A United Policy Front

Lessons learnt by coalitions for cancer prevention

Jane Martin, Executive Manager, Obesity Policy Coalition
Obesity and Alcohol Policy, Cancer Council Victoria

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Why Coalitions?

Win-Win

Breaks down silos – eg disease or risk factors

Presents a united front to policy makers, bureaucrats and media

Simplifies the ‘ask’

Spreads the risk

Can ensure groups aren’t captured by opposition

Attractive to media

Builds support within partner organisations for positions

Preparation

Building the Coalition

Start with who you already know and trust

Show goodwill by providing resources eg money, staffing

Ensure a shared agenda

Develop a governance structure

Develop a brand

Enable proactive and reactive responses

Consider partners who can counter opposition eg Parents Jury

Develop protocols for communications

Platform

Build your positions

Take time to build an evidence-informed platform

Don’t be too ambitious – short, medium, longer term

Understand all the partners’ positions and constraints

Be flexible – P value vs PR value

Need a filter around priorities, take into account the political realities

Balance between democracy and dictatorship

Top Tips

Under-promise and over-deliver

Ensure resources in the long-term – develop a funding model

Communication:

- With partners and funders to demonstrate value and influence
- Externally to build influence

Be persistent, change takes time

Top Tips

Start small

Model with high level engagement

Pick three targets – short, medium, long-term

Go for an easy win to start – build confidence

Don’t get distracted

Foster robust debate within the group

Prepare to pull in others when necessary for particular campaigns

Contact

@OPCAustralia

www.opc.org.au

Jane.Martin@cancervic.org.au