members:	Team Members:



Participant Engagement

Summary of Responsibilities:

- Set recruitment goals and develop strategies to meet those goals
- Recruit participants through one-on-one meetings & presentations
- Recruit volunteers

Tips:

- Before you begin recruitment, create and practice an “ask” for commitment.
- Make it personal. Remember that a one-on-one conversation is **always** more effective than a mass email.
- Just say yes. Make a commitment to **always say yes** no matter who they are and how much time they can give.
- Try connecting with another community to take action together. Contact a health activist in another community and see if they’ll do an event with you!
- After the Global Day of Action, send out personalized thank you notes to all participants. Try hand writing them! This will ensure that everyone leaves on a positive note.

Communications

Summary of Responsibilities:

- Engage with local news media to create publicity for event
- Design flyers & use social media to spread the word about the Global Day of Action
- Coordinate a photographer for the day of the event
- Create communications materials for the event

Tips:

- Create a video! This is a fun and effective way to spread information about your event.
- Engaging with the media:
 - Keep a list of your media contacts and make sure they know who your media liaison is.



- Reporters and audiences love a story. Help everyone understand why the right to health is important by using your **Story of Self, Story of Us, & Story of Now**.
- When creating a press release, remember to emphasize the grassroots creativity of your movement. Don't forget to list your media liaison's contact information at the bottom!
- Pictures are a very powerful tool as well
- Social media tips & tools:
 - When using sites where you can tag content (Instagram, Flickr, Twitter, etc.), make sure to use **#article25** as the tag.
 - Blogs: The easiest tool to set up is Blogger, but if you want more functionality, try Wordpress or Tumblr.
 - Photo sharing: Use Flickr, Photobucket, or Instagram to upload pictures from your event.
 - List managers: As your mailing list grows, regular email may not cut it. Use Google Groups to send messages to large quantities of people at a time.

Logistics

Summary of Responsibilities:

- Find a venue & obtain necessary permits from local government
- Secure materials & media equipment for event
- Confirm details with speakers, volunteers, photographer, etc.
- Create schedule for event
- Manage set up & logistics on day of event

Tips:

- Make sure lines of communication stay open between all team members- Google Calendar or Google Docs can be useful for these tasks
- Maintain good relationships with contacts at venues, the photographers and volunteers- they will become allies to our cause
- Be flexible – when coordinating large-scale events, things are bound to change and go wrong. A good logistics team thinks about unforeseen issues, and also rolls with the punches



Stakeholder Engagement

Summary of Responsibilities:

- Invite local businesses, organizations, & prominent community members to participate in your event
- Solicit donations from local businesses
- Arrange a speaker for your event

Tips:

- Seek out unlikely allies. Reach out to the usual suspects to get involved—your local or national health groups—but also think about faith groups, sports leagues, schools, civic societies, labor unions, and other organized groups in your community.
- Choosing a speaker: Patients, survivors, and those most affected by the global health crisis are your local experts. Other people to consider are youth leaders, doctors, professors, authors, prominent activists, and government officials.

Note: If you are on a College or University campus, check that having local businesses donate or vend food does not break any school rules. Some schools require you to use dining services.



Timeline of Preparation

Key

	Community Coordinator
	Participant Engagement
	Communications
	Logistics
	Stakeholder Engagement

4 – 6 Weeks Before Event (Sept. 21 – Oct. 4)

✓	Item to do:
	Hold Strategic Planning Meeting (<i>see p. 6 for more info</i>)
	Assign teams & review responsibilities
	Brainstorm & design an event
	Determine ideal location & time.
	Establish number of participants each community member should recruit
	Brainstorm recruitment tactics
	Begin recruiting through one-on-one meetings
	Design recruitment presentation. Choose venues & dates
	Create an event description
	Design, print, & post flyers for event
	Send mass email invitations
	Contact local news media (newspapers, radio, magazines) to publish the event
	Submit event to community calendars (online or in newspapers)
	Begin to spread the word through social media (create Facebook event, use tags, etc.)
	Find photographer for day of event
	Register your action & provide details on join25.org
	Send email confirming responsibilities of each leadership team & community member
	Confirm timing & venue
	Contact city & local government to obtain permits & reserve venue
	Contact local police for safety & traffic needs
	Create a solution for poor weather conditions
	Identify businesses & organizations in your community as potential participants or donors
	Identify local community members as potential speakers
	Ask local restaurants & food providers to donate or vend food
	Begin asking businesses & organizations to participate
	Invite community members to speak at event



2-3 Weeks Before Event (Oct. 5 – 18)

