



results

how to have a powerful meeting with decision makers

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Policy and Advocacy Officer for TB, Results Canada

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objectives

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1. Understand how to engage politically to advocate for change with government entities and parliament.

2. Learn tactics to use when building out your political advocacy strategy.

3. Develop new skills to communicate with decision makers effectively.

agenda

The logo for Results Canada, featuring the word "results" in white lowercase letters inside a red speech bubble shape.

1. Get to know Results Canada
2. Icebreaker & Introduction
3. The importance of political engagement
4. Creating a political advocacy strategy
5. Case Study
6. Communicating effectively
7. Activity
8. Questions

who is Results Canada?

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We are a non-profit, non-partisan, grassroots advocacy organization that believes in mobilizing everyday people to generate the political will necessary to end extreme poverty.

We educate, influence and leverage resources for programs, improved policies and solutions that translate to direct impact in health equity, quality education and economic opportunity.

our areas of focus

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**global
health**

To develop and thrive we all need good health. Nutritious diets, access to health services, and living in a clean and safe environment all play a role.

**quality
education**

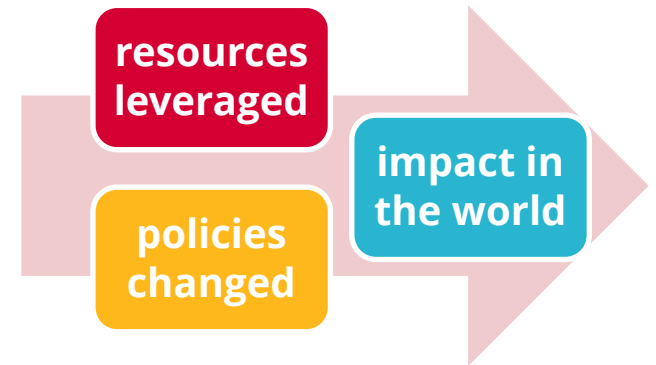
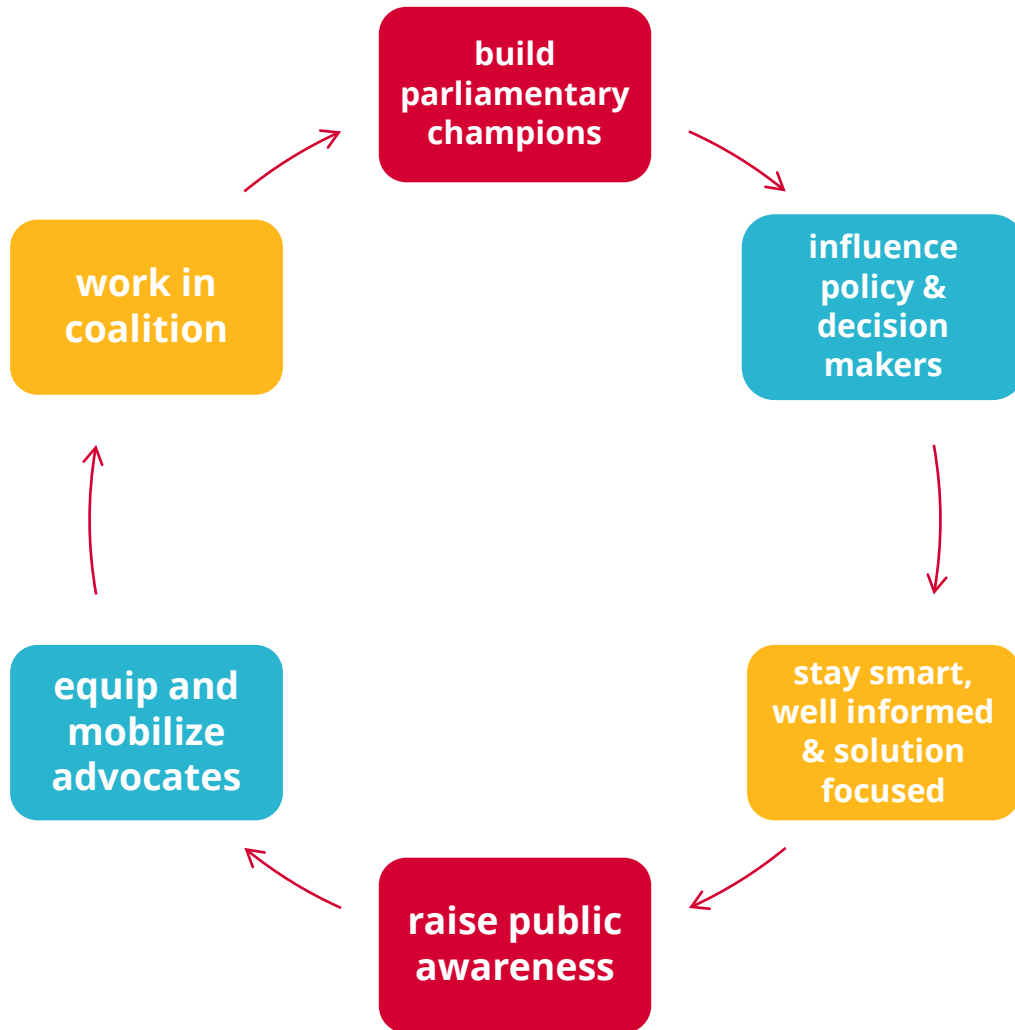
Quality education is one of the most effective and efficient ways to lift people of poverty and reduce inequality.

