

What is Advocacy?

UNSW Kensington Campus

Immunisation Advocacy workshop

On behalf of the PHAA I would like to acknowledge the traditional owners of the land, the Gadigal people of the Eora nation, and pay respect in particular their elders, past and present.



Public Health Association
AUSTRALIA

Michael Moore

- **CEO PHAA**
- **VP/Pres Elect World Federation PH Associations**
- **Adjunct Professor, Health Policy and Governance, University of Canberra**
- **Former Health Minister (ACT)**

Declaration of possible conflict of interest:

The PHAA has taken sponsorship from vaccine companies to support conferences on immunisation and communicable diseases



It is not enough to just shake your finger and yell



Assertive does have a place

Actually advocacy is mostly about relationships

Advocacy



Advocacy is essentially political

- “There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order to things”.
- “He who has not first laid his foundations may be able with great ability to lay them afterwards, but they will be laid with trouble to the architect and danger to the building”.
- Defining advocacy:
“persuading decision makers of the need for change through identifying desired public health outcomes and effective and feasible methods of achieving that change.”

The Prince

Moore et al



Well-developed policy positions

- Effective advocacy
 - Know the material
 - Know the approach of those with something to protect
 - Use the evidence
 - Use the anecdote

BUT ...
know the opposition

- *Thank you for smoking*
 - http://www.youtube.com/watch?v=iBELC_vxqhl



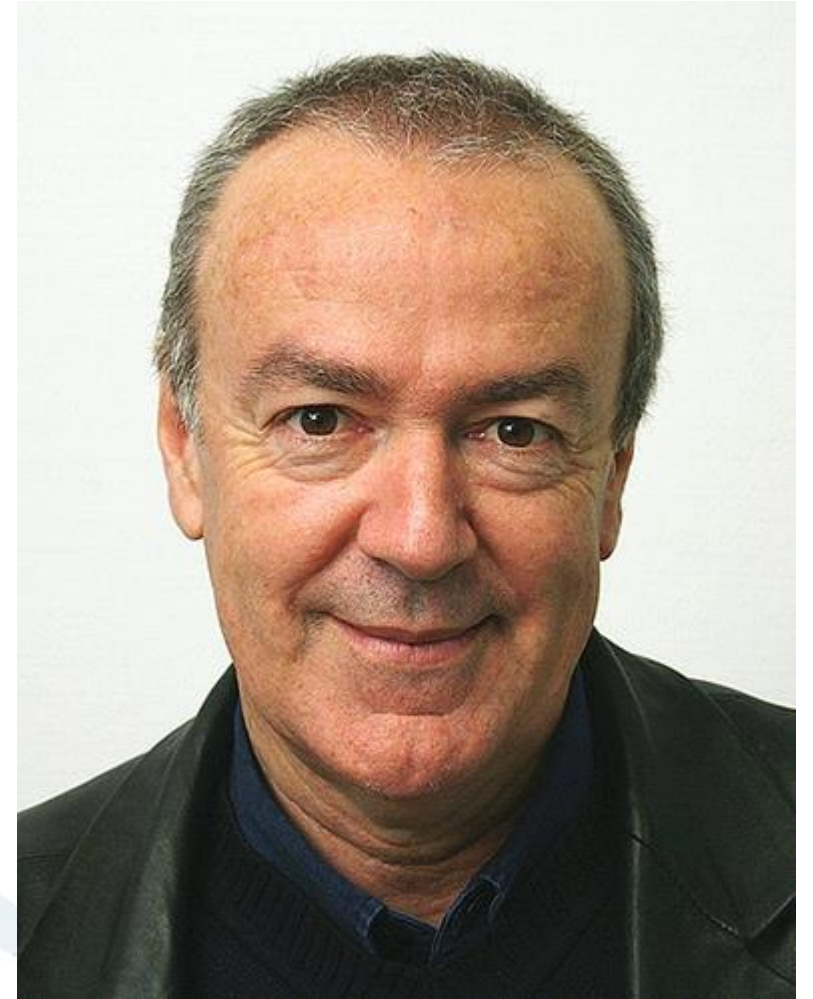
Thank you for smoking

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

Some Hints on Advocacy

from Simon Chapman's
Reflections on a 38-year career in public health advocacy

- **Lesson 4: study the media**
- **Lesson 5: use 'killer facts'**
- **Lesson 6: values are everything**
- **Lesson 9: successful advocacy takes time**
- **Lesson 10: grow a rhinoceros hide**



Elements of Advocacy

➔ **10 STEPS – to INFLUENCE**

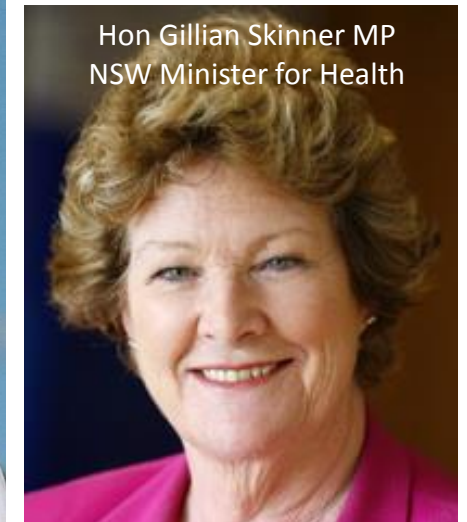
- Step 1: Establishing a Sense of Urgency
- Step 2: Creating the Guiding Coalition
- Step 3: Developing and Maintaining Influential Relationships
- Step 4: Developing a Change Vision
- Step 5: Communicating the Vision for Buy-in
 - Media, Parl & Govt Inquiries, Ministers, Bureaucrats
- Step 6: Empowering Broad-based Action
- Step 7: Being Opportunistic
- Step 8: Generating Short-term Wins
- Step 9: Never Letting Up
- Step 10: Incorporating Changes into the Culture



Hon Sussan Ley MP
Fed Health Minister



Andrew Barr MLA
ACT Chief Minister



Hon Gillian Skinner MP
NSW Minister for Health

The Pride of Public Health Professionals

- Firemen save lives
- Paramedics save lives
- Nurses save lives
- Doctors save lives
- Public Health Professionals save lives

A MILLION AT A TIME