

REPRODUCTIVE HEALTH COALITION



DAY OF ACTION TOOLKIT

JUNE 24

INTRODUCTION

Mission

The Reproductive Health Coalition is a wide-range of health professional associations and allied organizations who advocate with a unified voice to protect access to reproductive care.

Tenets of the Coalition

- A patient's right to dignity, autonomy, privacy, and the expectation of a trusted relationship with their clinician.
- Protection of the clinician's ethical obligation to provide care, including their access to comprehensive training.
- A commitment to an evidence-based approach to policy and practice.

This document includes everything you need from creating an event, organizing logistics, and having a social media presence. There is something for everyone here, whether you want to host an event or encourage individuals to show solidarity wherever they are.

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QUICK TIPS

Planning Events

- An overall timeline for planning and hosting an event

Hosting an Event

- How to plan and execute an event
- How to approach a local partner or organization
- Social media engagement

Reaching Out to Local Media

- Notifying media about event
- How to contact a local reporter
- A sample media advisory to alert reporters of the upcoming event
- A sample news release summarizing the outcome of the event (an example in the following pages)

Mobilizing Individuals

- It's important to empower every person to know that they have a voice
- Encourage individuals to come to the event
- Those who don't come to the event can be encouraged to participate in other activities
 - Wear green
 - Wear buttons
 - Send emails
 - Post on social media

No activity can be too small or insignificant. We need everyone's voice!

Mobilizing Institutions

- Ask your institution to make a statement on their social media page or website
- Ask your institution to send out notices to employees about their stance on reproductive healthcare access
- Suggest other ways to show solidarity, depending on their comfort level, using the color green

BEFORE THE EVENT: PLANNING

01. Choose a Date, Time, Location
02. Recruit Partners to Work Together
03. Speaker Selection
04. Material Preparation and Logistics
05. Recruit Attendees
06. Prepare Materials

CHOOSE A DATE, TIME, & LOCATION



- Rallies are often held during business hours (starting no earlier than 8:30 a.m. and ending no later than 4:30 p.m.), when we have the best chance of getting media and the attention of Congress.
- The lunch hour is often the best time during the business day to turn out the most people — and it's a convenient time for reporters.
- If your city has a central town square, this can also be a great location.
- You can also consider a local school or organization headquarters. Or maybe it makes sense to pick a location that ties to the issue you're focusing on.
- When choosing a location, consider the accessibility, parking and visibility — to the public and the media.
- If you have an event outside of a member of Congress' office, it's a good idea to call them as soon as you've determined your date and time. It's great to ask if you can meet with their office before or after the event.

RECRUITING PARTNERS



Where to Start

Interested in forming a Day of Action Working Group?

Here are some things to consider:

1. Provide organizers with the Reproductive Health Coalition member contact list
2. Invite the organizations to collaborate on planning and executing a Day of Action event
3. Brainstorm a list of state progressive medical/health care organizations
4. Create a [Name of State/City] Day of Action working group,
5. Follow the steps noted in the toolkit

SPEAKER SELECTION



To Do:

1. Build a speakers list
2. Distribute personal invitations
3. Suggest a deadline for confirming speaker acceptance.

Who to ask?

- Healthcare experts
- Everyday people with compelling personal stories related to the issue
- Community leaders
- Clergy
- Local/State Elected Officials*: Mayors, state representatives, state senators, city council members and others in the area.

Once speakers are confirmed, hold a conference call to discuss the potential agenda and topics for each speaker. It's very important that you prepare your speakers well.

Source: Moveon.org

*Per IRS, 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office.

MATERIALS, PREPARATION & LOGISTICS

Permits

In most communities, you do not need a permit to stand on public property — including public sidewalks; however, depending on the location of your event, you may want to check with local authorities ahead of time.

Audiovisual Needs

- Sound systems - if you are in a large city where you have had large crowds in the past, you should arrange to have at least a basic sound system.
- Check for permit requirements
- Televisions / projectors

Roles for the Day

- Greeter: attends to the people who come to your event, greeting them as they arrive, talking with them, making them feel welcome, and signing them in.
- Emcee: starts and concludes the rally, introduces speakers, and keeps the program on time
- Cheer-leader: leads chants and cheers at the rally.
- Visuals & Sign Coordinator: coordinates a group of folks who will make or print signs and other visuals for the event.
- Media Coordinator: keeps an active account of the activities of the day

RECRUIT AN ATTENDANCE

- Create a flyer that can be printed and/or emailed to promote the event
- Mail and/or email flyer to schools, PTAs, houses of worship, community organizations, etc., for distribution to build audience attendance
- Post event information on social media, including Facebook and Twitter, and share with followers/friends/like-minded organizations for cross promotion.
- Customize the email invitation using the template, and send it to potential event attendees.
- Tailor the media advisory template to your event, and email the advisory to local reporters and media outlets. Follow up with phone calls.



