Advocacy in Practice

World Congress Advocacy workshop

On behalf of the PHAA and the WFPHA we would like to acknowledge the traditional owners of the land, and pay respect in particular their elders, past and present.

Michael Moore
- President WFPHA, CEO PHAA,
- Adjunct Professor, University of Canberra
- Visiting Professor University of Technology Sydney
- Former Health Minister (ACT)

Heather Yeatman DPH
- Head, School of Health & Society Wollongong University
- Professor, Public & Population Health
- Vice President (Development), PHAA
- Immediate Past President, PHAA
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”.

The Prince
Public health and advocacy challenges - even for public health hero – John Snow

"It is the misfortune of Medicine, in its conflict with the prejudices of society, that it is continually exposed to discomfiture, through the perverse, crotchety, or reasonable behaviour of certain of its own disciples ... Society but wounds itself when it seeks to discredit the teachings of science, by setting against the comprehensive and well-weighed decisions of her true representatives, the crude opinions and hobbyistic dogmas of men whose perceptions are dimmed by the gloom of the den in which they think and move". The Lancet, June 23, 1855

Snow saw a problem and became an advocate (with Rev Henry Whitehead) for governments to take action - However, no success until 1858 – the great stink
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 2: be clear and concrete about what you want to change or support
• 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

Moore, M (et al) 2013 Evaluating Success in Public Health Advocacy Strategies  VJPH (Available on the PHAA website under “Advocay/Take Action”)
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
Sometimes advocacy action, as we strive for good government, does require creating a

Great Stink!