



Why Listening Booths?

The listening booth is temporary spot, placed in a public park, a hospital lobby, a transit station, or anything else, where we invite passersby share stories and perspectives about healthcare costs. We ask people to share their personal stories as well as their ideas for why health care is so expensive and how to make it more affordable. The booth itself is not fancy or complicated – you can transport the materials on the back of your car or on public transportation, and can set up in less than 10 minutes. We'll collect these stories to use as a platform for transforming healthcare.

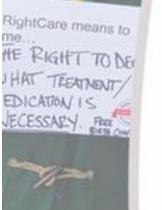
Right Care Action Week 2017 is going to be the kickoff to a bigger campaign for the Right Care Alliance. All of the events will collect stories as evidence of why the health care system prioritizes patients over profits. Everybody who attends an event will fill out a sign-up form, and then event hosts will follow up with them to invite them to get more involved with the RCA.

Right Care Action Week is about finding more people to get involved with our network, and to take action together!

Preparing for the Event:

- **Step 1:** Sign up on rightcareactionweek.org to let us know that you're doing a Listening Booth. Fill out the RCAW Interest Form form to share details.
- **Step 2:** Choose a place to set up your booth with room to chat with passersby. This can be a park, a parking lot, a public outdoor space with an overhead cover in case of rain, or a lobby in a school, hospital, community center or other building.
Note: You may need a permit to run your booth in your chosen location. This may take a few weeks, so plan early!
- **Step 3:** Find a table, 3 folding chairs, and a way to display a Listening Booth Sign or Banner. (You can download an image and instructions for printing the sign [here](#). The Right Care Alliance has a few banners we can send around the country. To request a banner for your event, contact rcaw@lowninstitute.org with the location and date of your event.)

