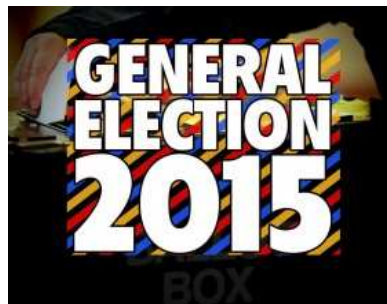


## HIV Nursing: Influencing the Future

What does this mean.....



.....for this?



## What is influencing?

- \* The power to shape policy or ensure [favourable](#) treatment from someone, especially through status, [contacts](#), or wealth: oxford dictionaries
- \* The key to successful leadership is influence, not authority.”  
— [Kenneth H. Blanchard](#)

## What is influencing?

- \* “We never know which lives we influence, or when, or why.”  
— [Stephen King, 11/22/63](#)
- \* Sometimes, if you want to change a man's mind, you have to change the mind of the man next to him first.”  
— [Megan Whalen Turner, \*The King of Attolia\*](#)

## Back to the 1980's.....

- \* Think back to the 1980's and the start of the HIV epidemic
- \* How did people lobby, influence and engage?
- \* How would we respond today?



## Why does the HIV sector need to influence....

- \* Funding reduction and changes to funding
- \* Message across and increase understanding
- \* Voice for people who have no voice
- \* Challenge
- \* Advocacy role
- \* So people know we are here
- \* Contribute to development of care and treatment
- \* Lead the way – innovation
- \* Gain the support of stakeholders



## Why do nurses need to influence?

- \* To demonstrate the value of nursing and specialist nursing roles
- \* Influence change in health or social policy
- \* Promote research and evidence to improve patient care
- \* Speak up for patients
- \* Innovation and development
- \* Demonstrate leadership skills = clinical leadership



## Politics: different across the UK

- \* Four country approach
- \* Focus on one country
- \* UK wide organisations or country specific
- \* Different country: different structures



## Politics

- \* Politics: with a big P
- \* Local politics
- \* Professional politics
- \* Personal politics: you personal agenda and values
- \* Political awareness



Politics.....part of life!



Who can you influence?

- \* NHS Organisations
- \* Funders
- \* Clinical Reference Groups
- \* National Institute for Health and Care Excellence
- \* Professional Organisations
- \* Patient Organisations
- \* HIV sector
- \* Politicians
- \* Regulatory bodies
- \* And many more.....

Communication



## Considerations:

- \* Who are you representing
- \* What is your message
- \* What do you want to achieve
- \* Impact
- \* Social media – online petitions
- \* Election fever.....
- \* Networking
- \* Building and managing effective relationships
- \* Political awareness
- \* Evidence to support your case
- \* Timing



## Remember:

- \* Ethics
- \* Professionalism
- \* Motivation
- \* NMC Code



# Engaging and Communicating



Communication



# Engaging and Communicating

- \* Web
- \* Letter
- \* Face to Face
- \* Hustings
- \* Social media
- \* Telephone
- \* Networks
- \* Professional links





## What do you want to achieve?

- \* Think very carefully about the outcome
- \* Is it to be recognised?
- \* Contribute to something?
- \* Change something?
- \* Raise awareness?
- \* Respond to a consultation?
- \* Something else



## Do you want an answer?

- \* Yes or No?
- \* What if you get the answer you want?
- \* What will you do with the response?
- \* Will it lead to further work?
- \* Have you thought about the next steps?



## Friends and Supporters



## Friends and Supporters

- \* Can appear from places you did not expect!
- \* Why are they with you?
- \* Use their skills, expertise and knowledge
- \* Common cause
- \* Share ideas
- \* Greater impact
- \* Build on the relationship for the future



## Question... does it go wrong?

- \* In a word.....Yes!
- \* Wrong approach
- \* Wrong supporters
- \* Missed timelines
- \* Unsure of your ask
- \* You get what you want!
- \* Takes time to become an experienced influencer..... learn by mistakes



## HIV Nursing: Influencing the Future

In summary:

- \* There are numerous opportunities for nurse working in the specialism of HIV to influence, change and innovate
- \* Think how you can influence and network: take people on your journey
- \* This is about the future and how nurses continue to be leaders in the field of HIV and a voice to be heard

