

# Lobbying for better care

Time to **Talk**

## Activity description

- Lobbying can take different forms and involve:
  - small-scale, highly targeted tactics
  - long-term campaigns involving a number of stakeholder groups
  - raising awareness about a disease
  - campaigning for better treatment
  - working jointly with clinicians
  - harnessing 'patient power'

## Target audiences

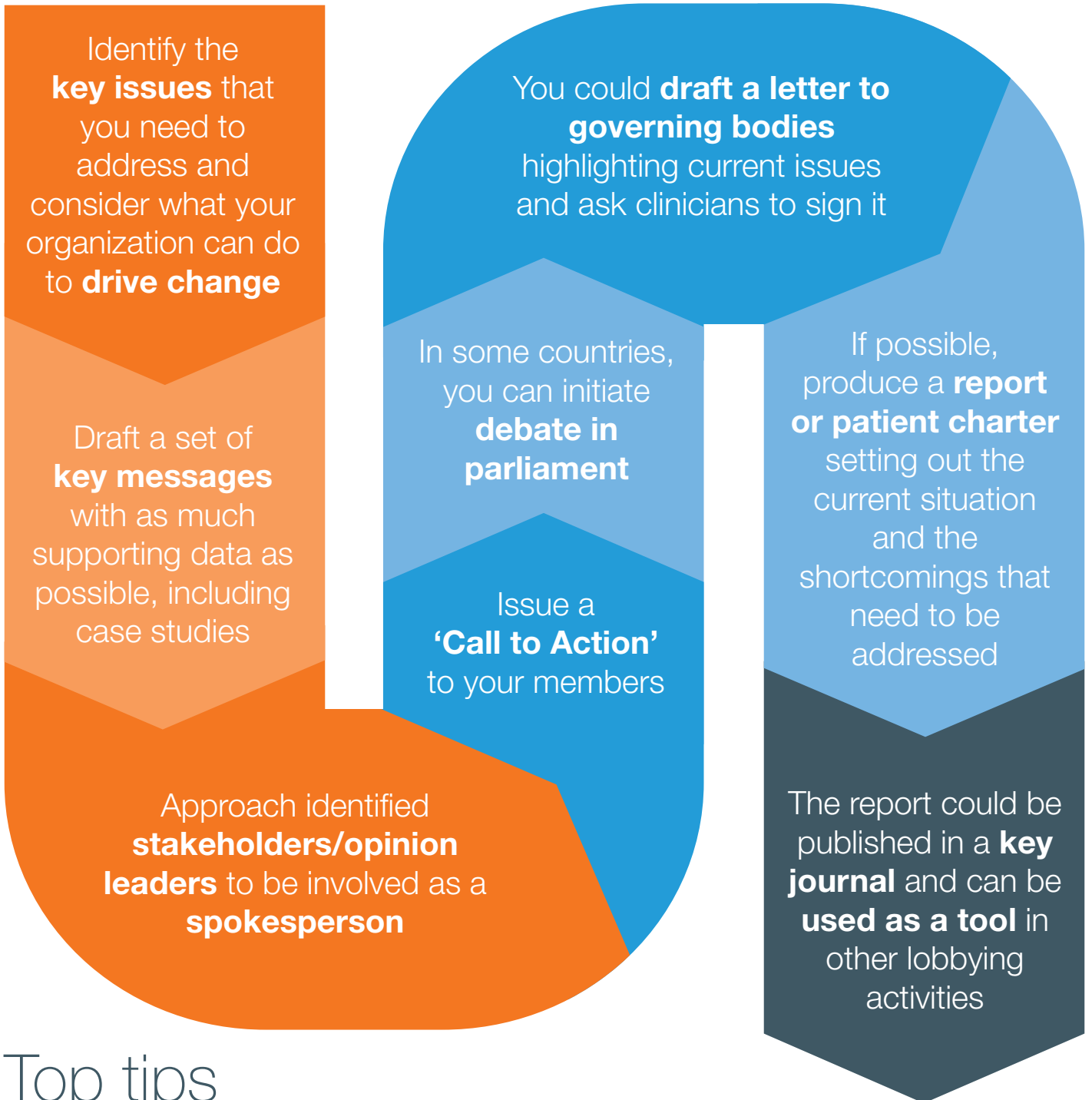
These will vary according to local circumstances and your specific objectives, but could include:

- Key clinicians
- Departments responsible for healthcare procurement and commissioning
- Specialist PAH Centers
- Regulatory advisory committees
- Professional associations
- Patients and carers
- Relevant media
- Members of Parliament and other elected representatives
- Policy makers/government officials, specifically those responsible for healthcare
- Pharmaceutical companies

## Key considerations

- Be specific and realistic about what you want to achieve – focus on manageable and clearly-defined objectives
- Think about whether you want to involve the media in your campaign to help raise awareness and influence opinion

# Key steps



# Top tips

Ensure that you are **fully prepared** to present your case **clearly** and accurately

Don't expect lobbying to generate instant results –you will need to adopt a **long-term, consistent approach**