



**Capacity Building Workshop on Environment and Health
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Lobbying and steps in planning an advocacy campaign

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Lobbying definitions

- Employing persons to **influence legislators** to sponsor laws that **further one's own interest** or **inhibit those of one's opponents**.
- Stating your position on specific legislation to legislators or other government employees who participate in the formulation of legislation, or urge your members to do so (**direct lobbying**).
- Stating your position on legislation to the general public and asking the general public to contact legislators or other government employees who participate in the formulation of legislation (**grassroots lobbying**).

NGO lobbying: why and how

- **Why lobby?** - because it can bring about policy changes that improve peoples' lives.
- Lobbying is the process of trying to influence policymakers in favor of a specific cause or point of view. Lobbying includes a call to action.
- **How ?** Using personal contacts, public pressure, or political action to persuade legislators to vote in a particular manner.
- **Advocacy** is all activities undertaken to influence policy.

Who do we lobby?

- European **Commission** - Role in policy formulation and drafting legislation.
- European **Parliament** - accessible, the 'people's representatives', key role in legislation.
- European **Council** - Policy and position tracking in Brussels, lobby at the national level.
- Other **actors** - think tanks and academics, NGOs, trade associations, UN agencies, trade unions, local and regional authorities, media, embassies.

Roles of the NGO sector

Monitor - what is happening in the institutions? What are the new policy trends, legal proposals?

Analyse - what could this mean for your member organisations or target group? What actions are needed - passive monitoring or active lobbying?

Inform and raise awareness - explain the background of the issue, basic elements of the proposal, the timeframe for action

Engage - encourage debate, exchange of ideas, brainstorm on what should be the goals of lobbying

Consult - gather viewpoints from communities and target groups - particularly those affected by the policy proposal

Challenge - the policy-makers and other stakeholders to address your concerns or provide evidence and arguments for their positions

Empower - provide the tools for NGOs to act, eg draft letters, opportunities to sign-up, attend meetings with policy-makers,

Represent - bringing forward the diversity of voices of civil society, public interest, visibility through the media

Follow-up - keep up the momentum, follow the policy through to implementation, evaluation and review

Limitations of NGO lobbying

- **Access** - little access to the most senior policy-makers and exclusive relationships
- **Money** - unequal resources with business interests who can mobilise significant funds and people
- **Professionalism** - small staff, often with general policy or information skills rather than specialist qualifications. Often difficulty in accessing scientific expertise to develop an evidence base
- **Diversity** - the NGO community tends to be very fragmented, difficult to achieve consensus
- **Political weight** - NGO voices often carry little weight compared to large industry federations

Steps in Advocacy Campaigns

- **Creating an Advocacy Campaign**
- **Educating Policy Makers**
- **Organizing the Health/Environment Community**
- **Media Strategy**

Creating An Advocacy Campaign

- Define a health-based message on an environmental issue
- Define the policy target or policy change
- Define the key target audience(s) – physicians, nurses, public health professionals, health care organizations, patient groups, hospitals
- Define the campaign partners

Example: A Healthier REACH

- **Health-based messages:**
 - More than **90% chemicals on market have not been tested** for basic safety and health information.
 - **Developing babies and children** susceptibilities are not taken into account in current testing protocols
- **Policy target:**
 - Adoption REACH legislation with stringent testing requirements for all chemicals and definition of vulnerable groups – EU institutions
- **Key Target Audience:**
 - Health professionals, scientists, women, young people, public
- **Campaign Partners:**
 - European networks of environmental NGOs, doctors, women's groups, patient groups, youth networks

Educating Policy Makers

- Briefing paper on policy issue from a health perspective
- Talking points for health professionals and general public
- Setting up Individual meetings with EU MEPs, Commission officials, national civil servants
- How to organize delegations visiting EU MEPs in Brussels or in-country

Example: A Healthier REACH

Policy papers and Publications

- EEN position paper to EU institutions
- Letters: MEPs, Council of EU Ministers, Commission
- Greenpeace publication
- Sick of chemicals
- Breast cancer and environmental factors brochure
- Young people's chemical investigation toolkit for schools and homes
- Supporter of WWF Family Biomonitoring survey

Breast cancer:

