

**Public Affairs management for health  
An appetizer into why, who, how?**

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EPH Preconference Waterloo or Mamma Mia 02-11-2017

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## Policy, politics and public health

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*'Science can identify solutions to pressing public health problems, but only politics can turn most of those solutions into reality.'*  
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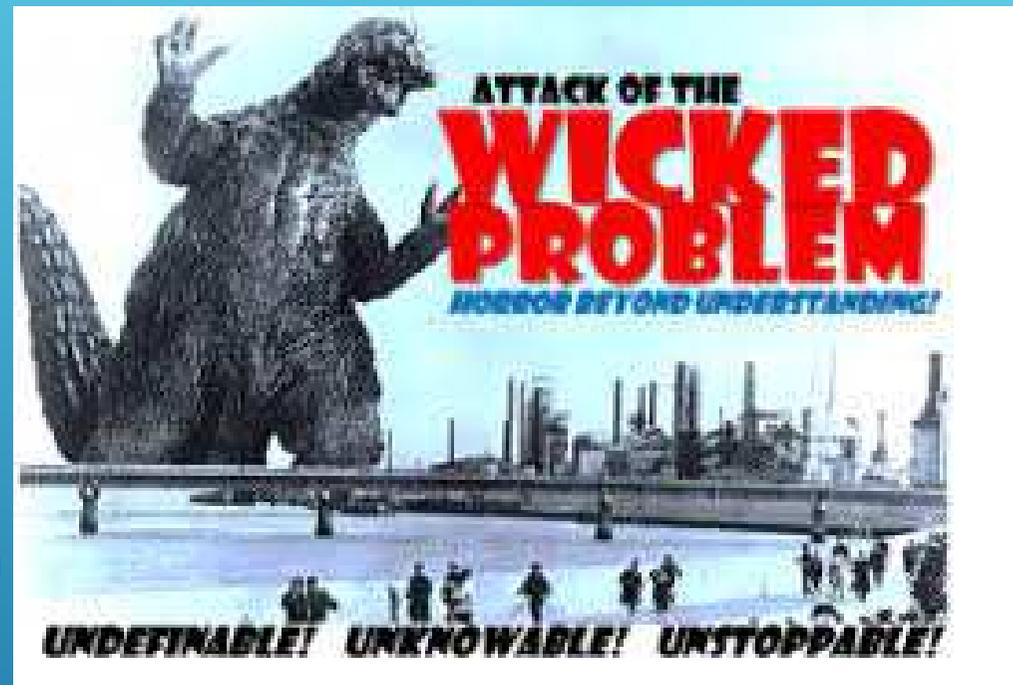
PHPP section:

'The art, craft and science of health politics will make political choice for health an easier choice!'

If public health is the field that diagnoses and strives to cure social ills, then understanding political causes and cures for health problems should be an intrinsic part of the field. In this article, we argue that there is no support for the simple and common, implicit model of politics in which scientific evidence plus political will produces healthy policies. Efforts to improve the translation of evidence into policy such as knowledge transfer work only under certain circumstances. These circumstances are frequently political, and to be understood through

## WHY?

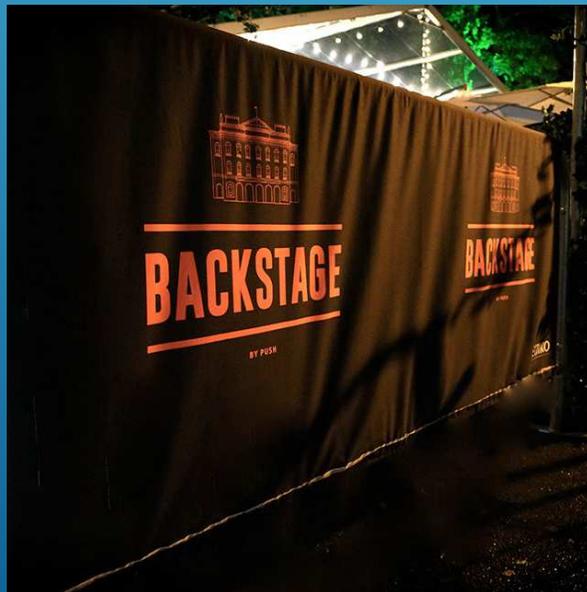
- ▶ Weak facts to due 'wicked' health problems
- ▶ Health is a 'soft public value'
- ▶ Declining trust in government and experts
- ▶ Conventional lobbying on single health issue = powerless



