PIH Engage History & Mission

- Please share:
    - Your name
    - Pronouns
    - Chapter
    - Position (TC, Fundraising, CB, Advocacy)
    - What fictional world would you live in?

10 min	History/Mission of PIH Engage
15 min	What is Organizing?
25 min	Examples! + Breakout Activity

History and Mission of PIH Engage

We organize by building strong teams capable of hosting events, rallies, town hall meetings, and marches.

We educate by holding discussion groups and public lectures about the right to health.

We generate resources to fund high-quality health care for people living in poverty.

We advocate for global and domestic policies that further the right to health.

Together, we will demand that the right to health be protected for all people, everywhere.

What does the "right to health movement" mean to you?

Why does PIH Engage aim to build a social movement?

How does the work of PIH Engage connect to Partners In Health's work?

GOAL: Each team to publish 1 Letter to the Editor every semester

76 LTEs submitted

10 LTEs published

GOAL: Each member to meet with their Representative and Senators' offices, make 1 phone call, and write 1 letter every semester

67 Hill Day meetings with Congress

52 individual meetings with Congress

700 calls to Congress

500 letters/emails to Congress

GOAL: 100% member completion of the PIH Engage Crash Course

141 submitted the Crash Course

GOAL: 100% teams screen "Bending the Arc" documentary

52 BtA screenings

GOAL: Raise $100,000 as a network

$73,582 raised
+
$15,000 matching funds unlocked

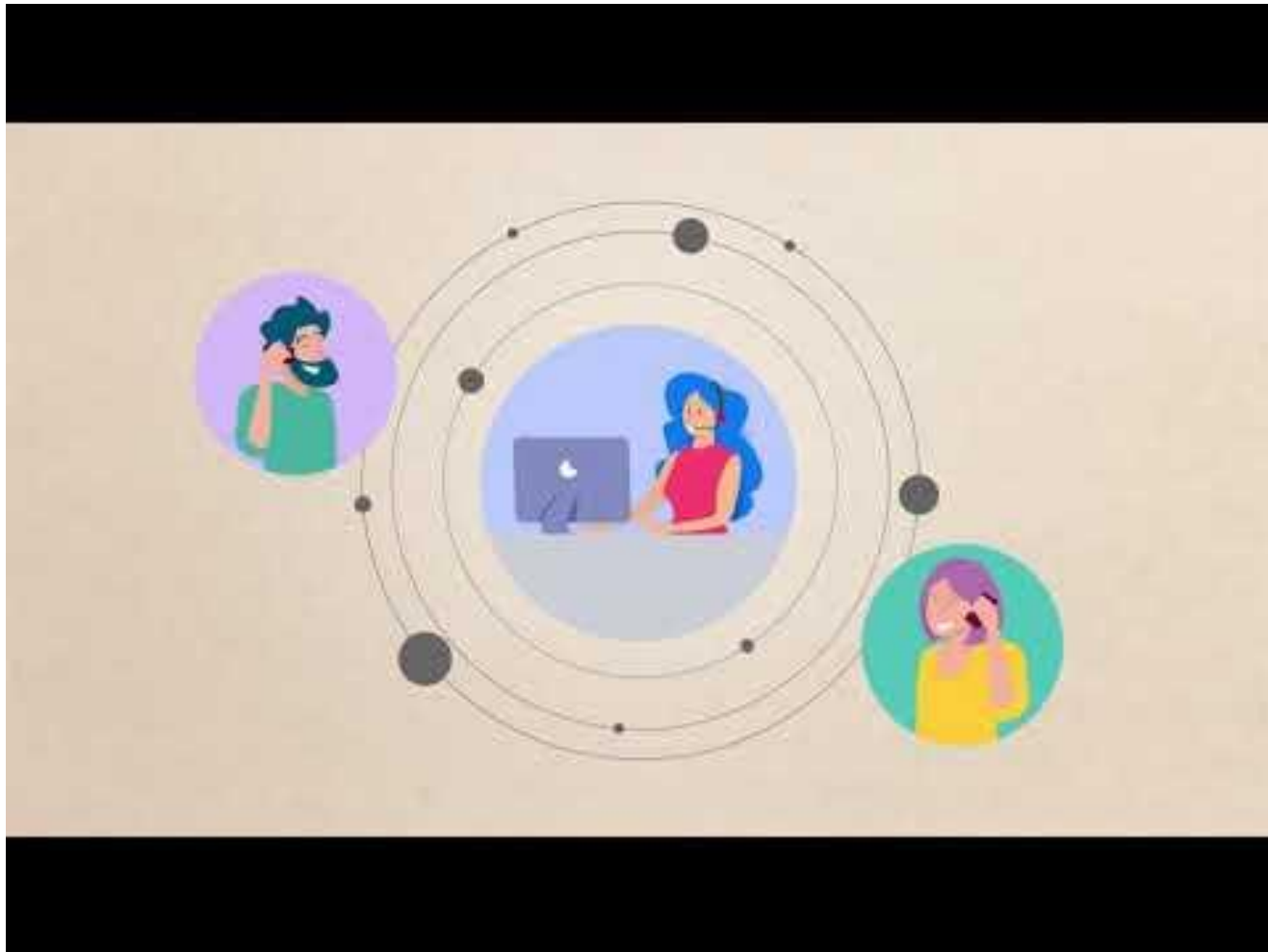**GOAL:** Engage over 3,500 donors

GOAL

753 donors

FINAL

What is Organizing?

