



PRINCIPLE 4

GUIDE TO ENGAGING WITH STAKEHOLDER COMMUNITIES

This guide has been developed to support you in engaging with wider stakeholder communities such as patient groups, the public, payers, civil society groups, political and funding decision-makers.

GO WIDE

Successful partnerships may occur within or outside of the medical community. Consider if you could develop meaningful partnerships with any of the following wider groups: Patient organisations, politicians, policy makers, medical associations, civil society and non-government organisations, community or social worker groups, health authorities, pharmaceutical companies, universities and/or schools.

BE HEARD

Use all available channels to seek and engage with partners. This includes but is not limited to: social media, conferences, letters, phone calls, emails, face-to-face meetings, publications, informal / social events, media opportunities, and public speaking.

BE CLEAR

Set and communicate clear objectives to ensure your efforts are aligned and that you share a common goal: the elimination of viral hepatitis.

SHARE

Think about what you could share with others that could improve wider viral hepatitis elimination efforts. Examples include:

- Patient case studies (with permission) that could be used as media stories
- Data from your clinical practice to support campaigns or funding proposals
- Best practice examples to improve services in other centres or areas
- Resources that others require (e.g., facilities, equipment, financial, staff or volunteers)
- Content such as NOhep resources or anything you have developed
- Knowledge, expertise and ideas

BE OPEN

Communicate openly and regularly with partners. Have clear reporting structures and accountability. Evaluate your successes and failures. Share your key learnings with others and use them to improve current or future collaborations.



TAKE INSPIRATION from other NOhep Medical Visionaries:



1. Dr Norah Terrault instigated a partnership with The University of California, Davis, CA, USA, to utilise their extensive tele-medicine network to increase awareness and knowledge among healthcare workers, and to provide one-on-one mentoring for patients through all phases of diagnosis to treatment. The project is going to use this network and turn it into tele-mentoring system, rapidly scaling up their capability to combat this disease.



2. Dr Saeed Hamid created a forum within The Society of Gastroenterology, Pakistan, (of which he is vice president) called Hepaid with the aim of bringing together and providing a platform for NGOs in Pakistan working within the field to share resources and knowledge, where previously they had been working independently with no communication between groups.



3. Dr Manal El-Sayed partnered with universities in Egypt to deliver lectures to students. Through this programme, El-Sayed and her team managed to vaccinate 30,000 medical students against hepatitis B.

TOP TIPS for working with key groups:

Patient organisations typically have many connections and know how to secure media coverage. Partnering with them is a good way to generate exposure for an important issue or campaign. You can find many national organisations and groups here: www.worldhepatitisalliance.org/our-members

Politicians / policymakers are influential people who may be able to support you with drug reimbursement issues or provide logistical or financial support for public health initiatives. They typically have limited time and are confronted with many requests, so focus on one issue with a realistic solution, and prepare well for a short initial meeting or conversation to get them on board.

For guidance and resources, check out the relevant section in the NOhep Advocacy Toolkit: www.nohep.org/wp-content/uploads/2018/05/Race-to-2030-Advocacy-Toolkit-online-FINAL-2.pdf

The public may be reached through the media, via social media or through traditional channels such as posters and community events. Communications aimed at the public should have a clear and realistic call to action and, ideally, be 'shareworthy' and encourage conversations.

For more information on NOhep

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