Society of Rural Physicians of Canada
Société de la Médecine Rurale du Canada

Government Relations and Pre-Election Advocacy for Rural Health Care

Saturday, April 6th, 2019

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WELCOME

Your Panel

SRPC: Margaret Tromp, James Rourke

CFPC: Ruth Wilson, Ivy Oandasan

CMA: Jennifer Kitts

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Workshop

Part One: 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: 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.

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Objectives

- Insights from workshop panel on successful strategies used to date to advocate to government stakeholders and identifying opportunities for advocacy
- Who are the government stakeholders and what are the rural health care issues
- Identify local issues and how they relate to the Rural Road Map
- Effective and practical approaches to communicate and engage with government stakeholders and politicians to maximize local and federal impact
- 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
- Top ten pointers that you need to know about the 2019 federal election and your local politicians
- Available resources and tools to assist in your own advocacy efforts/activities

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RURAL ROAD MAP IMPLEMENTATION COMMITTEE (RRMIC)

SRPC Annual Rural and Remote Medicine Conference 2019

Co-Chair: Ruth Wilson

Halifax Convention Centre – Halifax, Nova Scotia
April 6th, 2019

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PHASE ONE

ARFM National Taskforce: 2014 - 2017

Mandate

To improve the health of Canadians in rural and remote communities

To produce and sustain an increased number of family physicians practicing comprehensive generalist rural medicine

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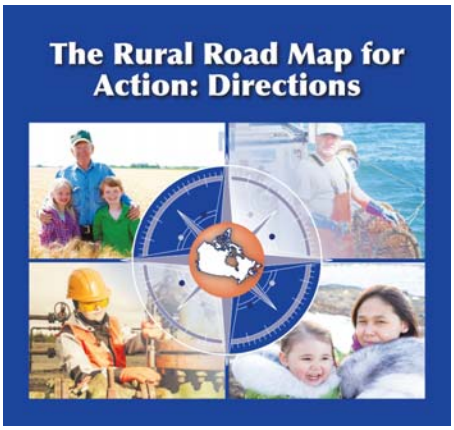
Rural Road Map for Action



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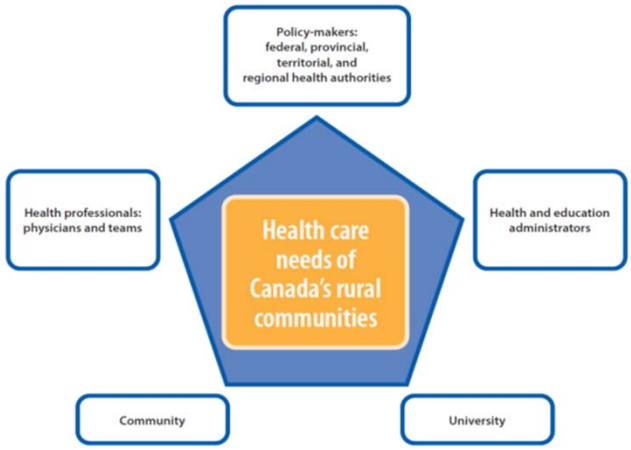
Social Accountability Framework
Pentagram Partners



Adapted with permission from Boelen C, *Educ Health* 2004:17(2):223-31.

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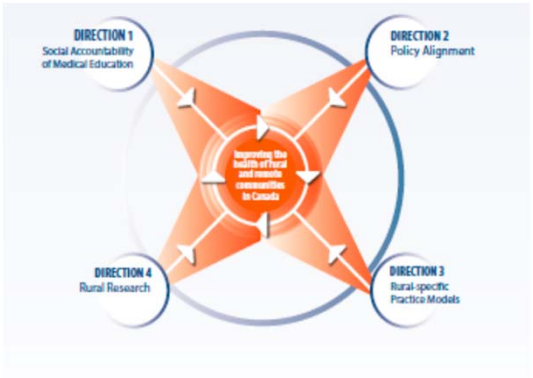
Four Directions – 20 Recommended Actions



