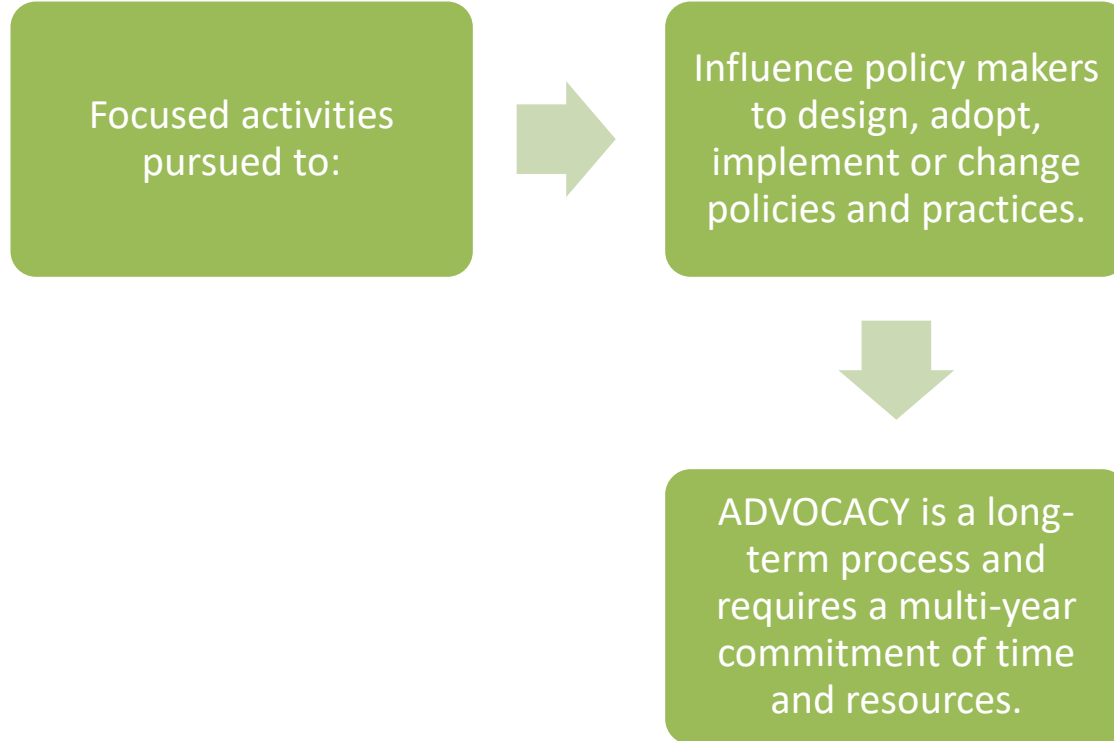


Making the Case for Occupational Medicine



WHAT IS ADVOCACY?



STEPS TO GETTING ORGANIZED

1

Articulate Your
Aims

2

Identify Your
Objective

3

Determine Who
and When

4

Identify Your
Policy makers

5

Deliver the
Message

GETTING ORGANIZED: IDENTIFY THE OBJECTIVE

Change in Policy

Change in Practice or Regulation

Recognizing the Time Frame for Change

GETTING ORGANIZED: TARGETS

1

Focus on decision-makers.

2

Understand their authority and limits.

3

Link to what they already support; personalize when appropriate.

4

Construct the “win-win” scenario.

GETTING ORGANIZED: DELIVERING THE MESSAGE

Identify most
meaningful
spokesperson.

Compile
evidence in a
succinct format.

Engage your
allies.

Present
“workable”
approaches.

Be prepared
and passionate.

Follow up.

How To Communicate Effectively “To Do”

Clearly identify
your subject;

Explain why you
are concerned;

Explain why the
issue affects
patients, families,
or community;

Keep it to one or
two topics.

Personalize when
possible.

Follow Up

How To Communicate Effectively “Do Not”

“Threaten” or
present an
ultimatum.

Overstate
your
influence.

Use jargon,
trite phrases
or clichés.

Link financial
contributions
to support.

**PLACEHOLDER;
INTERACTIVE
PORTION. “10
STEPS TO
DEVELOP YOUR
OWN.”**

1. What’s the most important “thing” we want to change or try to influence?
2. What are our best case objectives, what would be reasonable “fall back” objectives?
3. Who do we need to influence to make that happen? Who has the authority to actually implement change?
4. Do we have the contacts, data/evidence, resources to make the case, convincingly? What exactly do we have, and how can we fill the “gaps.”

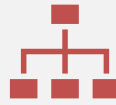
**PLACEHOLDER;
INTERACTIVE
PORTION.
“DEVELOP YOUR
OWN.”
CONTINUED (2)**

5. What groups might oppose us, how do we match up?
6. Are there natural “allies” we can align with? How do we make those connections and develop consensus objectives?
7. Who will lead the initiative for us? How will we ensure continuity of leadership and effort?

**PLACEHOLDER;
INTERACTIVE
PORTION.
“DEVELOP YOUR
OWN.”
CONTINUED (3)**

8. How will we keep the membership informed and ensure continued grassroots support?
9. How will we track or progress and make needed adjustments in strategy or objectives?
10. How will we know when we've “won?”

**THE
OPPORTUNITIES
ARE THERE!
BE OPTIMISTIC
AND PERSISTENT.**



No one “understands” the issues better than you do;



Issues are often complex and you have the chance to simplify;



Elected and agency officials need, and generally want, your input;



Be prepared for the “long haul.”