

# ALPHA-1

## NATIONAL ADVOCACY CHECKLIST



PROJECT TITLE:

PROJECT OBJECTIVES:

PROJECT GOALS:



### STEP 1: DEVELOP A WORK PLAN

#### 1. WHAT IS THE CURRENT SITUATION?

- Identify the relevant stakeholders with similar interests.  
*E.g. healthcare interest; politician who used to be a doctor; worked with rare diseases; etc.*
- Identify the relevant national/regional policies that exist.  
*E.g. screening programmes, reimbursement policies*
- Identify the current scientific landscape regarding Alpha-1.  
*E.g. are the screening/treatment options available in line with most recent publications?*
- Identify upcoming events that are relevant. *E.g. upcoming elections*



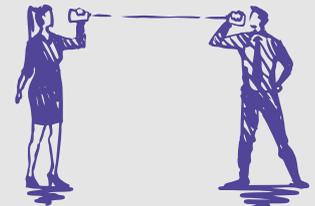
#### 2. WHAT DO WE WANT TO ACHIEVE?

- Determine what the long-term goal is.
- Determine the short-term objectives needed to achieve the long-term goal.
- Identify our strengths and weaknesses.
- Identify any oppositions/obstacles we may face.



#### 3. WHAT DO WE WANT TO ASK STAKEHOLDERS TO ACHIEVE OUR GOAL?

- Develop a message: credibility, consistency, knowledge.
- Develop a specific political ask? *E.g. in order to improve Alpha-1 patient outcomes, early diagnosis and effective treatment are essential in this country.*



ADVOCACY MESSAGE:

KEY OPPORTUNITIES:

QUESTIONS/POLITICAL ASKS:



## STEP 2: CONNECT WITH THE RELEVANT STAKEHOLDERS

### 1. MEET WITH THE STAKEHOLDERS

- Identify when and how you can meet the stakeholder.
- Identify how you can contact them. *E.g. twitter, facebook, e-mail, office location*  
⇒ You can find an example of a meeting request letter from Alpha-1 Global<sup>1</sup>.
- Identify which relevant activities the stakeholder has conducted and how much knowledge they have.
- Tailor your message; make clear specific requests.  
⇒ For more information, check Alpha-1 Global's Advocacy Pathway<sup>2</sup>.
- Practice, practice, practice: develop a short brief that is concise and powerful.
- Share your story and personal experience.



### 2. USE OF SOCIAL MEDIA

- Use Facebook or Twitter to spread your message and connect to stakeholders of similar interest.  
⇒ Explore existing hashtags for examples: *#Alpha1 #Alpha1AwarenessDay*
- Connect to social media of relevant stakeholders.  
⇒ Follow Alpha-1 Global<sup>3</sup>, and the European Awareness Day<sup>4</sup> on twitter.
- Share the Alpha-1 European Recommendations<sup>5</sup>



#### SOCIAL MEDIA USED BY STAKEHOLDERS:

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#### OPPORTUNITIES TO CONNECT:

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1. Alpha-1 Global, Sample Meeting Request Letter, available at <http://www.alpha-1global.org/wp-content/uploads/2017/10/Meeting-Request-Letter-1.pdf>  
2. Alpha-1 Global, Policy Guidelines from the Advocacy Pathway, available at <http://alpha-1global.org/advocacy-microsite/policy.php>  
3. Alpha-1 Global, available at [https://twitter.com/Alpha1\\_Global](https://twitter.com/Alpha1_Global)  
4. Alpha-1 European Awareness Day, available at [https://twitter.com/Alpha1\\_EPEvent](https://twitter.com/Alpha1_EPEvent)  
5. Alpha-1 European Expert Group (2017), „Recommendations - Time to Get Better“, available at [http://www.alpha-1global.org/wp-content/uploads/2017/03/RPP-E-01-17\\_Alpha-1-Booklet\\_14-03-17.pdf](http://www.alpha-1global.org/wp-content/uploads/2017/03/RPP-E-01-17_Alpha-1-Booklet_14-03-17.pdf)



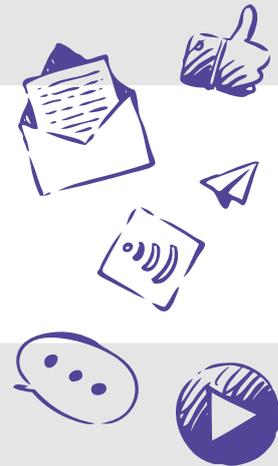
## STEP 3: FOLLOW-UP

### 1. USE SOCIAL MEDIA/NEWS OUTLETS

- Share your progress and successes. Do not hesitate to tag the relevant stakeholders that were involved.

### 2. SEND A FOLLOW-UP E-MAIL

- Do not forget to thank them for their time and interest and include any agreed-on actions.  
⇒ You can find an example of a Thank-You letter from [Alpha-1 Global](#)<sup>6</sup>.



### 3. STAY IN TOUCH

- Do not let your interaction fade after a first encounter.
- Send relevant e-mails and contact the stakeholder informing them of relevant policy developments or inviting them to upcoming events.



## STEP 4: PARTICIPATE IN A TRULY EUROPEAN EU AWARENESS DAY

### 1. SHARE MESSAGES

- Take full advantage of social media.
- Write articles for local news outlets on the EU Awareness Day.  
⇒ Can be a useful tool to raise the profile of your messages and activities.



### 2. HOLD AN EVENT

- Parliament event.
- Lecture/workshop.
- Community lunch with policymakers.  
⇒ You can find more information on [Alpha-1 Global's website](#)<sup>7</sup>.
- Disseminate recommendations in a healthcare setting.



6. Alpha-1 Global, Sample Thank You Letter, available at <http://www.alpha-1global.org/wp-content/uploads/2017/10/Thank-You-Letter.pdf>

7. Alpha-1 Global, Community Advocacy Training on Advocacy Pathway, available at <http://alpha-1global.org/advocacy-microsite/community.php>