✓	Item to do:
	Continue recruitment through one-on-one meetings & presentations
	Continue volunteer recruitment
	Send individual email invitations
	Set up 10 minute meetings/phone calls with local media
	Continue advertising through flyers, emails, & social media
	Confirm photographer for day of event
	Find videographer for day of event (if possible)
	Create a schedule for event
	Investigate transportation & parking logistics
	Plan first-aid needs
	Continue to invite local businesses & prominent community members (professors, mayor, town officials, etc.) to participate
	Confirm a speaker
	Confirm donations from businesses (if possible)

Week of Event (Oct. 19 – 24)

✓	Item to do:
	Continue recruitment through one-on-one meetings & presentations
	Send reminder email with details about event to participants
	Create check-in sheets with name & email for day of event
	Make a banner
	Write press release & pitch to reporters by phone or email
	Continue to spread the word through emails, flyers, & social media
	Secure materials like candles, banners, food, etc.
	Secure media equipment (camera, video camera, microphone, sound system, megaphone, etc.)
	Confirm details with speakers (if applicable)
	Confirm details with volunteers
	Send reminder emails to businesses & prominent community members



Day of Event (Oct. 25)

✓	Item to do:
	Spread the word on social media
	Coordinate group photo
	Oversee filming of video (if applicable)
	Make sure all necessary materials are brought to event
	Manage event setup
	Facilitate participant check-in
	Run event according to schedule

Immediately After Event (Oct. 26 - 31)

✓	Item to do:
	Thank participants & volunteers
	Upload photo to join25.org
	Call reporters to thank them for coming
	Manage event cleanup & return all borrowed materials/equipment
	Thank any businesses or community members who partnered with you for this event



Planning Materials

How to Hold a Candlelight Vigil

Candlelight vigils unite people in reflection and remembrance. On the evening of October 25th, gather people in a public space to remember friends or family who died due to health inequity.

Key Principles:

- **Use silence as a powerful tool.** A silent moment for 2-4 minutes can build community among those attending.
- **Set the stage.** Invite people to perform, sing, or recite poetry or prayers. Make sure to explain the Global Day of Action and why you are holding the vigil, and be sure to ensure any public statements align with the event's goals. Organize candles in the shape of **25** to visualize your message.
- **Share stories.** Have participants share short stories of those they know who lost their lives or faced hardship because of lack of healthcare.

Reminders:

- **Timing:** Hold your vigil in the evening and make sure it is dark enough for the candles to have an impact. Keep in mind, however, that if it's too late at night, participants of all ages may have trouble attending.
- **Location:** Find a public space where you can set up a display of candles, like a neighborhood park or in front of city hall. You'll also need some space for speakers and performances. You'll need to check with the parks department or local city hall for a permit and any fire safety regulations.
- **Candles:** 5" inch candles or other hand-held ones will work best, and you will need matches or a lighter as well. Cut a hole in bottom of a paper cup and slip the top of the candle through to create a no-drip candle.
- **Program:** Create a small program of events for the evening so people know what to expect. Your program should include the following: time to gather and light candles, opening remarks, some speakers or performances, a moment of silence, closing remarks, and time to take photos. Also share information on how people can learn more and take further action.
- **Equipment:** If needed, set up a microphone/speakers so everyone can hear.

Resources:

- **How to Organize a Candlelight Vigil:** http://candles.lovetoknow.com/How_to_Organize_a_Candlelight_Vigil
- **Silent Vigils:** <http://www.idausa.org/ir/activist/vigils.html>
- **Artistic Vigils:** <http://beautifultrouble.org/tactic/artistic-vigil/>



How to Host a Teach-In

We've all heard the phrase "Knowledge is power." Make October 25th an opportunity for anyone in your community to learn why health inequities exist and how we can change global and national policies to recognize everyone's right to health.

Key Principles:

- **Focus on content, not semantics.** Anyone can be an "expert"— go back to the basics and focus on what health inequity and unjust policies really mean. Take big ideas like "Universal Health Coverage" and break them down into smaller concepts. Make this movement accessible to all. Use creative teaching aids like videos and diagrams (see *Resources* below).
- **Debate is healthy.** Health coverage is a heated topic, but dialogue is crucial to learning about the pros and cons of different kinds of policies. Facilitate a healthy conversation by making sure everyone gets a chance to talk and encouraging everyone to be respectful when responding to others.

