



Empowering people with impaired mobility to reach their full potential

Advocacy Guidelines

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Over a billion people, about 15% of the world's population, have some form of disability. The WHO cites mobility, access, affordability and availability of appropriate health services as key barriers to people with disabilities receiving necessary health care. In low-income countries, the variation is stark: 32-33% of non-disabled people are unable to afford health care compared to 51-53% of people with disabilities.

About #ISPOWER

In response to the rising rates of disability, ISPO launched **the international campaign and platform #ISPOWER** in 2015 to raise public and decision makers' awareness and understanding of the transformative power of assistive health technologies and mobility devices in the lives of disabled persons. In addition to catalysing a global movement around improved access to assistive technology (AT), P&O care and delivery, social inclusion and mobility for people with disabilities, #ISPOWER serves a central platform for local and national actors to build, collaborate and leverage.

Today, #ISPOWER is increasing the visibility of ISPO's countless rehabilitation, mobility and assistive product professionals worldwide, establishing ISPO as the leading global authority on quality assistive product services, mobility devices and rehabilitation care and service delivery. #ISPOWER promotes the independence and empowerment of people with impaired mobility through actions that reinforce equal access to pursuing education, professional ambitions and social activities.

What does ISPO want to achieve with #ISPOWER?

Through #ISPOWER, ISPO aims to convey a more contemporary and representative picture of rehabilitation, mobility devices and other assistive product services through compelling human-interest pieces— both success stories, and stories of adversity – to better illustrate the issues of rehabilitation, mobility devices and other assistive product services' usage to key decision makers.

Vision

A world where barriers to social inclusion and mobility are reduced or eliminated as a result of improved access to rehabilitation, mobility devices, and other assistive product services for those who need it.

Key ask

Quantity and quality of access to rehabilitation, mobility devices and other assistive product services must be improved to allow people living with impaired mobility to lead normal lives and contribute to society. The vision and ask can be realised by informing all stakeholders (i.e. government, healthcare professionals, insurers, and the public) on the advantages of achieving this goal, and equally the consequences of not achieving it.

YOU ARE THE KEY – As stewards of the trade, you are the representative voice for users in your country. Your lived experience and knowledge of the people you serve, best positions you to advance their interests, and the interests of

your profession. By raising awareness amongst decision-makers in your country, you can help to broaden national programmes to include coverage of rehabilitation, mobility devices and other assistive product services.

This may be a big leap for many stakeholders, but your knowledge is powerful. Professional expertise is needed to inform policy, regulation and legislation. By having a seat at the table, you can support decision makers in developing the appropriate legislative and regulatory frameworks for P&O training, funding instruments for the provision of devices and users' support and information programmes. But like any good party, you must be known to receive an invite.

Here are the Why's and How's to make your message known

Visibility through social media

Digital presence and social media usage have rapidly evolved the way we communicate and interact. In recent years, platforms like Twitter have leveled the playing field and bridged geography, bringing ordinary citizen's voices to global arenas and historically closed discussions. While policy process may be slow, the evolution of public dialogue on a subject happens in near real time, often accelerating or nullifying proposals before a vote is even cast.

With many high-profile stakeholders active in social media, organizations have a direct link to engage with policy makers. Digital platforms, like Instagram and Twitter, and media channels like YouTube or Facebook, provide an outlet for your organization to contribute, influence and inform these discussions.

What's in a name? #Hashtags and @Handles

The use of # (or a hashtag as it is known), is used to link content on a specific topic with a key word.

- By searching a hashtag, all items that contain the hashtag will appear, aggregating ideas and conversations on a specific topic.
- **#ISPOWER in Action** – The tweet: “**Over a billion people, about 15% of the world's population, have some form of disability #ISPOWER**”, would show up in the results of a search of #ISPOWER.
**This also works the same way on all major social media platforms, such as Facebook and Instagram.*

Similarly, an individual is searchable by their profile handle.

- By using the @ symbol before a name, you can search and connect with anyone on social media.
- **#ISPOWER in Action** - By including the handle of WHO Director-General (@DrTedros) in the above tweet, Dr Tedros Adhanom Ghebreyesus would receive a notification that he has been tagged in a post and direct him to the content you created.