**economic
opportunity**

Access to decent work, financial services, and social protection are critical for the growth and sustainability of people and communities.

actions & impact

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Icebreaker:

Have you engaged with a member of parliament/congress before and if so, what was the outcome, what surprised you?

what is advocacy?



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Advocacy = conducting actions to influence **decision makers** and to bring about **specific changes**

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”
- Margaret Mead

what is political advocacy?

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Advocacy = conducting actions to influence **decision makers** and to bring about **specific changes**

Political advocacy = conducting actions aimed to influence **elected officials** to bring about specific changes



creating political will

Can be geared at all levels of government

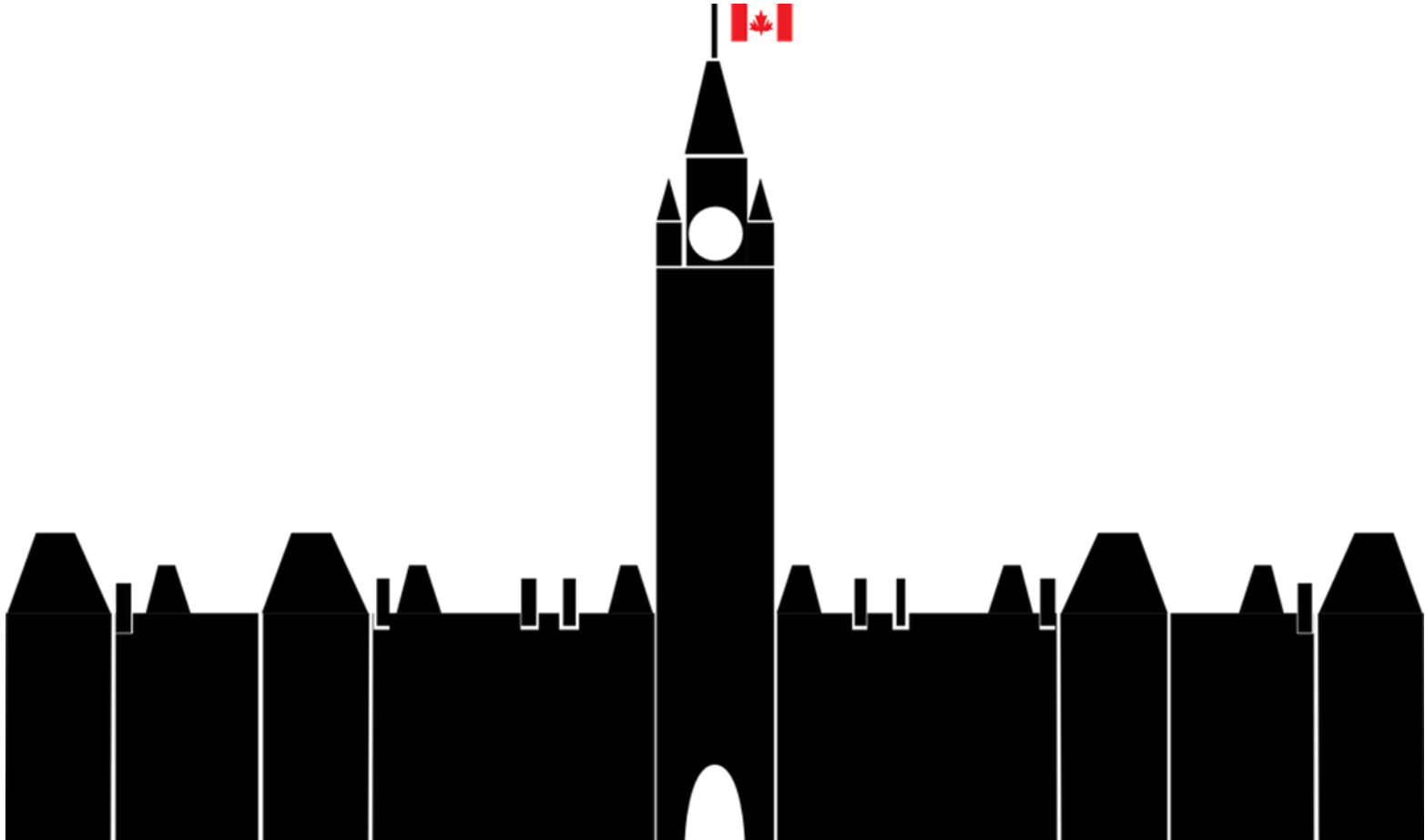
why is political engagement important?

