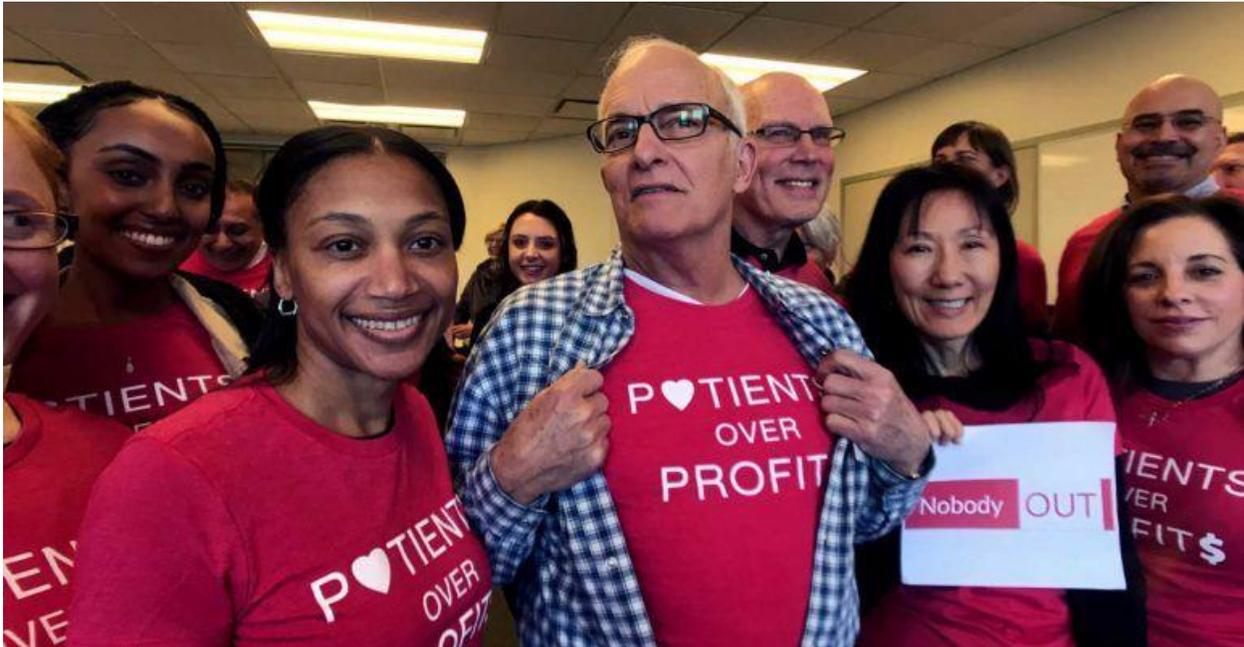


Guide to organizing an Insulin Rally/Protest



This guide has 5 parts:

- **Introduction**
- **Program**
- **Outreach**
- **Accessibility**
 - **Media**
 - **Supplies**
- **Event Program**

