SYLLABUS

Marrakesh, Morocco, November 12-17, 2011

XXth WORLD CONGRESS OF NEUROLOGY







WCN Education Program Sunday, 13 November, 2011 09:00-18:00

ADVOCACY-AAN LEADERSHIP

- Chairperson: Mohammed Wasay, Pakistan
- 09:00 OPENING REMARKS AND FACULTY INTRODUCTIONS Mohammed Wasay, Pakistan
- 09:15 WHAT IS ADVOCACY, WHY IS IT IMPORTANT? Man Mohan Mehndiratta, India
- 09:45 TOPIC IDENTIFICATION BREAKOUTS Melissa Showers, USA
- 10:30 Coffee Break
- 11:00 BASIC PRINCIPLES OF ACTION PLANNING Mohammed Wasay, Pakistan
- 11:30 LOCATING AND USING ADVOCACY RESOURCES Wolfgang Grisold, Austria
- 12:00 LEGISLATIVE TRAINING Tissa Wijeratne, Australia
- 12:30 Lunch Break
- 13:00 COMMUNICATIONS AND MEDIA, DEVELOPING YOUR MESSAGE Walter Struhal, Austria
- 14:00 FINALIZING YOUR ACTION PLAN Apoorva Pauranik, India
- 14:30 Coffee Break
- 15:00 PRESENTING YOUR ACTION PLAN AND SOUND BITE Faculty

Locating and using Advocacy **Resources:**

Wolfgang Grisold MD., Prof.

Wolfgang.grisold@wienkav.at

UEMS/EBN examination committee WFN education committee

Donald M Palatucci AAN Advocacy Leadership forum • Dinner with • Leadership vision executive director • Communication and congressman planning • Media skills • Program

- development
- "Mentorship"
- Ringel: 1 year with

senator AAN Leadership-Sem Primarärztetreffer effen 11/2



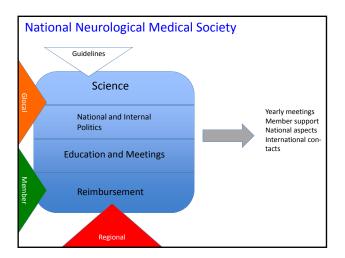
The Donald M. Palatucci Advocacy Leadership Forum trains AAN members to advocate for their patients and the profession of neurology. Forum graduates go on to use their skills at the state, local, and national levels and have applied their advocacy action plans to:

- Promote state and federal legislation
- Work with the media
 Obtain financial support for research
 Develop coalitions

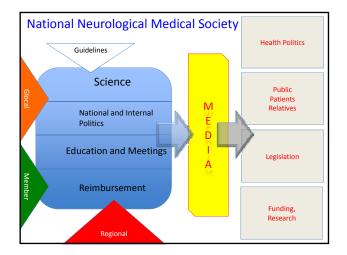
- Organize state neurological societies
 Lobby for fair reimbursement
 Help draft position statements that affect future legislation

"Everything is politics"

- Availability of advocacy training opportunities especially PALF
- Training material
- List servs, blogs
- Using you tube, face book, twitter for advocacy
- Using SMS, MMS
- Sharing ideas and efforts; group emails, World Neurology









"Everything is politics"

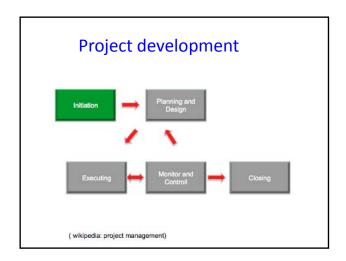
Related structures

- The department
- Other departments
- Hospital
- Hospital owner
- Local politicians
- Goverment's health policy
- Other influences Societies
- Guidelines
- International developments
- Ressources
- Funding
- Patient organisations

First Step

- Awareness of advocay importance
- Everyone can be an advocate
- Importance of structures
- Be convinced of your mission







Why do we need Development ?



Product perfect

Politicians

- Important decision makers
- Local politics
- Awareness
- Regional politicians
- Legislation



BrainPAC is the American Academy of Neurology's political action committee (PAC) dedicated to representing the interests of AAN members in Washington, DC. Since 2007, BrainPAC has helped educate federal legislators on vital issues affecting neurologists and has increased the Academy's profile and influence among key congressional dedicion-makers. BrainPAC is an essential tool in the Academy's efforts to advocate on behalf of neurologists, their patients, and their profession.