Reminders:

- **Location:** Reserve a public space that's convenient for anyone to find. Community centers, libraries, churches, or classrooms at a local school can all be utilized for meeting spaces.
- **Speakers:** Don't stick to solely professors and public health professionals— invite non-traditional speakers. Ask those who have been directly affected by the global health crisis to speak on the need for universal health coverage for all. Also consider those who see the effects of this crisis on a daily basis— people who run a soup kitchen or teach at a local prison. You'd be surprised by the experiences and insights of community members.
- **Creative mediums:** Ask your local radio or news station if you can air a short interview or discussion about the global health crisis; check with college stations, too. Invite other groups who are also working towards social justice.
- **Program:** Create a small program of events that includes information on how people can learn more and take further action for the right to health.
- **Equipment:** If possible, videotape the teach-ins for those who cannot attend. And remember to set up microphones and speakers if needed.

Note: Be sure that the location is accessible by public transit if available.

Resources:

- **How to Organize a Teach-In:** <http://www.richgibson.com/Teachins.htm>
- **Pedagogy of the Oppressed:** <http://beautifultrouble.org/theory/pedagogy-of-the-oppressed/>



Be an Artist

Grab friends and paint a mural, make a human banner of number **25**, or sidewalk chalk a major public space. Art has the power to capture what numbers and words can't fully express: suffering, anger, and also hope for the future. Make art in a public place to inspire dialogue, spark community, and move people to act for the **right to health**.

Key Principles:

- **No one wants to watch others paint.** Make your art project open for anyone to take part. Start with a plan, but keep in mind that striving for perfection can discourage broad participation. Instead, keep extra materials (paintbrushes, chalk, etc.) available and have signs welcoming strangers passing by to join.
- **Make the invisible visible.** Focus on the urgency and enormity of the global health crisis by showing the human cost of health inequity. Remember to incorporate the number **25**. Once you've got people's attention, direct it, such as by including an address like *join25.org* for people to learn more.

Reminders:

- **Timing:** If you're making art that's not a more permanent fixture, like a mural, then consider starting on your project earlier. Then you'll have time to display it on October 25th.
- **Location:** The location of your event will depend on what kind of art you make. Think about ways to minimize mess, which will vary if you're painting the side of a building or making crafts on the ground. Tarps or big pieces of fabric are easy to lie out. You may also end up displaying artwork at a separate place that is more public, such as a shopping center, public square, or downtown street.
- **Permits:** Remember to get permission to display your art in a private space like a shopping center. Check into local laws regarding displays in public spaces.
- **Materials:** Be creative! You can use anything for your art project. Ask around for extra scrap cardboard, garbage bags, blankets, sheets, wood, or hangers. Many grocery stores donate paper bags or cardboard boxes. And ask your neighbors to lend tools you need: glue-guns, scissors, hammers, saws, brushes, rollers, tape, markers, spray paint, buckets, and more.

Resources:

- **350's Artist Guide:** <http://issuu.com/350.org/docs/artist-guide-formatted?e=1215693/2751677>
- **AIDS Memorial Quilt:** <http://www.aidsquilt.org/about/the-aids-memorial-quilt>
- **Liberate Tate Performances:** <http://liberatetate.wordpress.com/performances/human-cost-april-2011/>



Rally

We've all felt the energy of a crowd before—there's power in numbers. Rallying is a form of public protest that draws a crowd and gets the media's attention. Public protests show that we're willing to show up, step up, and make our voices heard.

Key Principles:

- **Keep your message loud and clear.** Organize a program of powerful speakers to share their stories of the global health crisis. And find a MC (master of ceremony) to run the show. A good MC is crucial for rallying the crowd and staying on message. Look at the talking points on page 26 for some key statistics. Keep the audience energized through call and response and slogans to chant or by playing music during breaks and between speakers. At some point during the event, organize a human banner in the shape of the number **25** and take a photo.
- **Draw a crowd.** Small gatherings can have a big impact when you draw a crowd of strangers to your event. Use creative tactics like die-ins, street theater, blockades, sit-ins, or flash mobs.

Reminders:

- **Nonviolence:** We're inspired by the vision of Dr. Martin Luther King, Jr. and Gandhi. That means that we take actions that do not in any way harm other people or property.
- **Location:** Protest in a symbolic public space, such as outside city hall. Also consider your proximity to food and bathrooms, which are always essential.
- **Permit:** Depending on the space and number of people, you'll need a permit to protest. Check the laws, and check in with your local police department about the permit process and requirements.
- **Timing:** Choose a time when you'll get the most visibility for your protest.
- **Transportation:** Make sure there's convenient access to public transportation.
- **Equipment:** If you are able to hold your event near electrical outlets, spend some time planning out the set up. Think: stage, podium, speakers, microphones, and sound system.
- **Materials:** Make some large banners and posters displaying **Article 25**. Also have flyers or pamphlets so people know what the event is for.

