

Name Change Taskforce Report

Part 1 - Summary & Analysis of Consultation Responses (Impact Assessment)

Part 2 - SWOT analysis and conflicts investigation for the 5 name options

Introduction

At Medsin Autumn Weekend (MAW) 2014, a guidance statement was passed to investigate the impact of a name-change on the network as part of a process to decide whether or not to change the network's name. The rationale for the motion was as follows;

“The name ‘Medsin’, a portmanteau of Medical Students International Network, reflects neither the diverse academic disciplines of its members nor the profound interdisciplinarity of Global Health. Furthermore, it may create the impression upon potential members that the network is only for medical students, adversely affecting our recruitment and sustainability.”

The urgency of this issue is demonstrated by the number of branches who have in recent years changed the name of their local network branches, reducing the cohesiveness of the Medsin network.

The Name-Change taskforce was formed in March 2016 to decide on the process for making a decision on whether or not to change Medsin's name and to create an impact report to detail the effects a name-change could have on the network.

Significant progress was made at the Medsin Spring General Assembly 2016, during which 5-names were shortlisted by Voting Members out of a range of 40 possible options. Medsin Autumn Weekend 2016 will see these names reduced further to a single preferred alternative, which will then be worked on between MAW16 and Spring General Assembly (SGA) 2017, and subject to a final vote on whether or not to change the name of the network at SGA 2017.

To be clear, the vote at MAW16 will NOT be a final decision on the Name Change issue.

To inform these decisions, the taskforce held a five week network-wide consultation process, looking for the feedback of branches, national committee members, the board of trustees, Medsin alumni and our international delegates to answer key questions surrounding the impact of a name-change.

This report details the feedback we received, broken down by subject and analysed using a partial qualitative methodology with some area of direct feedback.

Alternative Names Voted on at SGA 2016

- Student Alliance for Global Health Equity (SAGE)
- Global Health Students Network
- Students for Global Health
- Health Equity Movement
- Students for Health International (SHINE)

Part 1: Summary & Analysis of Consultation Responses

Dates of the Consultation: 04/08/16 - 11/09/16

Total Respondents: **54**

- Alumni - **8**
- Board of Trustees - **2**
- Branches - **23**
 - Northern Region - 7
 - South East - 6
 - South West - 4
 - Scotland and Northern Ireland - 3
 - Midlands - 1
 - Unknown - 2
- International - **7**
- National Committee - **14**

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1. Impact on Medsin's Identity

View of Branches

Most respondents felt a name-change would create a stronger sense of identity at branch level and create a more inclusive society and broaden our reach. Some mentioned feeling a close identity to Medsin at the national level, but using an alternative name at a branch level. Some mentioned the importance of the existing reputation of 'Medsin'.

"Perhaps - it depends on the chosen name!"

"Yes for sure! I don't even know what Medsin stands for right now."

"Not identity as such, because I think Medsin already has that, it would just stop us sounding like a 'Medicine-exclusive' society and help to engage the next generation of members"

View of the Trustees

Both trustee respondents thought that a name change could give Medsin a stronger identity and help non-medical students engage with that identity.

2. Impact on our recognition as a stakeholder in Global Health

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View of the Trustees

Both felt that a new name could benefit our recognition as a key stakeholder in global health

"Increase the ability for supporters, volunteers, funders, and patrons to understand what we do, and therefore better empathise with the cause."

View of the National Committee

Most respondents discussed the need to clearly explain the rebranding to ensure we maintain the reputation we have developed with existing partners as Medsin-UK, however, most also discussed the potential positive effects of have a name that better reflects our multidisciplinary work as a global health organisation.

Most participants thought that a new name would make it easier for new external organisations to engage with us.

"...It would make clearer that we are a global health organisation rather than a specific medical student one. This would hopefully help us form new partnerships and get new recognition as a global health group. Negative: It could affect our relationship with organisations that already recognise 'Medsin' as a key stakeholder. Thus a good and clear transition would be required."

3. Impact on Sponsorship and Finances

View of the National Committee

Most felt that a rebrand would aid our recruitment of new sponsors by providing a clearer representation of our aims and values. Some felt that the confusion around a name change and the loss of the existing brand may have a negative effect on getting new sponsorship.

