

Evidence-based Health Advocacy Work: Practical Realities and Strategies

**CRICH Knowledge Translation + ACHIEVE
Post Doctoral Fellowship Program event**

April 8th, 2015

Yogendra B. Shakya, PhD

**Senior Research Scientist
yshakya@accessalliance.ca
Twitter - @yshakya**

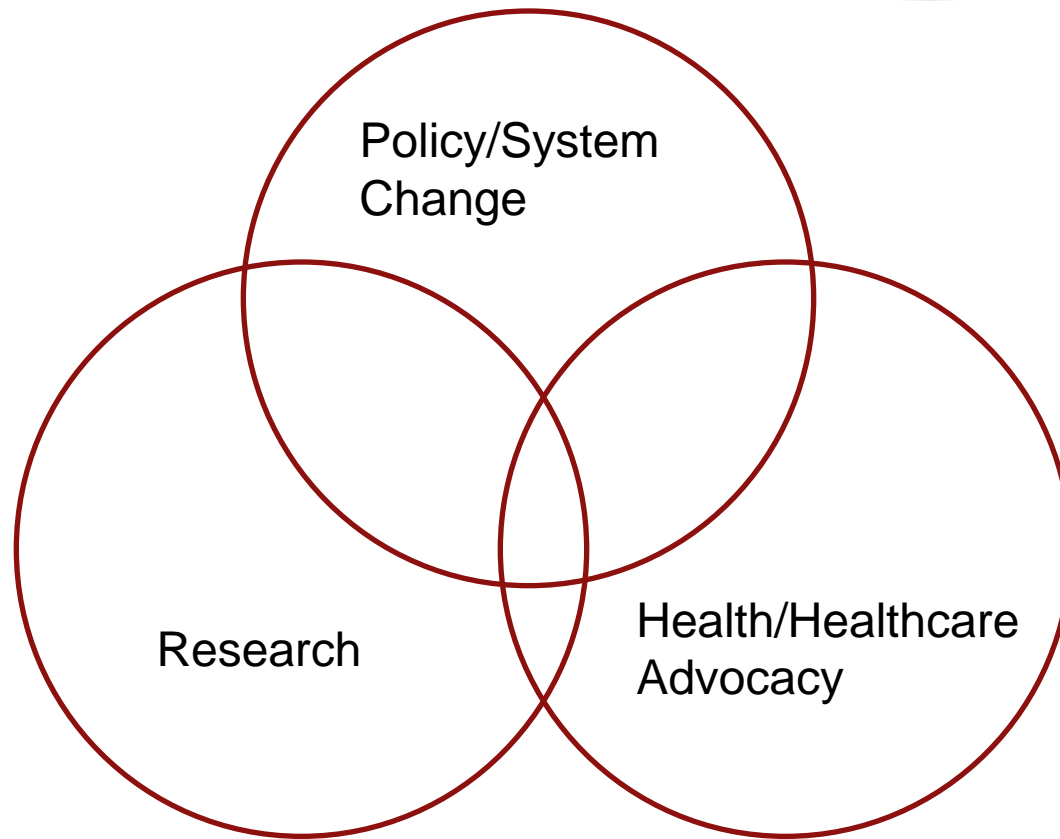


Access Alliance
Multicultural Health and Community Services

www.researchforchange.ca

Questions

- Does 'research evidence' really matter in policy/social change?
- Does advocacy by healthcare professionals really matter in policy/social change?



Looking for the strategic 'sweet spot' in this intersection

➤ Does 'research evidence' really matter in policy/social change?

➤ Yes, but not much

➤ Too many other powerful forces are at play

- Money/funding
- Politics/Electioneering/Lobbying
- Ideology/Ego
- Policy based evidence-making

➤ Research and Policy/System Change disjunctures

- Silos
- Timeline – immediate/rapid response vs long-term
- Scope/focus
- Catalyzing factor – rational vs emotional/visual
- Priority/value system
- Accountability

➤ Does advocacy by healthcare professionals really matter in policy/social change?

