

Collaboration for
Leadership in Applied
Health Research and
Care South London
(CLAHRC South London)



Lobbying in the public domain: Lessons from research and practice

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● The Collaboration for Leadership in Applied Health Research and Care (CLAHRC) South London is investigating the best way to make tried and tested treatments and services routinely available. University-based researchers, health professionals, patients and service users are working together to make this happen. ● The collaborating organisations are Guy's and St Thomas' NHS Foundation Trust, Health Innovation Network (the NHS England-funded academic health science network in south London), King's College Hospital NHS Foundation Trust, King's College

London, King's Health Partners, St George's University Hospitals NHS Foundation Trust, St George's, University of London and South London and Maudsley NHS Foundation Trust. ● The work of the CLAHRC South London is funded for five years (from 1 January 2014) by the National Institute for Health Research, collaborating organisations and local charities. It is hosted by King's College Hospital NHS Foundation Trust. ● The CLAHRC is also working closely with GPs, local authorities (responsible for public health) and commissioners of health services in south London.

Overview

1. Media, frames and public opinion
2. Effective lobbying and advocacy
3. Anecdotal reflections
4. Conclusion

Media, frames and public opinion

Tobacco industry
Opinion

How Big Tobacco's lobbyists get what they want from the media

George Monbiot



With cigarette packs on the agenda, the BBC must be asked why it lets thinktanks argue the tobacco companies' case without revealing who their paymasters are

Lobbying

The truth about lobbying: 10 ways big business controls government

From trying to stop plain packaging on cigarettes to pushing through HS2 and opening the countryside to fracking, big business employs lobbying companies to persuade government to meet their interests. But what are the tricks of their trade?



4,337 176

Tamasin Cave and Andy Rowell

Wednesday 12 March 2014 17:45 GMT



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NHS managers investigated over drug company lobbying claims

24 July 2015 | England



Share

An NHS boss has been suspended and another has resigned over claims senior staff were being paid by drug companies to help promote their products.

Media, frames and public opinion (continued)

'Little Lobbyists' Help Save the Health Care Law, for Now

By ROBERT PEAR SEPT. 30, 2017



Senator Chuck Schumer, the Democratic leader, shook hands with Melanie Carrigg, a 5-year-old Medicaid recipient from Arizona, before a news conference on health care this month. Jacquelyn Martin/Associated Press

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Health

Charities lobby Nice over cancer drug

Revlimid has been found to lengthen the lives of patients with multiple myeloma, a deadly bone cancer, by up to three years



0

Mary Babalola and agencies

Wednesday 29 October 2008 12.51 GMT



Media, frames and public opinion

- ‘Good’ or ‘bad’ lobbying?
- Connotations associated with lobbying more positive in political science literature than how it is portrayed in media and public discourse
- Lobbying as a part of the public policy process in democratic systems that opens policymaking up to citizens, grassroots movements, interest groups
- Lobbying is about using resources (e.g. knowledge and expertise) to advocate your goal and influence policy

Effective lobbying and advocacy: The puzzle...

How is the public health care agenda set?

Who sets it and why?

How are priorities set?

What are the interests of actors?

What institutions hinder or facilitate the (your) agenda?



Source: <https://pixabay.com/en/puzzle-share-question-mark-question-1746546/>

Frames

How a (public health) issue is framed matters in the policy process where multiple ideas and values compete for salience

Frames:

“[...] linguistic, cognitive and symbolic devices used to identify, label, describe and interpret problems and to suggest particular ways of responding to them” (Rushton and Williams, 2012)

Refer to:

...what language/words are used.

...how is the need for action explained.

...in the case of national governments: How do policymakers ‘sell’ to their constituents the need for public health action?

Example: Global public health as a security issue

“although often characterized as an humanitarian activity, modern public health as practiced in the United States and other Western industrialized nations has long been associated with the needs of national security and international commerce” (King, p.173)

Chain of reasoning (According to the UN Security Council):

Epidemic destabilises societies, e.g. workforces depleted, family life disrupted → reduction in income levels → weakened economies and strain on institutions and resources such as health care → increased social and political instability → increased risk for conflicts and terrorist activity

Example: How do global health initiatives gain support?

	Description	Factors shaping political priority
Actor power	The strength of individuals and organisations concerned with the issue	1. <i>Policy community cohesion</i> 2. Leadership 3. Guiding institutions 4. Civil society mobilisation
Ideas	The way in which those involved in the issue understand and portray it	5. Internal frame 6. External frame
Political contexts	The environment in which actors operate	7. Policy windows 8. Global governance structure
Issue characteristics	<i>Features of the problem</i>	9. Credible indicators 10. Severity 11. Effective interventions

Source: Shiffman & Smith, 2007

Effective lobbying and advocacy

- Frames are important, also to public affairs management
- Issue characteristics matter
- Context matters: Institutional structures, political opportunity structures (access and veto points)
- Access points are system-specific: Who or what is worth lobbying (e.g. members of parliament, ministries, political parties, EU institutions)
- Veto points are also system-specific: When and where (e.g. state or federal level) can policies be blocked, changed, or promoted?
Speaks to the targets of lobbying...

Anecdotal reflections

- Lobbying is not a one-way street;
- Reputation and credibility matters;
- Policymakers do their homework;
- The clearer the message, the more likely it is that it will be heard → Don't be afraid of reducing your message to manageable sound bites
- Connect your agenda/issue to current affairs
- Power in numbers: The bigger your advocacy coalition, the more likely it is it will be heard

Conclusions

- Political science research has shown that context and political structures matter as they offer different access points for lobbyists;
- Public policymaking is messy and complex; success depends on many variables
- Requires time and patience

Thank you for your attention!

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