

Advocacy: What, How and when?

Mohammad Wasay MD FRCP FAAN

Aga Khan University, Karachi

mohammad.wasay@aku.edu

Disclosure

- None

Learning Objectives

- What is advocacy and objectives of advocacy
- How to learn advocacy skills?
- How to run an advocacy campaign?
- When and how to measure impact of advocacy efforts

Key message

- Advocacy is a skill
- Learning and incorporating skills in your training and practice is impactful
- Advocacy could make huge impact in patients care and outcomes
- Any one with appropriate training could run an advocacy campaign