



THE HUDDLE

PATIENT SUPPORT GROUP HUDDLE

Sunday, 16 September 2018, Johannesburg, South Africa

The Huddle

**Definition Huddle: verb (used without object),
huddled, huddling.**

- 1. to gather or crowd together in a close mass.
- 2. to confer or consult; meet to discuss, exchange ideas, or make a decision.

The Huddle RECAP DAY 1



Your one take home from yesterday's session?

- Positive & exciting
- Challenging & scary



THE HUDDLE

SOLUTIONS PLAN OF ACTION

Lauren Pretorius, Head of Strategy, Prime Consulting

How do we prioritize?

- Selecting an issue that has **broad appeal** not only to the people in the room, but also to others in the community.
- Select an issue that is **easy to explain and understand**
- Select an issue that can be **influenced in a realistic amount of time** (months vs. years)
- Select an issue for which there is a **clear idea of a policy change** in mind
- Selecting an issue for which there is **an identifiable decision-making body**,
- Selecting an issue that lends itself to a **clear “victory”** for patients

Solution

	1 year	5 years	10years
In individual groups			
As a RD coalition			
In other countries			
With other stakeholders			

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Identify possible stakeholders you would need to consider in an advocating our issue?

- Who are you trying to reach?
- What do you want to achieve with the message?
- What action do you want the recipient of the message to take?
- What will motivate them to act?
- What benefits will action bring them?

Who do we work with?

	STAKEHOLDERS	STRATEGIC PARTNERS
Action point 1		
Action point 2		
etc		
etc		

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Identify possible stakeholders you would need to consider in an advocating our issue?

- Now, make a circle around the **decision makers** and underline the **influencers**
- Identify potential strategic partners for an advocacy initiative for your advocacy campaign.



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THANK YOU

End Day 1