



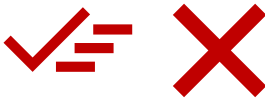






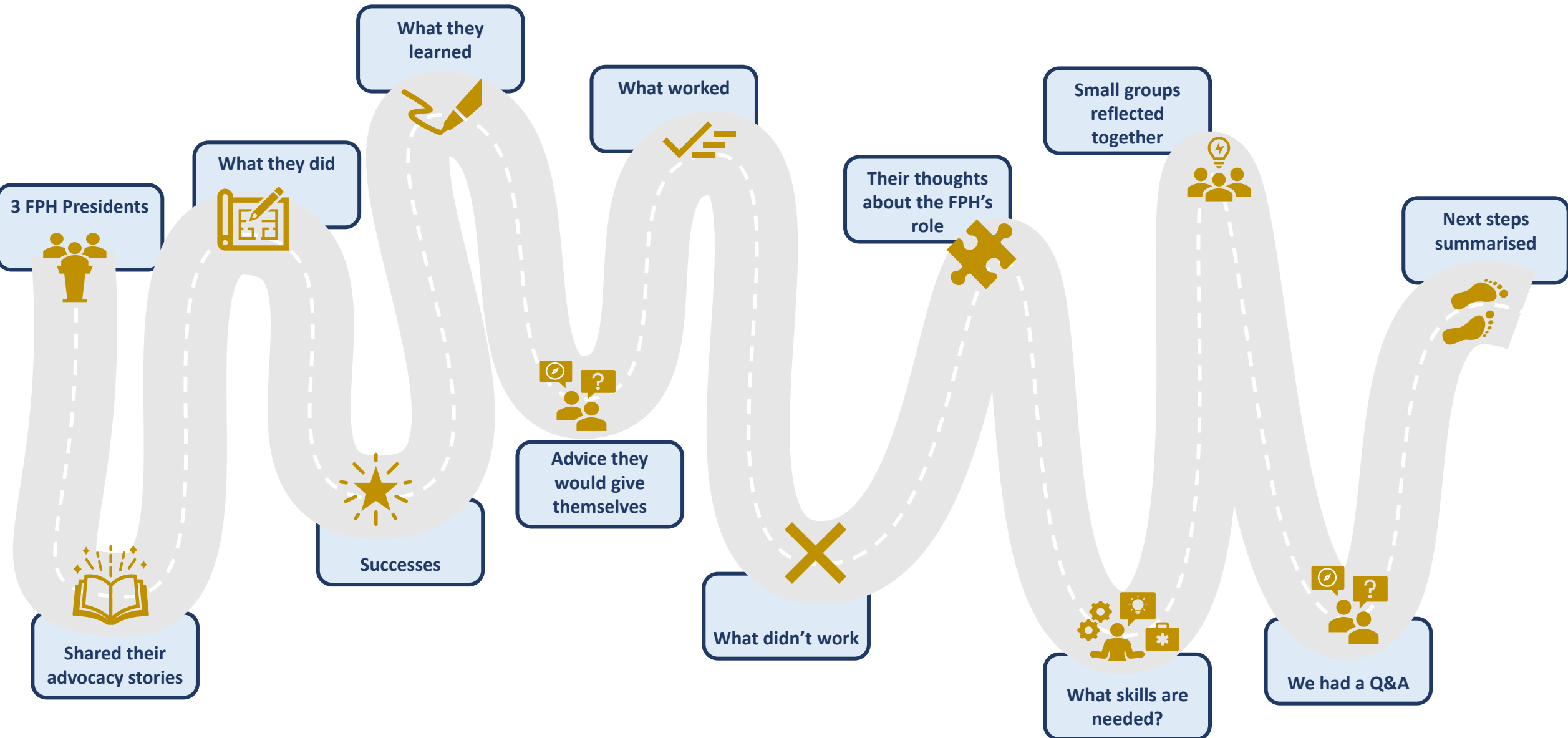


# Advocacy stories from 3 FPH Presidents

 <p>What they did</p>	 <p>Successes</p>	 <p>Key lessons learned</p>	 <p>Advice to themselves</p>	 <p>What worked &amp; didn't</p>	 <p>FPH's role</p>	 <p>Skills needed</p>
<p>Policy work</p>  <p>prioritised</p>  <p>Visible leadership from FPH</p>	<p>64 health organisations supported the 'do no harm' amendment</p>  <p>Climate change declared as public health emergency</p>  <p>Strategy and concrete action plans</p>	<p>Don't expect too much of the legislative process</p> <p>Using the political cycle can be tough</p> <p>it's key to build global partnerships, ensuring impact at home and abroad.</p>	<p>Celebrate achievements</p> <ul style="list-style-type: none"> <li>Media training &amp; constant practise</li> <li>Address our naivety</li> </ul> <p>Thinking through:</p> <ul style="list-style-type: none"> <li>What do you want to achieve?</li> <li>With whom?</li> <li>What collaborations can you get?</li> </ul> <ul style="list-style-type: none"> <li>Understand the evidence</li> <li>Plan, plan, plan</li> <li>Partners</li> <li>Implementation pathway</li> <li>Bring the public along with you</li> </ul>	<p>The first law of politics – be there,</p> <p>Work on public opinion- often politicians are guided by this</p> <p>Try being nice first, but accept you may need to escalate</p>	<p>A unique voice in policy space (population health), ready made policy engine (members)</p> <p>If the FPH doesn't do workforce development, capacity building, curriculum, side of things, nobody else will.</p> <p>Lead by example</p>	<p>advocacy, influencing, data, planning, skills are equally important at local, national and global levels</p> <p>Coalition building is also an essential skill – how to build and maintain effective partnerships, active listening, keeping people within that coalition committed.</p> <p>Resilience</p> <p>Comms training including media. Ok to be nervous! Important to get experience and training</p>

# 'Experiences of undertaking advocacy as president of the Faculty of Public Health' Monday 20<sup>th</sup> March 2023

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3 FPH Presidents



Shared their advocacy stories



What they did



Successes

'people were scattergun about advocacy – taking on everything and anything that came in our direction...'



prioritised

64

health organisations supported the 'do no harm' amendment



We realised we didn't have our own [climate & health] strategy.

