

## **Workshop feedback reports**

(Three or four key points for action)

### **For the workshop on "building inclusive campaigns" (Louise Irvine) the four outcomes were:**

1. Support for the junior doctors contract campaign (taking part in the rally on 6 Feb and supporting them on strike days for example) and support for the NHS students' bursaries campaign.
2. A national day of action on 11 March to support the NHS Bill with events in London and around England, with a template leaflet produced by HCT that groups could adapt and use locally.
3. Motions to political party branches to support the NHS Bill.
4. An educational event for campaigners on the issue of devolution.

### **For the workshop on the same theme run by Gail Gregory:**

1. Work with those you wouldn't normally choose to work with. Concentrate on what you share not what separates you.
2. Use the skills you have and broaden those by having the widest membership base you can. Underpinning all this you may need to take account of cultural differences relevant to your area (single sex meetings etc)
3. Create links with all levels of the health community. Staff are feeling beleaguered and may need assurances of confidentiality etc but they need to know that criticism is not of them but of organisational structures and management etc. Build on the BMA head of steam.

### **For the workshop on "getting the message out to the public" (Alan Taman) the outcomes were:**

1. The need to centralise resources, to avoid repetition between campaign groups and allow easy distribution within the groups and their publics.
2. The need for strategic thinking and planning for campaigning actions and communications, to allow better coordination and increased effectiveness nation-wide.
3. The need for simple messages that engage people on an emotional level, but with the salient facts and evidence-based argument easily accessible and explainable to reinforce that engagement and disarm the counter-view that this was "too emotional and ignored the facts". Both emotional engagement and reliable evidence are needed, in a coordinated, centralised, planned way.

There were also specific suggestions of coordinated actions to demonstrate these, eg a national "Poppy Day for the NHS" on 25 July (its foundation day), holding hands around hospitals etc.