



Society of Rural Physicians of Canada
27TH ANNUAL RURAL AND REMOTE MEDICINE COURSE
Halifax Nova Scotia • Halifax Convention Centre
APRIL 4 - 6, 2019

Dr. Jim Rourke Dr. Ruth Wilson Dr. Margaret Tromp
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SESSION 325

Government Relations and Pre-Election Advocacy for Rural Health Care (2 hours)

This is a two-hour, two part workshop. Part One: to inform members on the success of political activities done to date by the Rural Road Map Implementation Committee (RRIMC) in its advocacy efforts to promote the Rural Road Map to influence government policy on rural health care delivery and Part Two: to educate about the resources and tools available to members in their own advocacy efforts on rural health care in engaging and communicating with politicians as well as preparation for the 2019 federal election platform.

Participants will learn about:

1. Insights from workshop panel on successful strategies used to date to advocate to government stakeholders and identifying opportunities for advocacy.
2. Who are the government stakeholders and what are the rural health care issues.
3. Identify local issues and how they relate to the Rural Road Map.
4. Effective and practical approaches to communicate and engage with government stakeholders and politicians to maximize local and federal impact.
5. How to tailor and communicate your key messages about rural health, rural health care and the Rural Road Map – what are the do's and don't's.
6. Top ten pointers that you need to know about the 2019 federal election and your local politicians.
7. Available resources and tools to assist in your own advocacy efforts/activities.