



## NHS Roadshow events - Organiser's pack

Here is a simple guide to getting up and running with a #VoteNHS Roadshow event in your area.

- **Find some friends and allies - You don't need to do it alone!**

Ask friends and family, colleagues and other local campaigners to see if they'll pitch in. If you're not already involved with either a local Keep Our NHS Public group or Health Campaigns Together group, then take a look at their local groups pages [here](#) and [here](#). These people can give you the support for your event.

Also, the #VoteNHS Roadshow team can network you to other people nearby who want to help who might not know. If you want some help, please email: [campaigns@keepournhspublic.com](mailto:campaigns@keepournhspublic.com).

The first step is to meet up as soon as possible and decide what kind of event you think you can pull off. Building for a Roadshow event is a great excuse to get out and about doing leafleting sessions, publicity stunts (e.g. dressing up in scrubs, doing a banner drop, picketing a local MP's constituency office) and other things – we've got loads of ideas, so do get in touch if you're looking for inspiration!

**If you don't think you can pull off a full meeting with speakers, you can always do leafleting sessions etc. as a free-standing campaigning activity.**

- **Find a venue or pick a location – then set a date**

If you want to do a public meeting you will need to find a venue. If funds are an issue, you could ask around if a local trade union branch has any facilities they can make available to you, or you might also ask local churches or other community spaces. If you're doing a street stall with a table, or some kind of fun activity in your local area, just pick a spot where you think there's the largest amount of footfall and go for it!

- **If you're doing a public meeting, decide who's going to speak**

Keep Our NHS Public has a large pool of experienced NHS staff, health campaigners and other allied activists who will be more than happy to speak and we are happy to put you in touch with them. However, having local voices speaking is also really important and persuasive to attendees, so try to think if you know of anyone based locally who could speak.

It's also a good idea to approach organisations in your area, such as a local Trades Council or union branches, or other allied campaigns, such as a local [People's Assembly groups](#) or [Docs Not Cops](#) group, for help promoting (and if necessary, funding) the event. If you're not already a member of, or in contact with, a local Keep Our NHS Public or Health Campaigns Together group, that's always the best place to start. You can find out where our groups are [here](#) and [here](#). If you're not sure who might be able to help or send a speaker, get in touch with us at [campaigns@keepournhspublic.com](mailto:campaigns@keepournhspublic.com).

- **Publicise your event**

There's lots of ways you can publicise your event. In our experience it's always best not to rely on only one form of promotion. You should be aiming to do at least some of these things, preferably all of them at least once:

- **Hand out leaflets:** It may seem old fashioned, but it still works as a really good way of engaging with the public. Even better than simply standing on the street on your own is to set up a pasting table (easily bought from any hardware store for about £10) with two or three of you (or more!) and have some kind of branding visible. If you're in a local NHS campaign group you probably already have a banner or something similar, but other things work too (e.g. health workers could dress up in scrubs). The point of the exercise isn't just to give out the leaflets, but also to engage with the public and have conversations with them about the campaign and the NHS situation. We can provide leaflets: we have a general one which makes a very clear case about why voting for the Conservatives is such a bad idea when it comes to the NHS, which you can [download and print here](#), or order to be [delivered here](#). We also have a #VoteNHS Roadshow leaflet with a blank space so you can add your own event details, [you can download that here](#). If you'd like us to add your local event details for you and then deliver, please email [campaigns@keepournhspublic.com](mailto:campaigns@keepournhspublic.com).
- **Promote online:** Spread the word using social media and other online tools. Use Facebook, Twitter and Instagram, post on your own timelines, in groups you may be a member of, and ideally set up a Facebook event to advertise it. It's also always a great idea to send emails to any contacts and supporters lists you may have access to, and approach other organisations to ask them to do the same.

- **Contact the local press:** It's a great idea to contact your local newspaper and your local radio stations; while national papers and national radio stations can be tough nuts to crack, their local manifestations are often hungry for a story. And this campaign has the potential to be a big one!
- **Use the event well!**

Remember the more people who come is always a good thing, but it's also really important that you use the opportunity of promoting the event to spread the message about the NHS. The success of your meeting may not only depend on the numbers of bums on seats, you may have also met some amazing new people along the way and had a big impact locally via the process of getting your material out there.

Also, it's absolutely vital that the people who do come, find a well put-together event, are able to take actual materials away with them (e.g. the general leaflet here and any local literature you have), and that they hear clear arguments that they can make in their own communities and workplaces. If you're doing a public meeting, make sure you have a chair and make the speakers keep to time and allow questions to be asked from the floor, though please try to limit questions and contributions from the floor to a reasonable length too so everyone gets a chance to have their say.

**Mostly though, have fun! While the NHS is under serious threat, we always believe that campaigning can be inspiring, empowering and fun. Good luck!**