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PHASE TWO

Implementing the Rural Road Map 2018 - 2020

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Members

Jim Rourke (Co-Chair)	Ruth Wilson (Co-Chair)
Tom Windsor-Smith, Society of Rural Physicians of Canada (SRPC)	Francine Lemire, College of Family Physicians of Canada (CFPC)
Margaret Tromp, SRPC	Paul Sawchuk, CFPC
Doug Hedden & Roy Kirkpatrick Royal College	Jean Bartkowiak, HealthCareCAN
Jennifer Kitts, Canadian Medical Association	Preston Smith, Association of Faculties of Medicine in Canada
Bryan MacLean, Canadian Association of Staff Physician Recruiters of Canada	Neil Drimer, Canadian Foundation for Health Improvement
Michelle Pavloff, Canadian Association of Rural and Remote Nurses	David Snadden, University of British Columbia
Rick Fleet, Laval University	Alexandra King, University of Saskatchewan
Darlene Kitty, Indigenous Physicians Association of Canada	Jean Lawson, Federation of Canadian Municipalities
Staff Support: Ivy Oandasan, Carmela Bosco, Artem Safarov and Jennifer Barr	

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Purpose Statement

"Our purpose is to work collaboratively to implement the Rural Road Map for Action that will improve equitable access to safe, quality health care closer to home for rural Canadians."

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Four Key Activities

Capitalize on Opportunities	Advocate Strategically
Engage Stakeholders	Disseminate for Uptake

SHARE PROGRESS REPORT ON RRM IMPLEMENTATION 2020

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RRM Progress To Date
Highlights on Priority Actions

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Rural Patient Transfer & Repatriation

Key Goal: Create an evidence informed strategy to enhance rural patient transfers and repatriation using policy levers

- Facilitate a National Dialogue in Fall 2019 with HSO/Accreditation Canada & HealthCareCAN
- Engage involvement across provincial/territorial governments and regional health authorities
- Highlight best practices to inform policy development

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Rural Competencies

Key Goal: An approach to monitor the uptake of rural health competencies and accreditation standards across educational organizations with ongoing recommendations

- Led by CFPC with SRPC participation
- "Priority Topics for the Assessment of Competences in Rural and Remote Family Medicine" - released by CFPC in July 2018,
- Active dissemination & exploration for uptake:
  - with program directors of FM residency programs (2018)
  - Annual CFPC FMF Mtg November 15, 2018
  - SRPC AGM – April 5th

Reference document at: https://www.cfpc.ca/uploadedfiles/Education/Rural-PT_KF_EN.pdf

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Indigenous Health Competencies

Key Goal: Support a national dialogue within medical education to support learners to attain competencies to provide culturally safe care for Indigenous Peoples

- Catalyzed opportunity to enable a dialogue of Medical Educators involved in Indigenous Health led by Indigenous Physician Educators
- AFMC, RCSPC, IPAC and CFPC in collaboration
- Pre CCME meeting: Indigenous Health Symposium
  - April 12th, 2019

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Rural Health Research

Participants: Jim Rourke, David Snadden, Rick Fleet, David Razao, Marc Leblanc
Others: Roger Strasser, Stefan Grzybowski, Jose Pereira, James Irvine, Stephen Bornstein

- Pre-budget submission (RHIG's) – August 2018
- Dissemination with senior decision/policy makers, government officials, elected MP's including Health Minister and rural caucus members
- Create & fund community-based rural research capacity with family physicians providing vital link with rural community health stakeholders and university education/research expertise

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RRMIC Key Activities to Advance RRM

Capitalize on Existing Opportunities	Advocate Strategically
Engage key Stakeholders	Disseminate RRM Use for Uptake

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RRM Actions 2018
RRMIC's Progress as Catalysts

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Direction One: Social Accountability

Action	Progress status
Action 1. Develop & include criteria that reflect affinity and suitability for rural practice	
Action 2. Establish and strengthen specific policies and programs to enable successful recruitment of Indigenous and rural students	
Action 3. Support extended competency based generalist training in rural communities to prepare medical graduates	
Action 4. Provide high quality rural clinical and educational experiences to all medical students and family medicine residents	
Action 5. Educate medical students and residents about the health and social issues facing Indigenous peoples and ensure they attain competencies to provide culturally safe care.	
Action 6. Establish a collaborative) to ensure that physicians acquire and maintain specific competencies required to provide health care to rural communities.	

