Panel Discussion:
A few thoughts on influencing policy from an undisciplined academic

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### Assumptions

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Influencing Policy: Stories

“Tell them your story”
... by Dr. Scott Ward

The health policy story needs to be
  ● Important to my mother-in-law
  ● Important today
  ● Brief and succinct (21 words or less)
Influencing Policy:
Images
Influencing Policy: Images
Influencing Policy:
Images
INFANT MORTALITY

PHYSICIANS

HIV PREVALENCE

A change is needed...

- Continue to develop the evidence to support expansion of direct access, and advance practitioner roles.

- Acknowledge and respect the reality that politics is non-rational process.

- Use the policy tools and levers of stories and images to influence policies that will be in our best interest.