



Society of Rural Physicians of Canada  
27TH ANNUAL RURAL AND REMOTE MEDICINE COURSE  
Halifax Nova Scotia • Halifax Convention Centre  
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Dr. Joe Vipond

SESSION 128

## Practical MD Advocacy

Successful advocacy means changing minds, either individually sitting across the table, or at a society level, through media engagement. Learn some of the ins and outs of meeting management, engaging with your counterpart so that they understand why your priority is their priority. Engaging with media is an art form that can be learned. What are some of the basics of a media interview, either by video or radio? How can you write an effective op/ed? These are the tricks that allow one to change the hospital, the health system, or the world.

1. Learn the background for successful political advocacy: choosing the right target, making many partners, and message framing.
2. Learn how to run a successful meeting to engage participants and change minds.
3. Practical learnings on media. How to write an op/ed and do a tv or radio interview.