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Direction Two: Policy Interventions

Action	Progress Status
Action 7. Establish government and university partnerships with rural physicians, rural communities, and regional health authorities to strengthen the delivery of medical education in rural communities	
Action 8. Establish programs with targeted funding to enable rural family physicians to obtain additional or enhanced skills training	
Action 9. Establish contracts for residents working in rural settings that maximize their clinical and educational experiences without compromising patient care or the residents' rights in their collective agreements	
Action 10. Establish a Canadian rural medicine service	

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Direction Three: Best Practice Models

Action	Progress Status
Action 11. Implement standard policies within health service delivery areas that require acceptance of timely transfers and appropriate	
Action 12. Develop specific resources, infrastructure and networks of care within local and regional health authorities to improve access	
Action 13. Partner with rural communities and rural health professionals to develop strategies to guide distance technology	
Action 14. Engage communities in developing and implementing recruitment and retention strategies	
Action 15. Encourage the development of formal and informal mentorship relationships	

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Direction Four: Rural Research Agenda

Action	Progress Status
Action 16. Create and support a Canadian rural health services research network	
Action 17. Develop an evidence-informed definition of what constitutes rural training	
Action 18. Develop a standardized measurement system, with clear indicators that demonstrates the impact of rural health service delivery	
Action 19. Develop metrics, based on environmental factors, to identify educate and promote successful recruitment and retention programs	
Action 20. Promote and facilitate the use of rural research informed evidence	

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RURAL ROAD MAP IMPLEMENTATION COMMITTEE (RRMIC)

Co-Chair: James Rourke

Advocacy Efforts

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RRMIC Activities

1. Key initiatives on progress made across Canada supporting rural health care delivery through the implementation of the Rural Road Map (RRM)
2. Apply the RRM to various settings by identifying actions that can be undertaken in the roles of all levels of governments
3. Engage in interactive discussion on emerging initiatives such as rural patient transfers, Indigenous health competencies and national rural medical licensure as they relate to key actions impacting rural/remote settings
4. Challenges and opportunities for collective support in the use of RRM and what can be achieved by 2020

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A RRM COLLABORATIVE

To create a stakeholder forum with a community of practice interested in advancing the RRM. Use this forum to sharing best practices and leveraging opportunities for dissemination and uptake across Canada

Interested stakeholders will receive updates, share progress, support others & advocate using an e-platform

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Key Tasks

- Provide a report in 2020 highlighting progress on the RRM
- Share RRM at key local, national and international meetings to enable dissemination uptake
- Organize & facilitate meetings to identify key gaps and opportunities for further uptake of the RRM with pentagram partners

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RRMIC Key Activities to Advance RRM

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RRMIC Advocacy Efforts

- 2019 federal pre-budget submission
- RRMIC Inter-Organization Collaboration
  - SRPC/CMA/CFPC collaboration
- Planning for 2019 federal election – rural health care platform
- 2018 government audiences: Senate (Dr. Ravalia), Health Canada (Committee on Health Workforce)

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Activity	Planning
Federal – Political Meetings (Ministers & rural/indigenous caucus)	✓
Federal – Bureaucracy (Health Canada, CHW); Pre-budget submission (August 2018)	✓
Senate	✓
Federal – agencies (CHIR)	
Provincial/territorial governments (BC, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick)	✓
Municipal government (FCM)	In progress

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Direction Four: Rural Research Agenda

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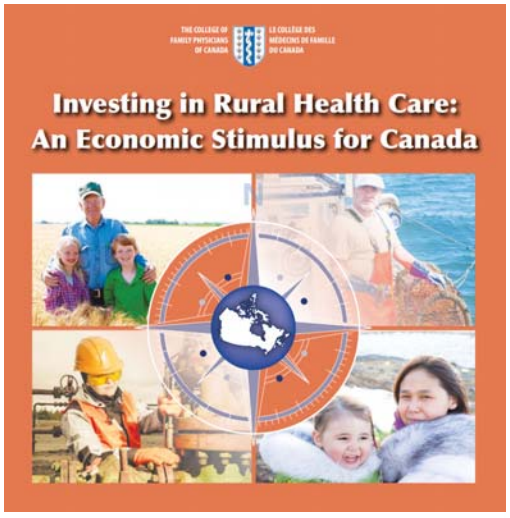

