

Focus on Campaigning: Strategy and tactics for the Future

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NATIONAL ADVISORY COUNCIL

TO

The Thalidomide Trust

To Win a Campaign

- Overwhelming political support
- Irrefutable evidence
- Influence over decision makers

Our Three Principles

- Shared responsibility
- Services fit around our needs
- Nothing about us without us

Tactics

- Demonstrate widespread support
- Embarrass target to do the right thing
- Bottom to top support

Avoid

- Anger and recrimination
- Too many targets
- Demoralisation

Final words