

# 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

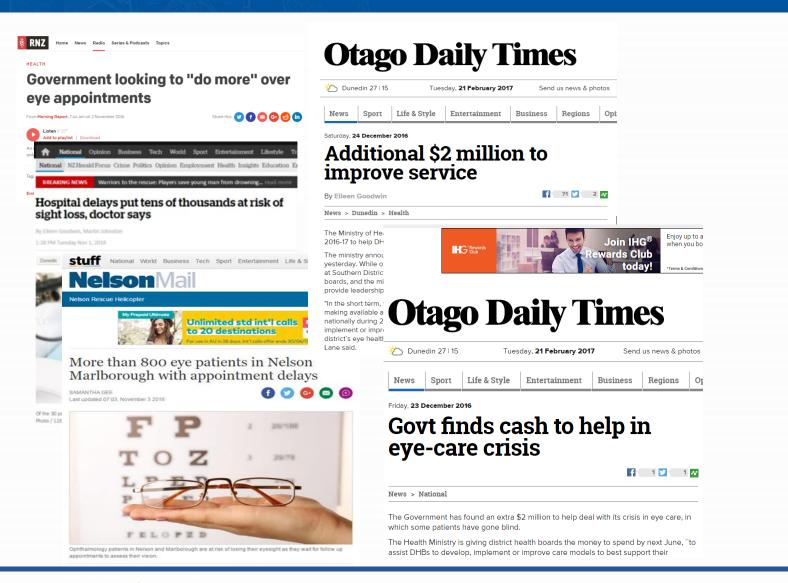


# **PURPOSE OF ACTIVTIY**

- 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



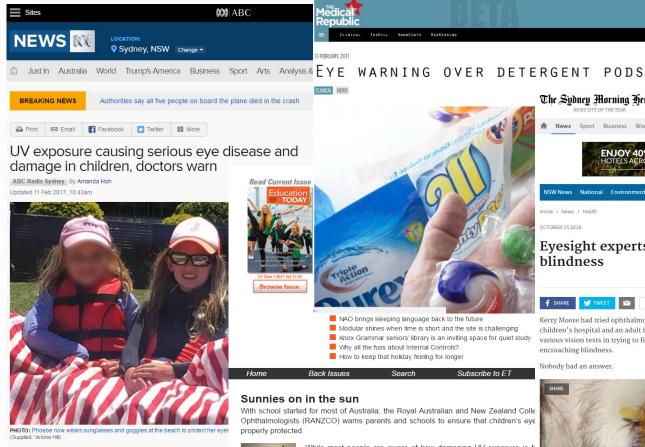
### RANZCO COMMUNICATIONS CASE STUDY - NZ



- 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





Evesight experts issue warning on diet which can lead to blindness

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

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### MOST POPULAR

- 1 Up to 3000 students at risk of funding
- 2 'They say it's rare, but the mortality



### 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





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





While most people are aware of how damaging UV exposure is for skin, many people are less aware of the devastating impact tha exposure can have on their eyes. UV exposure can cause seriou 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

## STAY IN TOUCH WITH THE COMMUNICATIONS TEAM

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