



Remember 2009 With These Moments in Mind

"It is good to have an end to journey towards, but it is the journey that matters, in the end." –Ursula Le Guinn

This year we have come to know just how tough it is to forge a new reality whilst powerful forces defend a broken reality. Despite the deeply entrenched status quo, our combined efforts have resulted in reform that is not insignificant and reaffirms that the moral arc of the universe does indeed bend toward justice.

*We have prevailed in the most important of ways:
We have come to know the power of standing together and of blending each splendid voice to harmonize a diverse yet common song.*

Here are ten fabulous things ***we did*** this year:

1. **Saying "yes" instead of "no."** Speaking out and standing up for health care justice despite the "disruption in the Force" by the health insurance and pharmaceutical industry funneling (est.) \$1 billion to kill reform; despite a mostly "just say no" Congressional delegation and lack of state leadership on the issue; despite the outrageous fibs, such as death panels and forced rationing of care; and despite the imperfection of the reform and the system and people who champion and challenge it.
2. **Pathway to the Promise 20th Anniversary Celebration & Strategic Conference**-- The two-day event featured presenters from Community Catalyst, Families USA, Herndon Alliance, Small Business Majority, Physicians for a National Health Plan and several other groups. The event served to unite supporters and as the kick-off to our *Health Care Reform Summer*.
3. **Fifteen (15) pro reform rallies over a six-week period the dog days of summer** in Johnson City, Knoxville, Chattanooga, Cookeville, Murfreesboro, Nashville, Jackson and Memphis. THCC supporters also participated in events led by Change That Works, MoveOn, PNHP, and other groups.
4. **Twenty six (26) SSI/Daniels TennCare educational training meetings**, with an average attendance of 25 people. Patients, family members, caregivers, social workers, and other attending the meetings learned about their rights, how to appeal, and about available resources. The trainings helped more than a thousand at-risk enrollees due to the multiplier effect from those attending the trainings and using it to help others.
5. **4th Annual Winter-Spring Regional Training Meetings (RTMs)** in seven (7) cities across the state to kick-off our 2009 work. We educated and trained about 200 volunteers in health reform terminology, messaging & media strategies, and organizing strategies in order to outreach to local and state policy makers, media, and peers in the community about national health care reform.



6. **Watering down the tea...** Outnumbering Tea Partiers by up to 4 to 1 at rallies on their national day of action in August & eclipsing them in media coverage.
7. **We and Our Shadows...** THCC staff and LOG volunteers monitored meetings and public appearances of the Tennessee Congressional delegation, with the goal of being the “voices of reason” at public events, questioning them about national health reform, and keeping the conversations, crowds and the politicians honest. We ramped up efforts in August, attending all the Congressional town hall meetings of the Blue Dogs and senators.
8. **Pre-emptive strike against the absurdity of the possible consideration of Phil Bredeesen as Secretary of Health and Human Services** – Through traditional media (e.g., letters to the editor) & new media (e.g., FaceBook), individuals and groups around the state (and the nation) raised a ruckus! Within days the man who instigated the “single largest creation of uninsured in the nation’s history,” was no longer on any list, short or otherwise.
9. **Dozens and dozens of health care reform presentations** given to any group interested in learning about the issue: from Rotarians to Presbyterians, social workers to socialites, and college students to seniors.
10. **Tell It, Sell It** – We conducted several media and messaging trainings that resulted in creation of LOG Media Teams. They, along with other supporters & staff, generated hundreds of letters to the editor, op-eds, and news stories that advanced health care justice and countered misinformation and negative spin.

Thank you for the 2009 memories!