BrainPAC facts:

- BrainPAC is the only PAC in Washington, DC, dedicated solely to neurology.
 Since its inception, more than 1,100 AAN members have invested over \$500,000 in BrainPAC.
 A bipartisan organization, BrainPAC has contributed more than \$300,000 to candidates on both
 sides of the alse who support neurology's efforts, including eight physicians in the 2010 election.
 During the 2010 congressional election, 91 percent of candidates supported by BrainPAC went on
 to win their elections.

A strong BrainPAC will take neurology's influence to the next level during the 2011-12 election cycle.

We invite US AAN members to learn more.

For more information, contact Derek Brandt at dbrandt@aan.com.

The Forum gives Advocates the abilities to confidently answer tough questions.

Grassroots Training

- Understand the legislative outcome your issue requires by learning how government works
 Conduct mock legislative visits
 Learn how to effectively testify in front of a governmental body
- Build relationships with the right people



Press und Media training

- Media: information leavelets, newspapers
- radio, TV
- Establish trustworthy connection
- Listen
- Make your point
- "Elevator message"

Media training

- Information
- Prepare for interview
- Come to the point
- Deliver message

Awareness

- Patient groups and interests
- Patient advocacy
- International patient groups

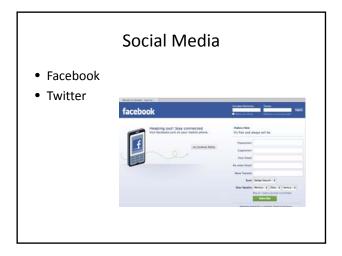
NEUROLOGY. Ge* AAN Annual Meeting: April 21-28
MEMBERSHIP PRACTICE EDUCATION SCIENCE ADVOCACY PUBLICATIONS FOUNDATION
Advocacy Webinars
Kenneth M. Viste, Jr., MD, Neurology Public Policy Fellowship Free Webinar to Discuss Viste Neurology Public Policy Fellowship Morday, September 19, 211, at 12:00 pm. ET ANI Legiatave Counsel Mek Arney hosts a lev webinar from Washington, DC, for Academy members interested in learning more about working on Capital Hill free to a year as a Kinneth M. Viste, Jr., MD, Neurology Public Policy Fellow. Find out how you can play a role in representing the interests of neurology using the counsies me for your proteeties.
Register today for this informative session!
Free Education Sessions Explore the Impact of Elections, Health Care Changes for Neurology To help US members of the AVA before there runderstand the rapid changes faced by neurology, the Academy is offering two free advocacy webinars. Recordings of each will be posted online for access by US members who mised the line presentations.
Previous Webinars Health Care Reform: The Impact on Neurology Listen to the recording of this webinar. Priding, December 10, from 11:00 arm. In 12:00 p.m. CT
Members seeking clarification of changes related to the recent health care reform law are encouraged to take part in this online webinar. Elaine C. Jones, MD, FAAN, co-chair of the GRC, will outline the significant changes created by the health care reform legislation passed earlier (b) year and how they are affecting neurology practices and patients. There will be a CAA section at the end of the webinar.
The New Congress: New Opportunities for Neurology? Listen to the recording of this webmar,

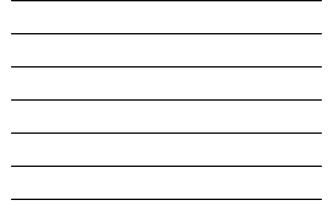
BLOGS-Palatucci Website

- Own experience
- Share information
- Inform on projects
- Network

Manthers & Professionals, Patiente & Careginane Proses Conduct AM	Profix Loain Search			
	COMMUNITES CAREERS STORE PATIENTS			
tione > hävssau > Palelussi.Advosau.Laadaniu.Fouce > PALE > Palelussi.Gonnasian.Newskeller	🎝 Shana 🎲 Folowija 🗛 Fortiliza + -			
The Palatucci Connection Newsletter	Advocacy			
The Palatucol Connection is an electronic newsletter designed to share the successes experienced by graduates of the Palatuci Alvecary Leadership Forum. Each edition of the newsletter contains a profile of an active graduate, information on recent or upcoming Palatucci Foruma, and examples of Advocates being an active graduate.	How We Advocate for You			
featured in print, television, and online media outlets. Eall 2010 Newsleiter (Joff) This version highlights the work of Tissa Wijerative, MD, FRACP, a 2008 graduate who has worked Internet to Immove stoke care in his native country of Sri Lanka.	BrainPAC Contact Your Lagislator Become a Key Contact in Your State Capitol Hill Report Palatocci Advocacy Leadership Forum • Aset: 160			
Spring 2010 Newsitetter (pdf) This edition contains a profile of Arna DePold Hohler, MD, a 2004 graduate who helped establish the Washington State Neurological Society and more recently on promoting physician awareness of abuse within neurologic paradices.				
men monologie paracea. Blaz 2003 keesigeties (rohi) Inside ere profiles of two inspiring advocates from the class of 2006, Manta Bhushan Singh, MBBS, MO, DM and Jueice Cardenas, MD, Dr. Singh was featured for her work to promote epilepsy awareness in New Dehl, Mida and Dr. Caurdenas for his part in the oreation of a new comprehensive brain and spiral cord injuries care diricit on Aroan.	 About - FAQ Application Endorsements Results Find a Oraduste Connection - Newsietter 			
For more information on The Palatucol Connection, please contact Derek Brandt at <u>obrandsBaan.com</u> or (651) 332-6666.	Crathada Resources Colline Advocacy Journal Neurology on the Hil Health Policy Resources Vista Neurology Public Policy Fellowship			











