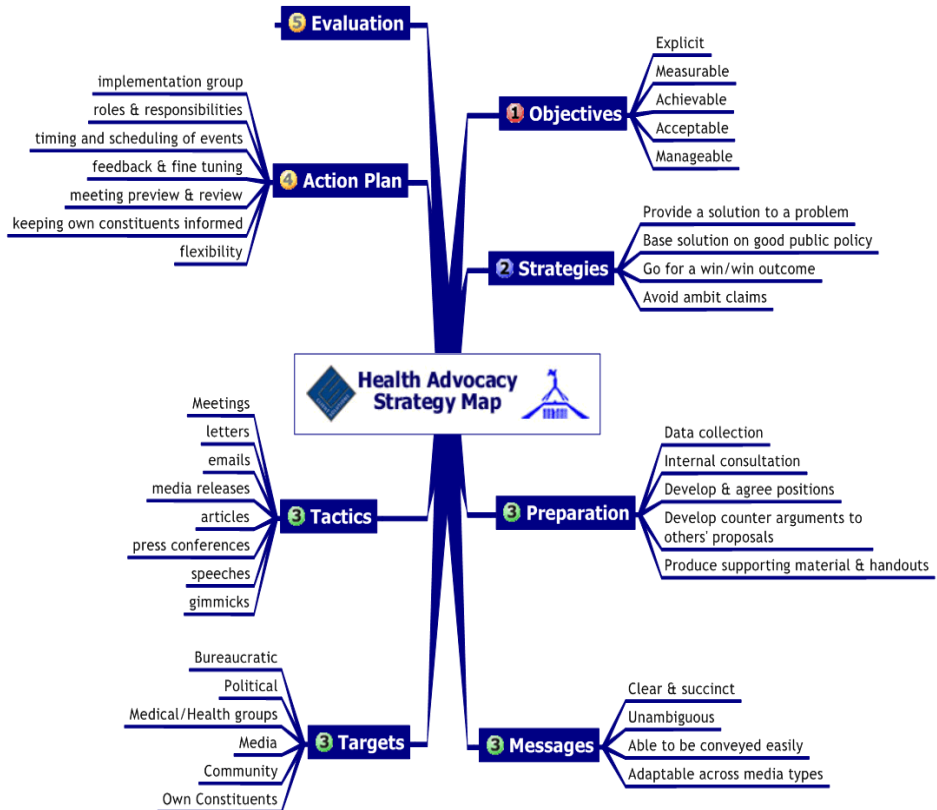


## Developing a Health Advocacy Strategy



## 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



**Client Solutions Pty Ltd**  
Research Based Public Affairs  
PO Box 158,  
DEAKIN WEST 2600  
T 02 62822471  
F 02 62822953  
[www.client-solutions.com.au](http://www.client-solutions.com.au)

## HEALTH POLICY ADVOCACY

CLIENT SOLUTIONS PTY LTD



## 2005 POCKET GUIDE TO ADVOCACY

**Client Solutions Pty Ltd**  
PO Box 158, DEAKIN WEST 2600  
T 02 62822471 F 02 62822953  
[www.client-solutions.com.au](http://www.client-solutions.com.au)