ADVOCACY & HEART FAILURE

The who, what, why and how of advocacy for heart failure patients
OUTLINE

- SETTING THE STAGE
- A PANEL OF VIGNETTES
- GUIDED DISCUSSION
- NEXT STEPS
BACKGROUND

✓ Defining advocacy
✓ Advocacy vs Lobbying
✓ Health advocacy
✓ Forms of advocacy
advocacy – to summon, call to one’s aid

ADVOCACY

An activity by an individual or group which aims to influence decisions within political, economic, and social systems
defining

LOBBying

A form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in politics.

Note: this is not why we are here today
HEALTH ADVOCACY

✓ Supports and promotes the rights of the patient and family carers;

✓ Builds capacity to improve community health; and

✓ Enhances health [policy] initiatives focused on available, safe and quality care.
Health advocates are best suited to address the challenges in health care to change “what is” into “what should be” in a vision of a just society.

PHYSICIAN
Dr. Shelley Zieroth

NURSE
Estrellita Estrella-Holder

PATIENT
Marc Bains
NEXT STEPS

 WHAT DOES ADVOCACY FOR HEART FAILURE LOOK LIKE?

 EMPOWER PATIENTS AND FAMILY CARERS

 MAKE CONNECTIONS AND DEVELOP COLLABORATIONS

 ENGAGEMENT FOR COLLECTIVE CHANGE AND IMPACT
THANK YOU!

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