



**ROTARIANS
AGAINST MALARIA**



Rotarians Against Malaria: ANNUAL CONFERENCE 2021



Politics, Power and Persuasion: How Rotarians can Influence Government Policies

I acknowledge and pay my respects to the Ngunnawal as the traditional owners of the land around Canberra and to other Aboriginal and Torres Strait Islander Peoples at this virtual conference and especially their elders past and present.

Dr Michael Moore AM PhD PHF

- Immediate Past District Governor District 9705
- Past President:
 - World Federation of Public Health Associations
- Former CEO (& Life Member)
 - Public Health Association of Australia
- Distinguished Fellow:
 - The George Institute for Global Health

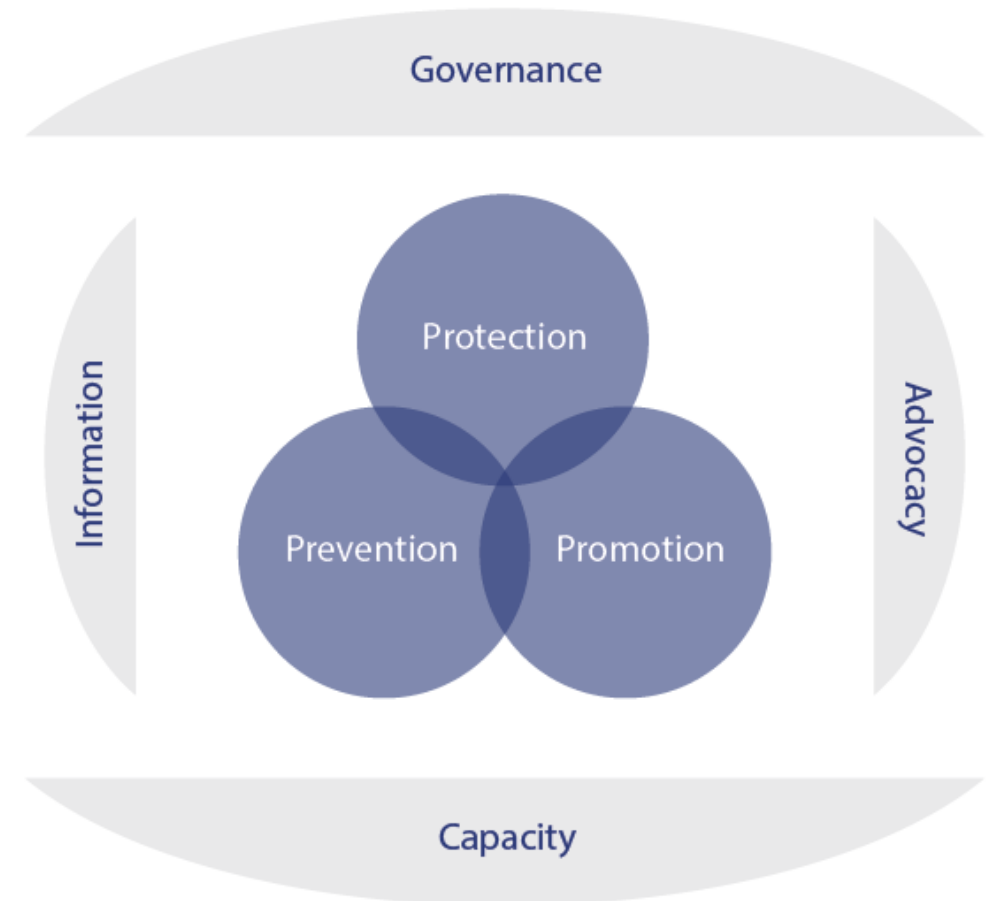
A Global Charter for the Public's Health

The World Federation of Public Health Associations

- A 'Horizontal' Approach in the Global Context
- Building from:
 - Declaration of Alma Ata (1978)
 - The Ottawa Charter (1986)
 - Millennium Development Goals
- In conjunction with:
 - The SDGs

Seven areas of action

- Services
 - Protection
 - Prevention
 - Health Promotion
- Enablers/Functions
 - Good Governance
 - Accurate Information
 - Effective Advocacy
 - Capacity Building



Rotary's Areas of Focus: ... align with public health



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**



**WATER, SANITATION,
AND HYGIENE**



**MATERNAL AND
CHILD HEALTH**



**BASIC EDUCATION
AND LITERACY**



**COMMUNITY ECONOMIC
DEVELOPMENT**



ENVIRONMENT

Public Health Advocacy

BUT
SHOULD I HAVE
INFLUENCE?



Rotary is non-political



I would argue:

- Rotary is non-party political
- Influencing governments is 'political'

Polio Achievements – a key element

- Influencing governments, politicians, bureaucrats
- This is part of the how .. Only 2 cases Wild Polio Virus 2021

MALARIA

- Government support is fundamental
- Includes bureaucracies



**SERVE TO
CHANGE LIVES**

Moore's ten steps for Advocacy

Building on Kotter's Change Management Theory

Step 1: Establish a Sense of Urgency

Step 2: Create the Guiding Coalition

Step 3: Develop and Maintain Influential Relationships

Step 4: Develop a Change Vision

Step 5: Communicate the Vision for Buy-in

Step 6: Empower Broad-based Action

Step 7: Be Opportunistic

Step 8: Generate Short-term Wins

Step 9: Never Let Up

Step 10: Incorporate Changes into the Culture

Moore M, Yeatman H & Pollard C. (2013) *Evaluating success in public health advocacy strategies*

Vietnam Journal of Public Health, 1(1) 66-75

Available <https://ro.uow.edu.au/ihmri/390/>





Hopefully
there are
some ideas
that hit
home

Questions
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