

Onboarding and Training Session

Healthy Democracy Campaign (HDC) 2022

What moved you to join the Healthy Democracy Campaign?



What moved you?

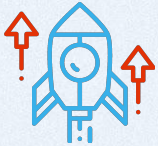


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Welcome to the HDC!

Whether you're new to the game or a returning captain,
we're so excited to have you on board!!!



The HDC 2022 will run from August 1st through
September 20th (National Voter Registration Day)

Agenda for Today:

- HDC Captain Experiences
- Captain Toolbox
- How to Use Your School-Specific Badges
- Scoring Points!
- Admin Support
- Awards and Recognition
- Campaign Communications
- Sharpening Your Organizing Skills

Let's get
started!



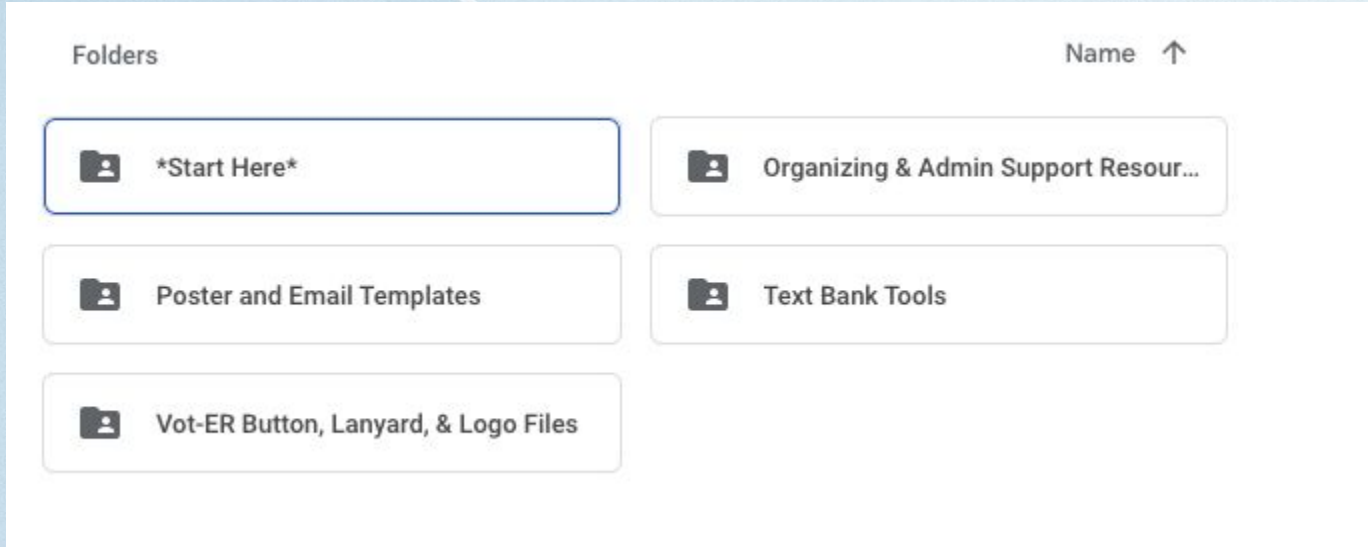
**Cesar Larancuent,
FIU COM**



**Kreager Taber,
Duke SOM**

1

Captain Toolbox



[CLICK HERE](#) to access the **Captain Toolbox**

2

Using Your School-Specific Badges

What makes your tool(s) trackable?

