

**PNHP Western Washington Chapter Strategic Plan**  
**Revised**  
**October 17, 2010**

**Vision:** The United States shall have a universal, comprehensive single-payer National Health program.

**The Mission of PNHP:** Mobilize physicians, other health care workers and the general public to create a comprehensive, high quality, publicly funded health care program serving all the residents of the United States.

**General Strategy:** Mobilize health care professionals to utilize their respect and credibility to convince opinion leaders, elected officials and the public about the need for a national health insurance program as the single rational solution to our worsening health care access, increasing costs and decreasing quality.

**Goals - 3-5 Years:** Health care for all under a single payer National Health program.

**Objectives - 1 Year**

**I. Establish and Develop Chapter Structure:**

**A. Executive Committee**

1. Composed of the President, Vice-President, Coordinator, and Treasurer of PNHP Western Washington chapter.
2. Oversees and facilitates the work plans of the committees as directed by the Board
3. Coordinates with the National PNHP Organization
4. Develops the topics of discussion

**B. Coordinator Responsibilities:**

1. Communications hub for:
  - a. Local chapter - e-mail, Google listserve, web site
  - b. National PNHP Organization
  - c. Partnership groups
2. Coordinate general membership and board meetings
3. Coordinate actions

**C. The Board (16 members)**

1. Plan overall strategy
2. Plan general membership meetings
3. Develop officers - succession planning
4. Authorize spending

**D. Working Committees**

1. Outreach Committee
2. Fundraising and Development Committee
3. Media Relations Committee
4. Legislative Committee

**II. Activities of the Working Committees:**

**A. Outreach Committee**

1. Build local membership - physicians, medical students, health care community activists
  - a. Goal of active participation and endorsements
  - b. Local membership drive events at public/community health venues
2. Develop a statewide movement - encourage other PNHP chapters
3. Develop partnerships with other health care reform activist groups
  - a. Partner on specific political projects
  - b. Information sharing
4. Participate in the Washington State Medical Association and other Washington State medical professional organizations, seeking endorsement of single payer/national health insurance and encouraging members to join PNHP WW.
5. Create a Speakers Bureau
  - a. Recruit members
  - b. Develop a training program for speakers
  - c. Seek out venues for presentations
6. Develop effective, specific messaging for presentations

**B. Fundraising and Development Committee**

1. Create fundraising events
2. Develop a Sustaining Member program at the \$100/month level
3. Draft and implement a Major Donor Program

**C. Media Relations Committee**

1. Establish contacts with local media
2. Author, encourage and assist other members to write OP-Ed pieces and Letters-to-the-Editor
3. Meet with editorial boards of local media outlets and seek endorsements as appropriate

**D. Legislative Committee**

1. Identify bills at the state and federal levels that deserve PNHP support
2. Foster member campaigns to meet with or write to key legislators
3. Olympia legislative activity
  - a. Send delegations during the state legislative session to promote health care reform legislation on the legislative agenda
  - b. Follow legislative and insurance commissioner implementation plans for Patient Protection and Affordable Care Act of 2010 (P-PACA)
4. Support candidates in upcoming elections who make health care a top priority
  - a. Target state and federal districts that may change the landscape of health care reform
  - b. Identify local PNHP members who can meet with their candidates or current legislators and staff to clarify their positions about single-payer health insurance
  - c. Because of IRS rules, PNHP cannot directly support electoral candidates, but we can inform our members about candidates' positions on health reform
5. Seek out representation on and/or pressure health care planning committees and advisory groups – for examples, the current health commissioner and legislative committees working on implementation of P-PACA
6. Set regular meetings with legislators at the state and federal levels