None felt there would be a lasting negative impact with existing sponsors, although some thought there might be a small impact in the short term. Others thought that it could improve existing sponsor relationships by improving our brand identity. Several pointed out the need for a carefully managed transition.

"As long as it is made clear to sponsors and there is a large enough transition period then hopefully they will be understanding. The membership is staying the same so they target audience hasn't changed."

Almost all respondents felt that the financial costs of a re-brand would be worth the benefits if desired by the network members.

Several highlighted the need for a comprehensive re-design including a new website and tied this in with improving advertising and growing the organisation. Specifically in regards to a name-change, many felt that it would help overall identity within the network which is being damaged by the number of branches operating under a different name at present.

One participant felt that a re-brand would not be a priority for investment, but felt that money would be better spent on accessibility, branch support and regional cohesiveness.

"I think a rebrand would help us grow as an organisation as it could tell people more about what we are about. I think with more people would get involved if they knew we were a global health (not medicine) organisation..... I think the potential to grow as an organisation and have our message clearer is worth the financial costs."

"It feels like a shame that each branch is drifting apart from "medsin" and this sense of togetherness, as well as more effectively representing our organisation, is worth the cost of the rebrand. Furthermore, I think we need to improve our brand image anyway, so these costs would exist with or without a name change, but a name change is a good excuse to put a lot of money and effort into it."

View of Trustees

One felt there would be some initial disruption to sponsorship but it would make little impact. The other tied in the need for a full rebrand and website redesign;

"For me, the crucial thing is to rebrand the website and marketing material. At the moment, Medsin doesn't look professional and with much reach. People won't want to associate with an amateur organisation - and spend money with them."

4. Impact on our work with Local, National and International Partners

View of International Delegates

On our relationship with the International Federation of Medical Students Associations (IFMSA)

Most predicted there would be no change to our relationship with the (IFMSA). Some pointed out the initial difficulties in explaining a name-change to a large audience. It was pointed out that most member organisations do not specify 'Med' in their title.

On a change from a 'medical student centric' audience on our role within the IFMSA

Most didn't think our role would change. As long as we have a majority of medical students then we are still eligible to be a member organisation of the IFMSA and there are many other member organisations who are open to other healthcare students without their role being affected.

"Not if the delegation we send would still be medical student orientated. Medsin already gives one of the most well learned delegations to the IFMSA - exposing our future delegations to work with further disciplines who we can learn from first hand would surely only further our holistic approach to global health; something we can look into celebrating at the fairs at the end of each IFMSA conference."

On our work with other international organisations

Several mentioned that in the short-term it may disrupt relationships and that it could lead to confusion as we are already an established organisation at the IFMSA. Others thought a name-change could help build new relationships as our overall aim may be clearer and it might allow us to make connections outside the medical sphere.

View of the trustees

On how to communicate a change to existing external partners:

"Positively! As a response to growing demand, we are expanding, as part of a whole society approach to global health and governance. But you need to do this through personal contacts and meetings, not just by firing off emails"

"Press release. Writing to patrons and members in advance of this to explain the change and to provide exclusive look at the rebrand before going public."

View of Branches

Most felt the impact of a name-change on relationships with local partners would be minimal or short term. Some thought there would need to be some re-establishment of relationships as Medsin is already well known, while others felt a clearer name could help partners better understand what Medsin does.

5. Impact on Recruitment at Branch Level

View of Branches

Almost all participants felt that a name-change would have a positive impact on branch-level recruitment. There was a general consensus that it would improve understanding of what the society does and help attract members from outside of the medical course.

View of the National Committee

Many branches have already moved away from the name 'Medsin', it was hoped that a new name could be used by all branches and would provided a clearer explanation of the society at branch level. Many thought a name-change would improve recruitment at the branch level and increases the diversity of courses represented at branch level.

"It would certainly have an impact and I'm sure it would not be uniform in every branch. Overall, I think it would improve recruitment as more students would understand what we do. Once people are in Medsin, they generally love it - but many simply never hear about it or know what we're about. I

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understand that at some branches, the "Medsin" name is well known, but I think this is more to do with the fact they are very active and doing a lot rather than the name itself. The student community turns over very quickly, so I think people who adapt quickly to a rebrand."