Networking

- Palf
- YNT
- Create your national and international network

Danger

- Advocacy group , or Palatucci groups are good names.
- Avoid "Leadership" meeting as leadership may induce fear and anxiety.
- One important Marchivelli quote: Do not burn a bridge , which you might need to cross again.

Sources

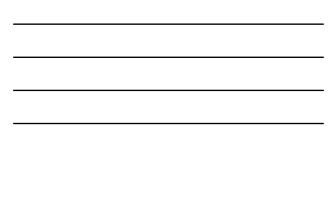
- AAN website
- Youtube
- Google
- Publications (Pubmed): 0

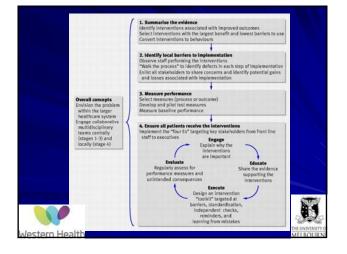
How do I work with administrators and legislature



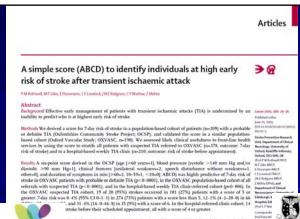












oke during the 7 days after TIA seems to be highly predictable. Although further reded, the ABCD score can be used in routine clinical practice to identify high-risk magnituding and treatment lestern Health

Start with self education

- Identify key decision makers
 - Draw a governance chart a dynamic document which requires frequent updating given personnel movement and governance restructuring.
- Identify clinical colleagues that are stroke advocates and non-advocates.
 - Dealing with the latter can be difficult although avoidance of utilisation of their resources usually works best.
 - Learn the proposal endorsement process.
 - Who do you need to educate to achieve endorsement?
 - earn the proposal implementation process. is is often neglected and usually defaults bac



Getting your proposal through

- Prioritize your availability for endorsement process
- Ensure support from all local governance managers
- Consult/educate all key decision makers
- Give a "half baked" endorsement considerable thought
 - Consult key stakeholders before commitment Pros: "foot in the door" - staged approach
 - Cons: additional workload absorbed into existing resource - intra/inter departmental friction



torn He



Implement your proposal

- Streamline the implementation process
- Recruitment of good personnel
- Ensure transparency of funding, gain signing rights to budget expenditure
- Communication to all key stakeholders
- Write a protocols and procedures document
- Ensure that this document is readily available (i.e. intranet)
- Mock runs before starting
- Be available and quickly address teething problems
- Not a good time to go on leave
- Avoid protocol violation
 - You want wins initially, not disasters





Promote a feel good state

Sh case wins

- Stakeholders reinforces commitment Opponents indruces global aphasia (& resistance agnosia) Administrators increases probability of endorsement of future proposals Colleagues/public promotes service development by passive diffusion in other

Do this via

torn He

- Email thankyou to all Patient letters of commendation if a patient/family commends your service request that they put it in writing and send to your general manager
- Public forums Departmental
- artmental meetings

- ways acknowledge support of administrators Public endorsement for administrators by clinicians generates <u>political currency</u> The more you generate the more you will be accommodated with future proposals (opposite holds true for inflammatory comments)



Ensure Longevity

- Collate and feed back KPI's to administrators
 - Administrator relevant

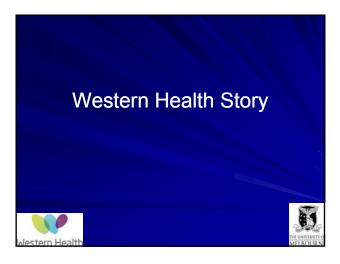
- Reward key stakeholders

Iunches, feedback sessions, acknowledgement, sponsor PD activities to key staff

- Audit and refinement

Patient focussed to ensure best practice. ten leads to further resource request and thus cycle begins Jestern Healt