PREPARE MATERIALS

You will want to make or print signs to hold at your event. Other materials you may want to have on hand include: sign-in sheets, copies of the media advisory, and notes about what you want to say.



SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Organization/Group Name

Address

Date

[LOCAL CITY, STATE] - XX Organization stands with the Reproductive Health Coalition in Solidarity in Observance of the Dobbs Decision on June 24, 2023

June 24, 2023 is the one-year anniversary of the United States Supreme Court's decision in *Dobbs v. Jackson Women's Health Organization*, eliminating the constitutional right to abortion. Over the past year, we have seen increasing restrictions to abortion access at the hands of state legislatures and judges at the state and federal level, resulting in incalculable harm to the women and people of this country. We have seen this entirely predictable crisis unfolding all over the country. Not only are individual patients suffering gravely, but healthcare providers are facing moral injury and criminal prosecution. Doctors are leaving states where they are forbidden, by law, to practice evidence-based healthcare, and the suffering of the patients in those states is magnified as this crisis deepens.

To observe the one year mark of this assault upon reproductive autonomy and healthcare, which continues to worsen this country's maternal morbidity and mortality crisis, the Reproductive Health Coalition will stand in solidarity with other groups to affirm, with one voice, that abortion is essential health care. Decisions regarding abortion must be made by patients in partnership with their trusted healthcare practitioners, without interference of legislators, politicians or judges.

OPTIONAL QUOTES: (Or add a quote from your local organization)

"We must unite to stop politics from intruding into our exam rooms, all people need unimpeded access to healthcare." - Dr. Elizabeth Garner, Board President, American Medical Women's Association.

"On this day of observance, let us come together and commit to reversing the harmful laws and stigma that malign abortion and return it to where it should have always been: abortion is an essential component of the comprehensive spectrum of reproductive health care."

- Dr. Meghana Rao, Board President, Doctors for America.

When:

Where:

What to expect: [Insert one line about what your event will host- if it will have a keynote speaker. Highlight those details here.

Follow us on social media! [INSERT EVENT TWITTER, INSTAGRAM, FACEBOOK, ETC]

About the Reproductive Health Coalition

The Reproductive Health Coalition (RHC) is a wide-range of health professional associations and allied organizations that advocate with a unified voice to protect access to essential reproductive care. The tenets of this work include a patient's right to dignity, autonomy, privacy, and the expectation of a trusted relationship with their clinician; protection of the clinician's ethical obligation to provide care, including their access to comprehensive training; and a commitment to an evidence-based approach to policy and practice. Over 40 organizations participate in the RHC, collectively representing more than 150 million members. The RHC was founded by the executive directors of Doctors for America and the American Medical Women's Association. Click [here](#) for more information.

SAMPLE SLOGANS

They Play Politics, We Practice Medicine

Stop Criminalizing Standards of Care

Stop Legislating Malpractice

Abortion is Essential Healthcare

Judges Should Not Legislate Medical Care Decisions

Bodily integrity is a human right! It's not up for
negotiation.

Stop Criminalizing Essential Reproductive Healthcare

Patients & Clinicians - No Room for Legislators

Prevent Legislative Interference in Healthcare

FLYER SAMPLES

For flyer templates, [click here](#) for samples.

DURING THE EVENT: INITIATION

HOT TIPS



- The public event should take no more than one hour.
- Arrive at least 60 minutes early
- Typically some folks will show up early, and you'll want to be there to greet them
- Start as close to on-time as possible. Don't wait more than ten minutes after your advertised start-time — especially if any reporters are there.
- People often tend to huddle close together — and this often makes their signs less visible and makes the crowd look smaller. Encourage folks to spread out and to make their signs visible to the public and the media.
- Chants are often a great energizer.
- Have fun!

SAMPLE AGENDA

Starting at 11:45 am – Greet reporters as they arrive. You can usually identify reporters as people with notebooks who aren't participating in the rally. TV reporters usually arrive in vans with TV station logos on them and will have large cameras. Radio reporters often have visible recording equipment also.

11:45-12:05 – As people arrive, greeters welcome them and sign them in

11:45-12:10 – Lead the crowd in cheers and chants. Again, it's best if someone is set up with a megaphone or other sound system for this

12:10-12:15 – Emcee officially starts the event, thank people for coming, and briefly states why you are all there. You should let people know how long the rally will go.

12:15-12:20 – First speaker (introduced by emcee)

12:20-12:25 – Second speaker (introduced by emcee)

12:25-12:30 – Third speaker (introduced by emcee)

12:30-12:40 – The emcee wraps up prepared statements and takes questions from the media

12:40-12:50 – Continued chanting and cheering

12:50-12:55 – The emcee thanks people again for coming and repeat any important next step actions people should take.