6. Impacts on Branches

View of the Branches

On engaging existing members with a new name

Most felt there would be no problems getting existing members to recognise Medsin under a new name. Some thought there would be some short-term problems, these were mostly related to relationships with lecturers, speakers and the university administration.

On conflicts with existing societies

One participant mentioned an existing 'Global Health' society at their university. No other respondents foresaw any conflicts with other societies.

On problems with changing the name with the Students' Union

Most felt there would be no problem accomplishing this. One pointed out that the name could only be changed at the start of the academic year, some mentioned that their union was difficult to work with so may take some hassle.

Would your branch be prepared to stick to the agreed new brand or would you keep your own name regardless?

Only one participant thought their branch would keep their existing name regardless of the outcome of the name-change process. The other participants would be willing to change their name to a new-name, although some said it depended on how good the new name was.

Involvement in the name-change process

All but one participant felt sufficiently involved in the name-change process. One participant wanted a clearer updates on the work of the taskforce, our outcomes and on how we make our decisions.

7. Impact on Affiliates

View of the National Committee

Almost all felt that a name-change could be used to improve relationships with affiliates. The clear distinction from 'Medicine' and the use of a name that represents a 'Global health network' would make us more in keeping with the work of affiliates and help their members better understand what Medsin's role is.

No participants thought there would be a negative relationship with existing affiliates.

"It would help. They would hopefully see being part of a clearer 'global health network' as more in keeping with the work they do. Some affiliate members are not very knowledgeable of Medsin and hopefully having a clearer name would help them understand us more."

View of Branches

Most felt that a name-change would not impact relations with affiliates. Some emphasised the need for clear communication with them about the name-change, while several felt there was not a strong relationship between affiliates and Medsin at their branches at present.

8. Impact of a Rebrand Process on Committee Capacity

View of the National Committee

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Most thought that the name-change would increase the demand on the national committee roles, but also thought that this increase would be manageable and suggested ways to minimise the impact: eg. using a taskforce, using extra members/previous NC members, with help from the trustees, and ensuring that the NC at appropriately trained for the task.

It was felt that the largest burden would fall on those involved in Medsin communications and this is the main area where additional support may be needed.

"... I think there is a lot of work required to implement a name change successfully. I think National Committee will be crucial to communicate the change effectively with members, so should not have additional duties placed on them. We don't want to stop developing in all the other ways, just to focus on the name change. Some additional members/previous NC members/task force etc would definitely be required to implement this."

View of Branches

Most felt this would not be a significant problem for their committees. One mentioned it might take some time with a small committee, while another discussed the need for good guidance and support from other branches/national committee.

9. Impact on Alumni

View of Alumni Respondents

We had responses from those who had held a variety of roles within Medsin, from branch committee members to previous national directors.

Only 1 of the 8 respondents felt they would feel excluded by a name that specifically tied the organisation to youth or students.

No participants felt a name-change would impact their relationship with Medsin, although one thought it would depend on the new name chosen.

Although not related to the name change, seven of the respondents were interested in developing a closer relationship with Medsin as alumni.

View of the National Committee

Several respondents felt this was an area where a name-change could have a wholly negative impact, with many alumni associating strongly with the name 'Medsin' or being confused by a change in name.

Some pointed out that alumni should be reached out too, and that they would understand the name-change if it was made clear why it was being undertaken and that we maintain the same overall vision and goals. Many suggestions were made on ways to maintain engagement from alumni post-rebrand, including involving them more in the process and ensuring a well publicised transition.

View of Branches

Some felt there would be no change in relationship with alumni.

Some mentioned that there was little alumni engagement in their branch at present regardless. Some discussed methods of ensuring alumni are clearly informed and thought that alumni would understand the reasoning behind a name-change.

10. Impact on Trustee's and Patrons Recruitment and Retention

View of the Trustees

One felt a name change wouldn't affect Trustee recruitment, another though it could improve recruitment if tied in with a website rebranding.

Both felt there would be little impact on existing patron relations while a name-change could help attract new ones.

