SALZBURG OMI SEMINAR

“Making Change Happen: Strategic Advocacy and Communications for Palliative Care”

December 10 – 16, 2017
Table of Contents

1. Faculty & Group Photo
2. Schedule
3. Faculty Biographies
4. Fellows Contact information
5. Diaries
<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday 10 Dec</th>
<th>Monday 11 Dec</th>
<th>Tuesday 12 Dec</th>
<th>Wednesday 13 Dec</th>
<th>Thursday 14 Dec</th>
<th>Friday 15 Dec</th>
<th>Saturday 16 Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning sessions</strong></td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>09.00 - 09.15 Intro to the day</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>09.00 - 11.00 Session 15 Taking it Forward Martin Clark, Melanie Judge</td>
</tr>
<tr>
<td>08.00 - 09.00</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>09.00 - 09.15 Intro to the day</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>09.00 - 11.00 Session 15 Taking it Forward Martin Clark, Melanie Judge</td>
</tr>
<tr>
<td>09.15 - 10.30</td>
<td>Session 1</td>
<td>Welcome and Introductions Martin Clark, Melanie Judge</td>
<td>9.15 - 10.45 Session 5 Overcoming Blockage 1: Government Accountability Duncan Wilson, Martin Clark Melanie Judge Video Clip: Press Conference</td>
<td>10.00 - 10.30 Session 10 Overcoming Blockage 3: Financing Sophie Witter Powerpoint</td>
<td>09.15 - 10.30 Session 11 Advocacy and Communications in Action Martin Clark, Melanie Judge</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ARRIVALS</strong></td>
<td>10.30 - 11.00 Coffee Break</td>
<td>10.45 - 11.15 Coffee Break</td>
<td>10.30 - 11.00 Coffee Break</td>
<td>10.30 - 11.00 Coffee Break</td>
<td>11.00 - 11.30 Coffee Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.00 - 12.30</td>
<td>Session 3</td>
<td>Where are we with Advocacy Work? Martin Clark, Melanie Judge</td>
<td>11.15 - 13.00 Session 7 Blockage Area 2: Availability of Opiates and other controlled medicines Sammi Ahmed Powerpoint Short Panel (chairs, no table) Martin Clark, Melanie Judge</td>
<td>11.00 - 13.00 Session 14 Advocacy Capacities and Resourcing Martin Clark Powerpoint</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.00 - 13.00</td>
<td>Session 4</td>
<td>Progress, continued Martin Clark, Melanie Judge</td>
<td>15.00 - 15.45 Session 7 Blockage Area 2: Availability of Opiates and other controlled medicines Sammi Ahmed Powerpoint Short Panel (chairs, no table) Martin Clark, Melanie Judge</td>
<td>15.30 - 16.00 Coffee Break</td>
<td>15.30 - 16.00 Coffee Break</td>
<td>Free Afternoon</td>
<td></td>
</tr>
<tr>
<td>14.00 - 15.00</td>
<td>Free Afternoon</td>
<td>15.45 - 16.15 Coffee Break</td>
<td>16.15 - 17.30 Session 8 Communications: Audiences and Messages Melanie Judge Powerpoint</td>
<td>16.00 - 17.30 Session 14 Advocacy Capacities and Resourcing Martin Clark Powerpoint</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.00 - 15.30</td>
<td>Session 5</td>
<td>Blockage Area 2: Availability of Opiates and other controlled medicines Sammi Ahmed Powerpoint Short Panel (chairs, no table) Martin Clark, Melanie Judge</td>
<td>16.15 - 17.30 Session 8 Communications: Audiences and Messages Melanie Judge Powerpoint</td>
<td>17.00 - 18.00 Closing Remarks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.30 - 17.00</td>
<td>Session 4</td>
<td>Progress, continued Martin Clark, Melanie Judge</td>
<td>17.00 - 17.30</td>
<td>17.30 - 18.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Afternoon sessions</strong></td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Side Meetings</td>
</tr>
<tr>
<td>17.00 - 18.00</td>
<td>OSF/ Faculty Only Meeting</td>
<td>Opening Remarks</td>
<td>17.00 - 17.30</td>
<td>17.30 - 18.00</td>
<td>Closing Remarks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.00 - 19.30</td>
<td>Closing Remarks</td>
<td>19.00 - 20.00 DINNER Faculty Dinner in Private Home</td>
<td>19.00 - 20.00 DINNER</td>
<td>19.00 - 20.00 DINNER</td>
<td>19.00 - 20.00 DINNER</td>
<td>20.30 - 21.30 Chamber Music CONCERT</td>
<td></td>
</tr>
<tr>
<td>18.00 - 19.00</td>
<td>Closing Remarks</td>
<td>Time TBC Farewell RECEPTION</td>
<td>Time TBC Graduation DINNER Certificates Awarded</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Evening activities</strong></td>
<td>Welcome DINNER</td>
<td>Welcome DINNER</td>
<td>Welcome DINNER</td>
<td>Welcome DINNER</td>
<td>Welcome DINNER</td>
<td>Welcome DINNER</td>
<td></td>
</tr>
<tr>
<td><strong>DEPARTURES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SALZBURG OMI SEMINAR