➤ Yes, a lot

- Health/healthcare is the common language in Canada
- Health/healthcare is the heart string



CBCnews | Toronto

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Minimum wage a health issue, says group

Health-care professionals want \$14 minimum wage to lift people out of poverty

CBC News Posted: Jan 14, 2014 2:56 PM ET | Last Updated: Jan 14, 2014 2:56 PM ET

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A group of health-care professionals is urging the Ontario

Stay C

The Art and Science of Change

Types of Change

- Conservative Change
- Utilitarian Change
- Transformative Change

The Art and Science of Change

Problem-Solution Relationship

- Simple solutions to simple problems

Stop-gap initiative, sick leave benefit

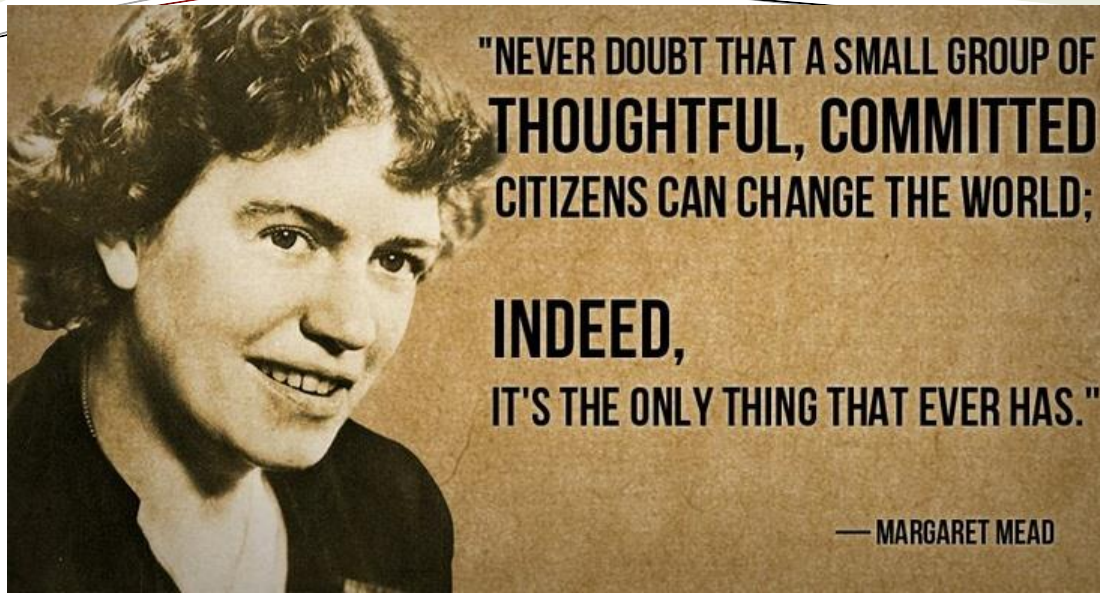
- Complex solutions to complex problems

*– eg civil rights and feminist movement;
reducing suicide rate among First Nations youth;
Millenium Development Goals to reduce global poverty;
Health for All campaign for non-status*

- Simple solutions to complex problems

– eg. Universal affordable childcare; deepening access to education for girls/women; Professional Bridging programs; SPIN; collecting socio-demographic data; TFW registry; growing organic food in your home; car-free living





Keywords:

- ✓ **Thoughtful** (*strategic, evidence-based etc*)
- ✓ **Committed** (*passionate, persistence, audacity etc*)



The Art and Science of Change

About doing advocacy and being a change agent/leader

Key strategic goals:

- To create a better world
- To get people who don't care (but who should be caring) to start caring and taking action on important issues

Focus:

- raising public awareness/education
- Build healthy public policies; System/social change

Why do advocacy work?: it is not just good for the world, but it is good for your health !

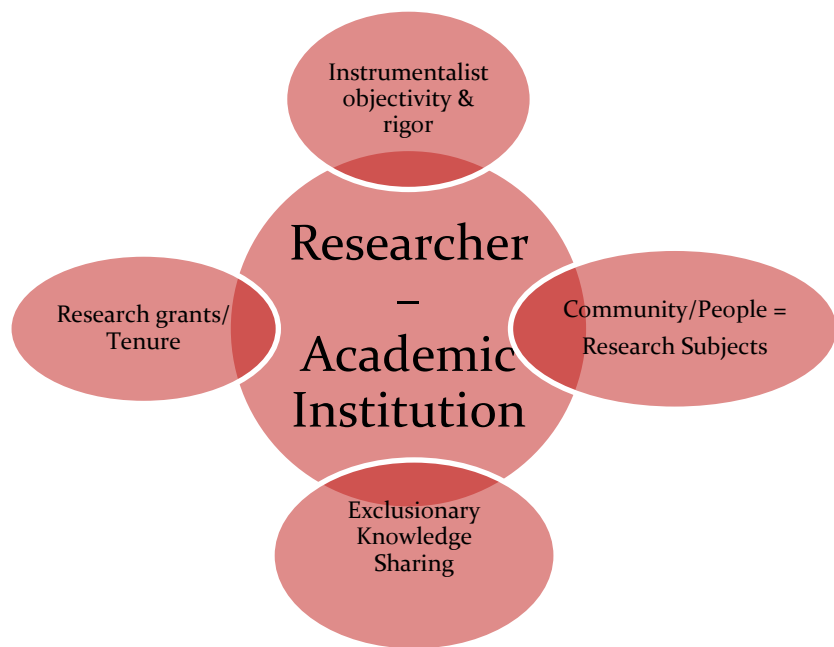
Government reprisals against doing advocacy work? – Yes and No

