

# THIS IS WHAT CAMPAIGNING LOOKS LIKE

**YOUNG LIVES  
vs CANCER**  
**CLIC SARGENT**



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## INTRODUCTION

We take our fight for young lives to those with the power to make changes. We get young voices heard in the debates around their treatment, care and futures. Because we believe that young cancer patients and their families should have a say in the decisions that affect them. But we can't do it alone – we need your help to make change happen.

Our Policy and Influencing team want to support you in whatever campaigning work you do. We've put together helpful hints and tips about campaigning, so you can join our fight for young lives against cancer.

If you have any feedback about anything else that would be helpful or useful, please email:  
[campaigns@clicsargent.org.uk](mailto:campaigns@clicsargent.org.uk)

## WHY BE A CAMPAIGNER?

Campaigning is making a change in the world. Lobbying, influencing, and advocacy all mean the same thing – creating a change that has an impact in the real world to people's lives.

Anyone can campaign! You can do this on your own, with your family and friends, as part of a wider group, or directly as one of CLIC Sargent's campaigners – it's up to you.

It's a great way to encourage decision makers to take action.

Many people campaign about something that personally affected them or someone they know. You might want to add your support to work that others are doing. Either way, you can make a difference.

## WHAT MOVES YOU?

At CLIC Sargent, we know that there are lots of issues that affect children and young people with cancer. These are the main issues that we currently campaign on:

- ◆ **#Cancercosts** – on average, a cancer diagnosis for children and young people costs them and their families an extra £600 per month. We don't think that's right or fair.
- ◆ **Changing the experience of being diagnosed** – many children and young people with cancer struggle to get a diagnosis. Let's ensure young cancer patients are diagnosed as quickly as possible.
- ◆ **Getting children and young people's voice heard in the system** – Let's make sure that young cancer patients have their say about their experiences and what they want to change.

## GET STARTED

If you want to get involved with CLIC Sargent's current campaigns, please get in touch at [campaigns@clicsargent.org.uk](mailto:campaigns@clicsargent.org.uk) and we'll let you know how you can help. If there is something else you would like to campaign on, that's great!

### Ask yourself:

#### What is your campaign about?

What is the problem you would like to solve?  
Be as specific as possible.

eg. Children and young people with cancer and their families have to pay for hospital parking.

#### Why is it a problem?

Identify why you want to campaign on this.

eg. Young cancer patients attend hospital very regularly for their treatment, so they have to spend a lot of money on car parking. And, their only option is going by car, so they can't avoid paying.

#### What would success look like?

Think clearly about what winning your campaign would look like and what the result would be.

eg. Young cancer patients and families not having to pay for parking when they go for treatment.

#### What will help you win your campaign?

How can you change it and who do you need to persuade to make that change?

eg. Hospital car parking in England is decided by individual hospitals, so find out who is responsible for making the decision to offer free parking at a particular hospital.

#### Who will help you win your campaign?

Although there might be one person who can make the decision, there are other people who might be able to help you convince them.

eg. Other young people with cancer and their families; medical professionals at the hospital.

## What will convince them?

You will need to gather:

- ◆ Evidence that there is a problem affecting either lots of people, or some people unfairly. Find strong real-life examples of how the issue affects people
- ◆ Support from others that they agree with you
- ◆ A solution to the problem, showing its benefits.

Think of reasons why people might oppose your campaign, so that you can think of ways to respond to them.

## How will you convince them?

You need to think about your influencers (p.11) and the tactics (p.12) you are going to use, and what resources you have. It's a good idea to write this down, with a list of actions and milestones, so you can see how you are doing.

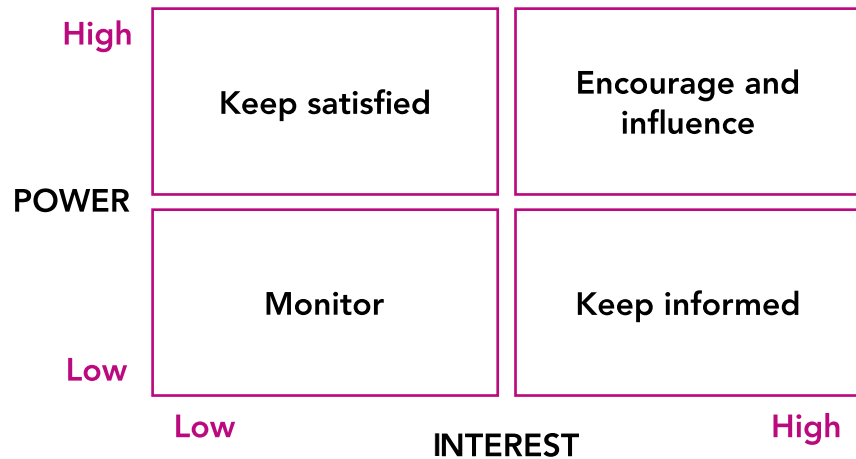
## More beds for sleepy heads!