“Making Change Happen: Strategic Advocacy and Communications for Palliative Care”

December 10 – 16, 2017

FACULTY
Wolfgang Aulitzky, MD is the Medical Director of the American Austrian Foundation. He is Associate Dean for International Medicine and Distance Learning, Adjunct Prof. of Clinical Urology and Adjunct Prof. of Clinical Reproductive Medicine at the Weill Medical College of Cornell University/New York Presbyterian Hospital. In 2016, he was appointed Adjunct Professor of Pediatrics in the Associated Faculty of the Perelman School of Medicine at the Children’s Hospital of Philadelphia. He is also Associate Prof. of Urology at the Medical University of Innsbruck and Visiting Professor at the Medical University of Vienna. Amongst others he is a member of the American, German and Austrian Societies of Urology and was awarded the Zuckerkanldlpreis of the Austrian Society of Urology in 1989. In 1995 he received the Silver Medal, in 2007 the Golden Medal for Merits to the Republic of Austria and in 2014 the cross of honor of the Land Salzburg.

As Director of the Medical Program of the American Austrian Foundation he has initiated the Open Medical Institute, a scientific and educational collaboration of Weill Cornell and the NewYork Presbyterian Hospital, the Children Hospital of Philadelphia, Duke University, Columbia University, the Cleveland Clinic and leading hospitals in Austria. Dr. Aulitzky earned his medical degree at the University of Innsbruck in 1977, was a research associate at the University of Uppsala, Sweden and the Rockefeller University, New York. He received his training as an urologist at the University of Innsbruck and the General Hospital of Salzburg. He is the author of more than 140 publications on Urology, Andrology and Health Care issues and is co-author of books on basic and clinical urology/andrology.

Wolfgang Aulitzky, MD

Director, Open Medical Institute
American Austrian Foundation

Gerhard Andlinger Professor and Associate Dean for International Medicine & Distance Learning
Adjunct Professor of Clinical Urology
Adjunct Professor of Clinical Reproductive Medicine
Weill Medical College of Cornell University

Associate Professor of Urology
Medical University of Innsbruck, Austria

Visiting Professor
Medical University of Vienna

Mailing address:
Kärntner Straße 51/II/Top 4
1010 Vienna, Austria

Phone: +43-1-533 8658
Fax: +43-1-533 8658-10
Email: w.aulitzky@openmedicalinstitute.org
Jennifer Rasanathan is a program officer in the Open Society Public Health Program, working on access and accountability for health. She manages grants to civil society organizations in the fields of palliative care, access to medicines and governance for health. Prior to joining Open Society, Jenny worked as a primary care physician in the Bronx, the most under-served district in the United States, where she directly witnessed the ill effects of costly health insurance and social disenfranchisement on her patients. She previously worked for UNAIDS and has additional experience consulting on gender-based health projects for the World Health Organization and its regional offices. In medical school, Rasanathan played a leadership role in The Quito Project, a civil society organization that conducts community-based research in partnership with local health officials and universities in Quito, Ecuador. Her publications encompass a range of topics related to health and rights, including a recent piece on a human rights-based response to the Zika epidemic. Rasanathan holds an MD from the University of Michigan Medical School, where she graduated with academic distinction, and an MPH from the Harvard School of Public Health.