AFTER THE EVENT: FOLLOW-UP

Debrief

- Hold a meeting to discuss your rally and talk about next steps
- Plan the gathering to take place within 10 days of your rally



Follow Up With Folks Who Attended Your Rally

- Call through your sign-up sheets to thank people for coming and ask them to attend the debrief/next steps meeting.
- Share any news coverage and press clippings with attendees.
- Send a thank-you note to any of the speakers from your event.



HOW ELSE CAN YOU GET INVOLVED?



WEAR GREEN
IN SOLIDARITY



WRITE AN OP-ED



DONATE TO OUR WORK



REGISTER TO
VOTE!

(ENCOURAGE OTHERS AS WELL)



ENCOURAGE OTHERS TO
PARTICIPATE

HOW ELSE CAN YOU GET INVOLVED?

SOCIAL MEDIA

POST ON
INSTAGRAM

POST A TWEET
ON TWITTER

SAMPLE HASHTAGS:

#DayofAction

#RoevWade

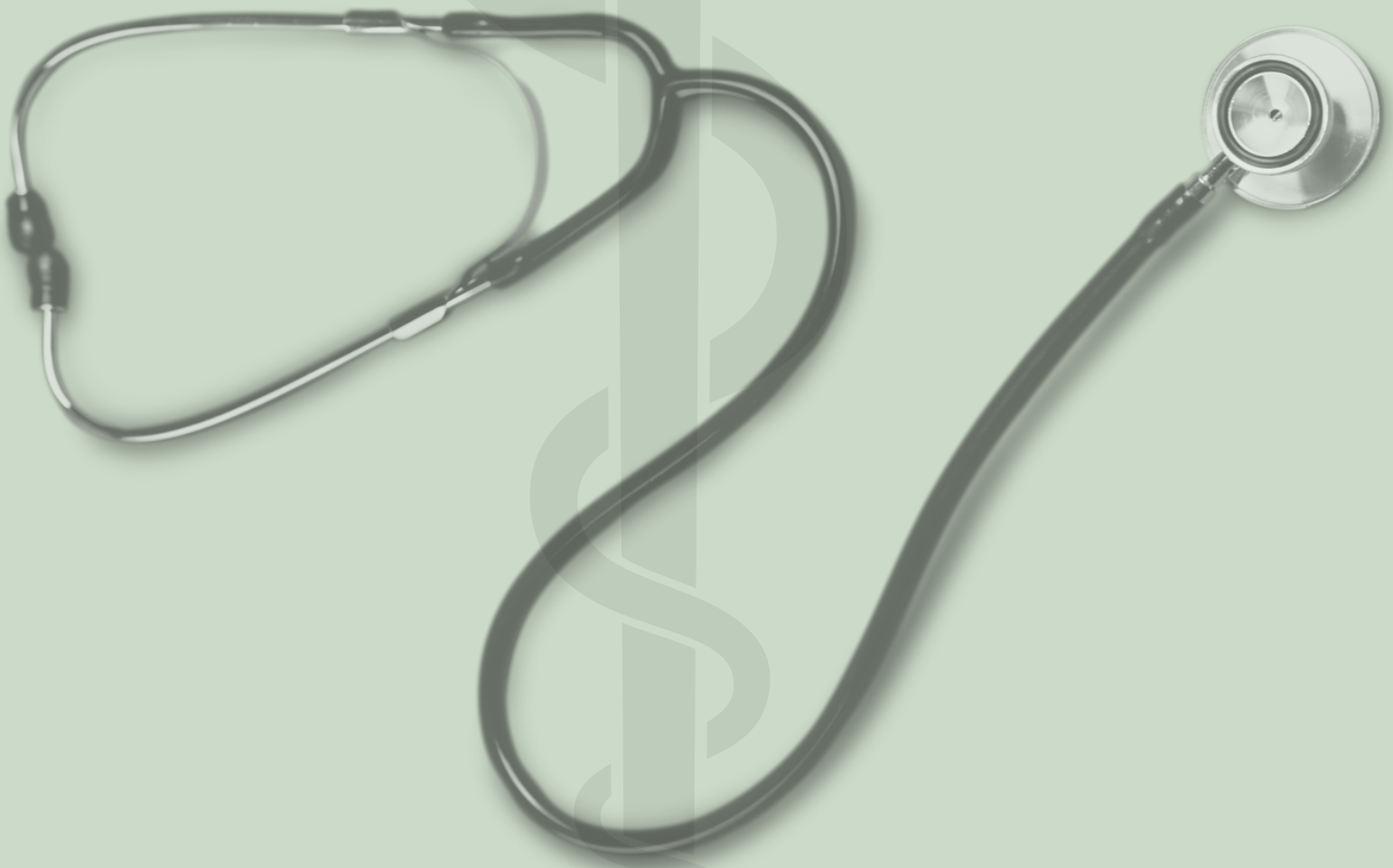
#AbortionIsEssentialHC

#NationalDayofAction

#BodilyAutonomy

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Have questions/feedback?

[Submit them here.](#)