

MEDACT FORUM: ANNUAL CONFERENCE 2014 – WORKSHOPS

The Spirit Level Documentary – harnessing the power of film to enact change

John Snow Lecture Theatre, 14:00-16:00

Capacity: 300

This documentary demonstrates the power of film to raise awareness and enact change. We will have two presentations:

The first will be given by Katharine Round, who was inspired by the best-selling book “The Spirit Level”, to produce what is set to be a groundbreaking documentary tackling the issue of inequality and social injustice. The second presentation will be given by Jason Hickel, who produced a low-budget video on global inequality that has been viewed half a million times. Using their two exceptional experiences, we hope to collaborate with the audience in order to produce a storyboard for a prospective documentary on Ebola and the social and economic determinants of health.

Chaired by Will Horwitz – Changing London & Facilitated by Katharine Round – Producer/Director & Jason Hickel – London School of Economics

Values & frames for the NHS: How do we campaign for universal healthcare?

Michael Manson Lecture Theatre, 14:00-16:00

Capacity: 90

Alongside the creeping privatisation of the NHS over the past decades, there has been a shift in discourse: framing of the health care system has moved from a ‘public’ good to an individualised, commercial service. But, research in social psychology suggests that because of the values it engages, much of the language of the commercial world works to suppress civic and altruistic motivations as well as eroding social ties. Looking to feed into a long-term project between the Public Interest Research Centre (PIRC) and Medact, this session aims to introduce Common Cause to the health community. We will explore the framing around healthcare and the NHS and the values embedded in this discourse. Our aim is to identify the role of language in shaping attitudes towards a publicly owned health system and fostering a broader sense of a civic community.

Facilitated by Elena Blackmore – Public Interest Research Centre

PFI: Crippling the NHS – Seminar Room LG7, 14:00-16:00

Capacity: 38

Building on the launch of the national People vs PFI campaign on November 1st, Medact is offering another chance to learn about the Private Finance Initiative (PFI): What is it? Who profits from it? And how is PFI debt killing of our NHS? Learn about the companies involved in PFI in your local area – who owns and runs them, how much profit they are making – and find out about the skills we can all gain in taking on PFI. If you believe its time to stop private profit at the public expense, this is the workshop for you.

Facilitated by Lucy Reynolds - LSHTM & Richard Whittell - Corporate Watch

Ebola: what caused the current outbreak and how do we prevent another crisis

Seminar Room LG9, 14:00-15:00

Capacity: 34

This workshop explains why Medact’s broad approach to global health is important by analysing a single issue: Ebola. It will also give you an insight into Health Poverty Action’s work aimed at strengthening poor and marginalised people in their struggle for health by challenging the structures that keep people in poverty. This workshop explains the social, political, environmental and economic determinants that created the conditions for this ebola outbreak to become a crisis in West Africa. We’ll discuss the impact of land grabs, blood diamonds, unfair trade policies and the wholesale theft of Africa’s resources. We then look in more detail at the reasons behind the spread of the disease in West Africa. We’ll then watch a brief video update from Regina Bash-Taqi HPA’s country director in Sierra Leone.

Facilitated by David McCoy – Medact & Regina Bash-Taqi HPA country director for Sierra Leone

Access to the NHS for migrants and refugees: what you need to know as a junior doctor
Seminar Room LG9, 15:00-16:00 *Capacity: 34*

Who is entitled to free NHS care and who is not? Which NHS services may be chargeable and which are exempt from charging? What is meant by 'urgent' and 'immediately necessary' care? Dr Ina Schim va der Loeff will be giving a workshop at the Medact Forum 2014 on what you need to know as a junior doctor about access to the NHS for migrants and refugees.

Facilitated by Ina Schim van der Loeff – University College London

Become a Shareholder Activist: Challenge corporations whose behaviour threatens global health – Seminar Room LG8, 14:00-15:00 *Capacity: 40*

This session will give an introduction to financial activism and two ways you can take action. It will cover the power of speaking out at the Annual General Meetings (AGMs) of major companies whose products, services and employment practices affect the health of communities worldwide. This year, ShareAction supporters have asked questions at over 80 company AGMs, including big names like Unilever and Tesco. We will also explore how we can mobilise our pension savings to support a cleaner future. Our pensions are currently funding climate change and other deeply unsustainable business practices, but it is our money and we have a right to have a say how it is used.

Facilitated by Catherine Howarth & Sophia McNab – ShareAction

Disarm our Public Institutions – Seminar Room LG8, 15:00-16:00 *Capacity: 40*

Arms companies using children's science events to promote themselves, and hosting arms trade events at some of our best loved public institutions. This summer, the Farnborough International arms fair held its gala dinner at the Science Museum. Arms companies use sponsorship to buy an image of public respectability, and to promote their deadly business. But they don't advertise the devastating impact of their work. Science should be about improving life, not taking it away.

Facilitated by Kat Hobbs – Campaign Against Arms Trade

Theories of Social Change **Seminar Room LG6, 14:00-15:00** *Capacity: 36*

When it comes to making change happen, even people who want the same outcome might have different ideas about how to get there. Why? Because we hold differing beliefs as to how change happens—as well as how change ought to happen. As Medact begins to develop some of its public campaigns on tax avoidance, divestment and tackling the food industry, how do we decide what approach to take? Using discussion and reflection, this workshop will give you the chance to learn to identify different theories of change, which you can then work into a successful campaign strategy – and make change happen for real.

Facilitated by Amy Mount – Green Alliance

Medical Investigative Journalism: Seminar Room LG6, 15:00-16:00 *Capacity: 36*

About: This workshop will explore how health activists can work with journalists to help improve health – particularly when it involves taking on vested interests. The workshop will run through gaining access to documents and some of the basic skills involved in investigating corporations. It will detail some real life examples of collaboration between health activists and journalists that have helped drive policy change.

Facilitated by Deborah Cohen – BMJ