Policy work

We were blessed with registrars who wanted to make this happen.

Climate change declared as public health emergency



Backing from all medical royal colleges

Policy work is never short term, often times we take the baton from colleagues, we have to run with the baton and hand it on to others.

Visible leadership from FPH



Strategy and concrete action plans



### What they learned

Sometimes you need to use threats via the media to shame the government into taking decisions.

...it's key that work in this space builds on global partnerships, supporting committee and SIG, ensuring we have impact at home and abroad.

Using the political cycle can be tough

The amount of analysis needed before embarking on policy advocacy

Don't expect too much of the legislative process



### What advice would you give yourself?

If you want a big, bold message, and you're a small organisation, collaborations really matter.

Tactics are as important as policy framework

Thinking through:

- What do you want to achieve?
- With whom?
- What collaborations can you get?

Celebrate achievements  
Media training & constant practise

- Understand the evidence
- Plan, plan, plan
- Partners
- Implementation pathway
- Bring the public along with you

Address our naivety...can't talk about inequalities in health without a discussion about offshoring of health, about social media without talking about disinformation on industrial scale, political corruption is global and rife...we have to work in this context and get around it



### What worked? What didn't work?

The first law of politics – be there.

After pushback, lots of work with community advocates on the narrative, why it was important, understanding public mood, lots of briefings, getting ready behind the scenes. Managed to change from no to yes and national implementation.

Public opinion does matter, often politicians are guided in this as to when and how they act, how fast and far to act.

Tried by being nice (always start here), but it didn't work – they went back on promise. Informed that would go to media – this worked.

No impact from writing to PM and chancellor, approaching in evidence based way and doing media work. However partners appreciated the support.

Coordinated action by partners to save functions when it became apparent couldn't save organisation



### What skills are needed?

Resilience...often you need to build up momentum and stick to something in the long term.

'be prepared to live with long time constants. You have got to be patient (you will have days when you are deeply depressed about it all, and days when you'll be on a real high).

advocacy, influencing, data, planning, skills are equally important at local, national and global levels

Coalition building is also an essential skill – how to build and maintain effective partnerships, active listening, keeping people within that coalition committed.

please invest in this colleagues. I still do top up training all the time.

Comms training including media  
Ok to be nervous  
Important to get experience and training



## What is the Faculty's role?

Need to prioritise so we can be effective

If the FPH doesn't do workforce development, capacity building, curriculum...nobody else will. It's the raison d'être.

Lead by example eg divestment

lots of other people protecting individuals...a unique role to protect population health and horizon scanning, raising awareness about future hazards to the population

Focus points:

- the voice of equity and health improvement
- data and intelligence

By virtue of being a membership organisation with members who are passionate about issues, we have a ready-made policy engine that is an effective tool.



## Small groups reflected together



People came up with questions



People identified areas they wanted to train or practice in



## We had a Q&A

How do you decide where advocacy will be most impactful to focus your advocacy efforts?

does the Faculty consider the different organisational remits that its members work within day-to-day? The spread of members means that some members might have written the strategy, and others might think it's not enough?

Does advocacy need to be different for different audiences?



## Next steps summarised

Scientific **qualification in public health focuses on the science, but not on winning hearts and minds** – importance of advocacy, the art of influencing, important for us to take away as Faculty and SIG in terms of workforce development and training.

Hearing more about development and utilisation of **relationships with the media, how we can develop and support the workforce** to do that. This feeds into the next webinars in the series that we are planning.

Is there an activation side to this, **does the public health workforce see advocacy as our responsibility, are we bought into it**, is there more work to do around activating and engaging people around that agenda.



## Other wisdom shared

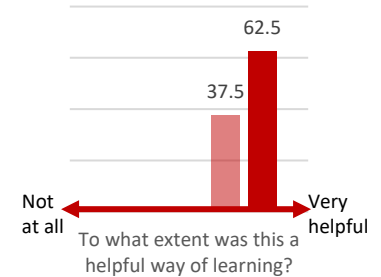
Just because we have these problems, doesn't mean you resort to the same tactics as the populists... Stick to the knowledge and evidence base that you have, and play the issue not the person.

we had to be standing towards the end of the pandemic, couldn't use up all of our credibility initially....Being able to pick your battles and tactics, and use the media appropriately.

during COVID spent lots of time briefing Dispatches and Panorama to enable them to hold politicians to account. However, this was not visible to the public or members. This enabled us to influence much more widely than 30 seconds on the news.



## Feedback



People want more training and more opportunities to practice

I am now keen to get more involved in the advocacy agenda - thank you!

Things people will do:

- Training
- Attend more webinars
- Get involved
- Talk to others