Jennifer Rasanathan
Program Officer
Open Society Institute
New York, NY
USA

Email: jennifer.rasanathan@opensocietyfoundations.org
Ebtesam Ahmed is Clinical Professor for the Department of Clinical Health Professions at St. John’s University College of Pharmacy and Health Sciences in New York, USA. In conjunction with her faculty appointment, she is the Director of the Pharmacy Internship for the MJHS Institute for Innovation in Palliative Care. She is a frequent speaker at major academic medical centers and medical conferences about various pain management, palliative care, hospice and end of life care topics to physicians, pharmacists and other healthcare providers. Dr. Ahmed is a co-author of the first comprehensive guidelines for managing chronic pain in people living with HIV issued by The HIV Medicine Association (HIVMA) of the Infectious Disease Society of America (IDSA). She is a consultant to the Open Society Foundation Public Health Program to help develop training programs for policy advocates regarding access to pain management for palliative care populations. She was the project coordinator for the Opioid Price Watch Project, a project conducted by the International Association for Hospice and Palliative Care (IAHPC) a project to monitor and report the dispensing price of opioids around the world. Dr. Ahmed carried numerous training programs for healthcare professionals regarding pain management and palliative care principles in Guatemala and Egypt. She has authored many book chapters and peer-reviewed articles on pain management. Dr. Ahmed earned her Doctor of Pharmacy from St. John’s University and completed a post-graduate pharmacy residency at the University of California, San Francisco. She also holds Master’s degree in Bioethics from Columbia University.

Ebtesam Ahmed  
Clinical Professor  
St. John’s University College of Pharmacy  
New York, NY  
USA  

Email: Ahmede1@stjohns.edu
Martin Clark is an advocacy consultant, based in London, with over 25 years’ experience as an activist, campaigner, manager, and advisor for international and national organisations working on human rights, the environment and development. Martin has held senior positions for Amnesty International and ARTICLE 19 leading campaigning, policy and external affairs programmes and supporting national offices worldwide. As a consultant, Martin has coordinated successful international campaigning coalitions achieving environmental policy change in the EU and other international fora; worked with international NGOs such as Oxfam, Hivos and Concern Worldwide on developing approaches to advocacy and campaign strategies; facilitated planning and chaired stakeholder meetings with groups of torture survivors, mental health service users, grassroots activists, scientists and senior politicians, as well as NGOs; and has supported the evaluation of advocacy work for organisations including the Diana Princess of Wales Memorial Fund, Action for Global Health, and an international campaign on access to affordable drugs. Martin is a member of the Advocacy Hub, a community of consultant evaluators, facilitators and strategists, fascinated in how change happens and who work together to help civil-society organisations embed learning to be more effective and have greater impact. He is a registered lobbyist with the EU institutions, a guest lecturer in NGO Campaigning for post-grad human rights students at the University of London and on the advisory panel for a post-graduate course in communications and social change at the University of Westminster.

As someone who runs advocacy campaigns, as well as advising on and evaluating others’, Martin tries to ensure his advice is grounded in the lived reality of a practitioner. Martin believes advocacy and campaigning should focus on winning, be grounded in the experience and power of those directly affected, and if it isn’t fun, you aren’t doing it right.

Martin Clark
Advocacy Consultant
The Advocacy Hub
London
United Kingdom

Email: martinc@theadvocacyhub.org
Melanie Judge has, for the past two decades, collaborated with local and international non-profit organizations, social movements and donors on strategy, communications and capacity building to advance social justice. She has led a range of programmes and initiatives in fields that include HIV and AIDS, gender and sexuality, land rights, access to justice, and organizational sustainability.

