Title of Workshop:
Advocacy for health: Politics, Power and Practice

Goal
To consider the most effective ways to translate academic research to achieve healthy outcomes.

Details
Tuesday 4 April 1600-1730 (90 Minute) Workshop:

- **Adjunct Professor Michael Moore AM (CEO PHAA and Pres WPHFA)**
- **Professor Heather Yeatman (President of PHAA)**
- **Mr Rohan Greenland (Government relations manager – Heart Foundation Australia)**
- **Dr Deborah Klein Walker (Past-President APHA)**

Background and Aims:

Translating research into policy and/or practice is the major challenge to the creation of effective policies and healthier communities. The ability to influence key decision makers is key to change. Success requires the development of policy based on sound academic evidence, identifying key decision makers and building successful relationships, and planning strategies in the media and with the public that support good health policy.

Methods: This workshop will operate in a series of stages – as follows

Introduction: (5 minutes)

Stage one: (35 minutes)

PHAA, CPHA, APHA & PHASA activities (and their basis in policy literature)

This stage will introduce literature on policy implementation and how individuals and organisations attempt to use academic research to influence policy decisions.

1) Moore and Yeatman: Ten steps to influence policy (15 minutes)
   b. “When is it time to compromise?”: Food labelling

2) Walker
   a. American Public Health Association Influencing governments (10 mins)
   b. Advocacy challenges under Trump – public health under siege (vaccination / other issues)

3) Greenland
   a. Influencing governments – some specific examples from the Heart Foundation (10 mins)
   b. “When advocates run into a wall” - Tobacco
Stage two: (20 minutes) Working Groups

Participants will develop a few dot points as the basis for a strategy for influencing a policy area of their interest. Using up to three components of the policy framework, participants will prepare a policy advocacy and development strategy. One of the strategy components will be a meeting with a politician on their issue.

Issues might include:

1) Tobacco – introduction of restrictions on tobacco (offices, café, pubs, plain packaging)
2) Alcohol – seeking restrictions on access and availability
3) Food – influencing government policy to achieve more effective front of pack labelling of packaged food
4) Maternal and child health
5) Other suggestions from the workshop.

Stage four: (20 minutes) Role playing “Goldfish bowl”

Each group will be asked to send “a delegation” to speak to the Minister on their policy issue, for no more than three minutes. One of the facilitators, Michael Moore, who has been an MP and Minister for Health, will play the role of Minister. Another facilitator who has been a health advocate, worked in government and acted as a healthy policy advisor to government or examined advocacy academically, will play the role of a government officer with the Minister.

Stage five: (10 minutes) Feedback

Following the role playing will be feedback from the groups. The focus will be about the application of lessons learnt to their own circumstances, issues and countries. Collaborative strategies to support policy strategies will be identified.

Conclusions:

Attempting to change policy, even when based on sound academic evidence, is very challenging. The outcomes are uncertain, good methodology has yet to be established. Structures to support policy action, relationships and bureaucratic and political understanding are as important as the evidence-based research. To achieve effective change it is critical that academics and policy influencers such as NGOs work together with a common goal.
The workshop facilitators:

MICHAEL MOORE AM is the CEO of the Public Health Association of Australia and is President (2016-2018) of the World Federation of Public Health Associations. He is a former Minister of Health and Community Care and was an Independent member of the Australian Capital Territory Legislative Assembly for four terms from 1989 to 2001. He was the first Australian Independent Member to be appointed as a Minister to a Government Executive. In January 2017 Michael was made a Member of the Order of Australia.

Michael holds a post-graduate diploma in education, a master’s degree in population health, is an adjunct professor with the University of Canberra and Visiting Professor at University of Technology in Sydney and is widely published. He is also a political and social columnist who has served on a range of Boards including the ACT Local Hospital Network, Australian Health Care Reform Alliance, National Alliance for Action on Alcohol and the National Drug Research Institute.

HEATHER YEATMAN is a Professor in Public Health at the University of Wollongong and is President of the Public Health Association of Australia. She worked within government for 10 years prior to joining the University. She has had numerous statutory appointments on expert policy advisory groups across the food system and was a Board member of the food regulatory agency, Food Standards Australia New Zealand (FSANZ), for almost 10 years and was the inaugural chair the Consumer and Public Health Dialogue group of FSANZ.

Heather has a background in science (BSc, Adelaide University), education (Graduate Diploma in Education), nutrition (Graduate Diploma in Nutrition and Dietetics) and public health (at Masters and Doctoral levels). Her research is in food systems and public health policy, public interest advocacy within policy processes, food and health literacy, program evaluation and nutrition during pregnancy.

DEBORAH KLEIN WALKER is a former President of the American Public Health Association. Doctor Walker is a public health leader and behavioral science researcher with more than 40 years of experience developing and implementing programs and system change, research, evaluation, policy analysis and consulting on a broad range of public policy issues. At Abt Associates, she leads the Public Health and Epidemiology practice and is active in projects involving maternal and child health, obesity prevention, flu monitoring, early childhood systems, birth defects and disabilities.

Walker spent 16 years with the Massachusetts Department of Public Health, where she was the Associate Commissioner for Programs and Prevention, specializing in child and family health, health promotion, data systems and substance abuse services. She retains a position on the faculty of the Boston University School of Public Health. She is a former president of the American Public Health Association and the Association of Maternal and Child Health Programs, a founder of New England SERVE, and founding member of the Research Consortium on Children with Chronic Conditions. She is currently a trustee of the Cambridge Health Alliance and a board member of the Massachusetts Public Health Association. Dr. Walker has an Ed.M. and Ed.D. in human development from the Harvard School of Public Health. Follow her on twitter @DKWpublichealth.
**Rohan Greenland:** A journalist by trade, Rohan joined the Heart Foundation in 2006. He cut his public health teeth as director of public affairs with the Australian Medical Association (1992-2000). He has extensive experience in tobacco control, physical activity, nutrition and Indigenous health advocacy. He has been a member of Australia’s front-of-pack food labelling project committee and the Food and Health Dialogue executive. He also serves as a member of the Moving Australia 2030 Taskforce, a non-government advocacy group for active travel. His current work includes advocacy for the Heart Foundation’s Move More, Sit Less! campaign, seeking support for a national physical activity action plan. He has worked as a media adviser to a senator, chief-of-staff to an ACT health minister, senior adviser to an ACT Chief Minister and an adviser to a federal cabinet minister. Rohan spent three years as director of public affairs for the Australian Local Government Association, attending COAG meetings as part of the ALGA delegation. He has served on the board of the Asia-Pacific Heart Network, ACT Cancer Council, and the ACT Health Promotion Foundation. He participates in three ‘sitting-down’ sports; rowing, cycling and watching cricket.