Research to Change

- ✓ Research on Homeless Immigrants
 - ✓ Interpreters services in shelters
 - ✓ More coordination between shelters, health and settlement agencies
- ✓ Research on Internationally trained Social Workers
 - ✓ Led to the creation of Bridging program for internationally trained social workers at Ryerson University
- ✓ Research on Government Assisted Refugees
 - ✓ Succeeded in stopping Ontario Ministry of Health from introducing 3 month wait (residency requirement) to get OHIP coverage for Government Assisted Refugees.
- ✓ Toronto Newcomer Health Report (*The Global City* report)
 - ✓ Informed Toronto Public Health's (TPH) newcomer health strategy.
 - ✓ Led TPH to commission another study on non-status/non-insured (which contributed to Toronto adopting the Sanctuary City policy)

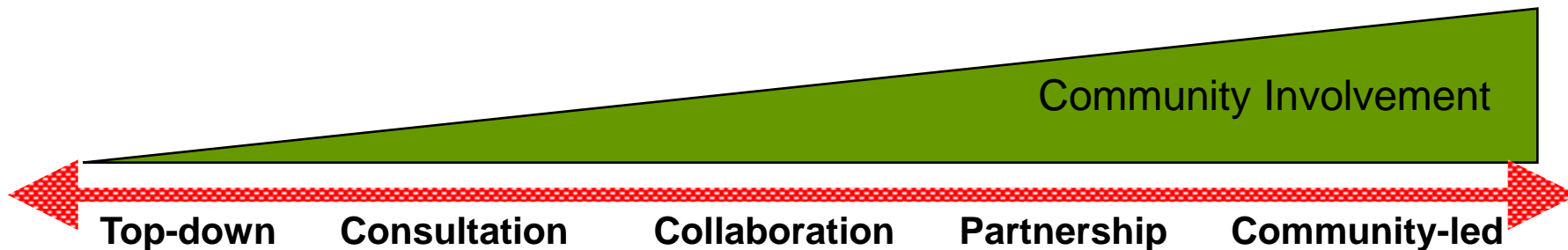
Dominant model of Research

Knowledge production/sharing is an instrumentalist and contained process to be conducted by exclusive group of experts who are supposedly equipped to provide rigorous and objective understanding of our world.



CBPR model of Research

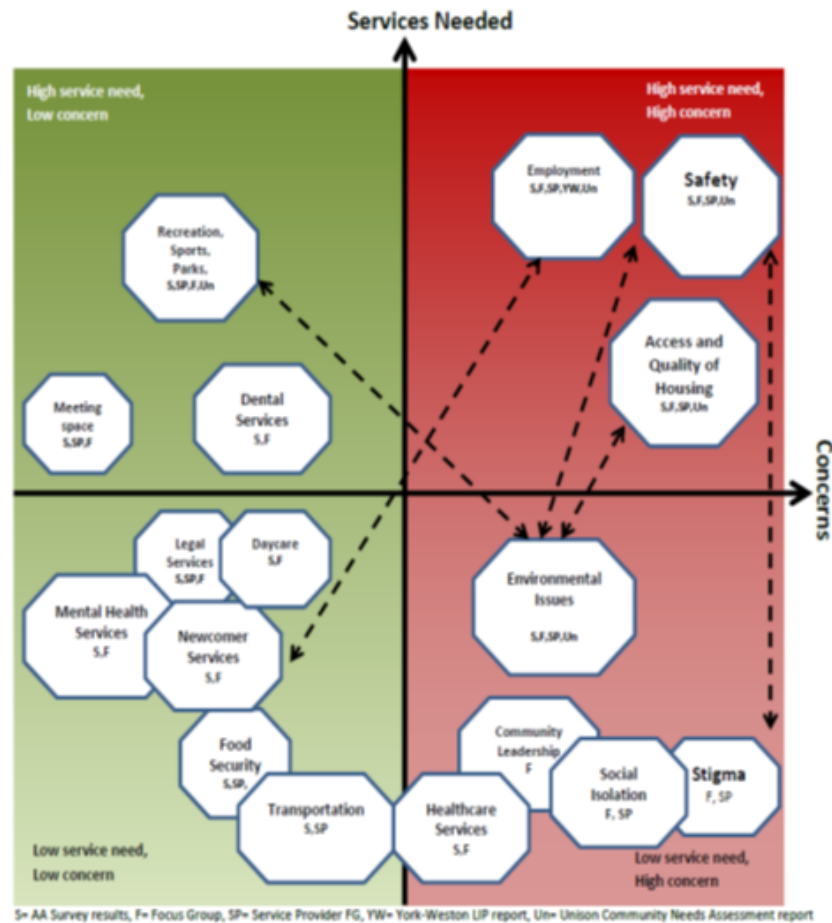
Knowledge production/sharing as well as measures of rigor and objectivity are engaged social/community processes to not just help us better understand our community/world but to transform them for better.