View of the National Committee

Most felt there would be no real impact on patron relationships if the change, and reasons behind it, were clearly communicated to patrons.

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"I think they would expect us to have a really well-thought out plan and reasoning for the name change and we need to go to our patrons with this. I think the name change shows medsin is a dynamic organisation that listens to its members and I think that the Patrons would support this."

11. Other Points Discussed

Alumni perspective of a name-change

There was some discussion on previous problems encountered when trying to change the name, such as a lack of alternatives, fear over maintaining recognition and damaging a developing brand.

Some thought that a name change was unnecessary while others thought it was overdue, or that it would provide a clearer distinction from 'Medicine' and help non-medics access the organisation.

Trustees view of Legal requirements

One thought it would not be a problem if the charitable aims remain the same. The other had no experience in this field.

Trustees on key documents that would need updating

Mentioned were: Social Media, letterheads, future policy documents, bank accounts, charity commission data, some existing governance documents.

Other Comments from International Delegates

"I guess it is about balancing whether the potential offered by starting with a new brand from scratch outweighs building on what we have now, which is in main great but has some issues. I think that a rebrand would have to be a longitudinally diligent process, something that is difficult with high turnover of us (being students)."

"If we do change our name, we must have a robust plan in place to manage the changeover and reach external organisations and individuals, IFMSA officials and NMOs all over the world to avoid damaging ongoing projects and relationships through confusion. I would be anxious for the impact of the name change as 'Medsin' is very well known by IFMSA students all over the world and in the minds of many externals too. For me, a new name would have to be very good to justify a change, I wouldn't want us to have any new name just for the sake of it, but more importantly a plan to roll it out over time and over the world, perhaps using examples from other NGOs who have changed their names to guide us."

PART 2: SWOT analysis and conflicts investigation for the 5 name options

Outlined below is a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the 5 alternative name options voted through at SGA 2017. The analysis covers the basic points of difference between the different names. There is also a list of any organisations with conflicting names to any of those shortlisted.

- Shortlisted names are coloured **red**
- Conflicting organisations are listed below each shortlisted name
- **Black** conflicts are more important to note
- **Grey** conflicts are less important to note with reasons as to why listed below

Student Alliance for Global Health Equity (SAGE)

SWOT	
Strengths	Weaknesses <ul style="list-style-type: none">● Equity is a redundant word, encompassed within the term "Global Health". HOWEVER, examples of reputable

<ul style="list-style-type: none"> • Attractive acronym, positive connotations (wisdom and cooking) • Describes what we do • Succinctly encapsulates the Medsin vision 	<p>organisations using similar titles (see University of Global Health Equity)</p> <ul style="list-style-type: none"> • Acronym does not entirely fit - where is the H in Global Health? Technically should be SAGHE • Descriptive name • Relatively long, 12 syllables
<p>Opportunities</p> <ul style="list-style-type: none"> • Potential for clever branding using “SAGE” acronym 	<p>Threats</p> <ul style="list-style-type: none"> • Limits constituent members to students

- **Graduate Student Alliance for Global Health**
 - <http://www.gsagh.com>
 - The Graduate Student Alliance for Global Health (GSAGH) is a coalition of interdisciplinary University of Toronto graduate students who come together and share knowledge.
- **University of Global Health Equity**
 - <http://ughe.org>
 - University of Global Health Equity (UGHE) is a new kind of university focused on the delivery of health care to those who need it most. Building on Partners In Health’s three decades of delivery experience, and leveraging the unique expertise of Rwanda’s health sector, UGHE will train the next generation of global health leaders from Africa and beyond.
- **World Health Students’ Alliance**
 - <http://www.wfpha.org/publications/news/114-world-health-students-alliance>
 - A joint agreement between many students organisations (including the IFMSA)
 - Listed as less important conflict as it is not an official organisation

Global Health Students Network

SWOT	
<p>Strengths</p> <ul style="list-style-type: none"> • Functional, descriptive name • Relatively punchy (7 syllables) • Simple • Existing branch name (Cardiff) 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lacks catchy acronym • Descriptive but fails to fully encapsulate our purpose • No distinctive identity internationally • Lacks specific identity nationally
<p>Opportunities</p>	<p>Threats</p> <ul style="list-style-type: none"> • Limits constituent members to students • Competitors would find it very easy to establish organisations with derivative names

