

HCAO Tabling Guide
From Member Organization Oregon Rural Action
Health Care Reform Action Team

The HCAO Tabling Guide is detailed with in-depth information about all aspects of tabling for Health Care for All-Oregon. You may want to print the document and highlight those elements that meet the specific needs of your group. Remember that the HCAO “Follow-up” process is critical to ensuring that people that support health care for all are included in the HCAO data base and receive timely communication from the local group.

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Checklists for Tabling

1.a. A big event needing a tabling team of 2 -- up to 5 volunteers; gather items such as those listed below; but be selective depending on table size/space and how many volunteers you will have.

- Banner
- Table (s) (Ask in advance if we will have to bring one.)
- Table cloth (optional)
- Easel (optional based on photo board type; and if you have signs or other things than an easel would be useful)
- Photo board(s) these are the tri-fold display boards with photo petitions (nice substitute to easel)
- Other display materials/decorations/signage (optional)
- Literature box, which should include the following:
 - HCAO brochure (tri-fold or single fold)
 - Opportunity to Participate sign-up sheets
 - General organization brochure for action groups of HCAO Member Organizations
 - Special Interest Fact Sheets; Summary of HB 2922; HCAO & ACA
 - Photo Petition 3 forms: 1) Instructions, 2) laminate Posters for taking photos, 3) Photo Release Forms
 - HCAO Statements of Support and Sign-Up Forms

- HCAO Questionnaires
 - Donation envelopes
 - Clipboards
 - Postcards (if there is a campaign going)
 - Blank paper
 - Bag of pens, rubber bands, clips, dry erase marker & eraser (for photo petitions), large markers (for make-shift signs), masking tape
 - Resources folder (lists, phone numbers, email addresses, procedures for cash handling) (optional)
- Fanny pack/money belt
 - Receipt Book
 - Some cash for a bank
 - T-Shirts
 - Buttons, etc.
 - Digital camera
 - Little baskets with Treats/chocolate/something healthy?
 - Water and sunscreen
 - Wear your Healthcare is a Human Right red T-Shirt! (if weather permitting)
 - A Smiling Face!... & a friend or two!

1.b. A small event or 'gorilla' action¹ with 1 or more volunteers; depending on the action...

- Take single plastic folders to hold materials
- Clip board with statement of support or other material (e.g.; post cards) depending on the action

¹ Gorilla action—a term used for distributing information or gathering signatures without a fixed station or table; circulating through a crowd. Similar to canvassing but without any organized pattern or documented locations; street theater.

- Introductory Brochures
- Pens
- Blank paper (optional)
- Take any other supplies needed from the list above (optional)

2. Arriving and Set Up Tips

2a. Greetings

Hopefully, someone knows that you are coming and then your first step is to find that person and introduce yourself. Let him/her know what you'd like to do. People will appreciate this. It is important to build positive community relationships with the event hosts.

Unless you have permission from the operator or manager of the market, store, post office, or other place, you should not just set up your table. If you've been unsuccessful in reaching someone ahead of time, try to find the person in charge on the same day, and let them know what you would like to do. Still no sign of authority? See if there is a designated "free speech" area. If not, we've found it's usually okay to have clipboards and circulate outside near the entrances.

2.b. Set up your Table and Display

- Be creative!
- Bring Supplies (see checklist above)
- Clear signage: This is helpful to let people know what you are doing. Keep it simple! Poster board and markers is adequate.
- Outdoors, on windy days, use stones, plastic cloths pins or large clips to keep papers from flying away.

2.c. Do I need a permit if I'm on a public sidewalk?

Ask to speak to someone (e.g.: store owner) if you are concerned. Otherwise, many of us have operated under the auspice of "do now, ask later" when it comes to setting up a table. Be aware that someone (e.g. law enforcement) may ask you to leave. If that occurs, be polite and leave. Next time, you can be better prepared with either permissions or knowing our rights to table in certain public places.