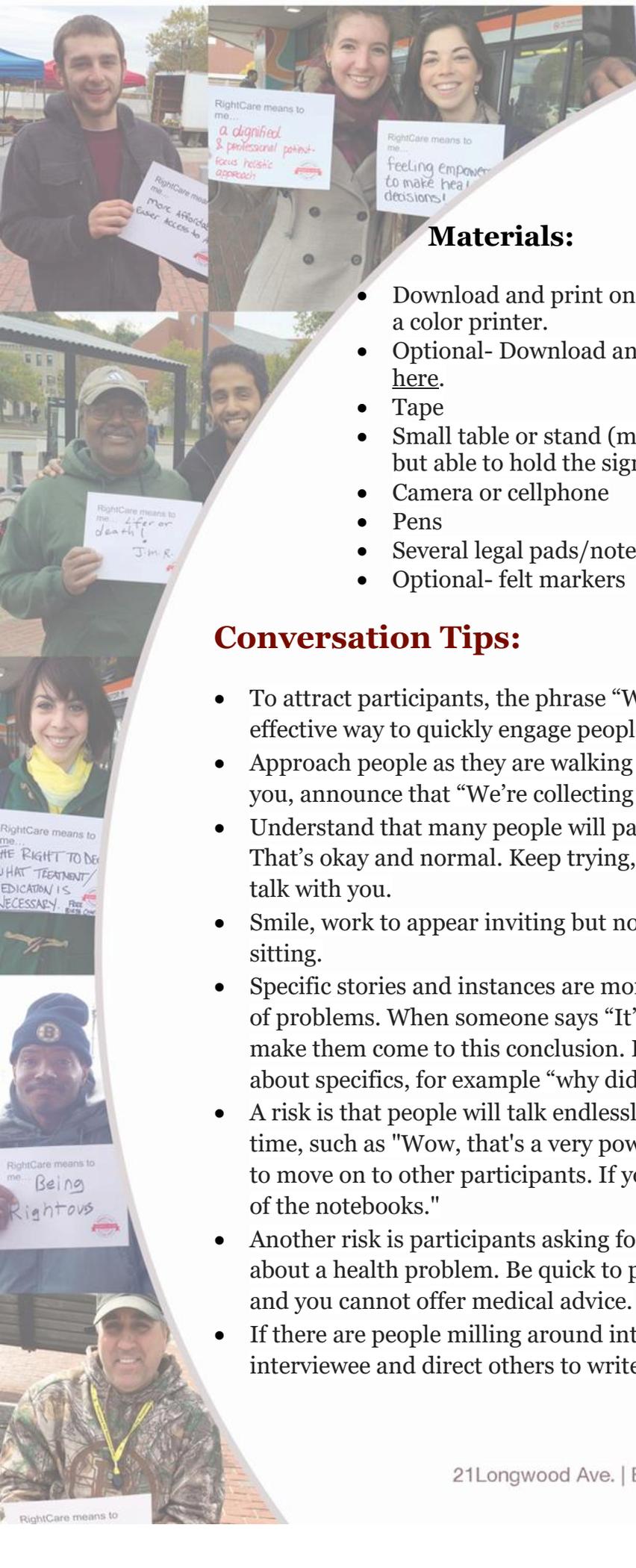




- **Step 4.** Find others to run the table with you. Ideally you'll have at least 2 people managing the table at all times.
- **Step 5:** Contact your local newspaper ahead of time to let them know when and where you will be conducting the listening booth, and why this is important.
- **Step 6:** Prepare a quick introduction. Sample: "Hello, my name is _____. We are collecting stories about healthcare costs. We think that costs are too expensive, and we want to hear ideas and perspectives from other people." Once you're in the conversation, additional questions could include: What do you think about the costs of healthcare? Are they too expensive? Have you changed any of your care because you couldn't afford it?
- **Step 7:** The day before the event, remind everybody who agreed to staff the table. Remind them that you are excited for them to be there.

Day of the Event:

- **Step 1:** Set up with table, with 1 or 2 listening booth signs or banners. Make sure there is a comfortable spot for participants to write up their stories if they don't want to talk. Explain that all the material will be reported anonymously, unless they want to provide their names.
- **Step 2:** During the conversation, *be sure to share a few sentences about yourself!*
The best way to build a connection with somebody is to share your story first, so introduce yourself and share why you care about making change in healthcare.
- **Step 3:** Take photos! Don't forget to use the banners and signs in your photos. Tweet your photos using the hashtag #RCAW17 and then share them with us at rcaw@lowninstitute.org
- **Step 4:** Keep track of the key themes and stories that emerge from each conversation. After the event, everybody should share their takeaways. Designate one person to fill out the Event Summary Form on rightcareactionweek.org



Materials:

- Download and print one or two 8.5 x 11 inch signs [here](#), preferably with a color printer.
- Optional- Download and print ~20 "What RightCare Means to Me" signs [here](#).
- Tape
- Small table or stand (music stand, card table, something easily portable but able to hold the sign to create a sense of a booth)
- Camera or cellphone
- Pens
- Several legal pads/notebooks for people to write their stories
- Optional- felt markers

Conversation Tips:

- To attract participants, the phrase “We’re collecting stories about healthcare” is an effective way to quickly engage people.
- Approach people as they are walking near you. Once they are about 6 feet away from you, announce that “We’re collecting stories about healthcare. “Can we hear yours?”
- Understand that many people will pass by and won’t talk to you. That’s okay and normal. Keep trying, and you’ll find at least a few who are excited to talk with you.
- Smile, work to appear inviting but not pushy. Standing is more approachable than sitting.
- Specific stories and instances are more powerful than simple endorsements of problems. When someone says “It’s too expensive,” ask them what happened to make them come to this conclusion. Keep asking about specifics, for example “why did you make that decision? So why?”
- A risk is that people will talk endlessly about their illnesses. Prepare a phrase ahead of time, such as "Wow, that's a very powerful story. I appreciate you sharing it, but I have to move on to other participants. If you would like to share more, please enter it in one of the notebooks."
- Another risk is participants asking for medical or other advice about a health problem. Be quick to point out that this is about listening and you cannot offer medical advice.
- If there are people milling around interested in talking, feel free to briefly pause your interviewee and direct others to write in the notebooks.



Sample Invitation Letter



The best way to ask somebody to help you run the listening booth is to talk to them in person. (Contact us at rcaw@lowninstitute.org for guidance and advice on this.) But it doesn't hurt to send somebody an email introducing the idea, and then meeting up in person to talk more. Here's a sample email.

Dear Mike,

I hope this email finds you well.

I'm writing today to invite you to participate in an event called a Listening Booth. This booth is a temporary spot, placed in a public park, a hospital lobby, a transit station, where clinicians can invite patients, families, and community members to share stories and perspectives about what does and doesn't work in healthcare. Community members can ask these questions of clinicians, or have these conversations with each other.



This Listening Booth is part of Right Care Action Week, which will take place from October 15-21 this year, and is organized by the Right Care Alliance. The theme of Right Care Action Week is "listening," and we are concentrating on *truly* listening to patients, clinicians, family members and others talk about how we all think and feel about the healthcare system.

I am hoping that you will join me in running this Listening Booth and talking to people about their stories of healthcare. We'll be setting up the booth in [place] from [time] on [date].

What do you say – will you join me?

Best,

Your name here [and any other organizers]

