Building Advocacy Skills

A program designed and conducted for Europa Donna by Alison Dawkins-360 Training
The Team

Alison Dawkins

Sandra Bull

Jane Brocklebank
Building Advocacy Skills

Learning objectives

By the end of this workshop you will be able to:

- Identify the multiple ways you can raise awareness and bring about change in your role as an MBC advocate
- Tell your personal story in a way that is comfortable for you, to help raise awareness and influence others
- Present your case to different audiences to bring about the change needed
- Develop your personal impact so you have authority and credibility
- ‘Sell’ your ideas and convince people to say yes
- Explore and respond to resistance in an assertive but resonant way
- Remain assertive, even under pressure

Timings

1:30 – 2pm - Plenary session – introductions and orientation
Workshop one 2pm-3.45pm
Workshop two 4pm-5.45pm
6pm – 7pm - Plenary session and feedback
Let’s start by exploring...

The principles of effective and persuasive communication that support us in our advocacy role

Recognising the power of the personal story – from being interviewed, to speaking at events, to focus groups and consultations

Non-verbal communication – how it affects your ability to influence
The persuasive voice – tone, pace, resonance
Our purpose

Metastatic Breast Cancer advocacy means actively influencing policy, legislation and attitudes for and with women with Metastatic Breast Cancer to ensure they obtain the services to which they are entitled.

The five key areas where advocacy for MBC is needed today are awareness, information, access to best treatment, support, registries and data collection.
Our challenges

MBC is not widely understood by the public
Women with MBC often feel isolated, invisible and stigmatized
Women with MBC do not all have access to the best and newest treatments
Women with MBC do not all have access to treatment in a specialist breast unit with a multi-disciplinary team
Women with MBC need better / improved communication with doctors
Women with MBC often face unresolved professional, legal and financial issues, such as workplace discrimination, loss of job and thus income, and increased medical expenses
Women with MBC do not receive sufficient psycho-social support
Women with MBC need more support for family matters
The key principles of effective persuasion
Key principles of effective persuasion

- **Purpose** – you communicate the outcome you want to achieve
- **Tailored to the audience** – you think from your audience’s perspective
- **Call to action** – you ask me to do something specific
- **Relatable** – I relate to you as a human being
- **Passion** – you demonstrate energy and enthusiasm
- **Interesting** – you keep my attention
- **Logical** – you present evidence, facts
- **Relatable** – I relate to you as a human being
- **Interesting** – you keep my attention
- **Call to action** – you ask me to do something specific
- **Purpose** – you communicate the outcome you want to achieve
What is the purpose of our communication?

- Sharing our story / personal history to raise awareness
- Telling policy makers what we need and what needs to be changed
- Telling doctors and health professionals what needs to be improved
Who is it we are trying to influence?

- Our peers
- Policy makers
- Doctors and health professionals
- Media
- Pharma companies
What do we know about our audiences?
The role for logic

- Facts, figs
- Evidence, proof
- Question and answers
- Debate
- Insight
- Timelines
- Metaphors
- Analogies
The role for passion
Setting the right emotional temperature
Keeping the audience interested

- Asking rhetorical questions
- Describing a challenge
- Using the I factor – a quote, an anecdote
- Visual aids – slides
- Visual aids - props
Make it relatable
Turning a presentation into a story

Biotech looking for investment

Here is our business

Here is an organogram

Here is the size of the market

Here is our business plan

Here’s what we want
Becomes…

- Trigger – fathers heart attack
- Research shows me there is a protein indicator
- Recognise opportunity
- Develops test – low cost, easy to administer
- Antagonist introduced – FDA 1st application turned down
- 2nd application approved
- Added complication – key partner leaves
- Product developed and ready to market
The power of the personal story

What's Your Story?
Telling your personal story

A narrative description

Simply relaying facts along a time line

A story

Bringing experiences to life with rich descriptive language, physicality and sensory detail
Feeling comfortable sharing your story

- What am I willing to share? You don’t need to share everything!
- What do I feel is too private to share?
- What might my family not want me to talk about?
- How will my story inform those who are listening?
- Have I had negative experiences that are still bothering me and will be difficult to share in a constructive manner?
Telling your personal story

Your journey

The challenges you have faced

What needs to change
The importance of your facial expressions
The importance of body language
What do you see?
What do you see?
What do you see?
And when the going gets tough...

You avoid emotional reactions

You recognise dissonance but don’t respond in kind

You respond to dissonance with resonance

You explore any resistance / positions that are different to yours

You demonstrate empathy, an understanding of the second position

You respond assertively with logic and facts

You continue to ask for commitment/ action
Emotional Intelligence

<table>
<thead>
<tr>
<th>Personal Competence</th>
<th>Social Competence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Awareness</td>
<td>Social Awareness</td>
</tr>
<tr>
<td>Self-Management</td>
<td>Relationship Management</td>
</tr>
</tbody>
</table>
Building Advocacy Skills

Workshop One

The routes to advocacy – what strategies do we have?

