Advocacy strategies (FS-01)

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Focused Symposia

Advocacy in physical therapy: strategies for individuals and organisations

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• **Outcome**

• **Context**

• **Strategy**
OUTCOME
Outcome

Institution
• Policy change
• Practice change

Individual
• Knowledge
• Skills
• Attitudes (or beliefs)
• Behaviour (or actions)
CONTEXT
Context

PESTLE

- Political
- Economic
- Social
- Technological
- Legal
- Environmental
STRATEGY
Strategy

• Each separate outcome requires its own strategy that fits the context.
• It is very unlikely that the decision maker(s) will be persuaded by your arguments and evidence alone.
• While it is likely that a clear argument supported by credible evidence will be a necessary foundation for your advocacy, you still need to identify the best strategy for influencing the decision maker(s) and achieving your objectives.
Strategy

• Meeting with Ministers
• Meeting with government bureaucrats
• Meeting with other stakeholders
• Media release
• Social media – twitter campaign, Facebook page, YouTube video
• Posters / flyers
• Demonstration
• Form coalitions
• Prepare business case
• Prepare submission
• Gather the evidence / undertake research
• Campaigns . . .
ergonomics

INDIVIDUAL ADVOCACY
Background

• Evidence mounting on the effects of Musculoskeletal (MSK) injuries in Industry
• Ergonomic standards discussed since 1990
• OSHA issued a Ergonomics (Ergo) Standard in November 2000:
OSHA Ergonomics Standard

• Required industry to establish Ergo program if MSK cases reported.
• Included: Screening, Risk factor assessment, Management leadership, program evaluation, health care services
Personal Journey

• Focus on Prevention and Ergonomics
• Experienced low back injury
• Worked in health care and heavy industry
• Became an active member of the NYPTA and APTA national
  – Skill development in advocacy
Outcome

- Support the establishment of an Ergonomics standard.
- Establish the role of the physical therapist.
- Clarify language in the standard
Context

- Highly political topic
  - Change over from Democratic to Republic controlled House and President.
  - Anti-regulation.
- Business vs. Unions.
- Science debates
- Health Care and Health and Safety differences
Strategy

• Present comments to Department of Labor (DOL).
• Lobby to become an invited speaker to DOL hearings.
• Publish comments to APTA members.
• Partner with other health professional associations
**Case Study: Ergonomics**

**Outcome**
- Support the establishment of a Ergonomics standard.
- Establish the role of the physical therapist.
- Clarify language in the standard

**Context**
- Highly political topic
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**Strategy**
- Present comments to Department of Labor (DOL).
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Bush Signs Repeal of Ergonomics Rules; Administration Promises Business-Friendly Workplace Safety Regulations

Perseverance

• Nurse and Health Care Worker Safety Act of 2013
  – New Strategy:
    • Targeted to high incidence workers
    • Evidence base data supporting the need
    • Solutions that are shown to be effective
    • State laws exist and are used as models
    • Halo Effect: Health care workers
Case Study: Compulsory Community Service in South Africa

**Outcome**
- Community service for Physiotherapy profession implemented in 2003
- Undergraduate Curriculum introduced Community physiotherapy
- Transformation and Equity Portfolio established by SA Society of Physiotherapy
- Social Responsibility projects established to support underserved communities
- Physiotherapy services are reaching rural & previously underserved areas

**Context**
- Significant social diversity & a high degree of inequality
- Fragmented health services: private sector spends in excess of R65 Billion to service 7 million people whilst more than 40 million people depends on the State hospitals with declining health budgets.
- National Health care policy changed from curative tertiary care to preventative primary health care system
- Emigration of qualified health workers & less workers in rural areas
- Compulsory Community service for Doctors implemented in 1998

**Strategy**
- Submission prepared after consultations with members
- Meeting with Government - director for Human Resources
- Report on Physiotherapy’s sins of omission & commission at the Truth & Reconciliation Commission
- Meeting with Minister to demonstrate the importance of inclusion of Physiotherapists to be next in doing Community service
Case Study: *Shortage of Physiotherapy Posts*

**Context**
- 106 physio graduated in Western Cape, only 4 vacant posts available
- Implementation of Primary Health care philosophy necessitated students to be trained at community settings
- Patients with polytrauma discharged early from hospital to community health centre where there is staff shortage or no posts
- Clinicians to student ratio high 11:111 students

**Strategy**
- Clinical Coordinators of the Universities in the Western Cape raised complaint with Minister of Health
- Referred to meet with Superintendent General
- Presentated to Senior Management of PAWC & were assigned a liaison Executive manager
- More Research done by university Clinical co-ordinators on posts
- Motivation Letter referred to a different person
- Telephonic calls dropped on suspicion of being Union members

**Outcome**
- Creation of hospital posts but were still inadequate
- Community health centre posts – only one was created
- Frozen posts not filled – outcome not achieved
OUTCOME
Institutional advocacy

Implementation of a successful new brand strategy for the New Zealand Society of Physiotherapists
Outcomes

Primary Objectives

Position the association as the authoritative ‘must belong to’ organisation for professional physiotherapists.
Outcome

Secondary objectives:

1. Present physiotherapists as proactive, forward looking and contemporary health care professionals.

2. Improve the recognition of physiotherapy amongst the general public.
CONTEXT
STRATEGY

Brand strategy workshop

Develop a brand driver

Explore naming, logo and design styles
Brand pyramid
PHYSIOTHERAPY IS ABOUT PERFORMANCE
PHYSIOTHERAPY
IS ABOUT
FUNCTION
Discussion on the name and design of the logo
MOVEMENT FOR LIFE
World Physiotherapy Day
8 September
Movement for Life

www.physiotherapy.org.nz

Physiotherapy
New Zealand
Kōmitā Aotearoa

Ask a Sports Physio
New Zealand Physio
Answer Your Top 10 Questions
STANDARDS OF PRACTICE
Case Study: Implementation of a successful new brand strategy for the New Zealand Physiotherapy Association

**Strategy**
- Develop a brand driver.
- Design a new logo and design styles
- Implementation of brand strategy.

**Context**
- Political leadership.
- Represent the organisation in a more contemporary and professional light.
- The website had become the main portal for stakeholders to access information.

**Outcome**
- Implementation of a successful new brand strategy
- Present physiotherapists as proactive, forward looking and contemporary health care professionals.
- Improving the understanding of physiotherapy amongst the general public.