2.d. Scouting Locations

- You may want to scout your location in advance, especially if it is new to you.
- Farmer's Markets: busy hubs of community life, markets are great places to find supporters. Generally people are more conscientious and moving at a slower pace, so it's easier to approach them and talk.

- Foot Traffic; active street corners near public transit stops, shopping centers, and town squares are good.
- Timely Events: follow your personal interests. Look over the weekly paper and consider what events are going on in your community that will draw large crowds: music festivals, seasonal street fairs, downtown art walks, and pride or cultural parades.
- Big Rallies or Demonstrations: as long as you do not obstruct street or sidewalk traffic, we've found it's usually fine to set up a small table or use clipboards and circulate through the crowds (aka: gorilla). You may want to have more volunteers for these types of events and set up a base camp since it's more crowded.

3. Merchandise & Cash Handling Procedures

- Set up merchandise display & pricing signage.
- (Optional) inventory the merchandise you are beginning with.
- Record your starting cash bank.
- If a customer needs/wants a receipt, complete one using the simple receipt book. Don't forget to put the carbon paper (in back of book) in between the copy pages. "Sold By" should be filled out depending on the sale/donation:
 - If they are purchasing merchandise, checks/receipts made to the appropriate organization
 - If a donation or pledge make the check out to HCAO (this can be split between your group and state HCAO)
 - If a donation or pledge must be tax deductible: HCAO-EF (Health Care for All Oregon-Education Fund)
 - Please sign/write Your name somewhere on the receipt. Thanks!
- Give cash and completed Form to your local leader or contact Ross (see last page) in the HCAO office.
- Return all merchandise, along with other material & equipment to where it belongs.

4. Protocols for Photo Petitions & Other Sign-ups

4.a. Photo Petitions

- Ask visitors if they are willing to do a photo petition. Explain what it is (similar to written petition but puts a face to the name) and how it will be used (sent to legislators; on HCAO website)
- If yes, give them the **Photo Petition Release Form** to complete. It is most important to get name, address, email address, phone number, and signature. Be sure the date is also on the form.
- Use the dry erase marker and complete the information on the plastic covered poster: Health Care is a Human Right with their name, home town and zip, date. Print large and clearly.

- Take their picture with a digital camera, holding the filled out poster form in front of them near their chin. Aim for a vertical, close-up of head/shoulders and the form. Ask them to smile—you don't want prison-like mug shots.
- After taking the photo, review it to be sure that you can read the person's identifying information. If necessary, take another.
- Thank them and ask them if they would like to participate, join the action team, sign up for our mailing list, or whatever is the natural next step in your conversation.
- Keep all photo release forms together and give them to the person in your local group that will process the photos and send them to HCAO.org for posting.
- Download photos and send by email to your local group's Quality Assurance person, for processing as presented in the **ORA Model Flow Chart Data Entry-Photo Protocol**.

4.b. Volunteer Sign-Ups, Written Petitions, Follow-up, etc.

When you have the good fortune to meet and recruit new supporters of universal health care, you may ask them to sign up or take action using these forms: opportunities to participate interest forms, statements of support, e-mailing lists, surveys, postcards, etc. All completed forms should be put in a manila envelope and given to your local group for immediate follow-up (see **Supporter Follow-up Kit** in Take Action hcao.org)

5. Closing & Storage

- Pack up gear.
- Thank the host.
- Return gear at the earliest possible date to the permanent location.
- Tally cash and checks from merchandise and put it in your money envelope. Give the envelope and any HCAO Donation Envelopes to your local leader.
- Put all photo petition forms, postcards, sign-up sheets, etc. into a manila envelope and give to your data entry person or contact Ross Lampert at HCAO for instructions about where to submit these forms.
- Download photos and send by email to your Quality Assurance person, for processing.
- Are there any handouts or materials that should be re-stocked? Notify your local leader.

