



Advocacy and Awareness Committee Workshop

**“The Alliance Advantage: Working together to amplify the
voice of arthritis in Canada”**

**Friday, October 28th, 2016, 8:00-10:00 am EST
InterContinental Hotel, Montreal**

Welcome and Workshop Introduction

- Session objectives
- Agenda overview

Kelly Lendvoy

Vice-President, Communications & Public Affairs
Arthritis Consumer Experts

Janet Yale

Chair, Arthritis Alliance of Canada

Session Objectives



The Alliance Advantage: Working together to amplify the voice of arthritis in Canada

Alliance Advantage Framework:

1) Issues

- Identify regional issues aligned with AAC federal government engagement
- Review priorities/ opportunities in the federal government's Year 2 agenda

2) Messages

- What is our arthritis story? What are our policy recommendations?
- What communication tools (conventional and digital) do we use to deliver our story and messages?

3) Mobilize

- How can we best activate the power of our alliance?

Alliance Advantage in Action

- Through the Alliance Advantage Framework, participants workshop recommendations to integrate regional issues and voices in support of AAC federal government engagement.

Today's Agenda

TIME	TOPIC
8:00 am	Welcome and Workshop Introduction
Alliance Advantage Framework	
8:15 am	Government relations strategy: <ul style="list-style-type: none"> ▪ Priorities and opportunities for alignment ▪ Delivering our messages ▪ Mobilization Q&A
Alliance Advantage in Action	
8:45 am	Instructions for breakout sessions
8:50 am	Breakout Groups Session: Participants workshop recommendations to integrate regional issues and voices in support of AAC federal government engagement
9:30 am	Reporting Back on breakout discussion
9:55 am	Wrap up and next steps
A summary report will be shared with all the participants.	

Advocacy and Awareness Committee Team Members

AAC Advocacy and Awareness Committee Members

Mr. Kelly Lendvoy – Co-chair

Vice President, Communications and Public Affairs, Arthritis Consumer Experts

Ms. Janet Yale – Co-chair

Chair, Arthritis Alliance of Canada, President & CEO, The Arthritis Society

Ms. Tania Alexander

Marketing Manager, Janssen Inc.

Ms. Gillian Kennedy

Manager, Government Relations, AbbVie Canada

Ms. Frances LeBlanc

Manager, Government Relations, Canadian Chiropractic Association

Dr. Carter Thorne

Assistant Professor of Medicine, University of Toronto; Medical Director - The Arthritis Program "A Regional Program-a National Resource"

Government Engagement Strategy

Objectives

- **Strengthen relations** with key provincial governments and the new federal government
- **Build consensus** in favour of tackling arthritis as a priority national health strategy

Government Engagement Strategy

Initiation Nov-Jan2015	Phase 1 Feb –Mar 2016	Phase 2 Mar-Apr 2016	Phase 3 May-Oct 2016
<ul style="list-style-type: none"> -Consensus to explore opportunities with new Fed. Gov. (AAC Annual Meeting Kananaskis) -RFP for GR support -Secured H+K Strategies 	<ul style="list-style-type: none"> -Identify government targets -Introductory meetings/ Building relationships -Intelligence Gathering 	<ul style="list-style-type: none"> -Additional targeted meetings -Analyze intel from meetings -Identify opportunities -Shape the discussion 	<ul style="list-style-type: none"> -Public Opinion Research -Annual Meeting gov. invites - Focusing messages -Additional meetings -Consultations -MP Outreach

Building Relationships: 21 AAC Government meetings

Phase 1: Feb 2016

Public Health
Agency of Canada

Health Canada

Employment and
Social Development

Indigenous and
Northern Affairs

Families, Children and
Social Development

Sports and
Disabilities

Employment,
Workforce
Development,
Labour

Phase 2: Mar-Apr 2016

Privy Council Office

Office of the
Minister of Health

Employment,
Workforce
Development,
Labour

Prime Minister's
Office

Phase 3: June-Oct 2016

MP Brian May

MP Wayne Easter

MP Colin Carrie

MP Bill Casey

MPs Yves
Robillard and
Ramesh Sangha

MP Don
Mohoruk

MP Rob
Oliphant

MP Wayne Long

MP Nathaniel
Erskine-Smith

MP Hedy Fry



Ottawa Meetings - Key Learnings and Opportunities

Health Canada

Opportunities:

Homecare to support independent living

GLA:D exercise therapy program

Sport and Persons with Disabilities

Opportunities:

Consultations RE Workplace accessibility for workers living with chronic conditions or impairment-coming soon

Employment, Workforce and Labour

June 17 and 20 AAC participated in consultations on Flexible work arrangements

Government data needs on mandate issues

Opportunities:

offering our own data (via public opinion research) to government will allow us to engage Ministers and likely help shape the direction of the policy development

Flexible Work Arrangements - Roundtables

- Arthritis was the only chronic disease present at consultations



How Can You Help?