As a prominent activist, Melanie has been extensively involved in advocacy, law reform and public education - both in South Africa and internationally – on gender and sexual rights. She is widely published in this field, both on academic platforms and in the popular media, and is author of Blackwashing Homophobia: Violence and the Politics of Gender, Sexuality and Race. Melanie is an adjunct associate professor in the Centre for Law and Society at the University of Cape Town, and the recipient of the Psychology and Social Change Award (2016), Rhodes University. She holds a PhD in Gender Studies, a Masters in Development Studies, and an Honours in Psychology.

Melanie Judge
Strategy Consultant & Associate Professor
Independent Consultant
Pretoria
South Africa

Email: MELANIE@JUSTCOMMUNICATION.CO.ZA
Faith Mwangi-Powell serves as the Global Director for The Girl Generation, a DFID funded, ten country social change communication initiative to end Female Genital Mutilation (FGM). Faith provides thought leadership, strategic direction, business development and technical oversight for all activities globally.

Faith is a public health expert and senior manager of complex public health programmes in Africa with more than 18 years of experience in leading, managing, implementing, health programs. Her experience includes working as the founding Executive Director of the African Palliative Care Association and supporting palliative care global advocacy and services development in over 20 African countries. Faith has also worked as the University Research Company’s Chief of Party for the USAID-funded ASSIST Programme in Kenya. Faith provided technical leadership and managerial oversight for the design and implementation of project quality improvement strategy in HIV Care and Treatment, nutrition, maternal newborn and child Health (MNCH), and malaria. She has also worked in palliative care global advocacy and financing with the Public Health Program of the Open Society Foundations, based in New York and provided strategic leadership around palliative care advocacy, accountability and resource leveraging. Faith is a passionate and results-orientated leader coming from a community health background and with an established background and specialist knowledge in palliative care, HIV/AIDS including OVC and child protection, advocacy, sexual reproductive health, human rights, gender, and social change communication.

Academically, Faith holds a Master’s degree in Population Policies and Programmes from Cardiff University, Wales, and a PhD in ‘Women’s economic development and fertility behavior’ from the University of Exeter, England. She has published in internationally renowned peer-reviewed scientific journals with a major focus on sexual and reproductive health, community health, and palliative care, primarily in resource-limited setting.

Faith Mwangi-Powell
Global Director
The Girl Generation-Options UK
Nairobi
Kenya

Email: Mwangi1powell@yahoo.co.uk
Sophie Witter is a health economist with a substantial reputation in her field of international health financing. She is widely sought-after as an adviser to governments and international organisations on pro-poor reforms to health financing systems. Crossing the policy/research divide, she is a well-respected academic, who has published 80 peer-reviewed articles in leading journals in her field, as well as numerous books, book chapters, policy briefs, reports and presentations.

Sophie has worked in international health for the past 28 years in Asia, Africa and transitional economies. She currently holds the post of Professor of International Health Financing and Health Systems at the Institute for Global Health and Development, Queen Margaret University, Edinburgh. She is co-Research Director of the ReBUILD research consortium, which is focussing on health systems in post-conflict countries (DFID, 2011-2019). In addition, Sophie is Deputy Director of the NIHR Research Unit on Health in Fragility at Queen Margaret University, Edinburgh (2017-21); Co-Investigator of VAPAR (Using verbal autopsy with participatory action research in South Africa, 2017-22); Co-Principal Investigator of Results4TB (Designing and evaluating incentives for TB providers in Georgia, 2017-21); Co-Investigator of the Resilience project (Understanding and modelling resilient health systems for Palestinian refugees displaced from Syria, 2016-18); and an associate with Oxford Policy Management.

Her research interests focus on health financing policy, especially reducing financial barriers to access; designing health workforce incentives for equitable and high quality care; complex evaluation methods; and getting research into practice.