Recommendation #1:

That the federal government invest $12 million annually to establish a pan-Canadian network of rural health innovation generators (RHIGs) enabling rural communities to develop, test, and evaluate health care solutions made by and for rural communities, improving their health and potential to contribute to Canada's economy.

Recommendation #2:

That the federal government establish targeted, annual funding to improve the health care of rural Canadians and stimulate rural Canada's economic growth:

a) Establish a $15 million annual Rural Health Innovation Fund for RHIGs to study and deploy innovation projects to improve rural health care practices.

b) With 18% of Canada's population living in rural Canada, allocate 18% of existing research funding across the Canadian Institutes of Health Research (CIHR) annually to address rural communities' specific health care needs to improve rural health outcomes.

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2020 Sharing Progress Made and Sustainability

Sustainability beyond 2020

- What might be a model forward
- Role of government stakeholders
- Planning forward
- Funding Opportunities

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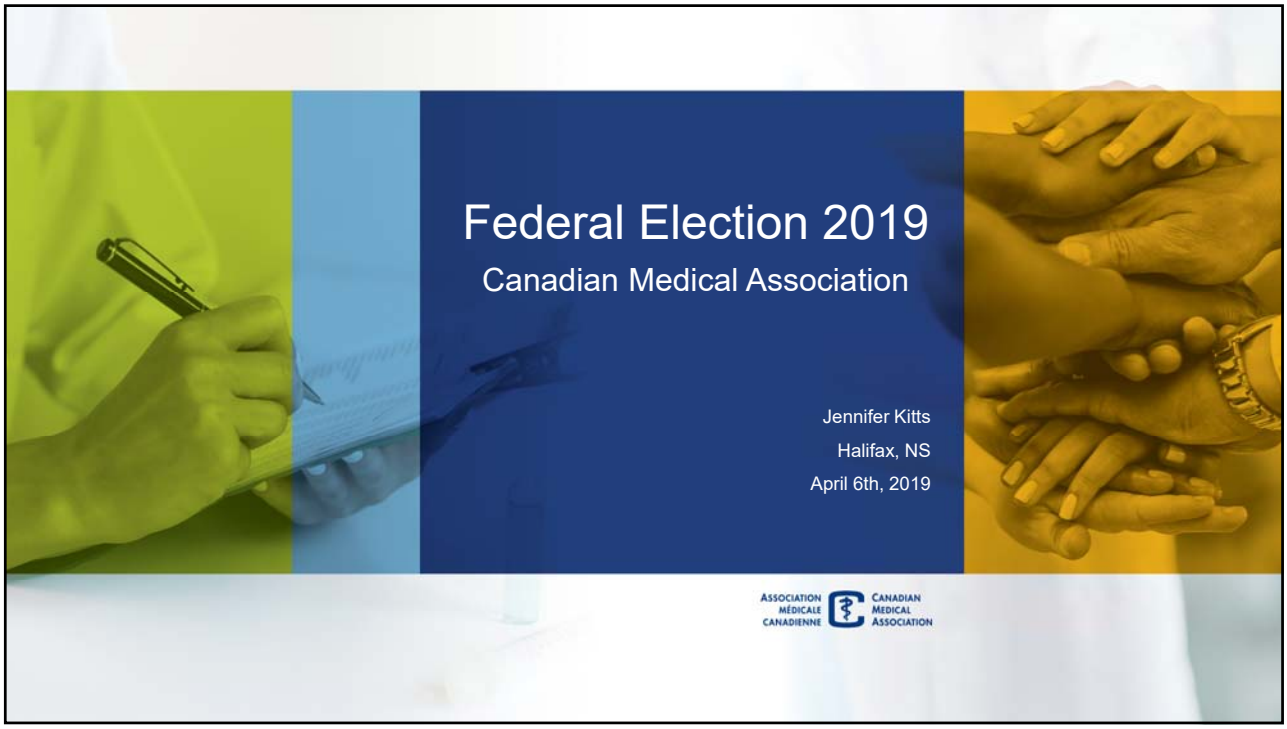

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Introduction

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- What is a political party?