As posts are listed chronologically, frequency and timing can play an important role, for example during a political debate.

Case example:

An electoral debate may have a hashtag, and participating officials or the moderator may have a handle, allowing viewers to engage in real time with the participants.

Increasingly, moderators of such forums look to social media posts linked to the event hashtag, in order to engage debaters to respond to those following the discussion. This allows for more interactive and relevant responses.

Content posted by your organisation can establish a position on an issue, directly (via handles) or indirectly (via hashtags). It also allows other interested parties to find and engage with you, which can be helpful when building partnerships and coalitions around your cause.

Responding and contributing to online dialogue prepares the ground for ‘advocacy activities’ and has a multifold benefit, including:

- ✓ Growing your organisations visibility; more content activity = greater digital presence. Your organisation becomes synonymous with a topic, like rehabilitation, mobility or other assistive product services.
- ✓ Shaping the ideas and messages around a topic in a way that is favourable to your objectives (i.e. increasing scope of practice and service delivery, coverage by insurers etc.).
- ✓ When media or governing committee groups seek input, your organisation will top their lists of who to engage, owing to your digital presence.

What do we mean by “advocacy activities”?

Advocacy can be defined as the *deliberate process, based on demonstrated evidence, to directly and indirectly influence decision-makers, stakeholders and relevant audiences to support and implement actions that contribute to improving patients’ lives.*¹

Health advocacy aims to bring about change in institutional policy and practice, public opinion and behaviour, and public health priorities. This can be achieved using a variety of channels, including stakeholder meetings (e.g. between government and civil society or patient organisations), conferences and events, awareness-raising campaigns (including online), press activities (e.g news coverage, opinion pieces / editorials in journals, etc.), etc.

Decision makers need your support - Political will to advance issues of public interest only goes so far. Competing priorities and constrained public budgets leaves many initiatives to fall by the wayside because those involved do not engage to make the issue a known priority. Decision makers need to be equipped with the necessary data and arguments to make the case for change. By using social media platforms as repositories for linked content, your organisation can be a change agent, offering evidence to inform solutions policy makers seek to make.

¹UNICEF. Advocacy Toolkit. A guide to influencing decisions that improve patient’s lives. New York; United Nations Children’s Fund (UNICEF), 2010

Case example:

Consistent posts to Instagram, as part of a photo campaign that shows the value of your mobility device in the lives of users, makes the visual case for how assistive technology transforms lives. This, coupled with some key messages addressing policy makers and relevant hashtags, can raise awareness in favour of your position. For example:

@ministerofhealth mobility is an important factor when considering social inclusion policies #accessAT #disability2ability #health4all #ISPOWER

In this way, #Hashtags can be an extremely powerful tool to connect people, ideas and grow campaigns such as this one by spreading the word to a much larger audience. By using the #ISPOWER you are connecting your message with similar organisations across the globe, who are advocating for the same goals.

This is a global momentum towards increased access for rehabilitation, mobility devices and other assistive product services. For this reason, the # is a central focus of the #ISPOWER advocacy campaign. Add #ISPOWER to all your online content and connect with our growing #ISPOWER community.

ISPO International & advocacy

Thanks to its unique character as a global, multidisciplinary organization, ISPO is in a strong position to take a leading role in advocating the benefits of rehabilitation, mobility devices and other assistive product services. However, these services are not frequently on the priority list of public authorities' policies in health or social areas. This might be due to ignorance, lack of information or not being as active in advocacy activities such as other medical specialities (e.g. heart disease, cancer, respiratory diseases, etc.)

#ISPOWER is a long-term initiative but it is important to start taking small steps to raise awareness of the rehabilitation, mobility devices and other assistive product services field and its patients' needs, in collaboration potentially with the industry and other organizations such as patient/user groups.

What is the objective of these advocacy guidelines?

In parallel to ISPO International, ISPO Member Societies (MS) have a strong role to play at national and regional levels to bring about the necessary change(s) in institutional policy and practice and influence public opinion and behaviour as well as public health priorities.

This **Advocacy Guidance** aims to provide ISPO International and ISPO Member Societies with **guidance and tools** to leverage the #ISPOWER platform in their national and local level engagement activities.

