

National Clinical Fellows Induction Programme 2019

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Influencing for change; where does the power lie?

- **Who cares about what you care about?**
- **Who has the power to change things?**
- **Who has the power to obstruct change?**
- **How does what you want to change align with the priorities of those who have the power to make change happen?**
- **Simplicity of message and action**
- **The power of consensus and a consortium approach**

Working with Parliamentarians

- What is the issue you want to talk to them about?
- Does your MP/Peer 'wear other hats'? e.g. personal/professional interest, member of a relevant Committee, PPS, Minister?
- Clarity of your message
- What do you want your MP/Peer to do?

Top Ten Tips for Working with Politicians

- 1. Where does the power lie?** Pick who you want to influence carefully
- 2. Know your politician;** how interested are they in health; how do they like to receive info; what are they saying in local / social media; what Committees/Groups are they on; majority; electoral cycle?
- 3. Establish relations in good times;** ensure regular contact if appropriate. Constituents are king.
- 4. Most politicians are generalists** dealing with many issues; health is just one
- 5. Evidence-based information** appreciated; concise, appropriate and relevant

Top Ten Tips for Working with Politicians

6. Handle **opposition politicians** with care, especially around election time and maintain your political independence
7. Have **clear messages** and be clear on what you want **action** you want the politician to take
8. Don't assume they talk to **other local politicians** – even when in same party
9. **Politicians are people people.** Tell stories, show projects and invite to work places
10. **The photo opp.** Think about joint opportunities for media activity