Group of like-minded individuals with a shared vision and similar political ideologies. They work together to achieve power through an election, form government and create meaningful political change

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What is the role of the Elected?

- Simply to represent and be the voice of their constituents

Who are some of the Elected we engage with? (And how we can maximize their unique influences?)

- Party Leader
- Cabinet Minister
- Opposition Critic
- Backbencher

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Advocacy 101

Tips
Tools
Resources

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Tips for official meetings with Elected Officials

- Plan and share an agenda ahead of time
- Be prepared and practice
- Be punctual & respectful of time
- Value the staffers
- Honesty and credibility
  - "I don't know, but I will get back to you."

And remember, they are regular people who are elected to represent you

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Tips for communicating with Elected Officials

- They're politicians, they'll start the conversation
- It's a dialogue, not an argument or a debate
  - listen to how they respond
  - Ask questions
- Avoid using jargon
- If the conversations veers off course, bring it back on topic
  - Use transition phrases
- You are the subject matter experts

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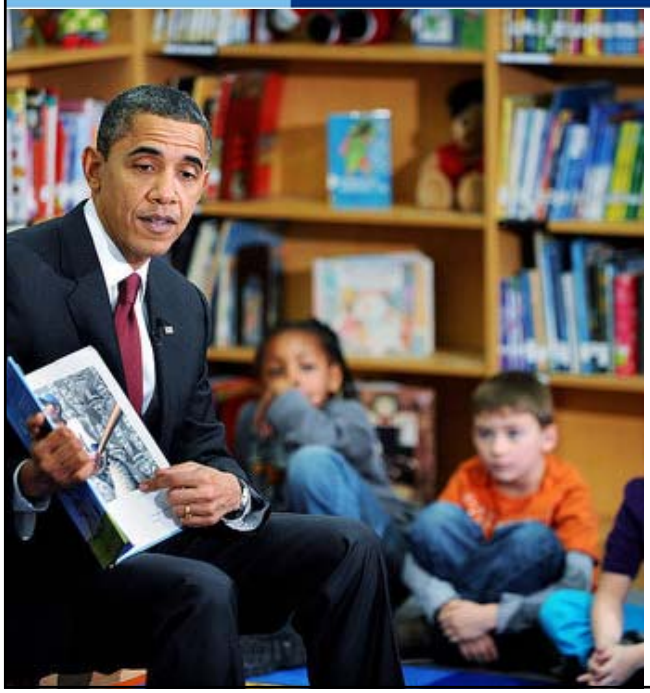

The most effective way to communicate your issue is through

storytelling

Stories and lived experiences are powerful and have lasting impact

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The most important advocacy tool is

Relationships

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Advocacy Tools

Any form of communication can be employed as a way to engage:

- Face-to-face meeting
- Emails & phone calls
- Social media
- Traditional media
- Letter writing campaigns
- Networking events
- Invite the elected to your events or campus

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Social Media Use by Elected

s for engagement for announcements and news

s for the elected to inform you

for photo content – more "human side"

for "behind the scenes" content

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Social Media as an Advocacy Tool

- Follow who you're meeting
- Ask for a photo and share on social media
- Be cautious – if you aren't sure, don't tweet
- Beware of trolls