Isabella campaigns for more comfortable beds in hospital.



# INFLUENCERS

You'll need help to win your campaign. A useful exercise is to do something called influence mapping, which looks like this:



Putting all of the people you want to involve in your campaign into this map, depending on how influential they are, and how interested they are, can help you decide what you need them to do.

When you get in touch with influencers, always have a clear idea of why you have contacted them, and what you want them to do.

**MPs** can often be very influential. You might want to get in touch with your local MP and ask for their support. You can write to them or ask for a meeting.

**Councillors** can make some decisions and can be influential locally.

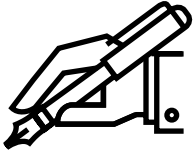
**Other patient groups** might support your campaign if your issue affects other people due to their condition.

**Local services and organisations** might be interested in supporting your campaign.

**Local media** might be interested that you are campaigning. You might even get national media involved!

**CLIC Sargent Don't forget about us! We might be able to add our support to your campaign.**

## TACTICS



**Write letters** to influencers explaining why you are campaigning and what you would like them to do about it.

**Request meetings** as this can be a really effective way of getting your points directly across to influencers.

**Social media** is a really effective way of getting your message out to a mass audience. Use Twitter, Facebook, Instagram, blog – there are lots of platforms!



**A petition** demonstrates wide support for your campaign if lots of people sign it.

**Events** are a good way of raising awareness of your issue and meeting with people face to face.

**Publicity** raises the profile of your campaign and can really help. You can write to your local newspaper or invite journalists to your events.



Photography by Hazel Dunlop

## YOU CAN DO IT!

The idea of campaigning might seem quite daunting, but you can make a change. Alison worked to raise awareness of Parkinson's in her local area for Parkinson's Awareness Week.

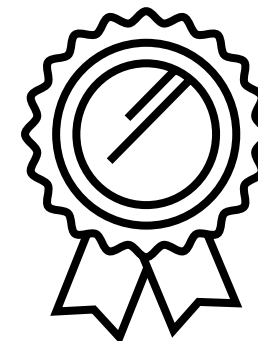
"For Parkinson's Awareness Week 2017, I contacted two local GP surgeries, and I was able to put up displays in both surgeries over the week. Displaying materials in surgeries or pharmacies can be very frustrating, as I have left materials on a number of occasions and they seem to disappear without trace. This time I had more success. I went to see both practice managers in person - phoning and emailing didn't work, the personal approach was more successful. Both practices gave me generous display space and allowed the displays to stay up for over the week. One practice was quite keen to display the smaller materials after I took down the main display."  
- Alison

Reproduced with permission  
from Parkinson's UK.

## TOP TIPS

If your tactics are not working, don't be afraid to go back and think about what else you could do, success can take time!

- ◆ **Be persistent** - If you don't get a response, it's ok to chase them up and remind them that you've been in touch
- ◆ **Celebrate your achievements** - Don't forget small victories, like getting lots of people to support your campaign
- ◆ **Remember why you're doing it** - Even if you are struggling with your campaign, you are still making a difference to people's lives
- ◆ **Get in touch and ask for help!** CLIC Sargent's Policy and Influencing team will be glad to advise you on your campaign – and help where we can.





## HOW WE CAN HELP

We have useful resources, such as briefings. We might also be able to tell you about what we're doing on certain issues. We can give you more information about specific tactics.

If you have any questions, or would like some further information, please email the Policy and Influencing team - [campaigns@clicsargent.org.uk](mailto:campaigns@clicsargent.org.uk).

We produce a regular campaigns newsletter with updates about our national campaigning work – please email us to receive a copy.

Keep in touch during your campaign – if you're using social media, don't forget to tag us in your posts.

[twitter.com/CLIC\\_Sargent](https://twitter.com/CLIC_Sargent)

[facebook.com/clicsargentuk](https://facebook.com/clicsargentuk)

Finally, if you are successful in your campaign (and we really hope you are), don't forget to tell us!

**Good luck!**