Organizing is about equipping people (constituency) with the power (story and strategy) to make change (real outcomes).

People → Power → Change

Creating Shared Story

Public narrative is how we communicate our values through stories, bringing alive the motivation that is a necessary pre-condition for changing the world.

Through public narrative, we tell the story of why we are called to leadership ("story of self"), the values of the community within which we are embedded that calls us as a collective to leadership ("story of us"), and the challenges to those values that demand present action ("story of now").

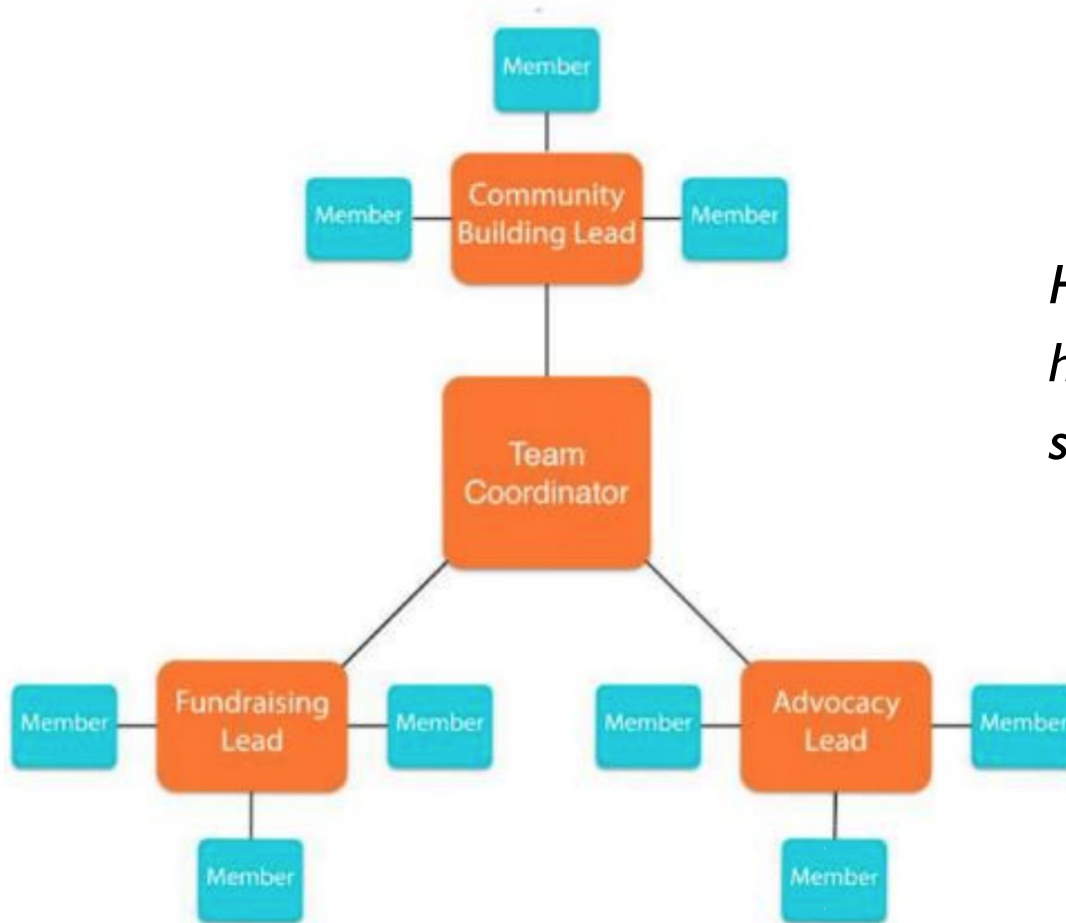Organizing is based on relationships and creating mutual commitments to work together.

Who are you making your commitments to and how?

Creating Shared Structure

How can we work toward having a more effective shared structure?

- We want to "chunk out" strategic objectives in time (deadlines) and space (local areas) as a campaign

- *What is our network's clear strategic objective, and how can local teams help accomplish them?*

How do we regularly report and maintain transparency about our progress toward our campaign goals?