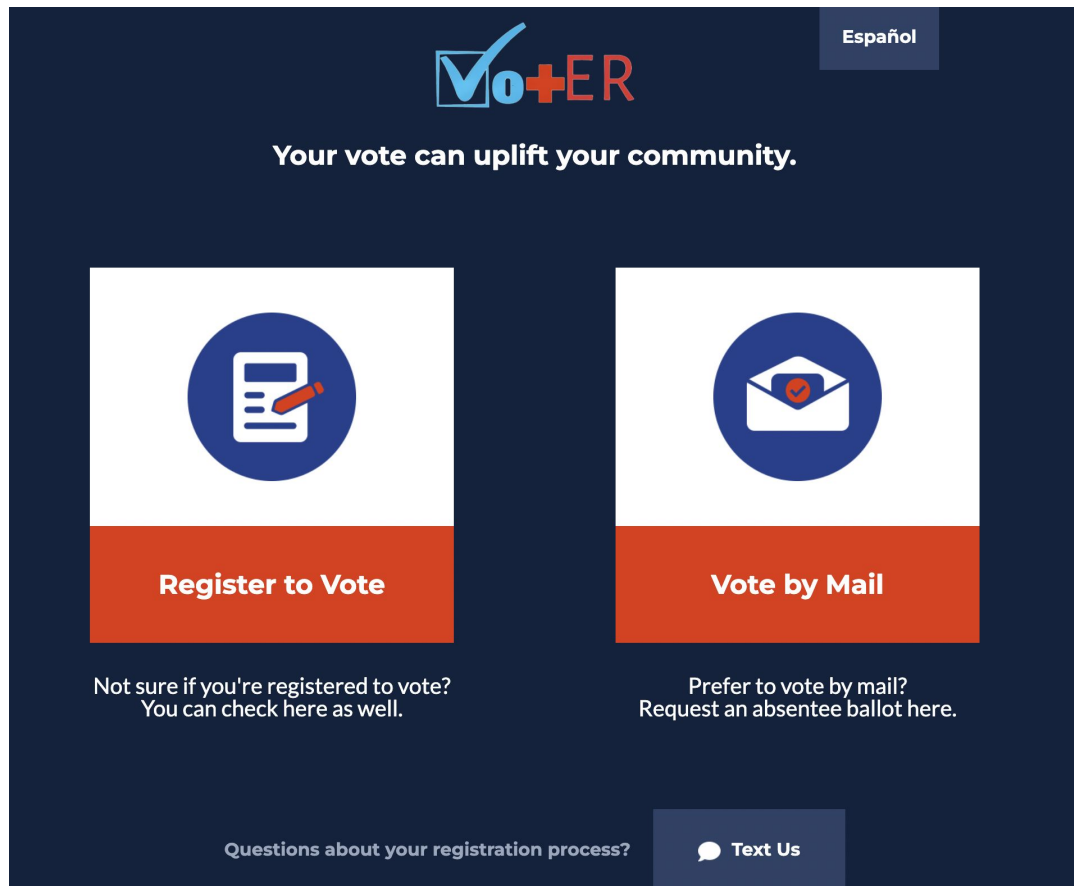


or visit **VOTE.HEALTH/XXX**



or text **"VOTE PENN"**
to 34444

1. Landing page



2. Voter Reg/ Vote by Mail Tools

Register to Vote

We'll guide you through the process. If you're eligible to register online, we'll help you! Otherwise, we'll help you fill out your form and send it to you in the mail pre-filled with your information along with a return envelope.

First Name

Middle Name

Last Name

☐ My name has changed

CONTINUE

Request Your Absentee Ballot

This will take 2 minutes

[Español](#)

First name*

Last name*

WHERE ARE YOU REGISTERED TO VOTE?