MP Outreach Toolkit

Toolkit Components:

- Pre-populated Excel spreadsheet with MP contact information
- Template Letter to Local MP (English & French)
- Homecare and Flexible Work Arrangements
 - One-pager for each topic
 - PowerPoints-may be used as talking points and/or leave behinds
- MP meeting tips for members (English & French)
- AAC Meeting Thank you Letter
- AAC Meeting Feedback Form
- Political Event Calendar



ALLIANCE ADVANTAGE FRAMEWORK:

Government relations strategy:

- Priorities and opportunities for alignment
- Delivering our messages
- Mobilization

Ms. Michelle McLean

Vice-President, Hill and Knowlton Strategies

Building Relationships: MP Tier 1 and 2 Meetings

Arthritis Alliance of Canada Advocacy and Awareness Workshop

Friday, October 28



Presentation Outline

1. Current political environment
2. Current health landscape
3. What have we learned?
4. Recommendations for moving forward
5. Advocacy tactics and tools
6. Examples of successful advocacy campaigns
7. How can you be involved?



CURRENT ENVIRONMENT





Current Political Environment

- One year from election, Liberal government still enjoying honeymoon
- Opposition Parties settling into roles and searching for new leaders
- Federal/Provincial-Territorial/Municipal relations have renewed importance
- Engagement with Canadians hits all-time high – on almost every file
- Huge policy decisions to be taken in next year
- Shared priorities for many Ministers, including Health
- Renewed engagement on Health



Current Health Landscape

- Minister Philpott had strong performance in first year
- Renewed Federal-Provincial-Territorial dialogue on health; Health Accord negotiations heating up
- Federal priorities in health – home care, mental health, costs of prescription drugs, indigenous health, system innovation
- Emerging pressures – legalization on marijuana, suicide, opioid crisis, health research
- New opportunities outside of Health Canada – Labour; Justice; Families; Children and Social Development; Indigenous Affairs; Veterans Affairs; Sport and Disability; Science



What Have We Learned?

- Health is double-edge sword for Liberal government
- Health will not see any significant influx of money beyond campaign commitment in next two years
- Government wants to move health priorities forward in integrated way
- Innovation in health care seen as answer to sustainability – and funding increases
- Political interest in arthritis amongst MP's, and opportunity at Labour
- Public Health Agency focused on integrated chronic disease management, disease prevention/ health promotion and innovation
- Advocacy efforts well received but require constant nurturing and effort



Recommendations for Moving Forward

- Develop specific recommendation for federal government – arthritis in the workforce
- Be inclusive and non-partisan in political outreach; Reach out to new Members of Parliament
- Mobilize community to support advocacy efforts in Ottawa; Leverage community events/meetings in Ottawa to do political outreach
- Consider a Lobby Day in September 2017 to raise profile and influence decision-making
- Leverage the power of the entire community with digital engagement
 - Your power is your people!



Further Advice

- Marshal the evidence
- Provide practical, achievable solutions. Think incrementally
- Build relationships and communicate openly (avoid surprises)
- Position yourself as the government's partner in achieving its own agenda
- Coordinated, disciplined communication amplifies the message
- Multiple audiences = Multiple points of pressure
- Establish the right tone and leave room to escalate, if required
- Enlist your allies



Advocacy Tactics and Tools

- Lobby Days
- Government Meetings
- Letter writing
- Petitions
- Report card
- Policy papers
- Speeches (e.g., Canadian Club, Economic Club)
- Seminars / symposia
- Media relations
- Digital/Social Media Campaigns



Digital Engagement





Digital Engagement Tools

 <p>Website directly communicates key messages</p>	 <p>Blog allows timely, efficient updates Engages target audiences</p>
 <p>Flash technology presents an idea Explains complex data</p>	 <p>Podcasting delivers and substantiates key messages Gives voice to organization</p>
 <p>Flickr allows organizations to make content highly accessible, interactive, unfiltered by media</p>	 <p>Web 2.0 tools allow organizations to blend technologies to create interactive, engaging content</p>
 <p>YouTube makes video files highly accessible, interactive (comments)</p>	 <p>RSS allows people to subscribe to receive your content without having to visit your site</p>
 <p>Social networking communities spread news and information via groups and networks</p>	 <p>Custom-built applications Allow meaningful discussion Demonstrates a desire to listen</p>



Using Social Media in Advocacy

- Social media can help to advance your cause – powerful and flexible
- Twitter, Facebook, Instagram, LinkedIn, Vine
- Direct access to many decision-makers, potential supporters and advocates
- Bring together people in disparate regions to advocate for a unified cause
- Real-time engagement

twitter  facebook. 



