



INFLUENCING CHANGE: How the RANZCO communications team can support branches

JUNE 2017

OBJECTIVES

WE WILL LEAD THE POLICY
DEBATE AS THE TRUSTED,
AUTHORITATIVE SOURCE
OF INFORMATION AND
RESEARCH; AND PROMOTE
OPHTHALMOLOGY AS A
MEDICAL SPECIALTY, BODY
OF KNOWLEDGE AND
CAREER.



COMMUNICATING WITH THE BRANCHES

- ❑ Two-way communications
 - ❑ Branches kept informed about RANZCO office activity
 - ❑ RANZCO office engaged in branch activity
 - ❑ RANZCO office understands priority issues for branch and can monitor for opportunities
- ❑ Publications, social media and website
- ❑ Delivering against the priorities of members
- ❑ Board, Council, committees, branches and SIGs

COMMUNICATING FOR THE BRANCHES

- ❑ Identify topics and issues that are priorities for the branches
- ❑ Media engagement on priority issues using local spokespeople
 - ❑ Media training can be made available for key spokespeople
- ❑ Political engagement to build relationships and local political awareness of ophthalmologists
- ❑ Political engagement to influence political and policy decisions
- ❑ Local stakeholder engagement to build support
- ❑ Media spokespeople and media training

BUILDING MEDIA ENGAGEMENT

- ❑ Identify priority issues, interesting case studies and new developments to build media release ideas
- ❑ Identify local media and engage with them directly
- ❑ Put out media releases, offer interviews
- ❑ Identify and comment on relevant stories
- ❑ Produce profiles of local ophthalmologists to offer for relevant news sections

INFLUENCING LOCAL POLICY

- ❑ Build relationships with politicians
 - ❑ Awareness raising engagement activities (e.g. working with a charities and doing eye checks)
 - ❑ Sending information and updates
 - ❑ Meet directly with politicians to discuss key issues
- ❑ Use relationships to build a network of supporters within Parliament – friends of the ophthalmology sector
- ❑ When there are important issues, draw on supporters to influence policy and secure meetings with decision makers
- ❑ Launch campaigns built around priority issues
- ❑ Tie in with media activity to boost awareness

PURPOSE OF ACTIVITIY

- ❑ Ensure all of the branch's most important activity achieve the maximum possible impact.
- ❑ Set up RANZCO and the TAS branch as the leading and authoritative voice on eye care and ophthalmology
- ❑ Improve eye care outcomes for all

RANZCO COMMUNICATIONS CASE STUDY - NZ

Government looking to "do more" over eye appointments

From Morning Report, 7:44 am on 2 November 2016

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Hospital delays put tens of thousands at risk of sight loss, doctor says

By Eileen Goodwin, Martin Johnston

1:26 PM Tuesday Nov 1, 2016

stuff National World Business Tech Sport Entertainment Life & S

NelsonMail

Nelson Rescue Helicopter

My Passport Ultimate
Unlimited std int'l calls to 20 destinations
For use in AU in 20 days, int'l calls offer ends 30/04/17

More than 800 eye patients in Nelson Marlborough with appointment delays

SAMANTHA GEE

Last updated 07:03, November 3 2016

Of the 30 p
Photo / 123



Ophthalmology patients in Nelson and Marlborough are at risk of losing their eyesight as they wait for follow up appointments to assess their vision.

Otago Daily Times

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Saturday, 24 December 2016

Additional \$2 million to improve service

By Eileen Goodwin

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News > Dunedin > Health

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2016-17 to help DH

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Otago Daily Times

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Friday, 23 December 2016

Govt finds cash to help in eye-care crisis

1 1

News > National

The Government has found an extra \$2 million to help deal with its crisis in eye care, in which some patients have gone blind.

The Health Ministry is giving district health boards the money to spend by next June, "to assist DHBs to develop, implement or improve care models to best support their

- New Zealand campaign to tackle ophthalmology waiting lists
- Worked closely with NZ Branch and Helen
- Massive media coverage
- Briefed and met with Minister and CMO
- Secured \$2m funding to address backlog
- Ongoing work with government to address long term issues

RANZCO MEDIA COVERAGE

Sites ABC

NEWS

LOCATION: Sydney, NSW Change

Just In Australia World Trump's America Business Sport Arts Analysis & Opinion

BREAKING NEWS Authorities say all five people on board the plane died in the crash

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UV exposure causing serious eye disease and damage in children, doctors warn

ABC Radio Sydney By Amanda Hoh
Updated 11 Feb 2017, 10:43am



PHOTO: Phoebe now wears sunglasses and goggles at the beach to protect her eyes (Supplied: Victoria Hill)



ET Term 1 2017, Vol 17 (4)

Browse Issue



13 FEBRUARY, 2017

EYE WARNING OVER DETERGENT PODS

CLINICAL NEWS



- NAO brings sleeping language back to the future
- Modular shines when time is short and the site is challenging
- Knox Grammar seniors' library is an inviting space for quiet study
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- How to keep that holiday feeling for longer

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Sunnies on in the sun

With school started for most of Australia, the Royal Australian and New Zealand College of Ophthalmologists (RANZCO) warns parents and schools to ensure that children's eyes are properly protected.



While most people are aware of how damaging UV exposure is to skin, many people are less aware of the devastating impact that exposure can have on their eyes. UV exposure can cause serious eye disease, which can lead to vision loss and, eventually, blindness.

UV exposure is especially harmful to children's eyes because they are still developing and their lenses aren't able to filter UV light as effectively as adults' eyes can.

The Sydney Morning Herald

News Sport Business World Politics Comment Property Entertainment Lifestyle Travel Cars



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OCTOBER 15 2016

SAVE PRINT LICENSE ARTICLE

Eyesight experts issue warning on diet which can lead to blindness

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Kerry Moore had tried ophthalmologists and pediatricians, a children's hospital and an adult hospital, light tests, genetic tests and various vision tests in trying to find the cause of her son's encroaching blindness.

Nobody had an answer.



MOST POPULAR

- Up to 3000 students at risk of funding cut
- 'They say it's rare, but the mortality numbers aren't rare'



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WHAT AN EYE-FUL Boy nearly eats himself BLIND before mum discovers his poor diet was responsible for his declining vision

Cian Moore, 14, nearly lost his sight completely after living on a diet of chicken, potatoes, dry bread and coke since he was five

BY JENNIFER HALE 17th October 2016, 2:58 am



COMMENT NOW

A BOY nearly ate himself BLIND after it was revealed his diet of chicken, potatoes, dry bread and coke was causing his vision to rapidly decline.

Cian Moore, 14, was diagnosed with vitamin A deficiency after years of a poor diet left him severely malnourished.



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