Street address*

Apartment

City*

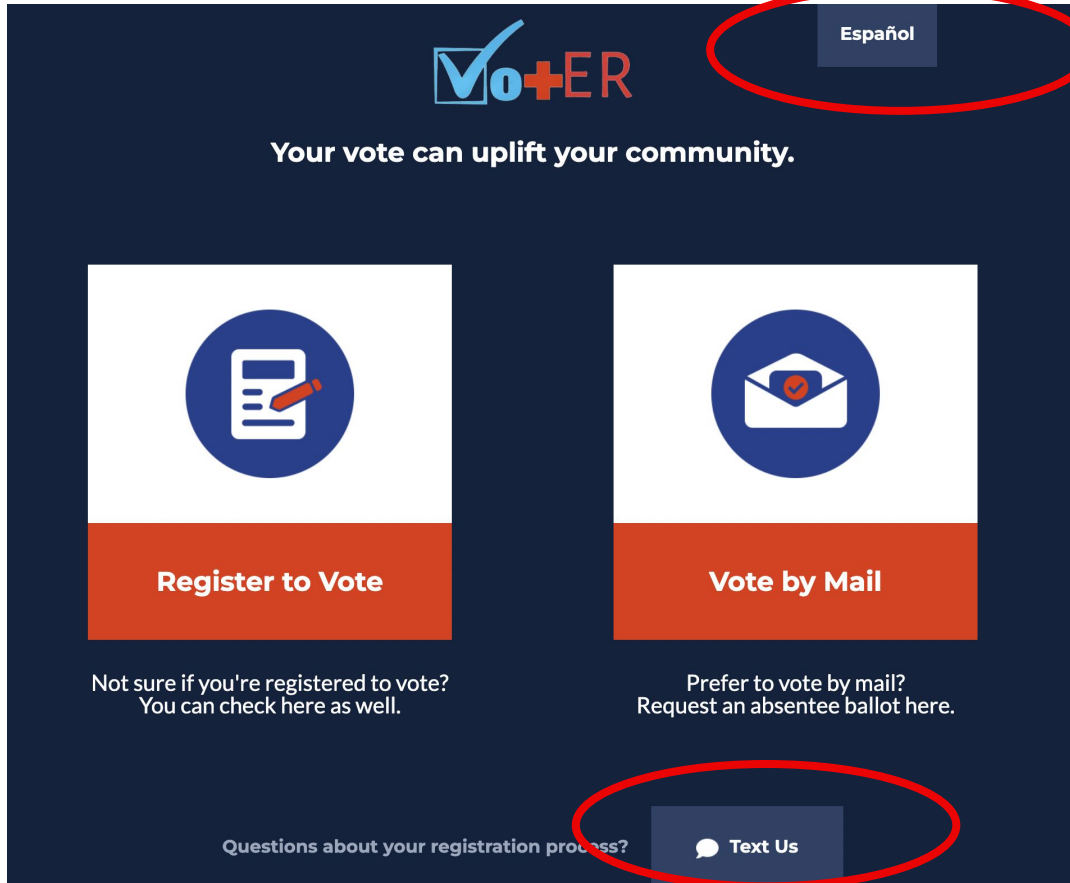
State*

ZIP code*

Date of birth*



3. Text line & Spanish option





+1 (844) 338-8743 >

Mensaje de texto
jue, sep. 16, 10:20 a.m.

via [VOTER] where can I go to find
polling places for the elections in
Orlando?



8443388743 >

Mensaje de texto
jue, sep. 16, 11:31 a.m.

Hi there, this is Reba with
VoteRiders. You can confirm your
voter registration and check
Orlando polling place options here:
<https://ocfelections.com/> And you
can find ID requirements for
registered voters are here: [https://
www.voteriders.org/states/florida/](https://www.voteriders.org/states/florida/)



3

Scoring Points!

How Scoring Works



The key is your school-specific URL (e.g. vot-er.org/Penn)
*OR an individual trackable badge assigned to your school



You will receive one point for every individual that begins the process of registering to vote or requesting a mail-in ballot as long as they start from your school specific landing page

How does someone get to your page?



Scan your unique QR code or use your unique text code



Type your unique URL code into their browser

or visit **VOTE.HEALTH/XXX**

or text **"VOTE PENN"**
to 34444

Please note:

Patient **participation is voluntary** and coercion of individuals to use your school-specific resources is against the HDC rules.

Introducing the 2022 Leaderboard!



The online leaderboard will be where you can stay updated on your team's growing impact during the Campaign.

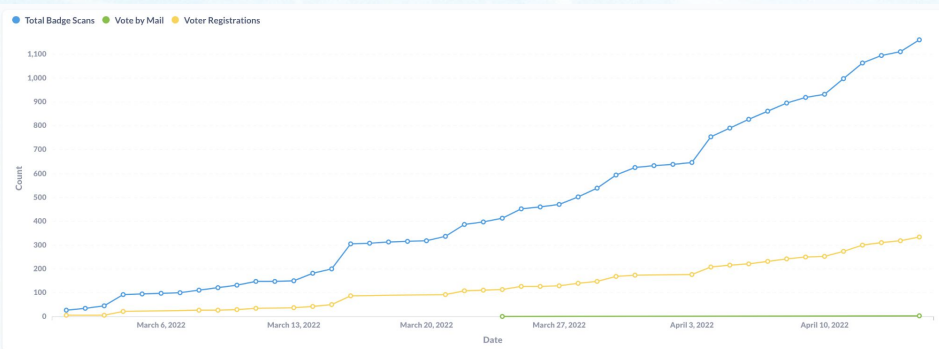
It includes:



