

March 2015 – Feedback Summary

Gail Attara and Louise Binder held an **Advocacy Boot Camp** pilot session during March 2015 in Toronto. It was an interactive, four-day program in a retreat-like setting, involving some didactic, but mainly practical, application of knowledge-transfer sessions by integrating role-playing and real-life scenarios and examples on advocating within the health care systems. Each day included several high-calibre experts covering key topics.

Although overall, everyone who attended felt that the session provided great benefit and all said they would recommend **Advocacy Boot Camp** to others, we had one overarching issue... we had too much information to share in too little time. We have adjusted the Agenda for our next **Advocacy Boot Camp** in November 2015 to cover fewer topics, and do these during longer sessions.

During our session de-brief at the end of Day 4, participants made these suggestions for improvement:

- liked that they learned about the process, had not known how to advocate
 - presenters did a terrific job – very thankful, lot of work in preparation was obvious
 - flow was great, experiences were helpful
 - liked storytelling, thought this was where the meat was
 - wanted more case examples
 - information provided will help them shortcut their own mistake processes
 - grateful for developing new skills
 - liked the group size
 - liked dinners together
 - liked the venue
 - liked the trio of leaders
 - liked the great resource speakers we chose
 - wanted bios of the speakers ahead of time
 - wanted pre-work/homework
 - when asked, “would you recommend the ABC to others?” all said yes
- liked that this would save governments’ time with informed advocates
 - want us to have another ABC going to a higher level
 - want a lesson dealing one on one with other professionals
 - what to learn how to really do a CDR or pCODR submission
 - want understanding of clinical trials
 - want ABC to go across Canada
 - liked that they learned their ‘rights’ in relationships with funders
 - want more details on how to intervene at each point along the system
 - want to learn about fundraising
 - want charity governance and management
 - want to know how to work a conference
 - want to know how to network
 - want to know how to get funding to attend conferences

Key Highlights

- When asked to rate the first day in terms of improving overall knowledge and understanding of the topics presented, 100% of respondents rated the day ‘excellent’.
- The strategy presentations were very successful this day. Participants commented that the four days together was a great experience. They also mentioned that the facility and food were excellent.

Participant Quotes

“I found the ‘critique’ of the presentation to be quite useful and informative. I’m very glad that everyone was tough!”

“Great work, you’ve given me so much information to bring back. Thank you all so very much. The facility was great! The accommodations were clean, comfortable, and staff very courteous. Food was phenomenal.”