Access Alliance response to the service needs and concerns
outlined in the Jane Health Assessment Report

1. **Recreation/ Sports:** Currently working on creating a health and wellness facility in the basement at 761 Jane Street
2. **Meeting Space:** Will begin to work on creating policies for renting space at 761 Jane Street
3. **Dental Services** – Nothing done

1. **Daycare:** Nothing specific being done by AA
2. **Legal services:** nothing specific being done by AA
3. **Mental Health Services:** onsite social worker 5 days per week.
4. **Newcomer Services:** onsite settlement worker 5 days per week. Onsite LGBTQ specific worker 1 day per week.
5. **Food Security:** Nothing specific being done by AA
6. **Transportation:** Nothing specific being done by AA



Policy influencing connections

Stigma, Environmental, Daycare, Safety – we site at a few tables????

1. **Employment:** Working with Humber College and city of Toronto on training program for clients on OW.
2. **Employment:** Working with driven Accelerator to train 20 youth to work in the tech sector.
3. **Safety:** We continue to invite police at 12 division into our programs. Our girls program just wrapped up a safety program with Officer ...??
4. **Access and Quality of Housing:** Nothing specific being done

1. **Healthcare Services:** 1 doctor 1 day per week. 1 NP 5 days per week. 1 RN 5 days per week.
2. **Community leadership:** Community Reference Group, senior peers, NCT Peers.
3. **Social Isolation:** Youth programs 4 days per week, seniors program 1 day per week, yoga program 1 day per week
4. **Stigma:** ??????
5. **Environmental Issues:** Seniors



Healthcare Access – IFHP cuts

- Triggered one of the most impressive well organized pan-Canadian social movements
 - Mass annual public protests across Canada
 - Federal Court Case
 - Public statements/letters
 - colleges and health institutions
 - Renowned Canadians (Margaret Atwood etc.)



Media/Social Media

Hashtag #IFHJune17

13.5 million unique twitter users reached in 30 countries; 248,700 tweets and 501 million impressions

- Spontaneous photo-statement campaign
- Blog posts
- Op-ed posts in traditional print media across Canada – over 30
- Activist Films



Research

- Vanthuyne et al (2013)
- Campbell et al., 2012;
- Activist-scholar publications
 - Canadian Doctors for Refugee Care –
 - Rashid et al (2012)
 - Sheikh et al (2013)
 - Naheed Dosani and Ritika Goel (May 30, 2012).
- Graduate student
 - Sonal Marwah (2013)
- Ardern & Hynie, 2013 – healthcare for non-insured
- Rousseau, Rummens, Glazier et al (2012) – Impacts of IFHP cuts



Impact – Ontario Temporary Health Program (OTHP)

- "I am aware that for the past 18 months, a dedicated group of physicians, nurses and other health-care providers have advocated on behalf of this vulnerable population. I want to express to them my heartfelt thanks." – Letter to RNAO from Ontario Minister of Health [Deb Matthews](#)

"The federal government has a very clear responsibility to provide care to refugees... We will not just absorb it [estimated at \$20 million per year] and pretend that it's our responsibility, because it's not. I will annually deliver bills to the federal government," Deb Matthews.

Impact -Federal





What about SDOH?