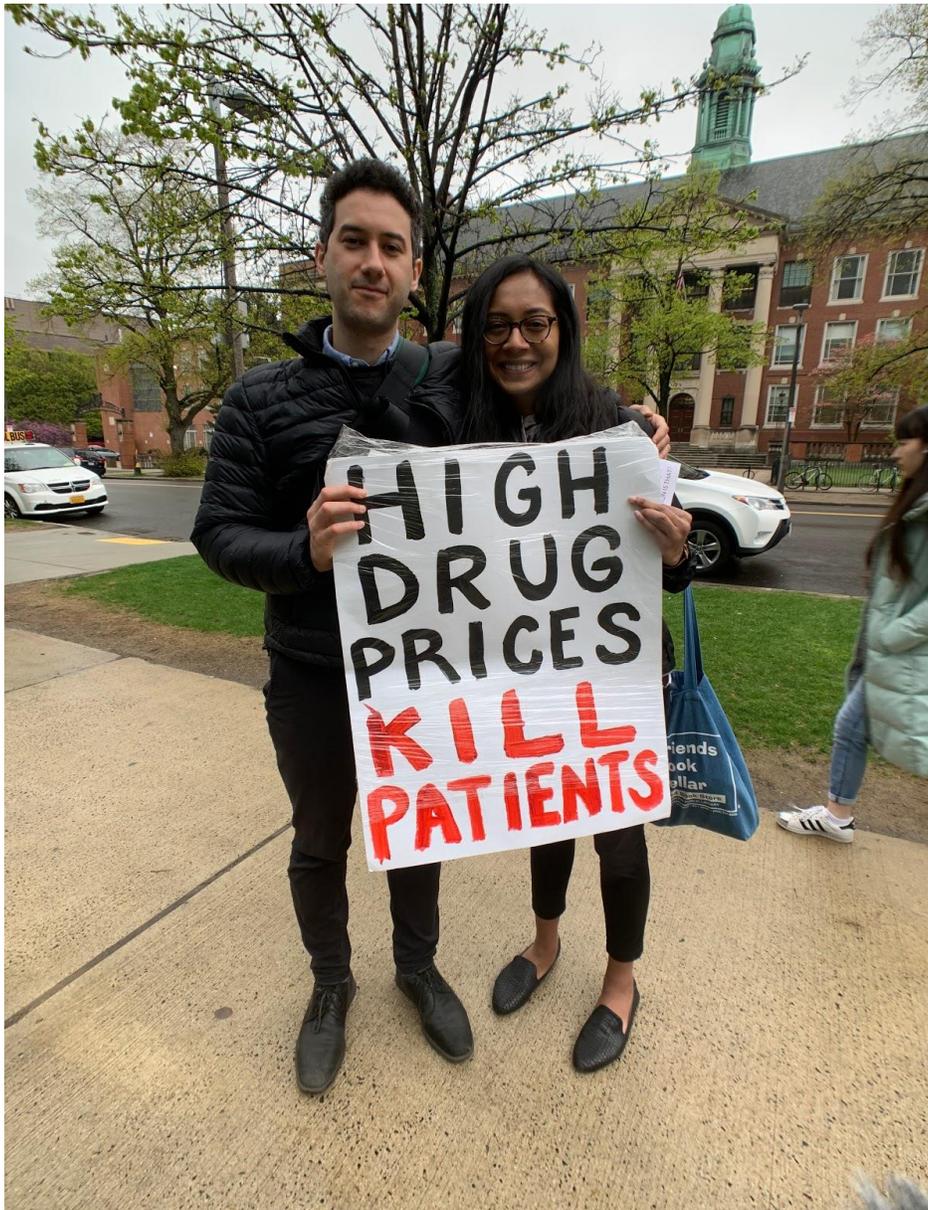
Introduction

Right Care Alliance members and friends across the country hold pharmaceutical companies accountable for putting profits over people's lives. We're talking about a fired-up protest, with speakers, chants and signs. Maybe some street theater. These events will draw attention to the crisis of insulin prices and will help all RCA chapters recruit more people to join our ranks.

You could also organize a Town Hall to hold a discussion with community members about how insulin prices got so high and what we can do about it. If you are interested in a Town Hall, please see the [Town Hall Toolkit](#) resource.

Whether you're a new health care activist or a seasoned organizer, this guide will walk you through the steps to put together your very own event.

When you know what event you want to do, [go to our website to sign up](#) and let us know what event you are doing so we can support your group. If you have no idea what you want to do, reach out to us at rcaw@rightcarealliance.org and we can talk through it together.



To prepare for this event, you will need to review the program, conduct outreach, reach out to media, and prepare supplies. Ideally there are a few people working together and supporting each other in each bucket.

Program

Several people should oversee creating a plan for the event and make sure everyone is prepared.