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- Parliamentarians make decisions on issues that impact us
 - Decide what initiatives to prioritize and fund through budgets
 - Pass legislation and laws that impact the issues we care about
 - Hold the current government to account
 - Raise awareness on key issues
- It is their job to listen to our concerns

creating a political strategy

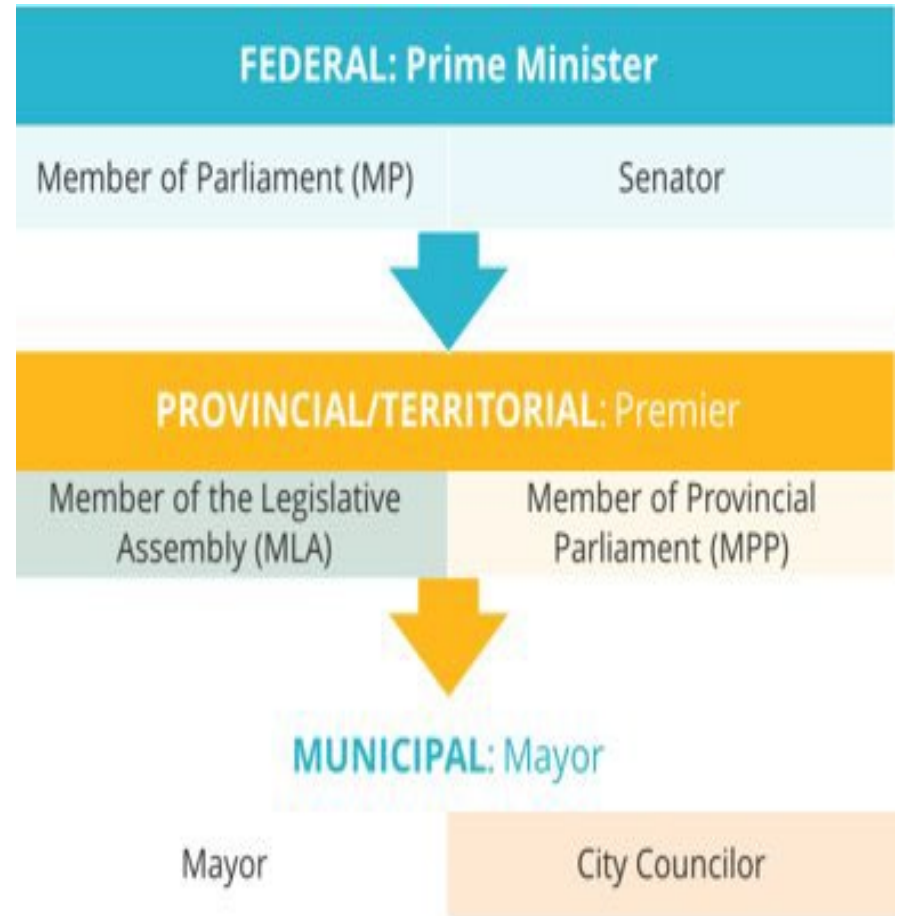
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1. do your political homework