Practical Tips for Tabling

1.a. "Team Up"

We usually go out in teams of 2-4 people. Standing on your feet and being "on-the-ball" for up to three hours at a time is plenty. Listen to your body; if you get tired, stop! Some days will be better than others, so try not to get discouraged. Regardless of how many people say yes or no, you are raising awareness, which counts for a lot. Remember, every card or petition signed is one more supporter than you had before you started. This is a marathon, not a sprint.

1.b. Read your table material.

Becoming familiar with the material on your table will help you "tailor" what information you give to your visitors; plus, it's good to keep yourself informed too. Notify your local leader if information becomes outdated.

2. Have Fun!

You're part of a movement. You're educating the public to bring a change that affects everyone positively. Bring a friend. Make an afternoon of it and get a bite to eat together afterward. Remember, interacting with people is invigorating. After a few hours of talking to folks, you will feel energized to know that there are a lot more support out there than you might have thought!

First time Tabling Orientation

1. Why It's Important?

One of the most effective ways to talk to people about healthcare reform, healthcare as a human right, or single payer on the street or during an event is by Tabling, which means either setting up a small table in a public space or simply using a clipboard to share information, ask people questions, or asking for support, signatures, or to take action (depending on our action strategies at the time.) Tabling offers opportunities for taking action and one-on-one conversation. Growing our database of supporters means growing our movement.

2. Listening is Crucial

While tabling, you have the opportunity to educate people with facts about universal health care, healthcare as a human right, single payer systems; but you also have a chance to listen. Hear their fears and concerns, and then address them accordingly. Everyone you meet has a different opinion about the U.S. healthcare system. Once you know his/her position, you can decide

how to best pursue (or “frame”) a conversation. Are they mostly concerned about cost? Or that single payer could be a government run program?

3. Opening (and Closing) Doors For Conversation

Once you know where he/she stands, you may choose to talk to them about healthcare as a human right and how single payer would be a social, moral, and fiscal step forward for our country. Or, they may not agree that it is a human right, but still be supportive of health care for all people! Granted it is not everything. The whole system is broken and we need improvements with the delivery system as well as financing. We need better coordination of care too and fortunately, Governor Kitzhaber is working on this approach. Tabling presents a golden opportunity for someone you may have never met otherwise to become involved with this movement.

As you know, there will always be people who don’t agree with you. However, that doesn’t mean you have to stand there and be a punching bag or subjected to personal attacks. End those conversations immediately. They will go nowhere, and leave you frustrated and emotionally depleted. Say something like “Thank you for your time, I guess we’ll just have to agree to disagree, have a nice day” and walk away.

One-on-one conversations are the backbone of any grassroots movement. Personal interactions are key for winning universal health care in this country.

Example Lines

- “Would you like to take a Photo Petition? It’s like a written petition but puts a face to the name.
- “Would you like to send our postcard to Congress to support Medicare for all?”
- “Could you sign our statement of support for universal health care?”
- “Do you support health care for all minus the insurance companies?”
- “Would you like some information about health care for all?”

If you don’t feel that you are able to answer a person’s tough questions on the street, you could say:

- “Why don’t you come to our meeting and the speaker will answer your questions?” (And supply the date of your next meeting.)
- “I’ll find out for you and get back to you by e-mail or phone. This takes some pressure off of you feeling put on the spot, and shows your commitment towards universal health care. Then, by following through, you demonstrate respect, accountability, and care.

4. Refer them to the following websites:

www.healthcare-now.org (national organization for single payer)
www.pnhp.org (physicians for a national health program)
www.HCAO.org (health care for all-Oregon)

5. Privacy

We never sell or loan our database lists to anyone, ever. It is for our use only. Encourage people to fill out as much information as they are comfortable providing.

6. Questions? Call or write

Fill in your local leaders here:

From: Fuji Kreider & Mary McCracken for Oregon Rural Action, Healthcare Reform Action Team. February 2013. **Sources:** Single-payer now; Heathcare NOW! www.healthcare-now.org; and HCAO/ORA Volunteers like YOU!

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