IDF Webinar on
How To Approach Policymakers

Stela Prgomelja and Vanessa Pirolo
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IDF recommendations to approach policymakers

- IDF diabetes advocacy toolkit:
  - designed for the UN High Level Meeting on NCDs campaign
  - recommendations on how to approach policymakers are universal

- Establish face-to-face meetings

- Otherwise, write letters to relevant policymakers

- Speak to the press, so your requests are known by a bigger audience

- Reach out to policymakers publicly in social media

About Me

- Age 48, Type 1 since 1976, using insulin pump for 16 yrs
- Being volunteering in diabetes field since 1997
- My professional background is Management
- Retired due to diabetes complications (rethinopathy)
- Vice President of Diabetes Association of Serbia
- Member of IDF Blue Circle Voices Network
Have a Plan

S.M.A.R.T. Plan:
- Specific - target a specific area for improvement
- Measurable - quantify or at least suggest an indicator of progress
- Achievable - focus on your agreements and resources
- Realistic - state what results can realistically be achieved, given available resources
- Time-related - specify when the result(s) can be achieved
Writing a letter / having a phonecall

- Introduce yourself and your association
- Identify problem(s) clearly
- Try to be concise (1-page letter if possible)
- Explain why is important to have a meeting
- Propose the date and time
- Follow-up until agreed
- Don’t forget to say THANK YOU. Always.
Having a Meeting

- Be on time. Dress code: Business or Business Casual
- Prepare everything for the meeting: notes, data, suggestions, questions, answers
- Focus on burning issue(s) only (3-5 max.)
- Be understanding but also demanding
- Offer solutions
- Be grateful for the efforts / changes taken
Running a Media Conference

- Try to make an arrangement with PR agency (pro bono)
- Set the date and time
- Prepare the Press Release with your major messages (3-5 issues max.). You need to cover simple journalist rule: WHO, WHAT, WHEN, WHERE, WHY
- Involve all relevant stakeholders (Government, Doctors, Industry, Patients)
- Send invitations to all journalists covering Healthcare, other associations that might be interested, follow-up
- Be prepared for Q&A session and short interviews
Build strong partnership with the Parliament

- Organize promotion of healthy lifestyles, BG tests, diabetes prevention and care (eg. during November). Diabetes is the leader among NCDs.
  - Use UN Declaration on Diabetes
  - Use UN Declaration on NCDs

- Identify Diabetes Champion(s) within the Parliament

- Propose/Organize a Health Board meeting or a Diabetes Forum
In The Parliament
Organizing or joining Diabetes Forum, Conference, Congress

- Involve all stakeholders. Involve Young Leaders in Diabetes.
- Ensure media coverage / live internet broadcast
- Offer possible solutions
- Diabetes Prevention and Care is not a cost
- It’s an Investment
Involve YLD
Pin A Personality
I am journalist specialized in public relations and work to publish the diabetes topic in the media. I write about diabetes to www.debemcomavida.com.br, schedule interviews in the media for doctors, nutritionists and people with diabetes mainly in World Diabetes Day. I am coordinator the ADJ´s advocacy project, involving 33 Diabetes Associations in Brazil.
We are the same?

No, but we want to be loved, we need to eat and do our needs in the same way. So in diabetes, we need to put aside our shyness, not defer (endeusar) people and talk to any politician, because politicians are supported with our money and have a duty to listen to us, because we choose them.
Everyone has the right to speak to parliamentarians about bills. Now if you represent one or more associations, the chance for you to be heard is 100% and for him to execute the idea you proposed is much greater.
Now if you bring together diabetes associations, media, bloggers, you will have more power to get those bills to deal more quickly.
Gather the largest number of diabetes data in the country, including the number of people affected by diabetes, number of hospitalizations, government expenditures with complications and hospitalizations, and the public policies that must be implemented that can reduce government spending with complications.

With this data, you can convince parliamentarians about the importance of implementing public policy.
Actions

- Gather data on diabetes Being part of a non-governmental organization

- Working with the engagement of bloggers and diabetes communities

- Align all communication with all stakeholders involved

- Approaching a parliamentarian who has an affinity for the cause Participate in event such as public hearings and Diabetes Forums

- Set up events and call authorities to attend Pass in the parliamentarians' offices and set dates to visit the Ministry of Health team with the guidelines on hand to discuss

- Never give up on your dreams and your work with negatives.
Thank you

Contact:
Vanessa Pirolo
+55 11 99387-2603
vanessapirolo@animapress.com.br