

Your Health For All event

Ensuring your event has impact

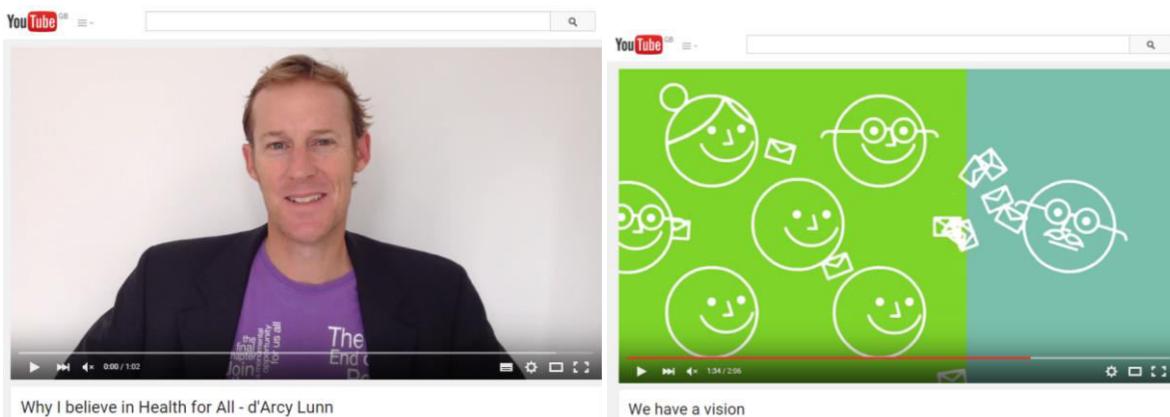
RESULTS
the power to end poverty

The autumn is creeping up on us and soon your Health For All event will be just around the corner. Whilst we have given you tips on planning your event, and about some interesting films you could show (see the bottom of the ['Health For All' campaign page](#) for these resources), it's important now to think about **how you can ensure your event will have an impact**. There are three ways in which this could happen; your event could help you expand your grassroots group, it could help you build a relationship with your MP and/or it could raise awareness about the Health For All campaign and get the public taking action. Hopefully it'll do all three! Here are our suggestions on how to guarantee impact and how we can help you to achieve a successful event. We recommend discussing this within your group and deciding together what your aims will be in terms of impact. Good luck!

1. Expanding your RESULTS Grassroots Group

Once everyone has arrived at your event, you have done the hard part! You now know that everyone in that room has an interest in international development, now you just need to direct them towards your group, give them a flavour of what it's like to campaign with RESULTS, and inspire them to get involved!

At the start of your event, it would be a good idea to give a brief introduction about RESULTS and the role that the grassroots groups play. Your Group Leader should already have an introductory PowerPoint presentation that you could adapt and use (if not, let us know). Or why not show our brilliant **short animation about RESULTS 'We have a vision'** ([available on youtube here](#)). Or perhaps you could show some of the fantastic short videos that some of you have made telling the world '**Why I believe in Health For All**' (you can find them all [on the RESULTS youtube channel here](#), or [show this compilation](#)). If you need help using any of these resources, just let [Emily](#) know.



We can also provide RESULTS pop-up banners that you can use at the event, and RESULTS leaflets that you can hand out on the day to explain who we are and what we do. Make sure you let us know if there is anything else you would find useful and we will see what we can do! It's important that you also introduce yourselves; let people know about your group, what you get up to and how they can get involved. You could also have a business card for people to take away so they know how to contact you after the event. Remember to also have a sign-in sheet or use a registration site like [eventbrite](#) so you have the contact details to follow up with everyone after the event.

2. Building a relationship with your MP

An event is a great opportunity to engage your Member of Parliament, especially so soon after the election. It not only gives you the perfect chance to invite them along and have an in-person discussion but it also shows your dedication and passion for the cause, and it shows them that you want to have a constructive, positive relationship with them, not treat them as the enemy! If you are fortunate enough to secure your MP's attendance, remember the great tips that you learnt from the General Election Campaign (there is also a quick recap below). If your MP can't

attend your event, don't be too disappointed – their diaries are often very busy. Instead, try and set up a meeting with them after your event so you can let them know how it went and follow up with specific actions you want them to take in Parliament (we can give you advice before you go on the latest actions they can take).

When meeting your MP (either at your event or afterwards):

- **Do your research:** Before your event or meeting, remember to do as much research about the MP as possible as it will give you a strong indication of their views and interests. They should have their own website and twitter account as well as a page on the UK Parliament website (www.parliament.uk) and They Work For You (<http://www.theyworkforyou.com/>). It may sound obvious but also give them a Google to get a better sense of who they are, what their views are and what they are interested in. You may be surprised! You can then tailor your event promotions or meeting agenda to their interests and entice them to come along.
- **Have a clear agenda:** Use your research to shape your agenda. If they are coming to your event, would you like them to just be a guest or would you like to utilise their interest and knowledge? Are they interested in a specific issue that they can talk about? Can they be part of a panel debate on a particular health topic or speaking about 'The role MPs can play in achieving Health For All'? Or are they part of any health or development related committees? Make sure you plan in advance how you would like to structure your event and give them a clearly defined role, whatever it may be. If you are meeting your MP, use their interests to guide the focus of your meeting but be sure to let them know about all the support you had at your event!
- **Be friendly!** Whether your MP is coming to your event or you are meeting them at their office, remember to greet them with a smile. Thank your MP for taking the time to join you, and then introduce yourself and your group. It's good that your MP has given up their time to see you so you want to make sure they enjoy it. This could be the beginning of a long-term, positive relationship so try and be open and warm throughout, even if you don't agree with everything they say. Just remember in a few weeks when you ask them for another meeting, they might not remember exactly what you have said before but they will remember how you made them feel.
- **Have an 'ask':** Always make sure you have an action for your MP to take, otherwise you may get a supportive response but nothing more tangible. If they are attending your event, you could ask them to play a key role. As discussed above, this could be a speech, a panel debate or a Q&A session. You could also ask them to make their own 'Why I believe in Health For All' video or ask them to complete this month's action to ask DFID about their forthcoming 'Health Systems Strengthening Framework' (see Background Sheet 1 for details). If you are meeting them after your event, [let Emily know](#) and she can pass on the very latest specific actions to take with you.

3. Take action for the Health For All Campaign

Make sure your attendees know why you are hosting this event, to raise awareness of the 'Health For All' campaign. Make sure you mention the campaign in your introductions and tell them what actions they can take throughout the event, as well as after. We can provide you with **Health For All flyers** for you to hand out to encourage people to join the campaign, as well as **Health For All pledge cards** for attendees to sign. When we receive signed pledge cards back from you we'll add these to the signatures on our **Health For All petition**, which we plan to hand in to DFID later in the year. You can also think about how to integrate the monthly actions into your event. For example, you could set up a 'photo booth' style area for people to record 'Why I believe in Health For All' videos; or you could have a writing session so that people can handwrite letters to their MPs.



We're a small team, but we hope to have a member of RESULTS staff at every Health For All event, so don't be afraid to make them work! Let us know what role you would like us to play in your event and how we can help you.

If you have any questions at all please do contact [Emily](#) or [Tom](#) via email or on 020 7793 3970.

Good Luck with your events!