2nd Global Summit on Circulatory Health

EFFECTIVE OUTREACH WITH A POWERFUL VOICE

Political Advocacy: Reframing Common Messaging

Rohan Greenland (APHN)
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Introduction
Summary of Discussions

Mike Daube, Curtin University

• Advocacy should make people feel uncomfortable
• Advocacy involves ‘behind the scenes’ roles in research, programmes, government allies – we should encourage all to contribute
• Opposition can be commercial, philosophical, or passive (even among our colleagues)
• Translation of knowledge does not mean moving from paper to paper, it means ACTION!

Key lessons shared:

• Use evidence
• Be professional
• Seek consensus through coalitions
• Simple clear messaging you don’t have to explain
Summary of Discussions

Beatriz Champagne, IAHF

• Positive advocacy lessons learned from the Americas
  • Mexican SSBs, Uruguayan tobacco, Brazil food guidelines etc.

• Sent a regional delegation to Human Rights Convention to discuss tobacco industry activities as a controvention of human rights

• There is a need to speak courageously and in coalition

Key lessons shared:

• Frame work courageously, in modern way (i.e. stop using ‘Number 2 killer’)

• For major impact, we need systemic policy change based on topics that resonate with people, e.g. human rights
Summary of Discussions

Simon Gillespie, BHF

• Advocacy needs to be based on rock-solid evidence

• We need to stop assuming knowledge in the people we advocate to, and stop over-medicalising and complicating our messages

• Focusing on shared ‘battering ram’ issues is good, but we also need practical shorter-term solutions that can be put into action

• Collaborate with the media, including social media

Key lessons shared:

• Focus
• Collaboration

• Clarity
• Sustainability
Summary of Discussions

Susanne Logstrup, EHN

• Need to talk about PREVALENCE as well as morbidity/mortality to show governments how COSTLY these diseases are

• Arguments to governments should be based on benefits to industry and the economy, as well as helping to sustain our health systems

• Important to be vigilant against disguised industry involvement (e.g. think tanks on smokers’ rights) and acknowledge the scale of industry’s investment in lobbying

Key lessons shared:

• INVEST in advocacy, especially trained personnel

• Take a rights-based approach, combined with an economic argument, in order to convince decision-makers
Summary of Discussions

Laksmiati Hanafia, Indonesia Heart Foundation

- Indonesia 4th most populous country, so a BIG market for any industry
- Double burden of NCDs and CDs – 500,000 deaths from CVD each year
- Tobacco control coalition est. 1998, regulations and laws now strengthening (e.g. smoke-free areas, pictorial warnings, sponsorship restrictions)
- Regional tobacco tax is now earmarking some funds back towards health

Key lessons shared:

- Aim to de-normalise unhealthy behaviour, e.g. smoking
- Educate community on tactics of harmful industries
- We need to start somewhere – suggest clear, common messaging
Panellists’ Closing Remarks

• We need to present the best evidence and balance it against innovation
• Organizations need to modernise, using media and communications
• We need courage, and to prepare to be attacked for our work – so establish your legal framework and get legal minds involved
• Working together does not disclude us from working on own different things as well
• Working in coalition means being prepared to give some things up for the greater good
• Role of WHF to make sure existing coalitions are working (or develop new ones)
• We need to invest more in advocacy at all levels (national, regional, global)
3 SUGGESTIONS FOR ACTION

1) We should work together and formalise ourselves as a coalition
   - With a common identity, common themes, and accessible name
   - Drawing from existing examples in global health (e.g. Women Deliver)
   - Practical first step – rename the Summit?

2) We should change our use of language and communications
   - Getting internal coalition consensus before ‘going public’ on policy options
     and controversial research issues

3) Identify a streamlined policy package (2-3 issues) that unite us
   - Global HEARTS? WHF Roadmaps? A combination?