

Patient Solidarity Rally for Affordable Access to Medicines

Where: Joslin Park (Next to Joslin Diabetes Center) 1 Joslin Pl, Boston, MA 02215 to Harvard Medical School Quad

When: March 27th at noon or March 29th at noon (if there is rain)

Who: RCA members, Joslin clinicians and patients, other health care professionals from around Longwood, patient advocacy groups.

Why (for our own understanding and to supplement any outreach efforts):

New Health and Human Services Secretary, Alex Azar, who is directly responsible for increased insulin prices during his 10 year tenure as CEO of Eli Lilly needs to listen to the patients and healthcare professionals his new role will directly impact. Across the street is Joslin Diabetes Clinic, where the first patients with diabetes were provided hospice care while they slowly and inevitably died from failed starvation diets and a lack of insulin. Then in 1922, two scientists, Drs. Banting and Best at the University of Toronto, discovered a vital protein capable of bringing patients with diabetes back to health for the first time in human history. Following the success of the Polio vaccine and its near global eradication from improved access, Drs Banting and Best sold the licence for their new life saving medicine, insulin, for one dollar. Unfortunately their aspirations of global access to this essential therapy was never seen as newer synthetic insulins resulted in increased patent lives and decreased market competition resulting in patient bankruptcy and death from an otherwise entirely manageable condition. Now almost 100 years since insulin's initial discovery as a life saving therapy, half the world's population is still without regular access and patients, just like they had to back in 1922, are relying on starvation diets and insulin rationing, with the same inevitable conclusion...

Under Azar's tenure at Eli Lilly, the price of insulin has gone up over 700% in the last 20 years without any significant improvements to the medicine. Simultaneously, the other 2 global manufacturers of insulin, Novo Nordisk and Sanofi, also raised the price of their insulins, furthering anticompetitive corporate practices and reducing patient access. Insulin prices in the United States are the highest in the world with out of pocket costs in the thousands monthly for patients with insulin dependent diabetes who require multiple medicines and are without insurance.

Today we stand in Longwood Medical Center, home to some of the world's greatest medical innovators and health care providers, across the street from Joslin Diabetes Center, where some of the world's first ever patients with diabetes were given a chance to thrive with their condition, rather than it being a guaranteed death sentence. We stand in solidarity with those who have and the countless more who still will die stupid, preventable deaths because of a lack of medicines needed to live.

We Right Care Alliance stand in solidarity with patients and health care professionals here in Boston, the United States and across the world in this struggle and are currently leading a campaign to dive deep into the barriers to affordable access to essential medicines. If you want to get involved email us at organize@rightcarealliance.org or follow us on fb at: twitter:

CAMPAIGN FOR AFFORDABLE INSULIN

Right Care Alliance Patient Solidarity Rally

We, Right Care Alliance, stand in solidarity with those who have died and those who will die preventable deaths due to a lack of access to the medicines needed to survive. We call on the Longwood Medical Area, home to some of the world's greatest medical innovators and health care providers, to join our fight to improve access to these essential medicines, starting with insulin.

March 27th, 2018 12:00PM - 1:00PM
(rain date: March 29th, 2018 12:00PM - 1:00PM)

Joslin Park (Next to Joslin Diabetes Center)
1 Joslin Place, Boston, MA 02215

For more info email: organize@rightcarealliance.org

R I G H T C A R E
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Day of Event Timeline:

- 12:00PM Gather at Joslin Park
- 12:00PM-12:10PM Intro announcement and reason for event
- 12:10PM-12:30PM March with signs and chants to Harvard Medical School Quad
 Need to clearly define messaging for signs and chants
 Get to quad, everyone sits and speaker begins
- 12:30PM-12:35PM First speaker -
 describe insulin problem, numbers, severity
- 12:35PM-12:40PM Second speaker -
 person with diabetes discuss life with diabetes, patient access challenges and implications, need to act and change policy.
- 12:40PM-12:45PM Various people in crowd stand up and share a story "I am X, I died on X date bc I couldn't afford my insulin." -
 - Have mic-check, person stands up and says story, crowd replies it, do we do die in?
 have some sort of response from crowd
- 12:45PM-12:55PM RCA representative wraps up discussing how insulin is just one piece of puzzle, why we need to act to change drug pricing, what RCA is doing to address problem, how people can join the movement.
- 12:55PM-1:00PM Group photo and list building

TO DO LIST

- ___ Intro speaker - Chris placeholder for someone outside RCA
- ___ First speaker - Leigh placeholder
- ___ Second speaker - Deirdre placeholders
- ___ Third speaker - Vikas/RCA rep to wrap things up
- ___ Collect stories - how many? - Chris's friend, Dierdre's two, gofundme story and Smith
 - *liberty bell to go from story to story
- ___ People volunteer to read stories - who?
- ___ Get signs made and write chants - ¾
- ___ Everyone push for outreach!
- ___ Finalize flyer for March 24 to hand out
- ___ Finalize flyer for March 27 during action
- ___ People print and distribute flyer: for now can use Chris's simple promo above
- ___ Draft outreach materials ie email and social media templates (Need ASAP)
 - *Share the facebook event: <https://www.facebook.com/events/174873436636783/>

Draft Outreach Email:

Dear _____,

My name is _____ and I'm an organizer for RCA Boston, a local chapter of Right Care Action, which is a growing grassroots non-profit organization dedicated to advocating for people's right to healthcare. This year, Right Care Alliance is advocating for improving people's affordable access to essential, lifesaving medicines, beginning with insulin. To stand in solidarity with patients who are struggling to afford the medicines they need to survive and to pay our respects to those who have lost their lives because of high medicine prices, we are calling on healthcare providers of the Longwood Medical Area community to join us in this fight and demand change. Can you join us for a Patient Solidarity rally at noon on March 27th starting at Joslin Park and ending at the Harvard Medical School quad? Could you help us organize others from your network to help make this event a success? Please feel free to share the flyer and facebook event attached amongst your network as well. If you have any questions I'm happy to connect over the phone to discuss the rally further. <https://www.facebook.com/events/174873436636783/>

Onwards in solidarity,

Tweet Bank:

Join [@RightCareNow](#) for a Patient Solidarity Rally, meet in Joslin Park on March 27th at noon to stand in solidarity with the countless many who have died due to a lack of the essential medicine, insulin. The time to act is NOW. #insulin4all #righttohealth #patientsolidarity

Without regular #access2insulin people with diabetes will die. Join @rightcarenow on March 27th at noon at Joslin Park for a Patient Solidarity Rally to demand #insulin4all.

#insulinpricing has gone up 3X in the past decade, it's time to say enough is enough and demand #transparency in pharmaceutical pricing. Join @RightCareNow March 27 in Joslin Park at 12 to stand in #solidarity with patients and call for #affordablemeds!

One too many people with diabetes have died due to a lack of #access2insulin. Join @rightcarenow on March 27th at noon at Joslin Park for a Patient Solidarity Rally to demand #insulin4all.

While @CecAzar was CEO of [@LillyPad](#), insulin humalog rose from \$122 in 2013 to \$274 in 2017. Join @rightcarenow on March 27th at noon at Joslin Park for a Patient Solidarity Rally to demand @SecAzar to clean up his mess and improve #access2insulin. #insulin4all