Minimum wage a health issue, says group

Health-care professionals want \$14 minimum wage to lift people out of poverty

CBC News Posted: Jan 14, 2014 2:56 PM ET | Last Updated: Jan 14, 2014 2:56 PM ET

129 shares



A group of health-care professionals is urging the Ontario



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Health focused day of action for \$14 a huge success! - Windows Internet Explorer

http://raisetheminimumwage.ca/updates/health-focused-day-of-action-for-14-a-huge-success/

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You Deserve a Raise

FAIR wages NOW!

About the Campaign Materials Workers' Speak Out Updates

Health focused day of action for \$14 a huge success!

January 16, 2014

Symptoms:

- diabetes, heart disease, chronic stress, depression
- lagging economic growth
- lack of jobs
- strain on Ontario healthcare
- many cannot afford healthy food - 376,000 visits to food banks each month

Rx Doctors' Orders:

\$14/hr for a healthy Ontario

Call the Premier on January 14th at (416) 425-6777 and your MPP

Take Action

Send a Message to Premier Kathleen Wynne

Get Involved in the Campaign

Endorse the Campaign

This January 14th, people across Ontario asked Premier Kathleen Wynne to raise the minimum wage to \$14/hr for a healthy Ontario!

Health providers call for \$14 minimum wage

Health providers, including nurses, clinicians and doctors, organized a press conference calling for a \$14 minimum wage, citing the negative impacts of poverty on health.



Dr. Gary Bloch, a family physician at St. Michael's Hospital called poverty-level wages "both a tragedy and a public health travesty" and urged the provincial government to legislate low-wage workers out of poverty into a situation where they can better protect their health.

Lorraine Telford, a registered nurse, spoke about how poverty is the biggest barrier to good health, while Axelle Janczur of Access Alliance Community Health Centre spoke about the damaging health impacts of low-wage work on

https://www.facebook.com/Amillionreason

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PEOPLE

535 likes

ABOUT

Million reasons why we need fair wages in Ontario and the world over. A social media photo/film campaign. Write down your reason why, upload photo, share!

http://AccessAlliance.ca/14now

PHOTOS

Source: http://www.cma.ca/multimedia/CMA/Content/Images/Inside_cma/Submissions/2013/Income-inequality-Brief_en.pdf

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A Million Reasons Why shared Toronto Youth Food Policy Council's photo. February 24

The Toronto Youth Food Policy Council supports fair wages.

Our reason why #14now.



Like · Comment · Share 6 1 1 Share

POSTS TO PAGE

Clowns Against Child Poverty June 24 at 4:48am

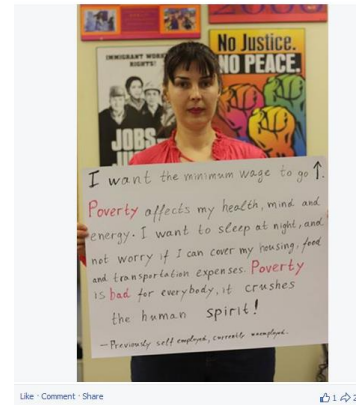
Greetings from Clowns Against Child Poverty! <https://www.facebook.com/ClownsAgainstChildPoverty>

LOW WAGE MAKING US SICK. When compared to residents of high income areas, lung cancer incidence was 1.5 times higher for males in the lowest income group in Toronto.

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A Million Reasons Why January 27

Million reasons why we need fair minimum wage rate [#14now #onpoll](https://www.facebook.com/Amillionreason)



A Million Reasons Why shared a link. January 28

People across Toronto told us why we need fair and living wages. We hope you will join us. Just take a selfie and upload it here!



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Action: Like and Share Please

Refugee advocates battle federal government over welfare | Toronto Star - Windows Internet Explorer

http://www.thestar.com/news/canada/2014/11/18/refugee_advocates_battle_federal_government_over_welfare.html

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Thursday, December 4, 2014
4:16 PM EST

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News / Canada

Refugee advocates battle federal government over welfare

Measures that would give provinces the ability to cut off access to social assistance to refugee applicants were buried in the Conservatives' latest omnibus budget bill.

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MARTA IWANEK / TORONTO STAR [Order this photo](#)

VIEW 2 PHOTOS

Refugee advocates deliver an open letter to the Toronto office of Joe Oliver, calling on the finance minister to remove provisions from his budget bill that give provinces the ability to cut off access to social assistance for refugee claimants.