Resources:

- **How to Organize a Rally:** <http://www.idausa.org/ir/activist/rallies.html>
- **Human Banner:** <http://beautifultrouble.org/tactic/human-banner/>



March

Movements need movement. Protests and rallies build power, and marches transform that power into momentum. Take to the streets on October 25th and demand reforms to change the status quo. Hold your politicians accountable to **Article 25**. Call friends, neighbors, and strangers to action by organizing a march in your community.

Key Principles:

- **Think historically.** Where you march and where you start/end will help convey your message. Consider previous social movements and historic moments that symbolize the struggle for human rights. Maybe there's a pharmaceutical company that holds patent laws to essential medicines. Or maybe there's a place that reminds people of the shared responsibility we have to protect others' health. A good documentary to get the team excited about a march is *How To Survive a Plague*, which tells the story of the AIDS epidemic in the US and the incredible activism that changed the tides of pharmaceutical policy.
- **Ground rules:** Marches are large and depend on self-discipline, but make sure you have an agreed upon framework going into the event. Everyone should know ground rules. Some essential ones: Practice non-violence. Stay on course. Follow direction from crowd marshals. And, of course, make some noise!

Remember:

- **Location:** Map out a route beforehand. Start and end the march in a symbolic public space, such as outside city hall. Consider proximity to food / bathrooms.
- **Permit:** Sidewalks are public space, but they limit the size of your march. Check with your local police department about the permit process and requirements.
- **Timing:** Choose a time of day when you'll get the most visibility.
- **Transportation:** Make sure your start and end points have convenient access to public transportation. If necessary, help to coordinate carpools.
- **Equipment:** Since you will be on the move, megaphones will work best.
- **Materials:** Make large banners displaying **Article 25**. Have posters available for participants to carry. Hand out flyers so people know what the event is for, and have sign up sheets at the beginning and end so people can stay in touch.

Resources:

- **How to Organize a March:** <http://www.toolsforchange.net/wp-content/uploads/2012/10/rally-zine.pdf>
- **Mass Street Actions:** <http://beautifultrouble.org/tactic/mass-street-action/>
- **South Africans March Against AIDS Funding Cuts:** <http://www.aidshealth.org/archives/15911>



Talking Points:

We demand:

A political commitment from policymakers to Article 25—the right to health.

A just, rapid transition to universal coverage. For decades, who has received healthcare has been a cold calculation: if you could afford it, you lived. If not, you died. A global commitment to *rights-based* universal health coverage will change this.

We **demand** that:

- No one is plunged into poverty due to healthcare costs
- People are covered for the health services and medicine they need
- Countries roll out universal coverage as soon as possible, with a special focus on marginalized communities

A mobilization of sustained funding to make Article 25 a reality. Decades of harmful policies have limited investments in public health and eroded health systems around the world. To remedy this, we demand that:

- Governments commit to sustained funding to rebuild strong health systems
- Wealthy countries (and people) do their fair share to fund and support these commitments
- Funding is also allocated to address non-medical barriers to health such as clean water, food, and housing

Power to be put back in the hands of the people. The global health crisis is about power. Too often, decisions and policies are made behind closed doors where profits are valued over people. The only way we'll see meaningful action is if we counter the power of corporate interests with the power of collective action. To do this, we're building a grassroots movement that demands:

- People—not corporations—have the final say in policies that affect their health
- Countries—not international institutions—have control over their own health policies
- Health officials and policy-makers are accountable and responsive to their citizens



Frequently Asked Questions

What is Universal Health Coverage?

Universal Health Coverage (“UHC”) aims to ensure that **everyone** can afford the healthcare they need. Today, many families are unable to receive care or are driven into poverty because they have to pay out of pocket for healthcare costs. A UN treaty for rights-based UHC would ensure governments commit to **guaranteeing healthcare and financial protection for their people.**

Why “rights-based” Universal Health Coverage?

Many experts worry that in the rush to ensure “universal coverage” some countries may turn to for-profit, private health insurance companies. They point to the past practices of such insurers, arguing that such companies would only cover a small set of services and often denies care to individuals when they need it most. Some also worry that making UHC a post-2015 goal would focus global health efforts too much on affordability, not quality or access. But by advocating for rights-based UHC, we can ensure that everyone can afford—and access—the services they need.

Why October 25th?

In September 2014, the UN will release its draft of the post-2015 development goals. This will kick off negotiations among countries. By coordinating the day of action in October, we want to make sure that leaders from every country know the **right to health** must be a priority right from the start. We chose October 25th because it is a day that works in many parts of the world. It’s a Saturday, most schools are in session during that time of year, and most people aren’t quite on vacation yet.