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- How is your political system structured
- What level of government has responsibility on your issue?
- How are policies made?
 - formal & informal processes



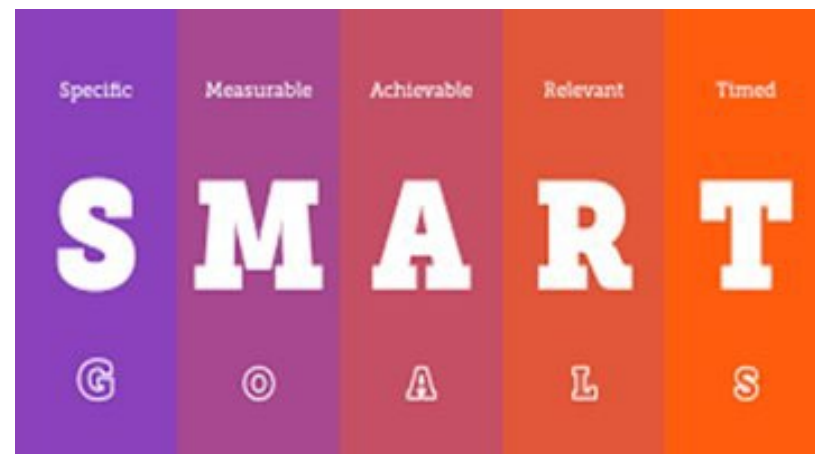
2. identify your end goal

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what you are hoping to achieve by engaging with Parliamentarians?

THE ASK

- More funding for XYZ in the budget
- New law or repeal a law
- Raise awareness about an issue



2. identify your end goal



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Example (financial): The government of Canada must maintain its investment in TB REACH by pledging CAD\$33 million over three years this World TB Day to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

Example (policy): The government of Canada must implement a National Tuberculosis Elimination Strategy as part of its recommitment to TB Elimination at the UN High-Level meeting this year.

Activity:

Come up with an "ask" for an issue that you care about and want your government to take action on.

creating your “ask”

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Specific

- What is the specific issue you want to change?
- Who are the specific decision-makers who can make this change happen?

Measurable

- How can you measure progress and know if you’ve successfully met your goal?
- How will you know when you have been able to accomplish your goal?

Achievable

- Is it feasible for this change to happen?
- How can you influence decision-makers regarding this specific policy change?

Relevant

- Do you seem like the right person/organization to deal with this problem?
- Does this seem like the appropriate time to be making this change happen?

