

ACA Anniversary Planning Meeting Women's Organizations – 02/24/2011

Agenda:

- Broad Overview of week of activities
- March 24th - Focus on how the act benefits women- what we can do to draw attention to the day and messaging around it.
- Brainstorming about activities

Overview of the National Activities

Organizations that support the Affordable Care Act are planning a week of anniversary celebrations. The week of activities will surround different populations that benefit from the law and provisions in the law.

Monday, March 21st – Seniors

Tuesday, March 22nd – Small businesses and jobs

Wednesday, March 23rd – Patient Bill of Rights (Anniversary date of signing)

Thursday, March 24th – Women

Friday, March 25th – Young people

Brainstorm of Possible Activities

These are different activities that organizations can use to educate their communities about the health care law on its anniversary.

- Rally in local areas with Members of Congress or members of state legislatures
- Press conference in area with women who can talk about how they are benefiting from the law
- Health care house parties
- Webinar to share on the day
- Education events- tabling, doing work shops
- Op-Eds / letters to the editors
- Helping members of state legislatures to write floor speeches
- Blog Carnival
- Tweet Chat- finding a common hash tag that we all could use
- Action alerts to Governors
- Coordinated action like a picture action (women to hold up picture of how they are benefitting from the law)
- Sharing real people stories
- Coordinated Facebook / Twitter action
- Incorporating importance of health care into speeches on women's history month
- Model blog posts
- Draft newsletter articles to share with organizations with newsletters

Resources organizations have to support activities

- *Health Information Center*: Administration will work with organizations to have White House surrogates or local champions attend events in states and districts (large and small events).
- *Moms Rising*: Over 1,000 stories from women catalogued by state. Available here: <http://www.momsrising.org/files/MomsRisingStories.pdf>
- *WREI/NCWO*: Access to NCWO listserv to send out information to 12 million women from across the country
- *GWU Jacobs Institute/Maryland Women's Health Coalition*: Help provide access to GWU facilities to hold events.
- *NWLC*: Provide toolkit for organizations to be able to use resources; contact organizations that are not in attendance but have affiliates and might be interested

Organizations Share Possible Activities

NWLC

- Toolkit for organizations; other organizations have documents we can package together
- Canned webinar for organizations to use
- Tweet chat
- Blog carnival
- Small business day webinar

Raising Women's Voices:

- Photo action "I like health reform because..."
- Happy Anniversary Happy Hour

Moms Rising:

- Putting together a book that we're going to distribute to congress and the administration.
- Pitching these stories to the media and the media is really all over them.
- Working with our members to submit letters to the editor.
- Blog-a-thon, which might make sense to do together. We want to get very different organizations and moms to talk about why the ACA is positive.
- Providing stories to legislatures to reach out- there are a lot of great ways to work with legislatures to distribute social media.

NAPAWF:

- Working with Asian American ally organizations to do birthday party
- Working with California Young Women's Initiative; Focus is on young women's sexual health and access to information.

Black Women's Health Imperative:

- Working with students at historically black colleges and universities to talk about health care law.