Sophie Witter
Professor of International Health Financing and Health Systems
Queen Margaret University
Mussleburgh
United Kingdom

Email: sophiewitter@blueyonder.co.uk
SALZBURG OMI SEMINAR

“Making Change Happen: Strategic Advocacy and Communications for Palliative Care”

December 10 – 16, 2017

FELLOWS
Gulmira Abdyrazakova  
NGO Together Against Cancer  
Akhunbaeva Steet, 92  
720020, Kyrgyzstan  
E-Mail: protiv.raka.kg@gmail.com  
Phone: +99-6-702174107

Iosab Abesadze  
Universal Medical Center (former National Cancer Center),  
Tbilisi State Medical University  
Universal Medical Center, Lisi Lake 4  
164 Tbilisi, Georgia  
E-Mail: Ioseb.abesadze@gmail.com  
Phone: +99559990319

Zipporah Ali  
Kenya Hospice and Palliative Care  
Associai KEHPCA  
Top Plaza Suite 2-2 Kindaruma Road  
Kilimani PO Box 20854  
202 Nairobi, Kenya  
E-Mail: zippy@kehpca.org  
Phone: +25-4-722584234

Aggrey Aluso Odhiambo  
Open Society Initiative For Eastern Africa  
OSIEA  
ACS Plaza, Lenana Road  
21030020 Nairobi, Kenya  
E-Mail: aaluso@osiea.org  
Phone: +25-4-716741501

Nataliia Datsiuk  
Bogomolets National Medical University  
22 Pushkkinska Str  
1004 Kiev, Ukraine  
E-Mail: datnatali@gmail.com  
Phone: +380979980678
Nicolas Dawidowicz
National Cancer Institute, MOH
Julio A. roca 781 piso 9
C1067ABC Caba, Argentina
E-Mail: nicodawi@gmail.com
Phone: +54-1-152390587

Liliana De Lima
International Association of Hospice & Palliative Care IAHPC
5535 Memorial Drive Suite F509
77007 Houston TX, United States
E-Mail: ldelima@iahpc.com
Phone: +13-4-65715919

Julia Downing
International Children’s Palliative Care Network
Cluster Box 3050
3624 Assagay, South Africa
E-Mail: julia.downing@icpcn.org
Phone: +447751879310

Natasha Horsfield
Health Poverty Action
Ground Floor, 31-33 Bondway
SW8 1SJ London, United Kingdom
E-Mail: n.horsfield@healthpovertyaction.org
Phone: +44-2-078403764

Kate Jackson
Worldwide Hospice Palliative Care Alliance (WHPCA)
Britannia St. 34-44
WC1X 9JG London, United Kingdom
E-Mail: k.jackson@ehospice.com
Phone: +44-7-447450724
Emmanuel Kamonyo Sibomana
9360 Rue Centrale, Lasalle
QC Canada, H8R2K3

E-Mail: healthrightssseafrica@gmail.com
Phone: +15147093308

Fatia Kiyange
African Palliative Care Association (APCA)
Plot 95 Dr Gibbons Road Makindye
POBox 72518
Kampala, Uganda

E-Mail: fatia.kiyange@africanpalliativecare.org
Phone: +25-6-112508241

Maria de los Angeles Minatel
National Hospital B. Sommer
Rivadavia 1255 Oficina 309
General Rodriguez Buenos Aires, Argentina

E-Mail: minatel@fibertel.com.ar
Phone: +54-1-152521259

Claire Morris
Worldwide Hospice and Palliative Care Alliance (WHPCA)
34-44 Britannia Street
WC1X 9JG London, United Kingdom

E-Mail: cmorris@thewhpc.org
Phone: +44-7-843271402

Aibek Mukambetov
Soros Foundation-Kyrgyzstan
Logvinenko Street, 55 A
720040 Bishkek, Kyrgyzstan

E-Mail: amukambetov@soros.kg
Phone: +99-6-555971414
Dorah Kiconco Musinguzi
UGANET
Plot 506 Muzungu Rise Ministers Village
Ntinda
Kampala, Uganda
E-Mail: kicdor@gmail.com
Phone: +25-6-41457451