The different audiences we need to communicate with- policy makers, doctors, health professionals, media, peers and pharma companies

Telling your personal story- your journey, the challenges you have faced and what needs to change

How to make your case truly compelling, the vital ingredients of a persuasive case

Non-verbal communication – how it affects your ability to influence

The persuasive voice – tone, pace, resonance
The routes to advocacy case study

Case study work

Working in small cohorts you will be asked to prepare for a meeting / conversation with one of the following target groups:

- Policy makers
- Doctors
- Health professionals
- Media
- Peers
- Pharma companies

You will be asked to:

- Define the purpose of the conversation/meeting
- Anticipate your audience needs and reactions
- Prepare a structured message using evidence/proof
- Consider the role for your personal story and build your personal story
- Build your call to action
Structuring your communication

- A personal introduction
- Outline the purpose of the meeting / conversation
- Decide the key points you want to communicate
- Present your case using facts / insights / evidence / opinion
- Tell your story – make your message more relatable
- Encourage interaction (open questions)
- Close with an action statement / question
Building your content

What is the purpose of the meeting / conversation?

What do we know about our audience?

How will that influence our content and our approach?
Building your case
Building interest levels – the “I” factor

- Research and insight
- Facts, figures, evidence
- Stories, analogies, metaphors
- Opinion, thoughts and quotes
- Visual aids
Telling your personal story

- Who are you as a person?
- Tell us something interesting/important to you
- Tell us about your journey
- Share some highs and some lows
- Paint a picture / bring your experiences to life
- Tell us about your specific challenges?
- What is it you would like us to do?
- What does that look like?
- What difference might this have made for you in the past
- What difference might it make for others in the future
- Close with another personal insight that gives perspective
Getting the balance right

Realism and hopefulness
A story will have some of the following:

- A journey
- A challenge
- A sequence of events, timeline
- A sense of progression
- Surprises, the unexpected
- Anecdotes
- Characters, real people
- Heroes and villains
- Plot developments
- Twists and turns
- Sensory rich descriptions
- A range of emotions
- A high impact ending
- A lesson learnt / insight gained
Bringing your message alive with sensory language

- What did you think at that time?
- What did you feel at the time?
- Tell me what you saw?
- Could you hear anything?
- What did you sense?
Communicating authority and credibility

What do we notice about people within the first 30 seconds of meeting them?

Physical appearance
Facial expressions
Smile
Eye contact

Energy levels
Hand gestures
Posture
Voice
What do you see?
What do you see?
The power pose
You as story teller

- Use sensory rich descriptors of situations
- Use actual dialogue – repeat what was said
- Share your questions and thoughts
- Inject movement/ act out certain scenes
Using your voice for maximum impact

Speed
Tone
Pace
Pauses
Stress
The power of your voice

Injests emotion, communicates how the audience should be feeling

Your turn ...

Say challenge       Sound surprised
Say results         Sound deflated
Say input           Sound authoritative
Say measurable      Sound questioning
Say your name       Sound frustrated
Say output          Sound elated
Say review          Sound defensive
Say future          Sound excited
Say uphill          Sound exhausted
Telling a good story

Voice as expressor of emotions

Hand gestures as descriptors

Facial expressions as emotions

Body language as descriptor and pace setter
Concluding with a call to action

1. Be specific about what it is you would like to see
2. Ask for feedback / commitment
3. Be prepared to explore resistance then and there
4. Identify next steps and timelines
5. Agree next point of contact
Concluding with a call to action

- Be specific about what it is you would like to see
- Ask for feedback / commitment
- Be prepared to explore resistance then and there
- Identify next steps and timelines
- Agree next point of contact
Building Advocacy Skills

Workshop Two

*Filming of individual personal stories with trainer feedback*

- Encountering different levels of resistance and lack of comprehension concerning MBC
- Turning resistance around
- Asking for the change you want
Filming your story
When filming your story

Imagine the camera is a person you love (or your favourite pet!)

Try to make eye contact with the camera

Smile with your eyes, not just your mouth

Use your everyday conversational voice

Slow your speech down with pauses
Reading the room

- Signs of resonance
- Signs of distraction
- Signs of disengagement
- Signs of resistance
- Signs of dissonance
Running into resistance

- Resonant resistance
- Dissonant resistance
A framework for handling resistance

- Empathise
- Explore
- Summarise
- Respond to concerns
- Respond to concerns
- Assert your position – the broken record technique
- Invite feedback
Some potential reactions
Becoming assertive

1. Mind set and beliefs
2. Language
3. Tone
4. Timing
5. Body language
6. Specific techniques
What does it look like?
What does it sound like?

I would very much like it if...
It would be great if...
My recommendation would be
I believe it’s important to...
My concern is...
Moving forward can we agree...
I have some concerns about...
We have to find a way to...
My preference would be...
Let’s work together to...
I’d like to find a way to...
My fear would be...
I need your help...
What does it sound like?
Concluding with a call to action

- Be specific about what it is you would like to see
- Ask for feedback / commitment
- Be prepared to explore resistance then and there
- Identify next steps and timelines
- Agree next point of contact