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

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

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

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**