- **Objective of engagement with government/policymakers:**

✓ Raise awareness of the

→ **Ultimate goals:**

- o Social security and other resourcing programmes to cover rehabilitation, mobility devices and

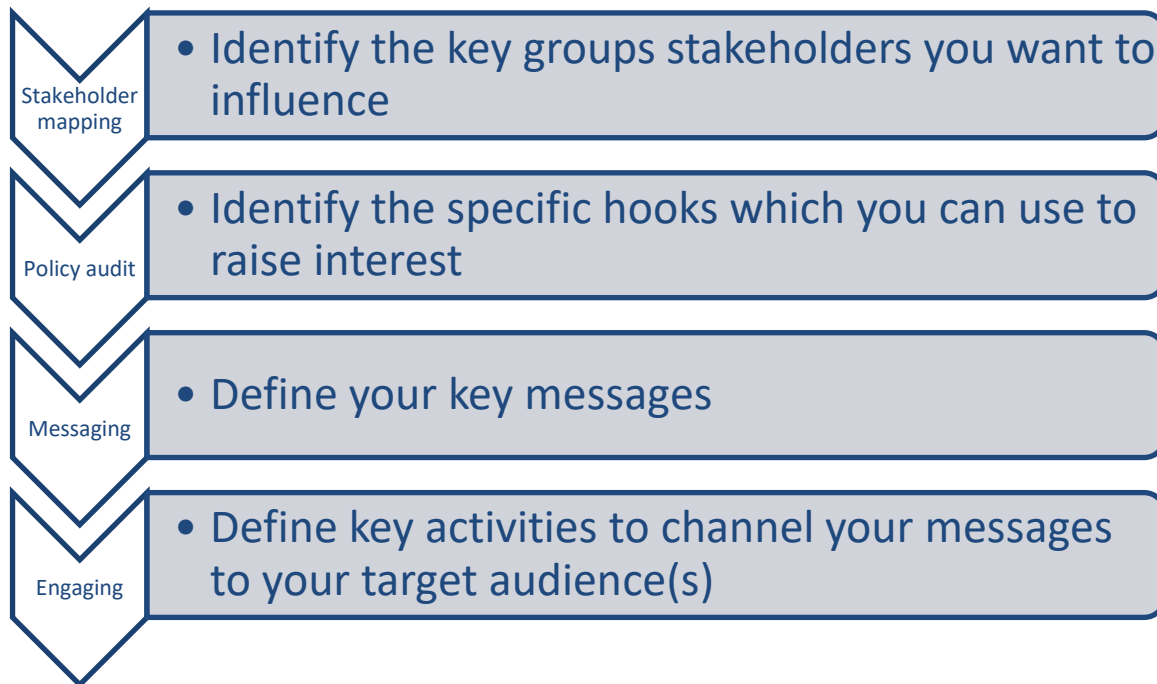
<p>needs, rights and potential of persons with disabilities, and the transformative power of access to affordable, appropriate assistive health technologies to help users to participate fully to society.</p>	<p>other assistive product care and devices;</p> <ul style="list-style-type: none"> o appropriate legislative framework for P&O education and training, o funding programmes for provision of devices, o capacity building programmes to create P&O services centres, o users' support and information programmes, etc. to ultimately improve users' access to rehabilitation, mobility devices and other assistive product services
<ul style="list-style-type: none"> • Objective of engagement with healthcare professionals in general: <ul style="list-style-type: none"> ✓ Raise awareness of the importance of appropriate rehabilitation, mobility devices and other assistive product services' provision. ✓ Foster the multidisciplinary approach. 	<p>→ Ultimate goal:</p> <ul style="list-style-type: none"> o Improved patient care
<ul style="list-style-type: none"> • Objective of engagement with the general public: <ul style="list-style-type: none"> ✓ Raise awareness of the rights, needs and abilities of persons with disabilities and the impact of assistive products and devices and care to empower them. ✓ Improve public's understanding of the importance of assistive product and device solutions to improve social inclusion and mobility. ✓ Shift public perception towards the universal right to social inclusion and mobility. 	<p>→ Ultimate goals:</p> <ul style="list-style-type: none"> o General public to echo ISPO's messaging to decision makers. o Shift in public perception of rehabilitation, mobility devices and other assistive product users - especially in the job sphere (e.g. employers).