- **Charité Berlin Global Health Network: Students’ Initiatives in Global Health**
 - <http://ghnetworkcharite.org>
 - Seems to be a website that collates Global Health Initiatives based in Berlin including: UAEM, Open Access and International Physicians for the Prevention of Nuclear War (IPPNW)
- **Graduate Student Alliance for Global Health**
 - <http://www.gsagh.com>

- The Graduate Student Alliance for Global Health (GSAGH) is a coalition of interdisciplinary University of Toronto graduate students who come together and share knowledge.
- **Student Global Health Alliance**
 - <https://studentglobalhealthalliance.wordpress.com/>
 - The Student Global Health Alliance is a unique student-run organization made of medical, pharmacy, nursing and other health professions students from the University of Oklahoma Health Science Center focused on leveraging our collective skills and creative talents to provide responsible contributions to global health efforts abroad.
 - Seems to only be present online as a blog
 - Listed as less important conflict as it seems to only be present as an online blog
- **Global Health Alliance**
 - <https://publichealth.arizona.edu/students/student-organizations/gha>
 - As a student-driven organization, the Global Health Alliance (GHA) aims to enhance students knowledge of how public health functions in a global context. Can only join if at the University of Arizona or Mel and Enid Zuckerman College of Public Health.
 - Listed as less important conflict as it is only present at these colleges and does have a great online presence
- **Global Health Student Association (GHSA)**
 - <http://www.globalhealth.pitt.edu/resources/>
 - Medical student society at the University of Pittsburgh
 - Listed as less important conflict as only present at this university and doesn't have a great online presence
- **Global Health Students Network - Cardiff Medsin**

Students for Global Health

SWOT	
Strengths <ul style="list-style-type: none"> ● Functional, descriptive name ● Relatively punchy (6 syllables) ● Simple ● Existing branch name (Cardiff) 	Weaknesses <ul style="list-style-type: none"> ● Lacks catchy acronym ● Descriptive but fails to fully encapsulate our purpose ● No distinctive identity internationally ● Lacks specific identity nationally
Opportunities	Threats <ul style="list-style-type: none"> ● Limits constituent members to students ● Competitors would find it very easy to establish organisations with derivative names

- **University of Oregon Students for Global Health**
 - <http://uoglobalhealth.org>
 - We're a student group devoted to social justice and global health equity. We work particularly against diseases that most adversely affect people living in poverty and the conditions that make them vulnerable by raising awareness and funds on campus.
- **UC San Diego Students for Global Health**
 - <https://globalhealthucsd.com/join-the-movement-students-4-global-health/>
 - UCSD Students for Global Health is a Student Organization for students passionate about Global Health issues and interested in contributing to the Global Health community on the UCSD Campus.
- **Students for Global Health - Leeds Medsin**

Health Equity Movement

SWOT	
Strengths <ul style="list-style-type: none"> • Sounds more professional, more credibility externally • Not limited to students • Can be converted to acronym, HEM • UCL Institute for Health Equity – strong brand, Michael Marmot pre-existing Medsin Patron 	Weaknesses <ul style="list-style-type: none"> • “Equity”, while an objectively admirable phrase, sounds like something out of Dragons Den • HEM is not an elegant acronym • Not student-specific • Dry name • What will branches call themselves? Is this attractive to students?
Opportunities <ul style="list-style-type: none"> • Reinforce existing ties with institute for health equity 	Threats <ul style="list-style-type: none"> • Many competing organisations, past and present, with similar names