David Musyoki
Kenya Hospice and Palliative Care Association KEHPCA
Top Plaza Suite 2-2 Kindaruma Road
Kilimani PO Box 20854
202 Nairobi, Kenya
E-Mail: musyoki@kehpca.org
Phone: +25-4-721580407

Mark Donald Bikosa Mwesiga
Palliative Care Association of Uganda PCAU
Block 383 Plot 8804 Kitende Entebbe Road
PO Box 37220 Uganda
Kapala, Uganda
E-Mail: markmwesiga@gmail.com
Phone: +25-6-793873400

Tania Pastrana
ALCP (Latin American Association for Palliative Care), Department for Palliative Medicine, RWTH Aachen University
University Hospital RWTH Aachen, Pauwelsstr. 30
52074 Aachen, Germany
E-Mail: taniaxpastrana@gmail.com
Phone: +49-2-418085723

Katherine Pettus
International Association of Hospice and Palliative Care IAHPC
5535 Memorial Drive
77007 Houston, United States
E-Mail: kpettus@iahpc.com
Phone: +18-5-87750429
Smriti Rana

Pallium India
Arumana Bldg, Eanchakkal-Westfort Road, Vallakkadavu PO
695008 Thiruvananthapuram, Kerala, India

E-Mail: smriti@palliumindia.org
Phone: +91-9047021170

Luisa Fernanda Rodriguez Campos

Pain Medicine & Palliative Care
Universidad de La Sabana
Campus Universitario, Autopista Norte de Bogota km 7, Puente Del Comun, Chia Cundinamarca, Colombia

E-Mail: lusiarodriguezmd@gmail.com
Phone: +57-3108563248

Andrii Rokhanskyi

NGO Legal Analitics and Strategies Institute LASI
Ivanova str,27 ap.4
61002 Kharkiv, Ukraine

E-Mail: andrewrakhan@gmail.com
Phone: +38-0-501784042

Taalaigul Sabyrbekova

Public Fund Ergene
61 Yudahin street
720040 Bishkek, Kyrgyzstan

E-Mail: sabyrbekova2011@gmail.com
Phone: +99-6-554530240

Iryna Sergiienko

The Secretariat of the Ombudsperson of the Verkhovna Rada of Ukraine on Human Rights
Institutskaya St. 21/8
1008 Kiev, Ukraine

E-Mail: irinkasergienko11@gmail.com
Phone: +38-0-503864021
Arora Shalini

Pallium India
Arumana Bldg, Eanchakkal-Westfort Road, Vallakkadavu PO
695008 Thiruvananthapuram, Kerala, India

E-Mail: shalini@palliumindia.org
Phone: +91-9810131285

Sharon Thompson

Parent Charity Director
National Patient Platform with IPPOSI
Moderation of Together for Short HVES
Parent Support FB Page
Documentary „No Time to Die“

E-Mail: thompson.asharon@yahoo.ie
Phone: 353863840290

Viktoriia Tymoshevkska

International Renaissance Foundation-Director, Public Health Program
44 Sichovykh Striltsiv Str, office 4
4054 Kiev, Ukraine

E-Mail: tymoshevska@irf.kiev.ua
Phone: +38-0-504134760

Isac Valerian

National Association on Palliative Care Treatment
46 Mateevici Street
2009 Chisinau, Republic of Moldova

E-Mail: valeriu.isac@gmail.com
Phone: +37-3-69182083
10 December, Sunday evening.

I am travelling into the unknown again - alone. Our daughter Victoria has me at strange things. But this time there are connecting flights with the worry of snow and the concern of whether I will freeze in Austria. I should have had no fear because the venue is toasty warm, welcoming and clean nestled under the Salzburg hills and architecture. Nervously, I wait until the welcome reception and dinner to eat and take an alcoholic drink. I am uncertain of how to introduce myself but smiles and handshakes are warm like the atmosphere. Stephanie asks me to write a few words about it all and my initials thoughts are - all will be well - at the palliative care seminar. The irony is not lost on me.