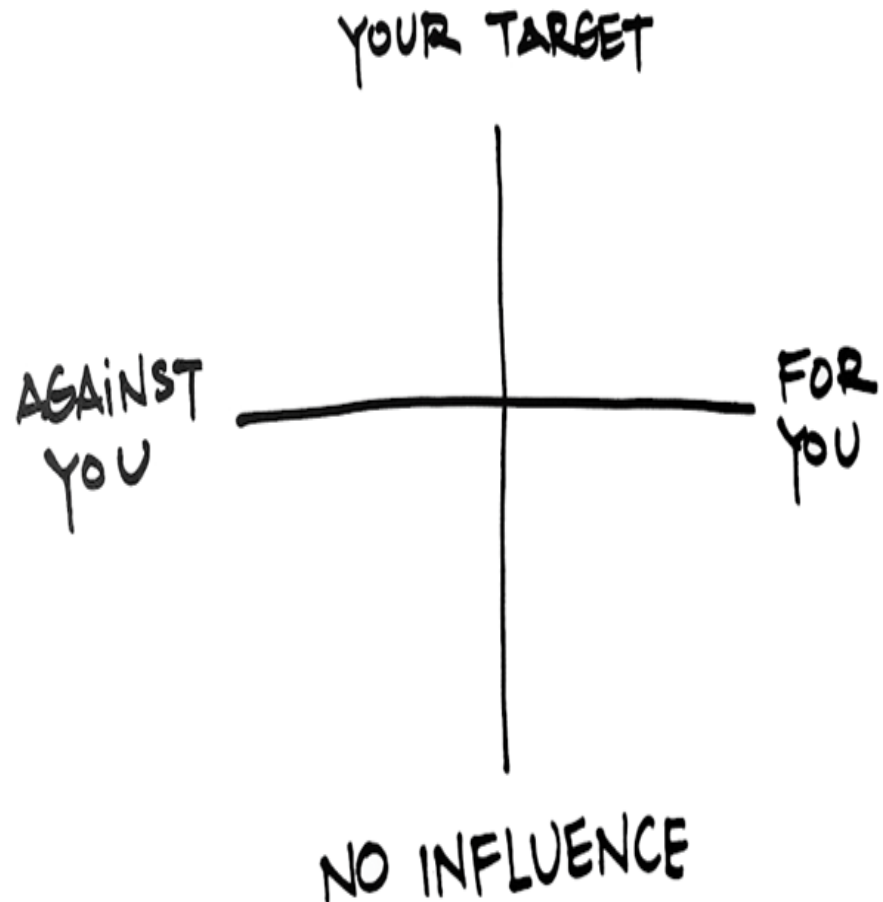
Time bound

- What is the estimated timeline for when this change can be achieved?

3. identify your target

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- Who specifically makes decisions on your issue
 - Minister?
 - Committee?
- Who influences them?
 - Constituents
 - Colleagues
 - Opposition
 - Lobby groups
 - Parliamentarians in other countries



3. identify your target



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3. identify your target

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Example (financial): The government of Canada must maintain its investment in TB REACH by pledging CAD\$33 million over three years this World TB Day to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

- Minister of International Development

Example (policy): The government of Canada must implement a National Tuberculosis Elimination Strategy as part of its recommitment to TB Elimination at the UN High-Level meeting this year.

- Minister of Health

Activity:

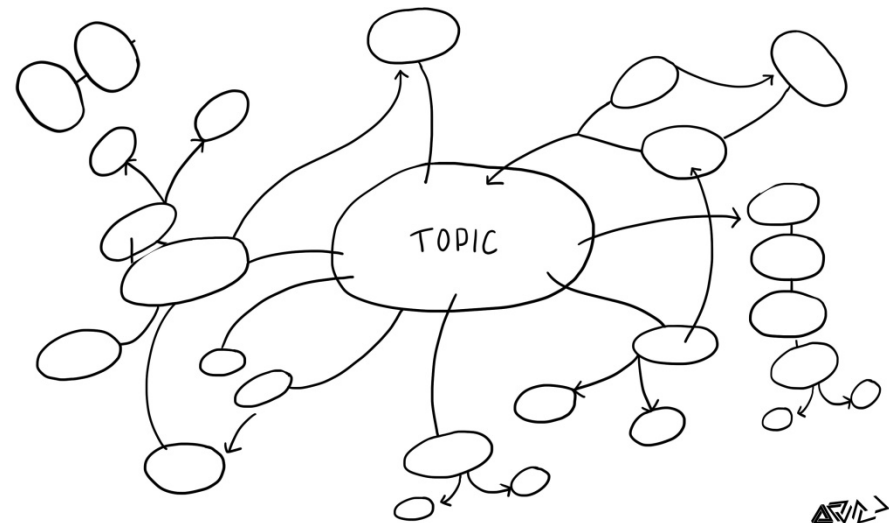
Create a “stakeholder map” with your issue topic in the middle and all relevant decision makers and influencers around it.