A graph tracking the HDC's total impact over time

The scores for each team, ranked so it's easy to see who's in the lead

2022's Leaderboard:



Rank (combined)	Institution	Register to Vote	Vote from Home	Total Patients Helped
1	Penn Medicine	1148	2825	3973
2	Columbia	401	1150	1551
3	Case Western Reserve Uni	349	311	660

Reminder:

The **leaderboard** will only reflect individuals helped using your school-specific URL.



4

Admin Support

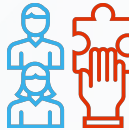
Admin Support

Full Support



Can register people anywhere
(clinical spaces, at school, in
community)

Mild Support



Faculty member(s) can help
sponsor you and help figure out
where you can go to register
voters

No Support/Unclear



Can't register in clinical settings.
Instead, think about how to
register classmates, family,
friends, at community events.

The American Medical Association recognizes this link

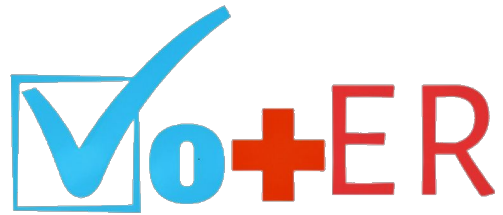


In June 2022, the American Medical Association formally recognized **voting as a social determinant of health**



**Voting as a
Social Determinant
of Health**

AMERICAN MEDICAL ASSOCIATION RESOLUTION 422



Talking with Your Institution About
Vot-ER

5

Awards and Recognition

The Golden Ballot Box!



A Sneak Peek of the Trophy:



This year's Campaign will introduce our new traveling trophy: the **Golden Ballot Box!**

.....



Whichever team helps the most individuals get ready to vote during August will have the trophy delivered to their medical school to host and display for the year.

.....



Stay tuned in the coming weeks for the trophy unveiling!



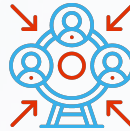
Other Awards

Civic Innovation Award



Team with the **most creative voter engagement strategy**

Excellence in Civic Engagement Award



Medical school administration that has **best institutionalized voter engagement** efforts into their operations.

John Lewis Award for Perseverance and Community Building



Captain that was **most dedicated to the Campaign** and worked hardest to build their team.

New Awards

Vot-ER Legacy Award

Given to captain(s) who have demonstrated they have taken steps to recruit future captains and carry on the legacy of Vot-ER at their institutions

Digital Engagement Award

Award given to captain who has demonstrated significant engagement in social media outreach for voter registration efforts

Professional Networking Award

Given to captain who is able to successfully engage with healthcare field leaders to create awareness around voter registration

Being a Captain is also a Resume Builder



“My time working with Vot-ER was one of my most asked about experiences on the interview trail.”

— Hannah Meissner, 2020 Captain



**Sample ERAS
Resume Description:**

Vot-ER is a non-profit, nonpartisan organization to help register patients to vote and help people vote safely during the pandemic.

As Team Captain, I was responsible for making and distributing badges to medical students and doctors, training them in how to use the badges to register patients, and forming partnerships between our school, non profits, local policy leaders, and local businesses.

For resume purposes you can list your title in this as being a (School Name) Vot-ER Organizing Director in coordination with the Massachusetts General Hospital Centre for Social Justice and Health Equity.

Example



Administrative Leadership Positions

2020

Duke Medical School Vot-ER
Organizing Director

Massachusetts General Hospital
Center for Social Justice

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Campaign Communications

Outreach Templates

We've made these to help you build your team!

They cover several different **types of outreach** we anticipate you'll be doing.

.....
Feel free to **customize** them as needed

You can find them all **[here](#)**.



FOR OUTREACH TO STUDENTS AT YOUR SCHOOL AS TEAM CAPTAIN:

Hi all,

I'm ____, a ____ year student at ____ Medical School. I've been collaborating with Med Out the Vote and Vot-ER to lead our school's efforts in the Healthy Democracy Campaign, a national, medical student-led voter registration competition. As team captain, I wanted to send out an email to get folks excited for the awesome work we will do in the next weeks to months together coordinate efforts, and begin the planning process.