1. Review the program in the toolkit (see Sample Agenda below). Decide what you like and want to keep, and if there are sections you want to cut. If you don't have enough people for all of the roles here, you can shorten the program or have people speak multiple times.
2. Identify speakers, and work with them on what they are going to say. Ask them for a draft of their remarks a few days before the action so you can make sure they are prepared, consistent with the message, and so you can brainstorm with them any challenges. Speakers should be diverse in terms of identify (race, gender, age, ethnicity) as well as role within the health care system and relationship to insulin (patient advocate, nurse, friend of somebody who has Type 1 Diabetes, physician, etc)
3. Choose if/what you want to add anything. Direct actions can be incredibly creative. You could add a march, a die-in (when everybody pretends to die and lies on the ground for a few minutes), a dance party, a skit about pharma CEOs being filthy rich, and so much more.
4. Besides speakers, identify people to play the other roles.
5. Coordinate a poster-making party, when everybody gets together to make the portraits. (Please take and send photos of this!)

Outreach

Your goal is to make sure that people come to the action! **Everybody on the planning team should share the responsibility of recruiting people to show up.** You could even have a contest to see who on your team can bring the most people. If you do have this contest, let the Right Care Alliance staff know and we'll send you a prize.

The most effective way to increase attendance is by personally inviting people to come. Make phone calls to friends and family members, and ask in person if people will come to this rally. Explain why this rally is important to you, and ask if they feel the same way. Ask these people if they will help with the rally by bringing more people, making a poster, or playing a role.

Another method of outreach includes passing out flyers all over your community. Be sure to create a Facebook event and invite everybody you know. Consider reaching out on other forms of social media and be sure to send emails in addition to everything else.

Finally, think creatively. What do you think are good ways to spread the word?

Be sure that you are communicating with RCA Headquarters about your plans so we can help you promote your event!

Accessibility

Make sure that your rally is accessible and welcoming to as many people as possible. If you include a march, make sure to announce that anybody with walkers or strollers will be at the front of the march. Find an ASL interpreter to sign all of the speeches. Designate one person on your team who people can reach out to if they need any other accommodations to come and list that person and their contact info on all flyers, emails and materials about the event.



Media

Your goal is to reach out to members of the press and invite them to come. You can use the template press alert ([download from our website](#)) and include the talking points below. Be sure to follow up the press alert with phone calls multiple times a week in the weeks and days leading up to Right Care Action Week.

For more resources, use the fact sheet and flyer ([you can download from our website](#)), and talking points below.

Talking points:

- No mother should have to bury her child because they can't afford insulin. Insulin was first made available nearly one hundred years ago, but young people today are dying from lack of access to this life-saving drug.
- Insulin is a hormone that helps turn blood sugar into energy. People with diabetes take insulin because they have insulin deficiency or resistance. As many as 3 million Americans with Type 1 diabetes and 4 million with Type 2 diabetes require insulin to maintain their health.
- As many as 7 million Americans depend on insulin to stay healthy, and 3 million need it to survive. The price of this essential drug has tripled over the past ten years, making it unaffordable for many Americans. Last year, at least three young people died because they could not afford the insulin they needed to live.
- The "Big Three" insulin companies - Eli Lilly, Novo Nordisk, and Sanofi - raise prices to whatever the market will bear, unrestricted by regulations or competition from generics
- The price of insulin has tripled in the last ten years. People with Type 1 diabetes can spend up to \$1400 a month on insulin alone!
- For those who depend on it, insulin is like oxygen. Big pharma is killing Americans by raising the price of insulin!



Supplies

(The printed resources can be found on the [RCA Website](#))

- Portraits and sings
- Sign-up sheet (always write 2 names at the top of your sign-up sheet before you start the event, so nobody feels uncomfortable being the 1st person to sign up)
- Printed Flyers
- Printed agendas of the action
- RCA Banner - We have a few extra banners we can send, contact organize@rightcarealliance.org if you would like one.
- Bullhorn or Megaphone (if you don't have one contact rcaw@rightcarealliance.org and we might be able to help)

Event program

Here is a sample program for an Insulin Day of Action rally. Feel free to adapt to fit your own creativity and resources but be sure to always double-check your information for accuracy, and be respectful of the people whose stories you're sharing.

Roles

(If you don't have enough people to fill all the roles, you can have fewer speakers or have the same person speak multiple roles. You can do this action with as few as three leaders)

MC = the MC is the main speaker, who takes the mic in the beginning and end and introduces other speakers throughout. The MC leads chants and figures out when to chant.