Western Health Catchment



Western Health

- Catchment area of 700,000
- 900-1000 strokes
- 300 400 TIAs

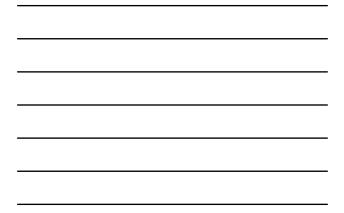
lestern Health

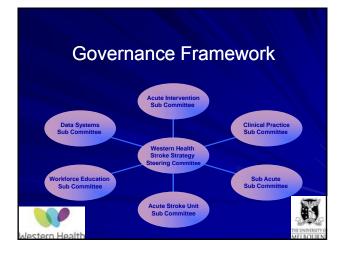
- Stroke 84% managed by Neurology
- TIA 62% managed by Neurology Admit 93% of all TIA's
- 25 bed neurology unit with four part time neurologists (1.7 EFT)

No formal stroke thrombolysis



Characteristic	Element	Level 1	Level 2	Level 3		
•SERVICES: •Medical / Nursing	-Neurosurgery services	•				
•Onsite = +	Interventional neuroradiology			•		
•Offsite Access = -	-Stroke physician		+	+		
	Stroke nursing – Stroke Care Coordinator		+	÷		
Allied Health	-Neuropsychology	•	+/+	÷		
	 Occupational therapy, speech pathology & dietician 		+	÷		
	Physiotherapy & Social work		+	÷		
•SPECIALISED DIAGNOSIS / TREATMENT	Rapid triage of stroke/TIA	÷		+		
SPECIALISED DIAGNOSIS/ TREATMENT	Computerised Tomography					
•Yes = +	Magnetic Resonance Imaging or Digital Subtraction Angiography			+l-		
•No = -	Capacity to deliver stroke thrombolysis			+		
	Outpatient TIA/neurovascular clinic		•/-	÷		
SERVICE/CARE ORGANISATION & PHYSICAL	Acute stroke care co-located in an inpatient ward	+l-		÷		
FACILITIES	-Interdisciplinary Team		+	+		
•Yes = +	Specified Director, Stroke Services	-		+		
•No = -	Intensive Care/High Dependency Unit		-	+		
	-Stroke Care Facilitator			-		
	Telemedicine facilities for clinical & professional support		+	Ð		
Vestern Health	Leading education and research initiatives			UNIVERSIT		







Acute Stroke Unit Achievements

- Establishment of Acute Stroke Unit 4 Acute Stroke beds -Signage erected!
- Relocation ward: 2C → 3A (Gym)
- Development & Implementation ASU Admission/Discharge/Transfer Policy
- ASU Interdisciplinary Team Function & Structure
- Family Meeting Structure & Function
- ASU Equipment Audit

16

Vestern Health







Acute Intervention Achievements

- Rapid Triage Protocol established Cat 2 for Thrombolysis & Cat 3 for Acute stroke & TIA
- Thrombolysis Protocol established & implemented April 09 – nearly 100 patients had thrombolysis
- TIA Clinical Practice Guidelines endorsed Oct 2009 – nearly 1000TIA patients were managed in the clinic with very few stroke recurrence



Stroke Workforce Achievements

Recruitment - Head of Neurology

stern Health

Vestern Health

- Recruitment 1.0 EFT Stroke Neurologist
- Recruitment Stroke Nurse Coordinator
- Increase 1.0 1.5 EFT Social Work
- Collaborative Physio / OT assessment policy

Nurse Practitioner – just completed her Msc



Clinical Practice Stroke Care Pathway Patient / Carer Information Working Party Continence Working Party Organisational & Clinical Audit



- Sub Acute Referral Criteria (Inclusion & Exclusion) policy
- Sub Acute Referral Form
 - Document development & trial
 - Sub Acute Access Team Meetings
- Spasticity clinic and three fellowships to Sri Lanka this
- year

lestern Health

ce & Patient Information



Workforce Education Achievements

Western Health Stroke Workforce Survey

- Western Health Stroke Education Seminar – Annual
- Stroke Continuing Professional



Stroke Self Management Program												
Sex	Male	Female 2										
Age	<34	35-44	45-54	55-64	65-74	75+						
Ethnicity	Aust 2	Ab/TSI	Eng Speak	European 3	Asian	Other						
Living arrangements	Alone	Shared 5	Hostel	Other								
Employment	No 5	Yes										
Year of most recent stroke	<2004	2005	2006	2007	2008	2009						
SSG member	No 5 No 3	Yes Yes 2				4	Đ.					
Western Health			,			M	UNIVERSITY O					