By: **Donovan Vincent** News reporter, **Robert Benzie** Queen's Park Bureau Chief, Published on Tue Nov 18 2014

Ontario says it won't go along with a proposed federal bill that refugee groups fear

Inside the Star

Province to legislate what police can disclose about innocent Ontarians

Nov 18 2014

We will bring together the very best minds to deliver

Partners in the Ted Rogers Centre for Heart Research
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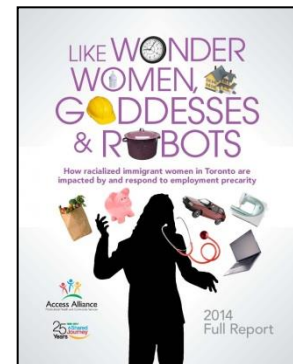
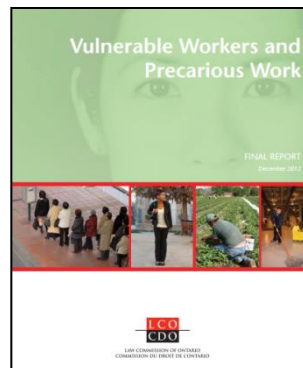
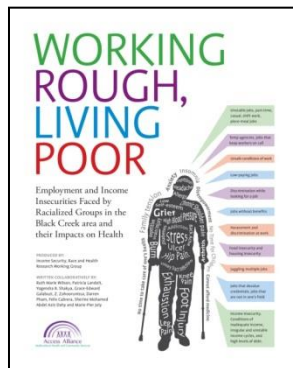
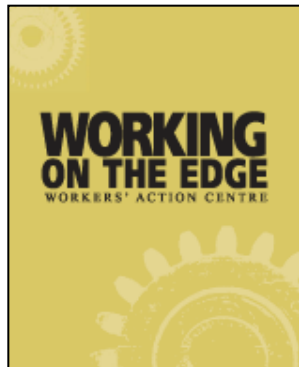
- NEW Harper scolds Wynne for putting spotlight on 'confrontation'
- NEW Company fined after Christmas Eve scaffolding tragedy that killed 4

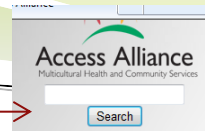
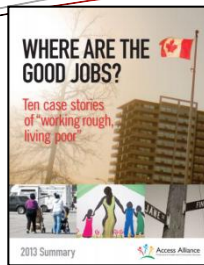
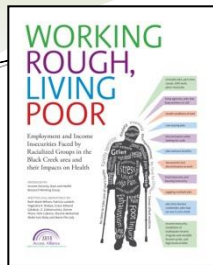
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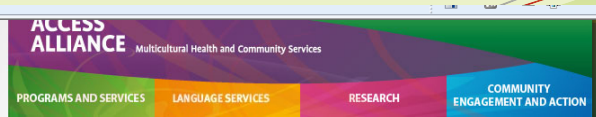
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Healthcare Sector Advocacy on Precarious Employment





- Advocacy
 - Pathways to Economic Security
 - Campaign to Raise the Minimum Wage
 - Good Jobs Campaign
 - Colour of Poverty, Colour of Change
 - Changes to the Interim Federal Health Program (IFH)
 - Right to Health Care Coalition
 - Services for non-status residents
 - Women's Rights during Pregnancy
 - Partnerships & Networks
 - Among Friends Initiative



Home > Community Development and Action > Advocacy > Pathways to Economic Security > Good Jobs Campaign

CALL TO ACTION! Stop the rise of precarious jobs that damage workers' health

Temporary, part-time and other precarious types of work have been increasing three times faster than permanent stable jobs. Studies show that people in insecure jobs earning low wage and without benefits have the worst health outcomes. According to World Health Organization, "Insecure jobs harm health, even more than unemployment." Women, racialized communities and immigrants are most affected. It is time to consider insecure jobs as serious risk factors to health of Canadians and join forces to promote policies and pathways to good jobs.



Insecure jobs are on the rise not just in the private sector, but also within the broader public sector (healthcare, education, childcare, settlement, community and social service agencies). A survey conducted by **Ontario Ministry of Citizenship and Immigration** of 3500 non-profit organizations in Ontario found that less than half of

Two new evidence-based films making the connection between employment security and health



This evidence-based film draws on research participant quotes to tell a powerful story of how insecure jobs affect individuals and families. It was collaboratively written and produced as part of Access Alliance's Knowledge to Action Initiative: accessalliance.ca/knowledge-to-action



unbiased facts. informed opinions.