(Reporting)

Let's See An Example

Bending the Arc Screening

We hosted a Bending the Arc screening where students from different majors joined. We had contacted professors who taught courses that overlapped with the themes of the movies (i.e., inequality, social justice, global health, health care, international relations, anthropology) and this aided in promoting the event. At the end of the event, we gave a speech on the importance of working towards global health equity and gave audience members the opportunity to donate to our fundraiser. *-Cornell team*

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Creating Shared Story

story of places historically colonized

experience they all had together

talk afterwards

Creating Shared Structure

communicate with different professors/ different majors

well advertised and engaging way

logistics

Creating Shared Relational Commitment

depend on each other/ trust!!

share more about global health

Creating Shared Strategy

had to get everything done before a specific day

facilitate engagement/ knowledge

donations= fundraising

recruitment - can invite a friend

Creating Shared Measurable Action

fundraising ! - specific, time-based, report

Let's See An Example

World AIDS Day event

We hosted an awareness/educational event on World AIDS Day, December 1st, 2019. This was an opportunity for us to both raise awareness about AIDS and supplement our fundraising campaign. We had approximately 15-20 event attendees, and each of them got a free Tiff's Treats cookie which they could decorate with an AIDS solidarity ribbon design.We encouraged them to participate in a game/quiz to learn about the history of AIDS, AIDS activism, and PIH's advocacy pertaining to HIV/AIDS. We also asked that they sign a poster with something that they had learned or why they thought HIV/AIDS activism was important. Some also donated to our fundraising campaign for Zanmi Lasante Haiti, explicitly tied to building capacity for HIV/AIDS testing and treatment. Through this event, we were able to attract a few new people to our listservs and our meetings and supplement our fundraising campaign. *-Rice team*

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Creating Shared Story

Meeting was very focused, message was clear, activity is streamlined

Had a shared experience of participating in the game/quiz on AIDS

Wrote what was learned on poster, signed it

Creating Shared Structure

Assigning roles, planning, integrated yet creative theme

Creating Shared Relational Commitment

Doing an artistic activity with each other helps with team bonding. Friend encourage each other to do more activities/compare results.

Creating Shared Strategy

Shared deadline, one-day event planning

Creating Shared Measurable Action

Quiz allows people to see how much they learned

Was able to see how many people their listserv was reaching vs. how many attended the event

Event also had a fundraising component so you can measure money raised

Let's See An Example

Advocacy panel

Former Team Leads of our team hosted an event in which we shared our experiences engaging in advocacy efforts as medical students. When Emma and I began our journey with PIH, we quickly realized that while we were passionate about global health, but we didn't know the first thing about enacting change in a meaningful way through advocacy. With help from our PIH coach, we met with a staff member in Rep. Sharice David's office to discuss the Global Fund and Bilateral TB Program. We also attended the 2019 PIH Engage Training Institute and participated in "Hill Day". After these experiences, we wanted to share what we learned about advocacy with our peers, so we hosted this event to give medical students basic tips on how to get started as social advocates for our patients. *-KUMC team*

What do we mean by "advocacy"?

- Education, awareness, personally supporting a cause
- Political action to create change
- Present Members of Congress (MoC) with opportunities to take action to solve problems / influence policies that affect global health
- Measurable goals, Identifiable targets, Clear timeline

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Creating Shared Story

Medical students talking to other medical students - shared background

Shared commonality; started as medical students wanting to advocate on broader scale

Creating Shared Structure

Time and place for panel

Connect attendees to more experienced advocates, connected to coach -- creating strong network

Creating Shared Relational Commitment

Open communication to build relationships

Creating Shared Strategy

Giving basic tips relevant to medical student audience

Creating Shared Measurable Action

Can count # people attended - measure response

Being social advocate for patients

Met with representative prior to event

Let's See An Example

We hosted two meetings in 2020 that took deep dives into what universal health care means here in the U.S. and globally. We invited a semi-retired physician representing Physicians for a National Health Program (PNHP) to speak to us about the menu of health care reform options presented by the 2020 Presidential candidates. This meeting broke down the different reform options so we could better understand and fight for Medicare for All. The second meeting was with Dr. Alishya Mayfield, former Senior Clinical Advisor at PIH and currently the Chief Medical Officer at PIVOT. She helped us understand the history of the global push for Universal Health Care (UHC) and the difference between "care" and "coverage". *-Seattle team*

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Creating Shared Story
Medicare for all, importance of politics and impact on access to health
Domestic and international view

Creating Shared Structure
Communicated with doctors
Organized two meetings
Location for meetings

Creating Shared Relational Commitment
Learn more about PIH and healthcare
Common group of PIH people
Informed action to promote equitable distribution of healthcare

Creating Shared Strategy

Tell people it's going on (including PIH members)
Having renown speakers
Be able to have more informed discussion (with all PIH people)
May have had debrief afterwards

Creating Shared Measurable Action

Inspiring members to tell others about PIH and universal healthcare

fundraising before meeting and goal for after meeting