A couple things to know up front. The competition will be starting August 1st and will feature fifty schools nationwide. A live virtual leaderboard will track our school's score, and we'll earn points for every voter registration or mail-in ballot request someone clicks on using our school-specific link.

Note: if you ordered the generic Vot-ER badge it won't count so please reply to me and I will make sure you get a school-specific link, digital kit, and text code. We will be starting with Digital kits that can be printed out and laminated and the process for that will be ____.

The site to register people is live and there are various ways we can get folks registered but the scores won't officially count until August 1.

- Digital voter registration
 - Our school specific link is ____.
 - Our school specific text code is text the words "Vote ____" to ____.

Weekly Updates

Example of a Regional Weekly Update Email:

From us to you every Tuesday at 6pm ET!

These will include:



Fun spotlights such as:

- Captain of the Week
- Shoutouts for cool engagement strategies

Tips and Tricks to strengthen your Campaign efforts

Other relevant updates and announcements



Social Media



Follow our accounts to receive the most **up to date** information and share widely with own your networks! We'll also be using social media to provide **score updates** and **spotlight captains/teams** throughout the Campaign!!

Instagram

@vot_ER_org ([vot_ER_org](#))

@civichealthmonth ([civichealthmonth](#))

@medoutthevote ([medoutthevote](#))

Twitter

@vot_ER_org ([Vot-ER](#))

@civichealthmon ([Civic Health Month](#))

@medoutthevote ([medoutthevote](#))

Tiktok

Healthy Democracy
Campaign
([@healthy_democracy](#))



Optional Groupme



If you're interested in collaborating with captains at other institutions — whether it's to share ideas or troubleshoot any obstacles you encounter — you can communicate through the groupme for HDC captains!



7

Sharpening Your Organizing Skills

Organizing 101

How to host a 1:1 meeting

Organizing is the coordination of cooperative efforts and campaigning carried out by people who share a mutual interest to promote the interests of their community.

Expectation:



Reality:



Here are some tips on **basic** set-up for a 1:1

1



Face-to-face (Zoom is also a good option); or rarely, over the phone.



Typically 30-45 minutes long.

2



Scheduled beforehand.



In a quiet, sit-down location (café, office, etc.)

3



Purposeful; 1:1s always have a clear agenda.



Scheduled and purposeful, not general chit-chat.

4



Educational; you should listen as well as guide the conversation.



Gather information, share values.

5



Follow-up; they always end with clear next steps.



Create an opportunity to get involved!

A 1:1 can be structured in 4 distinct parts

1



Introduce/Bond

Build rapport, relationship building is a large part of organizing

Set the purpose of the conversation

Feel out where they're starting from

2



Connect/Respect

Connect their story and your story to the larger story.

Remind that individual actions can lead to lasting change.

Develop a shared passion and urgency to act now.

Weave their local community into national context.

3



Listen/Empower

What type of change do they want in their community, in the national dialogue, and in how we relate to each other?

How do they want the institutions they are a part of to help make this change?

How do they see themselves playing a role in this change?

4



Ask/Include

1:1s only lead to real change when an individual chooses to get involved.

Have multiple asks or ways they can get involved prepared.

Be specific. Details matter.

Make it personal: "We can only make things better if people like you get involved. Are you registered to vote?"

As lead organizer, you'll want to start with some relational organizing.



Relational organizing is essentially tapping into your networks to find people that will become involved in your efforts.



It's done through whatever ways you normally have conversations with the people you know — whether that's text, a phone call, email, or even meeting up at your local coffee shop.



Why? Individuals are more likely to do something when the ask comes from someone they know.

Training Modules



We've developed 5 short training modules covering basic organizing skills that will be key to running a successful Campaign at your school.



These [modules](#) are self-paced and [contain links to supplemental resources](#), so you can take as much time as you need and dive as deep as you'd like to become a better organizer and captain!

You can access the modules [here](#).



Have any questions about the HDC?



Reach out to



The HDC Team (hdc@vot-er.org);
for all questions!