Influencing the policy agenda

Niamh Rice
Simply presenting research results to policymakers and expecting them to put the evidence into practice is very unlikely to work.
You need to translate facts to stories that resonate and use media advocacy to exert the right amount of pressure.
2008: Not the ideal starting point...

Harney warns of up to €1bn in health spending cuts

Minister for Health Mary Harney who said today it would not be easy to achieve the required savings of between €600 million and €1 billion from the health budget.

Cuts in health service funding next year could be up to €1 billion, which is significantly higher than previously indicated, the Minister for Health Mary Harney said today.

Speaking following her address to an ESRI conference on health service funding in Dublin this morning she said there was “no easy way to take that kind of money out” of the health service.
Short term strategy: Manage the Crisis

MOBILISATION OF STAKEHOLDERS

November 2008
Call to advocacy groups & key stakeholders to oppose delisting on basis of patient impact.

Public Meeting
Public challenge of Barry Report by Chairman of NICE - Prof M Stroud.
Opposition Health TD attends & supports

December
Meetings with senior executives in DoH and health service commence

January to March
Ongoing meetings with decision makers.
Meetings with Opposition Parliamentary questions raised.

July 2009
Niamh Rice meets with Minister for Health. Personal reassurances gained, misinformation corrected.

PUBLIC AFFAIRS

Specialist warns against taking supplements off GMS scheme

A leading authority on nutrition care has warned the HSE and Health Minister Mary Harney that blocking access to oral nutritional supplements (ONS) could have a significant adverse effect on the health and ability to cope with illnesses by restricting access to ONS might help pay for the cervical cancer vaccine.

Commenting on the HSE proposals, Dr. Stroud said: “Oral nutritional supplements are actually a very cost-effective means of improving clinical outcomes in patients who no nutrition support might be predicted to end up costing the Irish health service more, quite apart from the personal cost to the patient, their families and carers,” said Dr. Stroud, who was the chairman of a UK guidelines committee set up by the National Institute...
1. Pushing for action on malnutrition vs defending expenditure on nutrition support?

Unaware (Tell me more)

Unconvinced (This had better be good..)

Aggressively opposed (Rubbish - the costs of nutritionals need to be cut)
2. What’s the overall STRATEGY?

THE PROBLEM

Establish malnutrition as the **major and costly** problem it is.

THEIR PROBLEM

Focus healthcare system on trying to solve it.

SOLUTION

Establish nutrition support as **cost effective** solution.
3. Influencing policy – 3 principles:

- **Business Case**
  - Develop an *inarguable* business case *(STORY)*

- **Partnerships (one voice)**
  - Have *important others* support and make the case *(LOUDLY)*

- **Media /stakeholder engagement**
  - Make sure your case is delivered *compellingly* to the right audience

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Problem with the current situation

Gains associated with the proposed solution
The increased power of patients (amplified by social media)
The right hook

Irspen
Irish Society for Clinical Nutrition & Metabolism

Why dietary advice is a critical ...
Patients who lose weight have lower survival rates yet very few are given

Food for life: Nutrition as a key ...
'I've been poked and prodded but no one has seen me about my diet,' one

Majority of cancer patients in Ir...
Three out of five cancer patients don't see a dietitian as part of their

Healthy Eating for Cancer Surv...
UCC in collaboration with Breakthrough Cancer Research are

Majority of cancer patients in Ireland don’t see a dietitian as part of treatment
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Why dietary advice is a critical part of cancer care

Patients who lose weight have lower survival rates yet very few are given nutritional information and support

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Sylvia Thompson
Who delivers and supports the message counts

**Health Economic and Nutrition KOLS**

**Professional Groups Partners**

**Patients and Advocacy Groups**

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**INDI PRE-BUDGET SUBMISSION**

The Irish Nutrition and Dietetic Institute is the representative body for Nutrition and Dietitians in Ireland. It is committed to integrative nutrition care into healthcare models, improving the health of the Irish through informed dietary habits, and advancing evidence-based practice of medical nutrition therapy and dietetics.

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**Every patient deserves good nutritional care:**

A CALL TO ACTION
Amplified by the medical and consumer media

Publication: Irish Times
Date: February 26th 2013
Page: 4

Publication: Irish Examiner
Date: March 5th 2013
Page: 3 and online

Publication: Irish Independent
Date: March 5th 2013
Page: 6 and online

Publication: Irish Medical News
Date: March 19th 2013 Page: 37

National TV
TV Morning Edition 06 March

National Radio:
RTE One,
Morning Ireland.
Today FM, L
Lunchtime News, 05 and 06 March.

Regional/Local radio
UTV Network News, Northern Sound, Q102, Red FM, KFM, 05 and 06 March.

Total Viewership/Listenership/readership:
> 2,109,889
Key points

• Strategy
• Problem before solution
• Fact base (compelling/inarguable)
• Who/what influences the decision makers?
• One voice (strategic partnerships)
• Involving patients