the targets: an exercise

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systems mapping

1. start with the issue you want to create (in the "topic")
2. add all the people, institutions, or ideas that are connected to the issue in their own bubbles
3. draw in the connections to give yourself a clear picture of who your decision makers and influencers are



4. look for advocacy opportunities

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the launch of new policies and programmes

national budgets

parliamentary debates/committees

local/regional/national budget hearings

elections

consultations on major policy reviews

international or regional commemorative days (e.g. , World Tuberculosis Day)

special occasions/holidays

VIP visits and events

international human rights instruments and reporting process meetings (e.g. UNCRC reporting)

regional and continental meetings (e.g. AU Summit)

global summits and meetings

5. pick your tactics



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- Engage on social media
- Email or call parliamentarians office
- Request a meeting with your parliamentarian
- Sign a petition and/or ask a parliamentarian to sponsor a petition
- Host an event and ask the parliamentarian to speak and/or join
- Request to appear before Committee as a witness
- Prepare submissions for studies/consultations
- Ask a parliamentarian to sign a letter to support your cause
- Educate parliamentarians about the issue (ie. send them an article you published)

Case study:

The Global Fund to Fight AIDS,
Tuberculosis and Malaria.

Global Fund: the ask

results



- GF investment case called for a total of **USD\$18 billion** (30% increase from previous replenishment)

Global Fund: the ask

results

FIGHT FOR WHAT COUNTS.

Investment Case
Seventh Replenishment 2022
Executive Summary

THE GLOBAL FUND

- GF investment case called for a total of **USD\$18 billion** (30% increase from previous replenishment)
- This meant our ask of Canada was **CAD\$1.2 billion** (30% increase from previous replenishment)

Since its creation, the Global Fund has helped save more than 44 million lives, but the COVID-19 pandemic has put this critical work at risk. We need Canada to commit

\$1.2 billion

to step up its contribution in the fight against HIV/AIDS, TB & Malaria.