<ul style="list-style-type: none"> • Objective of engagement with users & user group: <ul style="list-style-type: none"> ✓ Raise awareness of rehabilitation, mobility devices and other assistive product services, especially in less resourced settings. ✓ Support their call for access to rehabilitation, mobility devices and other assistive product services, increased training and service delivery, etc. 	<p>→ Ultimate goals:</p> <ul style="list-style-type: none"> o Work together to create an additional, global platform to raise their voice and step up their activities at local and regional level. o Encourage the development of future leaders with images, resources, stories.
<ul style="list-style-type: none"> • Objective of engagement with P&O and healthcare professionals through ISPO Member Societies: <ul style="list-style-type: none"> ✓ Stimulate MS local advocacy/awareness activities by providing them with materials, including: advocacy toolkit with templates for community partners, key messages, e-Petition, Call to Action, images, posters, infographics, etc. as well as usage guidance. 	
<ul style="list-style-type: none"> • Objective of engagement with P&O professionals in general: <ul style="list-style-type: none"> ✓ Foster increased cooperation, knowledge exchange, information sharing, partnerships, etc. amongst rehabilitation, mobility devices and other assistive product services professionals across the world. 	<p>→ Ultimate goal:</p> <ul style="list-style-type: none"> o Improved quality and quantity of rehabilitation, mobility devices and other assistive product services' service delivery
<ul style="list-style-type: none"> • Objectives of engagement with P&O manufacturers: <ul style="list-style-type: none"> ✓ Promote the opportunities that exist in emerging markets; encourage business partners to compete on quality and price, ultimately driving better access. 	
<ul style="list-style-type: none"> • Objectives of engagement with P&O education institutions: <ul style="list-style-type: none"> ✓ Promote research and data collection to influence the direction of industry development 	

Using #ISPOWER in advocacy activities at national level

Depending on the political and economic situation in your country, your advocacy activities may be focused on addressing one or two specific priorities within the above-mentioned wider objectives.

The following steps can be taken as part of an #ISPOWER advocacy campaign that can help your organisation influence the creation of policies and actions in your country:



Stakeholder mapping

The first step will be to identify the key groups or stakeholders that have responsibilities for or are involved in matters that affect rehabilitation, mobility devices and other assistive product services and patient care in your country. These would typically include:

- ✓ Health, education, employment, economy ministry officials
- ✓ Members of Parliament (MPs) and of other co-legislative bodies if relevant
- ✓ National organisations of patients and professionals
- ✓ Health system managers
- ✓ Public health bodies

Tip: Be sure to get an understanding of activities from stakeholders which are not directly involved in producing policy, like:

- ✓ Patients organizations
- ✓ Disability NGOs
- ✓ National professional associations
- ✓ Research institutes and universities
- ✓ Hospitals
- ✓ Rehabilitation services

- ✓ Insurance /payers
- ✓ Industry

For example:

Name	Contact Details	Motivation	Social Media Handle
Minister of Health	xxxx	Orthopaedist by training	@MOH.SA
Member of Parliament - Health committee	xxxx	Campaigned for labour rights and improved transit infrastructure	@MPSmith

While a stakeholder’s motivation may not be directly linked to your work, in say making wheelchairs, the campaign promise to improve transit infrastructure and labour rights does have an impact to your work and more broadly others in your profession and field.

If plans to improve transit infrastructure do not consider people with wheelchairs, many of your users will have limited access to go to work or school, attend medical appointments, pursue employment opportunities outside of their area etc. This is a **hook** that can be used to engage.

Policy audit

In addition to mapping out the various stakeholders in charge of policy issues that are of interest to our work, it will be essential to get an understanding of which current or planned policies may have an impact on the rehabilitation, mobility devices and other assistive product services field.

More specifically, it may be interesting to consider initiatives that are dealing with:

- People with disabilities
- Healthcare systems and social security systems
- Healthy aging
- Education and training (of health professionals)
- Employment
- Social inclusion, inequalities & poverty reduction
- Research and innovation for health
- Recognition of professional qualifications (for Health workforce)
- eHealth
- Patients’ rights
- Health technology assessment

Tip: It is important to understand how your national government and health authorities’ function, and what the decision-making timeline is for each relevant policy opportunity. Perhaps new policies or changes to existing initiatives are announced by a newly elected government. The opportunity to engage in advocacy activities, could take place in the months leading up to a vote, or in the 1-4 months post the election, where officials are looking to develop their plans.

