

2025 Spring Campaigns Council Report: NoVA Branch Medicare For All WG

Submitted on: March 31, 2025

Leadership

List the members of your leadership and their roles. Identify any gaps in leadership positions.

Co-stewards: Katie ST, Scott G

Roster Count

Core <i>(active weekly or leadership)</i>	Involved <i>(active monthly/bimonthly)</i>	Orbital <i>(active for wide calls to action)</i>
6	10	25

Campaign Overview

Issue <i>What is the problem you are trying to address?</i>	Demand <i>What is the solution to that problem that this working group proposes?</i> <i>Ex. Establish a District government run grocery store in each Ward through Council legislation.</i>
The US for-profit healthcare system is cruel, unjust, and wholly inadequate at meeting the needs of people and families in our community.	National, improved Medicare For All is the primary solution, but we will also support interim measures that close coverage gaps and expand public health while opposing efforts to cut existing public health coverage.

Strategy and Tactics				
	Strategy <i>What will you do to make your demand a reality in 2025?</i>	Tactics <i>What will that strategy look like as organizing tasks?</i>	Timeline <i>When do you plan to do these tactics?</i>	Marker of Success <i>How will you measure progress towards your demand through this strategy?</i>
Ex.	1. Mobilize resident support 2. Build legislative buy in	<i>Canvass for signers on pledge in support; table at farmer's markets; attend events by other organizations to build coalition relationships</i> <i>Write an ANC resolution to be passed in Wards 7 and 8; write a research white paper outlining the need; meet with Ward 7 (and 8) Councilmembers</i>	<i>1 canvass a month, 1 tabling event a month, 5 organizers attending community meetings at least every other month</i> <i>White paper by end of spring; Summer ANC campaign; meeting requests in fall</i>	<i># of pledge signers</i> <i># of views on white paper</i> <i># of ANC resolutions</i> <i># of meetings with Councilmembers</i>
1	Build a strong base of local M4A organizers	Engage interested DSA members, reach out to new members who express interest in M4A and other community members as well Continue to reach out to, and engage with, other organizations with aligned our values working on M4A to	Twice-monthly regular meetings, engage lapsed and lapsed members in off-weeks, encourage more frequent (2-3x per week) Signal and Slack discussion, check Slack introductions channel at least once per week.	Increase in the number of Nova M4A members/roster count

		collaborate		
2	Public outreach and education	<p>Social media outreach via DSA NovA Branch channel</p> <p>Tabling at different local events and fairs</p> <p>Creating and distributing educational materials in a variety of different formats such as: local news articles, social media slides/posts, zines, pamphlets, etc.</p>	<p>Mutual Aid Mondays social media threads - Monthly</p> <p>Once per month or more - tabling or petition drive</p> <p>After current session M4A legislation is introduced, update M4A 101 zine, establish M4A 101 street team to distribute literature</p>	Number of events we're able to take at, views on social media posts, and folks we're able to engage with
3	Legislative support and advocacy	Speaking at local town hall meetings, using ActionNetwork to help facilitate the public getting in contact with their representatives on particular issues	As needed to support legislative priorities	Number of letters sent through ActionNetwork, positive legislative action moved forward/implemented
4	Activism and mobilization against Medicare and Medicaid cuts	Holding teach-ins about potential cuts and what the results of said cuts might be, creating educational materials	<p>Teach-ins - every 2-3 months.</p> <p>Attending rallies - monthly</p>	Number of people engaged with (virtually and in person), and

		about these issues, engaging in marches, protests, rallies, etc. against cuts/reductions to these programs	or more as possible.	actions we're able to engage with/attend
5	Mutual aid response to disease outbreaks	Sharing/creating information about them as they arise, distributing masks and pamphlets on particular outbreaks (especially any that become local), helping to direct people to relevant medical resources	As needed in response to crisis, ongoing research and coalition outreach to find partners in vulnerable communities	Number of distribution events we're able to hold, and social media views on information shared

Learning		
	What is a barrier to achieving each strategy outlined above?	What could you do to address that barrier?
Ex.	<i>Low DSA member density in Wards 7 and 8</i>	<i>Attend other community organizations events to build relationships and trust; partner with DSA formations to host more DSA socials and events in these wards</i>
1	Competition with other WGs for attention, many members may see M4A as too distant to focus on given other priorities	Better engagement of members who have RSVPd for meetings or attend infrequently, conduct onboarding calls/1-on-1s to bring them into full WG membership

2	Cost of materials and tables at events. Lack of shares on social media	Ask the branch for funds to help cover materials and tabling. Continue to try and grow membership so we have more people to both table at events and share things on social media
3	Finding people willing/able to speak at events	Trying to grow membership so we have more potential folks to engage in speaking and if there's interest maybe providing tips and help with preparing a speech
4	Getting speakers for teach-ins with specialized relevant knowledge. Getting people mobilized for actions	Continue to reach out to and try to build connections with relevant speakers and other orgs. Making sure to put out RSVP's before events so people know they'll have folks to meet up with and feel like they have more buy-in for attending
5	Price of supplies (masks), need of info with accurate and relevant local information	Ask the branch for funds to help cover materials. Adjust and/or create relevant local information on outbreaks, educational material, and resources

Celebrating our Wins		
	Highlight any wins so far in 2025, or end of 2024 not yet reported, for your formation.	Identify factors that made this win possible.
1	Alexandria city council adopted a Medicare for all resolution	Coalition work with other organizations in Alexandria, public outreach, local media letters to the editor, and

		diligent contacts with elected officials.
2	Partnered with PNHP on VA legislature campaign to expand Medigap access - more than 50 letters sent	Although this wasn't a legislative win, the partnership with PNHP was productive and laid groundwork for future campaigns on this topic
3	More than 20 members attended M4A 101 Organizer Training in January	Increased interest in Medicare For All after the election
4	(if needed)	
5	(if needed)	