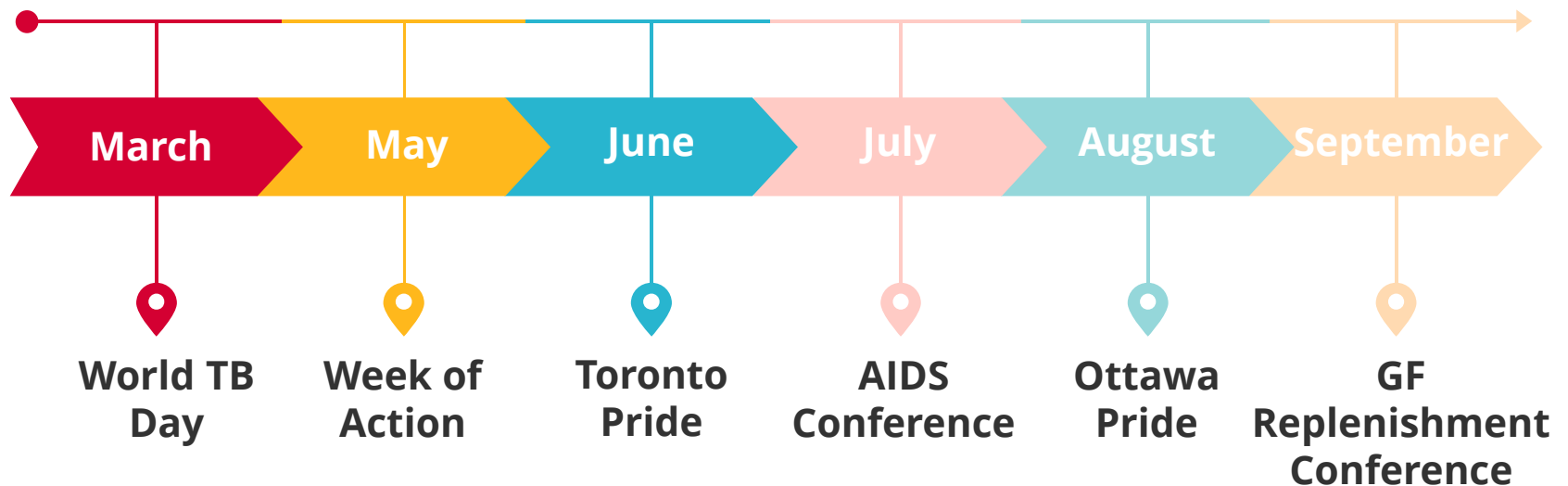
#FightForWhatCounts #1Point2Billion

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FIGHT FOR WHAT COUNTS.

Global Fund: mapping out key moments

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tactics

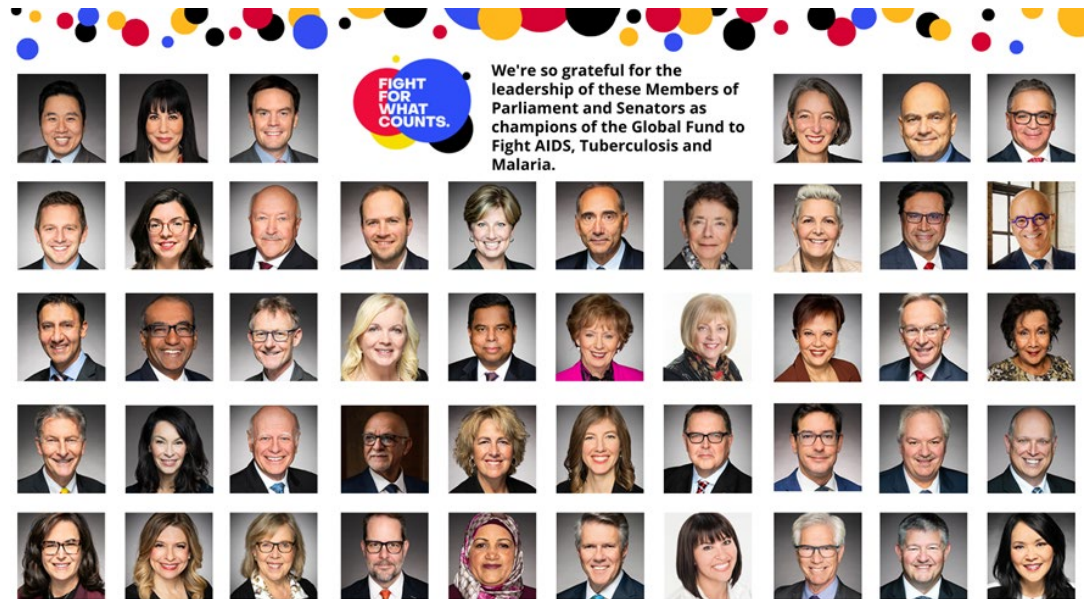
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Week of Action: Over 90 advocates met with over 50 parliamentarians

Letter to Trudeau: signed by nearly 50 parliamentarians

Parliamentary support across all parties

Grassroots social media



celebration

results

\$1.21 billion!!

how:

- Thank you letter sent to Trudeau and formal statements from coalition members
- Thank you video with partners, people with lived experience, LGBTQ+ champions
- Thank you messages to 50+ parliamentarians
- News coverage on the announcement
- Thank you tweets from across Canada and the globe



Fisayo Adetoye
@fisayoadetoye

“Advocates like me with the support of 50 parliamentarians from all parties called for #1Point2Billion for the @GlobalFund to #FightForWhatCounts. Today we celebrate @JustinTrudeau for stepping up with this historic investment to end AIDS, TB & malaria. Thank you Canada!”

Thank you Canada for investing in the
Global Fund!

results



Countries with endemic poverty are struggling with the debilitating effect of diseases like tuberculosis and Canada's increased contribution to the Global Fund will go a long way in bringing succour to the affected people in this countries.