From the example above: The newly elected member of parliament who campaigned on improved transit infrastructure and labour rights wants to create a 4 year plan on how his party

will deliver on this promise. This plan would include significant investment to make changes to stations, routes and buses. The **hook** mentioned above is the reason for outreaching and promoting your message. It is also an opportunity to provide expert input.

In this case, your organisation may have data on the number of people who use wheelchairs and would be impacted by a change. Outreach other groups of likeminded organisations who also provide services to people in wheelchairs may also be interested to get involved.

Messaging

You will need to define clear messages based on your objectives for each opportunity pursued. It is important to adapt key messages to your target audience (e.g. the member of parliament vs. a rehabilitation organisation) to make sure you have an impact.

This toolkit includes **a list of general key messages** that you can tailor to your national needs and audiences. Such messages should be supported where possible by the latest local data and examples.

Tip: Try to ensure that the messaging used in any correspondence links to current national political goals/concerns or on-going policy debates. Try to use similar “language” to that used by your targeted audience.

Here are some examples of target audiences below and how best explain the #ISPOWER movement to them, including the issues that will be of most importance to them:

Governments/policymakers

Key message example:

Increased allocation of resources to rehabilitation, mobility devices and other assistive product services benefits the economy

Increased access to ... will allow people with mobility disabilities to become productive members of society, pursue in education and employment.

Messages can be aligned with GATE initiative.

General public

Key message example:

Increased access to rehabilitation, mobility devices and other assistive products will allow users to become productive members of society, pursue in education and employment. Be sure to highlight the importance and value of societal inclusion:

- ✓ *Adequately equipped, users can work alongside you*
- ✓ *Adequately equipped, users can study alongside you*
- ✓ *Adequately equipped, users can live alongside you*

Users

Key message example:

Increased access to rehabilitation, mobility devices and other assistive product services allows people with impaired mobility to become productive members of society, pursue in education and employment. Be sure to highlight the importance and value of societal inclusion:

- ✓ *With appropriate assistive products and devices, you can pursue your professional ambitions*
- ✓ *With appropriate assistive products and devices, you can pursue your educational ambitions*
- ✓ *You have the right to the same mobility and opportunities to achieve your goals as everyone: appropriate assistive products and devices will help you to chase your dreams*

Healthcare professionals

Key message example:

To ISPO Member Societies:

- ✓ *Increased awareness of the important role rehabilitation, mobility devices and other assistive product services play in improving social inclusion and mobility will help raise the profile of the profession.*

To other professionals:

- ✓ *Rehabilitation, mobility and other assistive care services is not only about providing a device or product; it is a full service provision ranging from ... to.....*
- ✓ *Following a multidisciplinary approach is key to improved quality of care for users of rehabilitation, mobility devices and other assistive product services.*

Engaging

There are many ways to engage with your target audiences using your key messages. These include:

- ✓ Participating in an event
- ✓ Partnership building
- ✓ Organising a contact programme
- ✓ Organising an event
- ✓ Organising an awareness-raising campaign (including online)
- ✓ Tabling amendments to a piece of legislation
- ✓ Undertaking press activities

Participating in an event

A good way to harness existing momentum for building awareness around rehabilitation, mobility devices and other assistive product services is to use the occasion of an event that already has a high profile or which gathers some of your key stakeholders. Some ideas include:

- ✓ Events of national patient/user groups or foundations
- ✓ Events of national P&O associations
- ✓ Events of members of ISPO's Global Partnership Exchange like ICRC, Humanity&Inclusion (all members can be found on [ISPO's website](#)).

Your organisation can simply attend these events or ask for a speaking slot to deliver a presentation, sharing your data and position.

Partnership building

Engagement with other health stakeholders is crucial to build partnerships that can communicate a strong and united message to governments. Potential partners include national professional associations, ISPO Global Partnership Exchange members', members of the ISPO Industry Advisory Group, etc. This collaboration is important to build support for your national-level action.