Key Considerations for Social Media

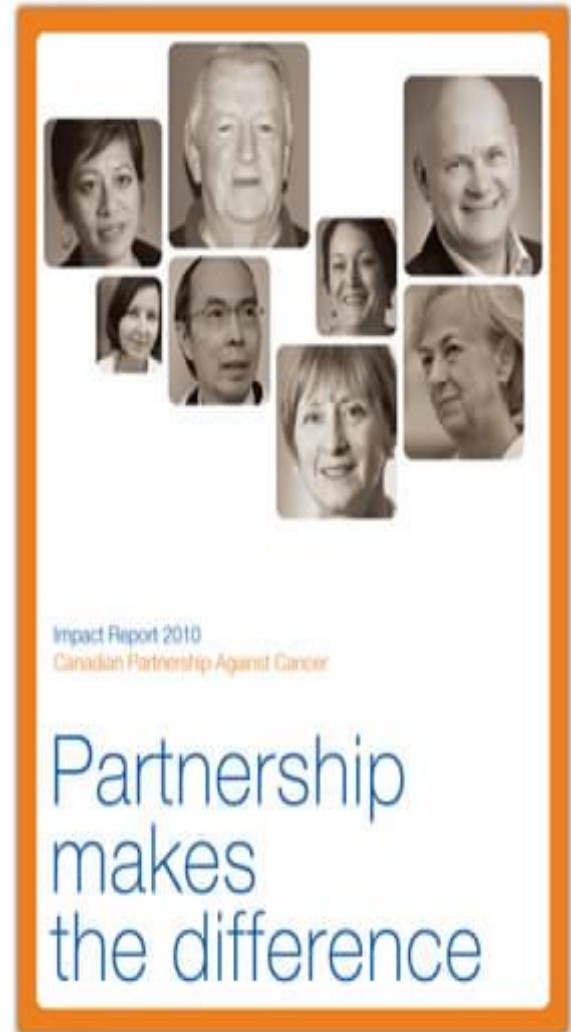
- Resources – do you have the capacity to monitor social media channels?
- Authenticity – are you speaking to your audience in a real voice?
- Credibility – do you use substantiated sources?
- Responsiveness – are you responding to your audience in a meaningful way?
- Timeliness – are you on top of the issues, and are you engaging as events unfold?



ADVOCACY CAMPAIGN EXAMPLES

Canadian Cancer Society Campaign for Cancer Control

- United cancer community in common purpose
- Single “Ask” of federal government for 3 years
- Campaign mobilized supporters across Canada
 - ✓ Postcard campaign
 - ✓ Election Town Hall meetings
 - ✓ Letters to the Editor
 - ✓ Meetings in local ridings
- Strong business case developed
- Strategic and Opportunistic
- Non-partisan approach
- Federal and provincial engagement



CANADIAN **PARTNERSHIP**
AGAINST **CANCER**

PARTENARIAT CANADIEN
CONTRE LE **CANCER**





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Tell your government that

SENIORS CARE MATTERS TO YOU.

36560 Canadians have added their
voice to call for a National Seniors
Strategy.

Email





How can you be involved?

- Contribute to policy development work of AAC
- Write a letter of support to your Member of Parliament and Minister of Health
- Meet with your Member of Parliament in your riding or in Ottawa
- Write a letter to the editor for your local paper
- Tweet or post on Facebook
- Ask your provincial politicians to make arthritis a priority
- Share your research findings with government decision makers

ALLIANCE ADVANTAGE IN ACTION: INSTRUCTIONS FOR BREAKOUT GROUPS

Mr. Kelly Lendvoy

Vice-President, Communications & Public Affairs
Arthritis Consumer Experts

FACILITATED BREAKOUT GROUPS SESSION

Participants workshop recommendations to
integrate regional issues and voices in support of
AAC federal government engagement

REPORTING BACK ON BREAKOUT DISCUSSION

Workshop Breakout Groups

WRAP UP AND NEXT STEPS

Ms. Janet Yale

Chair, Arthritis Alliance of Canada

QUESTIONS?



Arthritis Alliance of Canada
Alliance de l'arthrite du Canada

Stay Connected and Informed!

As a follow-up to the Advocacy & Awareness Workshop session, a summary of the outcomes of the breakout group discussion will be prepared and shared with all the participants.

If you have any questions or would like to follow-up on any topic on today's agenda, please contact Jaime Coish at jcoish@arthritisalliance.ca or visit our website www.arthritisalliance.ca



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