Adetunji Adetoye, Advisor
Moncton-Riverview-Dieppe

where to communicate

results



IN THE MEDIA



WITH YOUR
COMMUNITY



IN ACADEMIA OR
SCHOOL



THROUGH YOUR
WORK



**WITH DECISION-
MAKERS**



AT CONFERENCES
OR EVENTS



IN ONLINE
FORUMS

communicating effectively

results

EPIC

E = engage

P = state the **problem**

I = **inform** about solutions

C = **call** to action (what can they do to take action on your issue)

tips

- **Make it personal:** Why do you care? Can you connect your issue to something in your community?
- **Make it impactful:** emphasize the impact more than the details.
- **Make it short:** your EPIC should be straight to the point, quick like an elevator pitch
- **Frame your call-to-action:** make it a yes or no question

communicating effectively



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EPIC

E = Did you know that the only current vaccine against tuberculosis is over 100 years old?

P = This vaccine is of limited effectiveness.

I = Recent modeling suggests that developing a new, more effective TB vaccine would be the most impactful intervention to make progress on TB elimination.

C = Canada must invest in the research and development necessary to improve the tools we have for preventing TB. I am calling on you to sign on to this letter addressed to the Minister of Health calling on an investment of \$100 million into ABC Research Co.

Activity:

Use the EPIC model to communicate your issue to a decision maker.

communicating effectively



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EPIC

E = Did you know that the only current vaccine against tuberculosis is over 100 years old?

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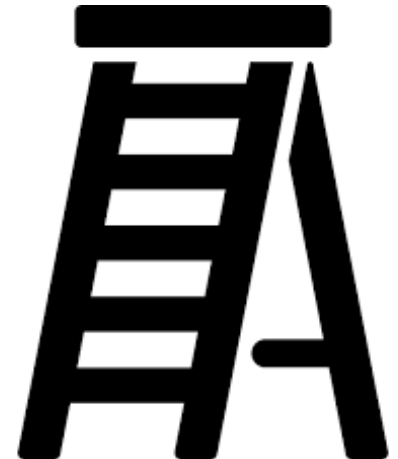
C = Canada must invest in the research and development necessary to improve the tools we have for preventing TB. I am calling on you to sign on to this letter addressed to the Minister of Health calling on an investment of \$100 million into XYZ Research Co.

ladder of engagement

results

Choose at least one of the following tactics to practice the EPIC model.

- Email you member of parliament/congress
 - ourcommons.ca
- Write a letter to the editor in your local newspaper
 - 150 words
- Post on social media tagging a relevant decision maker
 - <https://resultscanada.ca/your-tools/>



squeezing all the juice out

results

Publish letter to
the editor (LTE)
in newspaper

Share published
LTE on social
media

Send LTE to
your MP with
meeting
request

Activity:

Hit send – post of social media,
submit an LTE, or email your
member of parliament/congress!

hit send!



results

Your advocacy will only be impactful if you reach your audience. Don't overthink it – hit send! You can also support our existing asks:

Canada:

The government of Canada must maintain its investment in TB REACH by pledging CAD\$33 million over three years this World TB Day to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

The government of Canada must implement a National Tuberculosis Elimination Strategy as part of its recommitment to TB Elimination at the UN High-Level meeting this year.

United states:

Write your Senators and ask them to co-sponsor the End TB Now Act of 2023.

how to have a good meeting

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1. Request via email or phone call
2. Introduce yourself as a constituent
3. Research who you are meeting with
4. Don't overwhelm them & use plain language
5. Use the EPIC model, don't forget your call—to-action
6. Take a photo
7. Follow up after the meeting
8. Engage with your parliamentarian beyond the meeting

how to respond to tough questions?

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1. Be humble



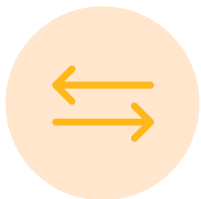
2. If you don't know, don't worry



3. Stay positive and focus on your messaging



4. Stick to the facts from trusted sources



5. Move the conversation back to middle ground



thank you!



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