Example steps for successful partnerships building:

1. Contact relevant health stakeholders in your country, identified by your stakeholder mapping exercise;
2. Seek an initial meeting to understand their objectives and plans, and to share your goals and ideas;
3. Agree on areas of mutual interests where you could work collaboratively in pursuit of shared goals;
4. Identify and agree on key national and regional government officials and other health influencers to target.

Note: It's okay that your organisation brings a different perspective to an issue, as long as the differences are understood and the common ground agreed.

Tip: Be sure to keep your aim in mind. It will then be important to determine who are the right partners for each of your objectives.

Patient/user groups are an essential part of the stakeholder mix and have an increasingly strong voice and influence with policy makers, media and the public. Therefore, it is essential to include a representative or representatives from appropriate groups in your coalitions and alliances.

Organising a contact programme

Meeting with your target audience (government officials, NGOs representatives, public health authorities, industry representatives, etc.) to share information about rehabilitation, mobility devices and other assistive product services and patient's unmet needs should form a basic component of your advocacy activities.

The following steps can be undertaken when planning an outreach programme towards government officials:

- **Step 1:** undertake preliminary research and understanding of relevant policy priorities and programmes (stakeholder and policy mapping);
- **Step 2:** identify your policy hook which you can use to channel your message;
- **Step 3:** define your key messages based on latest data, facts and figures;
- **Step 4:** identify potential allies;
- **Step 5:** seek a meeting;
- **Step 6:** identify your objectives for the meeting;
- **Step 7:** get your promotional materials ready based on whom you are meeting, how much time you have, etc.

Organising an event

There are different types of events that can be organized to raise awareness on your issues. Options include policy meetings/ conferences, policy roundtables, parliamentary events etc.

Whatever the format, a policy event provides a platform for discussion and exchange of information on a subject of interest common to participants and aims to ensure progress in the political debate on a specific matter.

Example steps to organize a policy event in your country include:

1. Undertake preliminary research and understanding of relevant policy priorities and programmes (stakeholder and policy mapping)
2. Define the theme/key topic which you want your event to focus on
3. Build your programme: identify the key stakeholders and their positions on your issue with a view to inviting them as speakers
4. Identify who you would like to participate in the event (including ministries' officials, NGOs representatives, professional associations, patient/user groups, industry representatives, etc.)
5. Identify potential allies with whom you could co-organize the event
6. Prepare your budget
7. Organize the logistics (including venue selection, invitations, speaker management, onsite management, communication at and around the event, financials, etc.)

Events are a quite common and an easy action to take. However, to realise concrete benefits, you will have to make sure to build a good programme and secure attendance of relevant stakeholders.

Note: It will also be essential to follow up on the event by

- ✓ Producing and sharing an event report with key stakeholders
- ✓ Agree on a strategy for next steps and a timeline
- ✓ Follow up on the above by organizing a follow up meeting or other activities

Organising an awareness-raising campaign

An awareness-raising campaign is a series of **awareness activities geared towards obtaining increased attention or action from governments & public authorities**, the general public or other relevant stakeholders in the field, on a specific issue. With the emergence of internet, online platforms and social media, most awareness-raising campaigns include a significant “online” component or are “online only”.

Tip: Virtual awareness raising campaigns can be transnational, regional or global, through platforms like Skype.

Awareness raising campaigns are particularly effective in building momentum on issues that affect the everyday lives of citizens’.

Example:

Key steps to organize an awareness-raising campaign in your country include:

- ✓ Define your objective: what exactly do you want to achieve with your campaign?
- ✓ Who is your target audience? (government officials, hospitals, P&O and rehabilitation professionals, rehabilitation, mobility devices and other assistive product users, the general public?)
- ✓ What are your key messages?
- ✓ Could you undertake this campaign in partnership with an organization and if so which one(s)?
- ✓ What communication channels/tools do you want to/can you use to deliver your message to your audience?

Tabling an issue in a policy forum

Parliament and Congress are meant to be direct representatives of the citizens and therefore constitute a strong vehicle to address health and social issues in your country. Your national Parliament or Congress should be considered as a central player and a platform to raise and put pressure on the government to act.

How to table Parliamentary/Congressional questions

Parliamentary or Congressional questions are tools that can be used by elected officials to seek information or to push for action. They oblige, for instance, the Minister of Health or Social Policy to explain and defend the work, policy decisions and actions of their departments. Your role might be to encourage your elected official to raise an issue in Parliament /Congress by means of a question.