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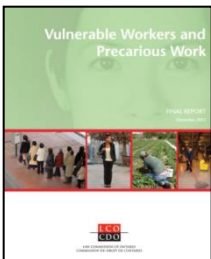
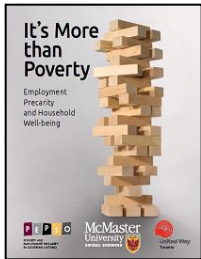
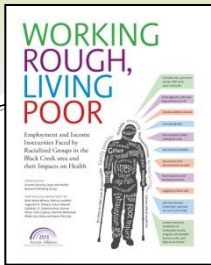
OPINION: Bad jobs are making Canadians sick

by Yogendra B. Shakya, Slideeka Narayan, Michael Stephenson & Cliff Ledwos
SEPTEMBER 18, 2013

TAGS: disease prevention, equity, health promotion, social determinants of health

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We know that social environment plays a large role in shaping people's health. Determinants like poverty and housing have recently received much deserved attention. The recent report by Canadian Medical Association, *What Makes us Sick?*, for example, identifies poverty as the leading cause of

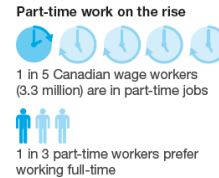


International evidence eg UK studies led by Dr Michael Marmot, WHO commissioned EMCONET report

BAD JOBS ARE MAKING US SICK

The rise of insecure and precarious jobs—such as temporary and part-time work—is having damaging impacts on the health of all Canadians. Let us join forces to stop the rise of these bad jobs, starting from our workplaces—
Good Jobs = Good Health!

RISE OF PRECARIOUS, INSECURE WORK



INSECURE JOBS = LOW WAGES AND LACK HEALTH BENEFITS



HARMFUL HEALTH EFFECTS OF PRECARIOUS JOBS

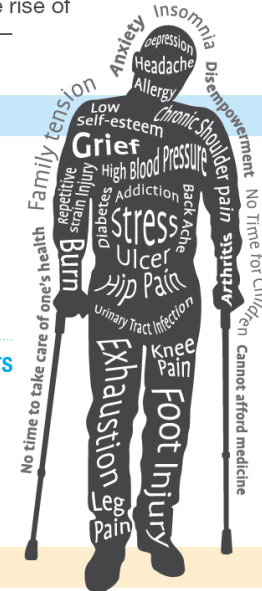


FIVE STEPS TOWARDS GOOD JOBS

- 1 STOP THE RISE OF INSECURE JOBS** by limiting temporary, part-time jobs to less than 5% of your workforce (as recommended by International Labour Organization).
- 2 PROMOTE WELLBEING** of temporary, part-time employees by offering them fair wages and health/extended benefits.
- 3 PROTECT** temporary, part-time employees by adopting higher than minimum compliance of employment standards and occupational health policies.
- 4 PROMOTE PATHWAYS TO STABLE EMPLOYMENT** for temporary, part-time employees by offering them training and networking opportunities.
- 5 SCREEN FOR, ADJUST RISK AND ADDRESS** harmful health impacts from insecure jobs within primary care, by working cross-sectorally with occupational therapists and workers action centres.



FOR MORE INFO AND REFERENCES, VISIT
www.AccessAlliance.ca/Good-Jobs



Tipping Point Strategies

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News / GTA

Hunger Report: Use of food banks soaring across Ontario

17,000 new households began using food banks this year, according to the Ontario Association of Food Banks report.

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CANADA

News / Canada

Patchwork of employment perpetuates poverty cycle for Toronto family

Single dad Richard Wang's patchwork of unstable jobs underscores a growing struggle, one that may doom Canada to an era of intergenerational poverty.

4 reddit this!



VIEW 2 PHOTOS

MARTA IWANIEK / TORONTO STAR

Richard Wang watches his son Noah Wang, 8, complete math questions at the Richview Library in Toronto.

By: Sara Mojtahedzadeh Work and Wealth reporter, Published on Wed Nov 19 2014

Richard Wang is a man of many trades.

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Too many Ontario workers exploited; laws need quick overhaul, study urges

Report proposes amendments to Ontario law that would keep employers from avoiding minimum wage, paid leave and other protections.

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News / GTA

Star reader's faith in single father's character leads to good job

After the Star profiled Richard Wang, a single dad struggling to raise an 8-year-old on precarious work, a reader gives him his first stable job.

1 reddit this!