"At present, it is possible neither to avoid breast cancer, nor to prevent it, nor to exercise a real choice about whether or not we put ourselves at risk..."

an
environmental
disease
the case for primary prevention

SICK OF CHEMICALS:
a review of the evidence



Example: A Healthier REACH
(EU draft chemicals regulation):
Organising lobby meetings, events

- Talking points for health professionals and general public
- Setting up Individual meetings with EU MEPs, Commission officials, national civil servants
 - Parliament: Reception and meetings October 2004, September 2005
 - Commission: Meeting with desk officers, Commissioners (Barroso, Dimas, Kypriano)
 - COREPER meetings with other NGOs

European Parliament reception

Chemicals Cocktail: citizens and REACH

September 28, 2004, Brussels



- Introduce new EP to NGO priority of REACH and expectations
- Lobby meetings for NGO coalitions over 2 days
- Organised by 8 European NGO networks – women, consumers, health and environmental groups
- Sponsored by **Guido Sacconi MEP**, Rapporteur on REACH
- Joint NGO briefing, publications, press release to set debate for REACH
- Keynote speech by well-know scientist, **Prof Belpomme, author of Paris Appeal**
- NGO speech delivered by **NGO health representative**
- Over 30 MEPs from all countries, political parties

European Parliamentary briefing lunch with WWF Europe Chemical concerns for public health - How REACH can help – May 2005



*Featured WHO Director
Environment and leading
pediatrician*

*Hosted by Parliamentarians
from different parties*

Good attendance by MEPS

CONCLUSIONS

- Data on chemicals needed
- Call for precautionary action
- Right to know about harmful chemicals in products “Mr Muscle

Organizing Health and Environment Community

- Joint NGO intelligence sharing and activities

Targeting the health community

- Medical Resolutions and/or Organizational Policy Statements
- Sessions at Conferences
- Organizing Health Leaders as Spokespeople
- Sign-on letters for leading health organizations

Example: A Healthier REACH

- **Policy Statements** – European Committee of Standing Doctors (CPME-2 million doctors); European Women’s Lobby, International Society of Doctors, Healthcare without Harm
- **Sessions** at CPME’s annual meeting;
- **Press conferences and interviews** (WHO,
- **Paris Appeal Statement** and sign-on **Model letters** at crucial stages of REACH negotiation for members to use



European Doctors Press Conference,
European Parliament, 8 Nov 2005
MEP Frédérique Ries, Env/Health rapporteur

Media Strategy

- **Three Key Messages**
- **Build Relationships with Reporters**
 - Euronews, British Medical Journal, Environment Health perspectives, BBC World News, REUTERS TV, national journalists
- **Timely, New Information**
 - Scientific studies, statistics on chemical-related health impacts
- **Connection to Policy Clear**
 - press release with Greenpeace: Babymilk scare on chemicals and REACH implications
- **Press Conferences** (WWF Biomonitoring, Doctors)
- **Press Releases** (Joint NGO coalition)
- **OpEds, letters to the editor** (model letters for members to use)

Example: A Healthier REACH

- **3 Messages**
 - Health problems related to environment are increasing (cancer, respiratory diseases, infertility, birth defects)
 - We don't have health and safety information we need on 90% chemicals on the market and a robust REACH will move towards solving this problem by getting this minimum data on all chemicals
 - Citizens deserve more information and better protection from toxic chemicals, particularly our children who are more vulnerable, and we need to strengthen the current chemical proposals to do so.

Greenpeace action one week before Parliamentary vote: Nov 11 Posters and removal team to move Commissioners to industry building



"Children are being born with a cocktail of hazardous chemicals in their bloodstream and Mr Barroso and Mr Verheugen are supporting companies that want to go on producing these substances. It is not surprising that the chemicals industry fights for the right to pollute with impunity, but when the European Commission defends that position, something is wrong." Greenpeace Policy Unit.

Young people's investigation into chemical and recommendations



- 4 schools (Armenia, France, Russia, UK)
- Extensive media coverage
- Expert panel (industry, WHO, Commission, NGOs, Doctors)



- Recommendations to EP and Council of Ministers on REACH
- Recommendations to EEHC (52 countries) on CEHAPE, RPGIV



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