

Developing a Health Advocacy Strategy



Common Lobbying Mistakes According to Politicians

- Ambit claims
- Problems without solutions
- Misrepresenting the facts
- Badly targeted
- Representations too late
- Poorly briefed & prepared
- Wasting time - insignificant issues
- Inarticulate presentation
- Badly advised
- Ineffective leadership
- Not appreciating demands on time
- Too much detail too soon
- Lack of overall plan
- Unachievable objectives
- Overlook local lobbying
- Lobbyists get in the way
- Threats of voter power
- Too much routine lobbying
- Too demanding & pushy
- Little follow up
- Overestimating a politicians ability to deal with myriad issues

Inquiries - Tips & Tactics

STEP 1:

Analyse the external environment

- Background to Inquiry
- Significance/importance to your organisation
- What are the politics - who are the players?

STEP 2:

Analyse your internal environment

- Draw out key internal issues relevant to Inquiry
- Define your goals
- Determine your strategy
- Formulate your position(s)

STEP 3:

Formulate Submission

- Data collection, research & supportive arguments
- Address the appropriate Terms of Reference
- Structure Submission & convey messages effectively
- Make concise, achievable recommendations
- Present Submission professionally

STEP 4:

Follow-up

- Track progress of Inquiry
- Support Submission with further advocacy programs
- Lobby other stakeholders
- Manage media coverage

Health Advocacy Tips & Information Services Available from Client Solutions

Pocket Guides

- Key Canberra Health Contacts
- Key Wellington Health Contacts
- Advocacy
- Managing the Media
- Client Solutions

Health Backgrounders

- Surviving Healthcare Change
- Medical Workforce
- Submission Writing
- Pre Budget Submissions

Information Services

- Daily Health Media Summary
- Committee Bulletin



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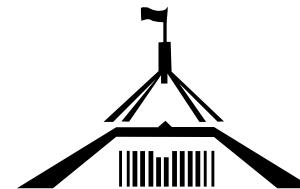
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HEALTH POLICY ADVOCACY

CLIENT SOLUTIONS POCKET GUIDE



2005 POCKET GUIDE TO ADVOCACY

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