On November 19th 2014, the Star profiled Richard Wang, a single dad stuck in precarious employment. The next day, a reader reached out to try and connect Wang with a stable job.

www.workersactioncentre.org/updates/bill-18-workers-win-historic-improvements-in-employment-standards/


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Bill 18: Workers Win Historic Improvements in Employment Standards

After years of organizing, members of the Workers' Action Centre breathed a sigh of relief on November 6, 2014 as Members of Provincial Parliament gave final approval to legislation that will help curb wage theft, better protect temp agency workers, and peg the minimum wage to annual increases in the cost of living.

"This Bill is an important step forward. Nowhere else in Canada has legislation been adopted that makes temp agencies and their client companies jointly and severally liable for unpaid wages, overtime — and now public holiday pay," said Weiguang Wu, a member of the Workers' Action Centre. "These changes will make it easier for temp agency workers to seek redress when they are short-changed on their wages under the law."

Deena Ladd, coordinator of the Workers Action Centre, said: "Bill 18 extends the time limits on wage theft claims from six months to two years, so workers will have more time to enforce their rights. And by eliminating the current \$10,000 cap on wage claims, employers will be accountable for every penny of stolen wages that come due after the changes take effect."

According to Ladd, Bill 18 allows the government to make temp agencies and their client companies jointly responsible for workplace injuries. "As we stated at the committee hearings, when it comes to temp workers, the client company is, for all intents and purposes, the employer. And that employer must be legally responsible when workers suffer injuries on its insite."





Sign up for ACTION ALERTS
Email Address

- ✓ Employment Standard Office doing targeted information campaign in sectors with high precarious jobs
- ✓ Ontario Ministry of Labour has committed to ESA review

Other Seeds of Change towards Good Jobs

- ✓ Atkinson Foundation created Decent Work Fund
- ✓ Employment Advocate position and Employment quality screening tool at St Mike's (led advocate physicians Andrew Pinto, Gary Bloch, Ritika Goel)
– EMBER project
- ✓ Call to action for good jobs in healthcare sector (Amy Katz et al)
- ✓ CBC, Toronto Star, Globe all covering PE on a regular basis
- ✓ TPH is commissioning further inquiry for a potential BOH report and recommendations
- ✓ OT position at Access Alliance (funded by Greenshields)
- ✓ UofT OT department reflecting on deepening OT practice to include client level advocacy for good, stable jobs.

Blueprint/ Road Map for Change Leaders

1. It's all about **Strategy**: *timing, place, 'tipping point' strategies, capitalize on 'simple solutions to complex problems'; messaging, media, crowdsourcing*
2. **Creativity** - *juice it up & make art while you do advocacy*
3. Build **base/partnerships/movement** like there is no **tomorrow** (*HPAP, Health for All, Doctors for Refugee Care, Lawyers for Refugee Health, RNAO, WAC, ISAC, IWH, Campaign 2000, Canadian Labour Congress, Unions, Law Commission of Ontario, CCPA, Colour of Poverty, CCR etc*) – *be a 'silo breaker'*
4. **Mobilize champions** in policy, media and community: *David McKeown (TPH), Deena Ladd (WAC), Jacquie Maud (AOHC), Scott Wolfe (CACHC), Jennifer Laidley (ISAC); progressive journalists/bloggers; community leaders and spokes people– build a "Speakers Bureau"*
5. **Old school 'street rallies'** are still the most effective

Blueprint/ Road Map for Change Leaders

6. **Ride that hyper-information highway** - and rock it! *Write 3 blog posts and 1 Op-ed piece per year; Be an activist Tweeter, 'Liker', 'Sharer'.*
7. **Money really, really, really matters:** *do the math to highlight costs or savings to healthcare/taxpayers in the most obvious ways possible; need more health economists*
8. Use **research evidence as strategic 'boosters/catalysts' for change:** *rapid response strategy based minimum viable evidence; seamlessly combine hard data with qualitative evidence/stories; take community/grey literature seriously; convert evidence to user friendly, rapid-uptake decision making and knowledge building format; widen social accountability and social change goals*
9. Be incredibly **solutions driven:** *offer very tangible solutions (interim and long-term; individual and system level) with concrete steps for how to make them work*
10. **Be the change** you want to see

Most important ingredient

Be Passionate



Contact Info

Yogendra B Shakya

Access Alliance Multicultural Community Health Centre

Tel: (416) 324-0927 ext 286

Email: yshakya@accessalliance.ca

Twitter: [@yshakya](https://twitter.com/yshakya)

www.researchforchange.ca