## DEFINITIONS AND DISTINCTIONS

### ➤ **Advocacy (plea) - LOUD**

raising your voice in favour of an idea, cause or policy with the aim of **educating** the public and **indirectly influence** policymakers.



### ➤ **Lobbying - QUIET**

is directed at **influencing** politicians and policymakers on a specific piece of regulation/legislation

## PITFALLS

- Stand alone, ad hoc intervention
- Support from a single issue minority only
- Huge transaction costs
- Being received and perceived as 'activist', missionary, unwilling to compromise
- structural repercussions: social and political **isolation**



## BUILDING STRATEGY AROUND LOBBY: PUBLIC AFFAIRS MANAGEMENT

### WHAT?

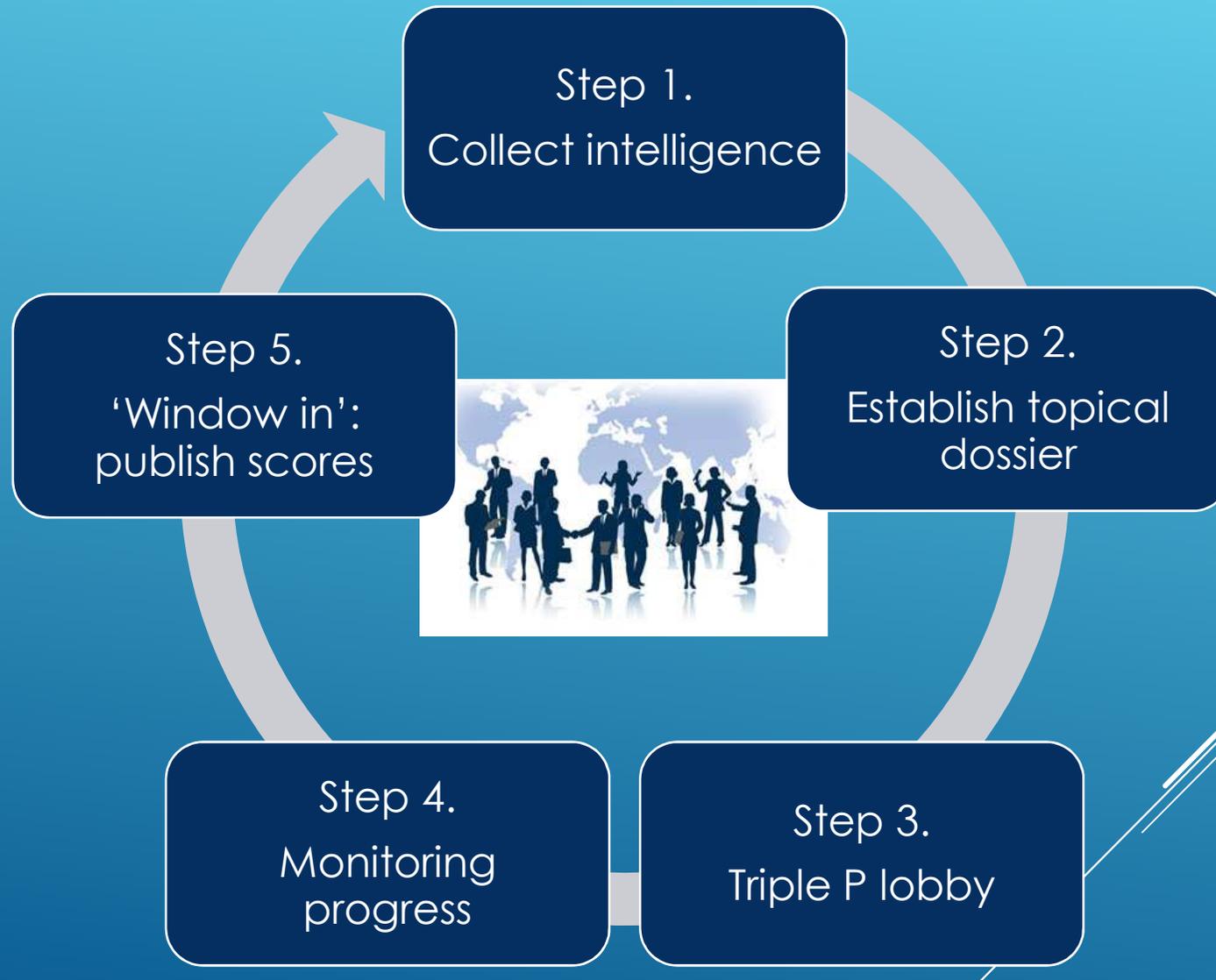
- Systematic method to increase successful interest representation