- **Health Equity Leadership and Exchange Network (HELEN)**
 - <http://healthequitynetwork.org>
 - The HELEN project will strengthen health equity leadership and increase the number of sustainable campaigns that play an important role in offering community education and mobilization.
- **Training for Health Equity Network (THEnet)**
 - <http://thenetcommunity.org>
 - Based on the experience and successful strategies of our founding schools, Training for Health Equity Network (THEnet) is a global movement advocating for socially accountable transformative health workforce education.
- **UCL Institute of Health Equity**
 - <http://www.instituteofhealthequity.org>
 - The Institute was launched in November 2011, to build on previous work to tackle inequalities in health led by Professor Sir Michael Marmot and his team, including the ‘Commission on Social Determinants of Health’ and ‘Fair Society Healthy Lives’ (The Marmot Review).
- **Gender and Health Equity Network**
 - <http://www2.ids.ac.uk/gHEN/>
 - The Gender and Health Equity Network is a partnership of national and international institutions concerned with developing and implementing policies to improve gender and health equity, particularly in resource constrained environments.
- **Culture of Health Equity Network**
 - <https://cultureofhealthequity.org/about-us/>
 - The Culture of Health Equity Network, an initiative of the Institute for Alternative Futures, provides information about research, policies, practices and advocacy to create and advance a culture of health equity.
- **Malawi Health Equity Network**
 - http://www.who.int/workforcealliance/members_partners/member_list/mhen/en/
 - Malawi Health Equity Network (MHEN), which was formed in 2000, is an independent alliance of organizations and individuals promoting equity and quality in health for all people in Malawi. The current membership is about 50 organizations, associations, coalitions, training institutions and health professionals.
 - No website seems to be listed but cited as partner of the WHO Global Health Workforce Alliance

- **HealthGAEN (Global Action for Health Equity Network)**
 - <https://www.facebook.com/HealthGAEN/>
 - The Global Action for Health Equity Network (HealthGAEN) is a network of networks, institutions and people concerned about health equity, environmental sustainability and human development.
 - This network no longer seems to be active as I cannot link to their website however they are cited on Health Action Partnership International (<http://www.hapi.org.uk/about-us/partners/healthgaen/>) and UCL Institute of Health Equity (<http://www.instituteofhealthequity.org/Networks/healthgaen>)
 - Listed as less important conflict as it no longer seems to be an active organisation
- **Health Equity Network**
 - www.ukhen.org/ (website no longer active)
 - <http://www.eldis.org/go/home&id=6119&type=Organisation#.V-OwKGWi7dk>
 - The Health Equity Network (HEN) is a network of people interested in equity and inequality in health, brought together via the world wide web.
 - Listed as a less important conflict as this organisation does not seem to be similar to ours and no longer seems to be active
- **EQUINET Africa**
 - <http://www.equinet africa.org>
 - EQUINET, the Regional Network on Equity in Health in East and Southern Africa, is a network of professionals, civil society members, policy makers, state officials and others within the region who have come together as an equity catalyst, to promote and realise shared values of equity and social justice in health.
 - Listed as less important conflict as although it comes up on a google search of 'Health Equity Network' the name of the organisation is not that similar

Students for Health International (SHINE)

SWOT	
Strengths <ul style="list-style-type: none"> ● Positive acronym ● Simple, descriptive name 	Weaknesses <ul style="list-style-type: none"> ● Global Health network, not International Health. Very distinct differences. ● Significant competitors (Spina Bifida, Education, Mental Health) ● Acronym is a stretch ● Global Health, Local Issue. Ignores local community action aspect of organisation ● Health insurance websites come up if you google
Opportunities <ul style="list-style-type: none"> ● Branding could be interesting 	Threats <ul style="list-style-type: none"> ● Website domain difficult to secure

- **SHINE Charity (Spina bifida, hydrocephalus, information, networking, equality)**
 - <http://www.shinecharity.org.uk>

- Shine provides specialist support from before birth and throughout the life of anyone living with spina bifida and/or hydrocephalus, as well as to parents, families, carers and professional care staff. Shine enables people to get the best out of life.
- **SHINE Trust**
 - <https://www.shinetrust.org.uk>
 - SHINE is an education charity that gives children the opportunity to acquire the skills and confidence they need to turn their potential into success at school and beyond.
- **Shine Mental Health Network**
 - <http://www.lincsshine.co.uk>
 - Shine is an award winning network of people and organisations involved in or with experience of mental health and mental ill health and distress. We think we can do a lot to put people in touch with each other, and to help them work more closely and effectively together.
- **Multiple websites for student health insurance come up on a google search of 'Students for Health International'**

