



SCOTLAND



Guidance on Campaigning

This note is intended to explain how to be a campaigner for the **Scottish Campaign for Cardiac Rehabilitation**.

The following are an initial set of activities that we would like to encourage you to do over the next month. They are intended to show key decision-makers that the Scottish Campaign for Cardiac Rehabilitation is here and that it is well supported by the people who know just how vitally important cardiac rehabilitation is.

Do not be constrained by our suggestions here though! Campaigning is an individual activity as well as a collective one. We are all fighting for the same cause, but you might think of new ways to get our message across. Campaigning should be interesting, involving and fun for those taking part. Feel free to get creative!

Sign people up to the UK petition

The text of the UK petition is included in your pack. It can be signed online on our website or, alternatively, encourage your friends and family to sign it by filling in their details on the form. Send the form to us at the address at the bottom of this guidance sheet and we can add them to the growing list of people who have signed the petition on our website. The petition will then be sent to UK and Scottish Ministers. *Thanks to those of you who have already sent in petitions...*

Lobby your MSPs

Politicians are a key target audience for the campaign. With their support, we can put more pressure on the Scottish Government and local NHS Boards to make Cardiac Rehabilitation a priority.

Health is devolved in Scotland to the Scottish Parliament. We would encourage you to lobby your local Members of the Scottish Parliament [MSP(s)] and tell them why they should take an interest in cardiac rehab. Politicians listen to their constituents. They are more likely to be receptive to the arguments that we will be putting to them over the coming months if constituents like you have raised them first.





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There are two main ways you can lobby your MSPs:

1. Send a letter

Included in this pack is a sample letter which you might like to use as a guide. Relating the message to your own local area can be very effective, also do mention any personal experience you have of cardiac rehabilitation – the personal touch will always add weight to your communication.

If you want to know which MSPs represent you in Parliament you can go to the following website www.scottish.parliament.uk/msp/membersPages/msplocator.htm and enter your postcode. You should be able to find the address and phone number of your MSP's constituency office in the phone book, or by calling the Parliament's switchboard on 0131 348 5000. After a week, follow this up with a phone call to their constituency office to make sure they got your letter – this will draw their attention to it.

Everyone in Scotland is represented by 1 constituency and 7 regional, or 'list' MSPs. You can contact as many of these as you want to- the more the better! In particular it would be great if you could encourage them to attend the campaign reception taking place in the Parliament on 25th of March.

2. Visit your MSPs at their constituency office

After you've sent a letter, you might want to talk to your MSPs in person. Your MSPs hold regular 'surgeries', where they have one-on-one meetings with constituents. This is an excellent way of getting them to consider your point of view. Personal contact can be even more powerful than a letter (although both is best of all!).

Find your MSPs constituency office in the phone book or calling the Parliament, as above, call them up and organise a time to see them. Be brief and clear and, again, use any personal experience of cardiac rehab you have to show why you believe it is such an important issue. Ask them whether they will look into cardiac rehabilitation provision in the local area and whether they will talk to the local NHS Board about it. It is important to encourage them to follow-up on your conversation.

Let us know the result!

You will get responses to your communications. It would be very helpful if you send copies of any responses to us. This ensures that we know who has been communicated with, what the response has been and where we might be able to draw on support for the messages of the campaign.

You can email mckendrickb@bhf.org.uk or louise.peardon@chss.org.uk, if you do not have email access, you can call 0131 555 5891 and ask for Ben McKendrick [BHF] or 0131 225 6963 for Louise Peardon [CHSS].