11 December, Monday & 12 December, Tuesday.

The warmth of Schloss Arenberg was reflected in the welcome. The passion in the beautiful conference room was easy to feel. Translators for the Russian speakers and recording of the sessions with great facilitation of the agenda made for a tiring but productive day. The speakers directed us towards our weakness and opportunities, to picture success and where everyone felt they were and in what directions they were headed in. It seemed I would not get a ready made strategy! Darn. Examples of overcoming barriers and a comprehensive overview of the day left my mind reeling and my heart exhausted. Mostly I was in awe of global and international experts wielding the power to make change. They seemed unafraid (as Faith mentioned) to talk themselves out of jobs.

13 December, Wednesday.

After a sleep deprived night government accountability loomed on the agenda. It seemed we mums in Ireland were not wrong in the methods we have engaged in. The tools I have used up to now are not wrong and in fact are effective strategies. I asked how to make charity and palliative care representatives accountable. It was taken well but perhaps not answered. The availability of opioids was very concerning as the messages were drugs are not available to the dying or are extortionate etc. Communication and strategic methods of making a framework happened and I felt the clear message of who to target and how was the bottom line message and patient and parent involvement seemed an obvious and necessary effective part of the process.

14 December, Thursday.

It was empowering to see professional advocates flounder like ordinary folk in role-play scenarios. It appears that the powerful are no more capable than the lowly are. Then I was disillusioned. I feel patients have been doing this alone and have not been consulted (in our country at least). There’s no global strategy. No coherent plan. Even at an international level palliative care does seem bleak. The strategies patients use to be heard work but we are fighting to be heard at the bottom rung on the ladder and those in power are not connected to our ladder at all. They are using similar tactics to be heard too - it all seems so pointless. So tiring. The talk of power made me emotional as my presentation
for "my take home message" covers this. I should have known Victoria's magic abounds and she leads the way - even when I do not know it. It made me sad and yet so very proud that her voice is being heard tomorrow although she never spoke.

My presentation on Friday is hopefully an example people will take away as an inspiring way of incorporating all we have talked about all week.

- Picture what success looks like.
- Overcome blockages.
- Make people accountable
- Communicate need for opioid.
- Make strategic communications for social change. Capacity for mobilising resources.
- Collaboration possibilities.

You and your organization have the power to make changes - but make changes now. Make sure they do reflect what is needed. I can sense everyone does try to do this. Thank you. I could preach and continue to write but I might leave the rest to my presentation.

I would like to thank everyone for their friendship and kindness this week. Thank you for listening and allowing me the opportunity to come and to speak and be heard. I am grateful. If I can assist in anyway in the future please get in touch and remember the Victorias in this world. They need YOU.

Thank you for everything you do in your work.

Best wishes,

Sharon Thompson

December, 2017, Salzburg
10 December, Sunday evening.

What a trip! I expected to be in Salzburg at 13:00 and arrived at 19:00 just for the welcome reception. What have I done the rest of the time? Sitting in the airplane waiting for the snow to stop, for the queue of planes landing or departing before us. However, I do not regret this time. Arriving, the first person I met is my good friend María Minatel coming from Buenos Aires, Argentina. The short trip through the beautiful and romantic Salzburg evokes memories to me. In the Castle Arenberg many participants have already arrived. Some familiar faces and new ones. I met Jennifer finally, with whom I had exchanged many mails before the meeting. I went quickly in my room, which reminded me of my student’s time, just to check it and I ran directly to the welcome ceremony. With a cup of sparkling wine, I greeted the other participants and spoke about the trip. They welcomed us to this place and the seminar, new for me, but it seems not to be for all of us. The inspirational talk already increased my expectation during this week and opened new ones. At the end of the week, we will be able to change public health systems and integrate palliative care in the health system! Then was dinnertime. Where should I sit down? The red wine decided it for me. Already during the dinner, we had a great talk, moving from holidays to tv-series and serious politic issues as well as the access to opioids in the world. These kind interlocutors are just here to find out! I went to bed early. I felt very tired and with a cold to come. I am looking forward to beginning! I feel very curious.