### WHO/WHERE? Three arenas:

- those in power; (generating compromise)
- stakeholders; (generating respect)
- one's own organisation (generating backing)



## HOW to develop a PA strategy (Van Schendelen, 2010, 2012)



## TEN GOLDEN RULES OF PUBLIC AFFAIRS MNT FOR HEALTH (1)

1. It all starts with listening and building reliable relations
2. Link facts to personal narratives and public values at risk



3. Link up health to powerful non-health interest groups, aim for a sustainable partnership
4. Formulate a positive and shared ambition
5. Have a powerful –non-health- opinion leader tell your story and make the case

## TEN GOLDEN RULES (2)

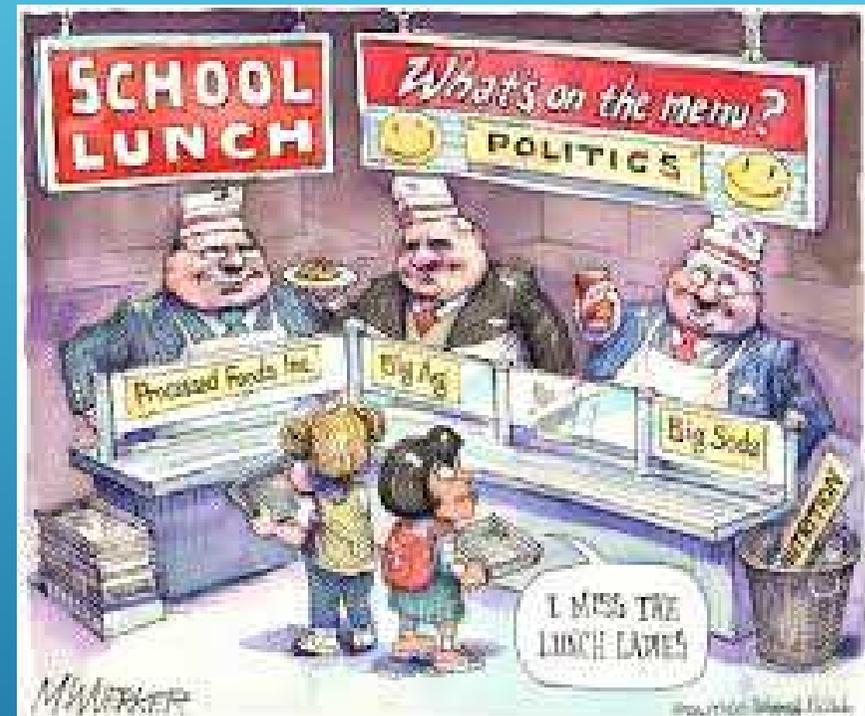
6. Careful timing of actual lobbying only after thorough preparation of receptive potential partners

7. Visualise your support levels on social media

8. Support politicians with solutions and allow them to take credit or avoid blame

9. Develop long term consistent agenda and perseverance

10. Safeguard your reputation, 'Built up in years, lost in days'



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[www.epaca.org](http://www.epaca.org) en [www.theecpa.eu](http://www.theecpa.eu) (EU networks)

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