

Starting a Medicare for All Hub

What is a Hub?

- A hub is a **local organizing group affiliated with Mass-Care, the statewide campaign to win Medicare for All**. This can be a group specifically created to advocate for single-payer healthcare, or a multi-issue organization that commits to supporting single-payer organizing work in a particular town or area.
- **A Hub's primary goal is to build support within their district for Medicare for All, and mobilize on behalf of single-payer legislation**. A hub takes primary responsibility for their State Rep, and works in collaboration with neighboring hubs in lobbying their State Senator and Members of Congress.
- It is the **basic unit of grassroots, neighbor-to-neighbor outreach and education** about Single Payer Healthcare.
- Our goal is to have at least **one hub in each State Representative district** in Mass., carrying out effective organizing work. The purpose is to build a strong grassroots movement across the state that will enable us to win Medicare for All in the State House, and to move the Mass. delegation in Congress.
- There can be **more than one Hub in a legislative district** and if so, those hubs should coordinate their organizing and lobbying activity. **One group can also cover more than one legislative district**, if they have the capacity to do so.
- In order to be designated as a Hub of Mass-Care, the group agrees to carry out the basic Hub responsibilities described below and to work in a collaborative way with our Grassroots Organizing (GO!) Team.

How to form a Hub?

- **To be listed as a Hub, an organization (or group of activists) will first organize an educational event or action for Medicare for All**. We recommend starting with internal education with your own members or the community you want to organize. If your group has already organized a single-payer event or action recently, then you are ready to sign up as a Hub!
- **A Hub should designate a primary contact person(s) for new people in your district who want to get involved and have an onboarding process to plug them into organizing work**. Mass-Care will list contact info for every Hub in the state on its website. An “on-

boarding process” can be as simple as a monthly meeting that new folks can attend, or it could be someone designated to have 1-on-1 meetings with new volunteers, to help them get involved.

- **Finally, each Hub should work with Mass-Care to develop a strategic plan to move their legislators.** For legislators not on board with single-payer legislation, this means trying to win them over as co-sponsors; for legislators who are already co-sponsors, it means trying to move them into leadership roles such as joining the Medicare for All Caucus, co-hosting events in the district, and convincing other legislators, especially those on the Health Care Finance Committee.

Effective Hub organizing:

To be the most effective, local groups organizing for Medicare for All should focus on three areas of work - prioritizing the areas that are most needed for your district and your Hub’s current size and strength:

1. **Outreach/Coalition Building:** Growing your base of single-payer activists and allied organizations to have enough power to move your legislators, and to build the regional and statewide movement;
2. **Internal Education/Leadership Development:** Educating your activists about Medicare for All and providing enough support and training for them to become effective leaders; and
3. **Medium-Term Campaigns within a Long-Term Strategy:** Having a strategic plan for each of your legislators and being disciplined about running only medium-term actions and campaigns that advance this strategy.

One common pitfall for Hubs is to focus exclusively on one of these activities: e.g. continuing to lobby a legislator with a small number of people, but without enough power to move them; or focusing too much on internal education and policy discussions, without deploying your members to do public outreach and pressuring your legislators.

If you feel you have enough activists and allied organizations to win - focus on lobbying, and continue base-building to support and inspire the movement in your region and the state.

If you feel you don’t yet have enough power to move your legislators - focus on base-building, coalition building, and leadership development!

These are a few tips for becoming a more powerful Medicare for All Hub!

- **Internal Education** – Hubs usually begin by learning more about Single Payer themselves. Invite a Mass-Care speaker, watch *Fix It* (the documentary) as a group, or review the slide show about proposed legislation in Massachusetts. Subscribe to Mass-Care’s and Healthcare-NOW’s email list; follow us on Facebook and Twitter.
- **Public Education / Outreach** – Show a movie such as *Fix It* with a community discussion afterwards; host a house party; table at community and social justice events; write letters to the editor; collect petition signatures or story bank in busy pedestrian areas of your district; post on social media. Talk to your friends, neighbors, and co-workers; discuss their questions and concerns; and recruit new activists!
- **Lobbying** - Meet with the State Rep and Senator in your district; raise Single Payer as an issue with local and statewide candidates for office; ask your Member of Congress to endorse Single Payer nationally or join the Medicare for All Caucus; join Mass-Care’s Lobby Days and Hearings at the Statehouse; run a non-binding ballot question in your legislative district in election years.
- **Medium-Term Campaigns:** If your legislator(s) is not willing to support Medicare for All yet, you can run campaigns to win the support of intermediate institutions and individuals that will have an impact on your legislator: City Councils, Boards of Aldermen, Ward Committees, Neighborhood Councils, Local Businesses, Local Nonprofits and grassroots organizations, Mayors and other key individuals in the district. Right now there are national and state campaigns to pass Medicare for All resolutions through municipal bodies - this can be a great medium-term campaign for local groups.

For more information, contact Mass-Care’s Go! Team:

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In Western Mass: info@wmMedicareforall.org