11 December, Monday.

The alarm went off at 7:00 and it was so hard to get out of the bed. More familiar faces today at breakfast. The activity today has risen lot of questions and ideas to develop further. But it is time to begin. The welcome words remind me how lucky I am to be part of this and let me feel thankful about this opportunity to learn, to meet people and to exchange experiences. I loved the talks. Faith reminds us of the fact that our motor/motivation is our patients and their stories. In the morning, I was so exciting to learn the different conceptions about “advocacy” among the participants. And at the same time we are here for the same reason. My own concept got some verifications, modifications and extensions along the round. What a delicious fish for lunch… but I need a short siesta. We restart at 2:00. In the working group about barriers, I had the possibility to work in my native language with my friends and two new participants. We thought about the most important one, and we agreed on “education”. I am convinced of that! Along the exercise, we developed the Initiative Transforming the System, and we decomposed it in order to identify all advocacy components in it. The conference about the report of the Lancet Commission was unfortunately very short. Faith’s summary was very helpful to go through the long day. I was really exhausted! A walk to the Christmas market with friends allowed me to recover and return just for dinner.
12 December, Tuesday.

Breakfast with new faces... The stories behind every single person are amazing. Today it is all about accountability, opioid accessibility and communication. The concept of ‘accountability’ was not so easy to understand for me. I struggle since a while with this concept. I liked the examples about the relationship between advocating using accountability very much. ‘Emotion terrorism’ was the word of the day. Photo shooting in the cold before lunch. Sammi’s conference on opioids access generated a hot discussion. It is a pity not having heard the second part of her conference about the crisis in USA. In Latin America it is a sensitive issue right now and it would be great to have some arguments. I was looking forward to the communication in the afternoon. We worked with Russian-English translators. We had not enough time to complete the task. I would have wished a better handling of time for the last session. At the end of the day, I was exhausted again, but with energy to speak about new projects in Latin America. After dinner, we went for a walk in the old town including Glühwein. Perfect ending!

13 December, Wednesday.

Oh! I overslept. I missed the alarm! Quickly I sprang out of my bed, took a shower and went down for a short breakfast. It is incredible... Again, I met new faces. We presented the results from yesterday. We did a good work after all! Financing as advocacy. Fascinating issue. Unfortunately, it was a little too fast and I had troubles to understand the contents. Short contributions from Liliana and Natasha (again so interesting and so fast!) helped for opening a new perspective. Photo shooting before the coffee break. Nice picture ;-) In the second part of the morning, we planned our strategy for getting funds for a communication campaign. It produced a lively interaction... Tomorrow we have to do role-plays. I hate this! Lunch.

It is our free afternoon! After lunch, I went with friends to the city, for shopping, christmas market, Glühwein, Apfelstrudel and Käsespätzle... Total immersion into the Austrian world! Additionally a wonderful weather and a lot of talks and laughs with my friends! It was a very relaxing afternoon. I needed that. We came home late and happy.

14 December, Thursday.

I woke up very early and had time for reviewing my notes. The breakfast was short, because we had to finish our sketch. Every day I have breakfast with different people. Today it was David from Kenya, Katherine from USA and my Argentinians friends. I was worried about our first task: I had to do a role-play and did not feel prepared enough! We were the fourth group. All other groups were very professional in the performance in different advocacy sceneries. Finally, it was a funny exercise and good points were highlighted. The coffee break with grapes was so refreshing. We came back for continuing with the theoretical input about advocacy strategies. Very helpful, but I wish I knew it before the exercise and I could had been able to apply it in the practical way. Today was the video day. At least three videos with examples of advocacy. An interesting discussion about the distribution of power in organizations in small groups. It led to further thoughts and talks. At the end, we discussed the bike rack and planned our next day. The concert was wonderful. Afterwards we had the opportunity to talk to the musicians, ask some questions and laugh together. I stayed with friends enjoying the wine and lot of stories.
Tomorrow is our last day. It is quite sad to get back to the everyday life. I learned new tools and acquired new knowledge, I got some new ideas, but above all, I got to know my colleagues better. It has been a great group.

Tania Pastrana

December, 2017, Salzburg