Example steps on how to table Parliamentary/Congressional questions:

1. Target officials who are likely to be interested disability, healthy ageing, etc.
2. Draft a letter to the targeted officials that presents ISPO, subject of your request and issue you would like to present
3. Request a meeting with the official to further brief them about Prostheses and Orthoses, the burden of disability and its impact on society
4. Following a successful meeting, the official may either draft the question, or ask you to prepare a first draft question for his/her consideration

Press activities

Media is a channel to amplify and communicate the views of stakeholders.

Press content on a disease area has the power to influence awareness and behaviour amongst the masses but also amongst decision makers. There are many examples of where editorial support has put positive pressure on the healthcare system to increase access to therapies.

As mentioned above, online social media and #ISPOWER can have a significant impact on the debate about access to medicines or care, and this influence can reach across borders. Bloggers - who are not necessarily journalists - may have direct contact with patients and their carers. There have been several examples where online articles written by bloggers have motivated readers to campaign for improved access to care.

Note: It's important to consider the following when engaging in press activities:

- ✓ **Get the facts:** There should always be a concrete, factual event, activity or project that is newsworthy as a starting point of your engagement with the press (e.g the launch of a survey, the publication of a report, the starting or ending of a project, etc.)
- ✓ **Use data:** You should have quantitative (number of patients treated, number of prostheses/orthotics fitted, etc.) and qualitative information at hand to share with the journalists

For example, consider an editorial or feature article:

Your organisation could explore whether a professional in your network is willing to approach a journal (some may be involved with a journal associated with their profession, or have relationships with the editorial board of the relevant journal) to author an editorial or feature article, outlining the issues relating to rehabilitation, mobility devices and other assistive product services and highlighting the unmet need.

OR

Hold a press event:

Your organisation may consider inviting a selection of journalists whom you believe will have an interest in your issue to a press event. Preparation of speeches and key messages, background documents, coordination of logistics, follow up with press, etc. will be important aspects to consider. Again, like a news article, be sure to **gather your facts** and **have data ready** to be presented along with your key messages.

Advocacy & communication tools

Whatever the type of activity your organisation engages in, creating targeted communication tools will be essential. These can include:

✓ **Case studies**

A good patient/user case study illustrates the human face, day-to-day realities and psycho-social toll of an immobility or medical condition. This is one of the most powerful ways of getting your message across to your key audiences.

Tip: Use photographs and personal stories/statements as much as possible.

✓ **Survey reports**

The outputs of a survey are a valuable way to add weight to your messages and can usually be presented as a “neutral” resource in support of your case.

Tip: Presenting survey data visually is particularly helpful for media campaign and/or targeted campaigns to influence policy. Tweeting quotes and statistics can help spread your messages and connect with a global audience.

✓ **Educational and information materials**

Whatever their format, educational materials are key to help promote awareness on an issue. They include:

- **Simple one-page documents, leaflets, brochures, PowerPoint slides, posters, banners, etc.** on ISPO and its activities/projects that you want to promote, which can be distributed at meetings, events, etc.
- **Videos** are a very powerful tool (“*a picture is worth a 1000 words*”) not only towards the general public, but also for policy makers. Videos posted to platforms like facebook, YouTube and Instagram can be used at events, meetings and broader online campaigns.
- **A website** is an important tool to showcase who you are and what you do, in addition to serving as a powerful engagement tool with your community. It also serves as a place where your target audience can be directed to better understand your position. It is important to devote time and resources into a well-functioning website, populating it with good content.
- **Newsletters** are a good way to keep information flowing to your target audience(s).

Tracking progress and measuring success

The progress and success of advocacy activities can be monitored by various indicators such as:

- ✓ Contact with stakeholders (e.g. patient groups, professional societies, decision-makers) and results from outreach
- ✓ Number of stakeholder attendees at your policy event(s)
- ✓ Increased visibility and / or traffic on relevant social media platforms and websites
- ✓ Political and parliamentary attention given to rehabilitation, mobility devices and other assistive product services
- ✓ Number of articles published in the press
- ✓ Number of journalists reporting on your event(s)