Portrait storytellers = these people tell the stories of the people that you've made portraits for. The stories are very short and you can read from a script so this is a good role for someone who wants to speak but not have to memorize or give a long speech. One person can read multiple stories if you have more portraits than people.

Speakers #1, #2, #3, #4 = they should all be able to speak passionately about why insulin pricing and affordable drugs are important to them. At least 1 speaker should be insulin dependent. If you can't find anybody to speak in your area with diabetes, please contact organize@rightcarealliance.org and we'll help you find somebody.

Ideally 2 of the speakers are clinicians and 2 are patient advocates, but they can also be family members or loved ones, researchers, lawyers, or anybody else who cares about and has a connection to this topic. At least 1 of the speakers, and maybe more, should talk about how the pharmaceutical companies of Eli Lilly, Sanofi and Novo Nordisk could be selling insulin for less money but chose to keep the prices so high for their own greed.

Final Speaker = could be the same as the MC, this person should be one of the organizers of the event. They thank everybody for coming and talk about how much more we have to do together, but how this is a collective fight that impacts all of us. They encourage people to sign up to get more involved and give directions for a group photo that happens when they are done speaking. Close out the action with some chants or a song.

Stage Manager = they keep very close track of the agenda. This person goes up to all of the speakers right before it is their turn to speak. This person should not have a speaking role so they can make sure everything is on track.

Portrait Holder = this person holds the portraits for the speakers. Perfect role for somebody who wants to be visible but doesn't want to speak.

Clipboard Captain = this person is in charge of approaching and talking to everybody in the crowd, handing out flyers and asking them to sign up. This person needs to be able to act confident and outgoing, even if they feel shy and nervous inside! This person should approach passersby, explain what we are doing, and hand them a flyer. They ask everybody to fill out the sign-up sheet. **Ideally there are about 3-5 people in the crowd with clipboards, but at least 1 needs to be identified ahead of time.** The Clipboard Captain should speak with the other outreach people before the action starts to make sure everybody knows what to say and has practiced. The Clipboard Captain should check in with the other clipboard recruiters throughout the action to talk about how they are doing.

Photographer = this person takes photos constantly - of speakers, of people in the crowd, of everybody. After the action make sure to get a group photo, as well as smaller group and individual photos of people with their signs.

Videographer = this person takes a video of the rally, which can be posted on social media

Portraits:

Here is a list of portraits that Right Care Alliance members have made for past events on insulin prices. Please feel free to make more portraits for people in your group, or who know someone who is insulin dependent (or for a pharma executive who has made insulin inaccessible). The photos are all available for download on the [RCA Website](#).

You should try and make as many portraits as you can, given your group's time and resources. If you can't make that many, prioritize making posters of the people who died from lack of access to insulin, and next make photos of those who are dependent on insulin and are affected by high insulin prices.

Chants:

These chants can be used for if you are marching, or if there is time between speakers or between sections. The MC or whoever has the mic should lead the chants. If you plan on using chants, be sure to practice the chants with your group beforehand so everyone knows how they go. Feel free to make up your own chants as well!

Agenda:

This is a sample agenda, from the DC rally in April. Feel free to adapt or switch the order of portrait stories and speakers as it makes sense with your rally. If you would like to see how the rally looks in real time, you can watch a [video of the livestream here](#).

MC: Welcomes and thanks everybody for coming. Explains about the Right Care Alliance, the insulin campaign and the purpose of this action.

Share Three Portraits (hold up portraits and share the stories of the following 3 people)

Speaker #1 shares their story and experience

Speaker #2 shares their story and experience. If you don't have speaker #2, do some chants

Three More Portraits:

Speaker #3 shares their story and experience.

Speaker #4 shares their story and experience.

Three Final Portraits:

Final Speaker (can be the MC or somebody else) - thanks everybody for coming, talks about how we need to keep up the work together. Closes out by leading chants or a song.



After the event, send your Mother's Day Card with signatures to RCA headquarters. We will be delivering the cards to pharma offices in the week following May 12. Before you send your card, take photos of your Mother's Day card and blast on social media.