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Resources

Parliament Website

Open Parliament

Trudeau Promise Meter

Current Polling

Cabinet Minister Mandate Letters

National News Watch

House of Commons Social Media

Senate Social Media

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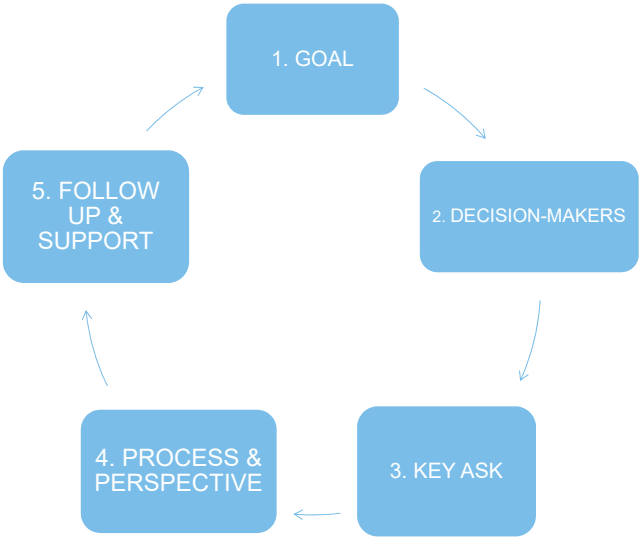
Anatomy of Advocacy



1. Define your Goal

- What is your overall goal for your issue or cause?
- What is realistic or achievable?

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2. Identify your decision-maker

- Who can make your goal a reality?
- Who has the authority to make the change?
- Is your interaction with that individual?

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3. Key Ask

- This isn't the same as your goal
- In designing your key ask, what specifically can you ask that could be achievable in this one interaction/communication?

*hint this should be in the form of a question

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4. Understand their Process & Perspective

- Does your ask require legislation or laws or policies to change?
- Does it require financial support?
- Why hasn't this been achieved yet?

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5. Follow up & Support

- What specific tactics will you use to follow up?
- How can you support your initiative going forward?

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National hot buttons for Rural Health Care

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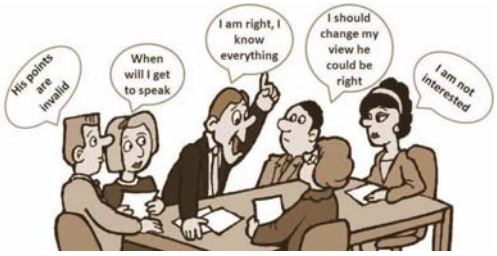
Group Discussions

- National Licensure
- Transport
- Indigenous Health
- CARMs Match Results
- Rural Research



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BREAK

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Group Debrief

What are the most important issues?

How do they relate to the Rural Road Map?

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Federal Budget 2019

- Virtual care (Broadband)
- Social Determinants of Health
- Seniors Care
- Indigenous Health
- Pharmacare
- Climate change and health
- Public Health
- Health Research

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Federal Budget 2019

Virtual care

- Budget 2019 is proposing a new, coordinated plan that would deliver $5 billion to $6 billion in new investments in rural broadband over the next 10 years:
- Support through the Accelerated Investment Incentive to encourage greater investments in rural high-speed internet from the private sector.
- Securing advanced Low Earth Orbit satellite capacity to serve the most rural and remote regions of Canada.

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Federal Budget 2019

Indigenous Health

- Funds for the Surveys on Indigenous Peoples and the First Nations Regional Health Survey.
- Investments to ensure Indigenous students have better access to post-secondary education,
- Investments to develop a long-term approach to improving services for First Nations children, based on Jordan's Principle.
- Funding to support ongoing efforts to eliminate and prevent long-term drinking water advisories and funding urgent repairs to vulnerable water systems, and providing water operator training and support programs.

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Federal Landscape

Background on today's political and issue environment

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Polling

Conservatives Would Win 2019 Federal Election If Held Today: Poll

- A recent poll puts Andrew Scheer's Conservatives seven points ahead of the Liberals, gaining the favour of **36 per cent** of voters, putting them in majority government territory, compared to **33 per cent** for Prime Minister Justin Trudeau's party, according to an Nanos Polling
- Other parties stood:

NDP – 20%

Green Party – 8%

Bloc – 3%

People's Party – 1%

Federal Election
Expected Top Issues

Climate change

Carbon Tax

Security

Free trade and U.S. Relations

Pipelines

Immigration

SNC Lavalin Ethics

Deficit

Healthcare?

Tailoring your key messages

What are the do's and don'ts?

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Available resources and tools

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Wrap Up

Any feedback?

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Thank You

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