Lobbying for better care



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

Identify the

key issues that
you need to
address and
consider what your
organization can do
to drive change

Draft a set of

key messages

with as much
supporting data as
possible, including
case studies

You could **draft a letter to governing bodies**highlighting current issues
and ask clinicians to sign it

In some countries, you can initiate debate in parliament

Issue a
'Call to Action'
to your members

Approach identified stakeholders/opinion leaders to be involved as a spokesperson

If possible,
produce a report
or patient charter
setting out the
current situation
and the
shortcomings that
need to be
addressed

The report could be published in a **key journal** and can be **used as a tool** in other lobbying activities

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**