

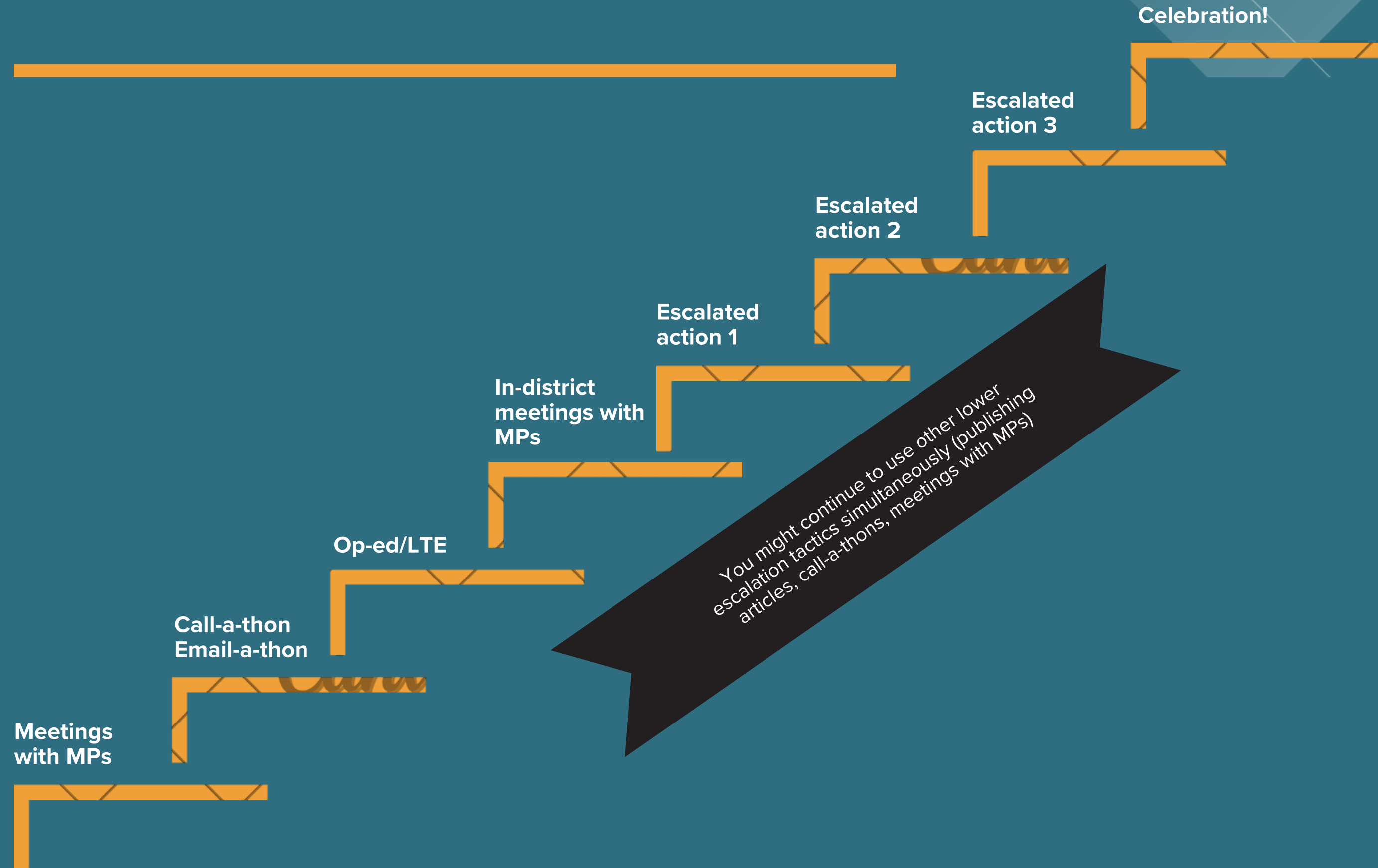
How should we advocate?



 **Partners
In Health**
STUDENTS FOR PIH CANADA

A deeper dive into how we aim to use **internal and external pressure tactics** to promote **proper disbursement of global health funding**.

Tactics Ladder



***internal tactic:** building pressure on MPs
to act using mechanisms within the existing
power structures

Meetings with MPs

We meet with MPs and Senators to tell them what they should prioritize by:

- Scheduling meetings with offices
- Researching the decision-maker
- Preparing a meeting agenda with talking points and meeting roles
- Preparing leave-behind materials
- Following up to reinforce commitments
- Reporting back to our teams and SPIHC leadership to track progress

Did You Know?

Direct meetings with decision-makers and their staff can be one of the most effective ways to make constituent concerns visible and build support for an issue.

***internal tactic:** building pressure on MPs
to act using mechanisms within the existing
power structures

Messages to MPs

We **make calls, send emails, and write letters to MPs'** and Senators' offices using scripts and action tools provided by SPIHC to advocate for global health equity.

We also take action by **hosting call-a-thons or letter-writing events** that bring team members and communities together.

To influence federal budget priorities, you can also **participate in pre-budget consultations** or submit a written brief outlining what you want the government to fund. You can also contact your MP's office to raise your priorities directly.

Letters to the Editor

- **What is an LTE?**

A Letter to the Editor (LTE) is a brief statement **expressing your opinion**, generally in response to current events, new policy, or a recently published article. They provide a vital opportunity to talk about an issue that is important to you and **target specific politicians and community members** to take a particular action.

- **Why Write LTEs?**

LTEs are **quick to write**, relatively **easy to have published**, and appear in the most **widely read** section of the paper: the editorial page. **Politicians and government agencies** routinely **clip and circulate** letters to the editor as an indicator of what is important to their constituents. Voicing your opinions through LTEs help your elected officials understand the importance and urgency of issues that may not typically be front-of-mind for their offices.

***external tactic:** building pressure on MPs to act using mechanisms outside of existing power structures

Other Tactics

- **Town Halls**

We ask **questions of elected officials at town halls** and other public events where MPs engage directly with constituents and respond to their concerns.

- **Stickering & Flyering**

We use **creative materials in public spaces** to raise awareness about global health issues and encourage people to take action.

- **Petitions**

We use **House of Commons petitions or community petitions** to demonstrate public support, build visibility, and put an issue formally on the political agenda.