Influencing Toolkit 2023

Part One

Contents

Part one
1. Introduction
2. Policy Context
3. Why Influence
4. Who to Influence
5. How to Influence

Part two
6. Horizontal Tips
7. Influencing Tools
8. Further Help

Introduction

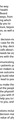
Influencing engaging and lobbying is about communicating with people who have the power and minds or an issue to support that useless or change. Influencing is a key part of the work of the Royal College of Psychiatrists and is a key part of our strategy 2020-2025. It is also a key part of our ambitious as the production of the RCPsych, such as setting vision and standards, supporting our members, and providing high quality information and services.

We understand that influencing can seem daunting and without clear boundaries. We also know that it can be difficult to know where to start and what approaches to take. This toolkit aims to provide a framework for thinking about influencing and lobbying. No matter whether you have been a psychiatrist for one year or 40 years, there is a role for you in influencing. We want to be a College of Medical Royal College, and we want to be a College of Medical Royal College. We want to be a College of Medical Royal College. Our efforts change our future practice, our future, our patients, our services, our profession, our College, our society, our future.

There are many ways campaigning for the attention of decision-makers. Now, we have a wide range of tools at our disposal, from tweets to blogs, from petitions to meetings with ministers, from letters to the Prime Minister to articles in the press, from briefings to MPs to meetings with ministers, and photos taken at events of our President. We know that this can lead to another problem: how do we know what we should do, when and how? This toolkit aims to provide a framework for thinking about influencing and lobbying. It is not a set of rules, but a set of principles and tools that we have found to be useful in the organisations around them over the last decades. Of course, there are many other ways of influencing and lobbying, and we want to hear about them and learn from them. We want to be a College of Medical Royal College, and we want to be a College of Medical Royal College. We want to be a College of Medical Royal College. Our efforts change our future practice, our future, our patients, our services, our profession, our College, our society, our future.

This toolkit contains information on our strategy and on our website, and links to other useful resources. We have also created a Sharepoint site for our members, where we will post updates, examples, and other useful information.

Simon Whitehouse
Chief Executive Officer



What's the video about? Why do we do influencing, what's the issues, what's the strategy, what's the tools, what's the tips, what's the tricks, what's the tricks, what's the tricks