

Former president of Alberta Association:

How did you grow/lobby the gov't?

- insane
- lots of support from colleagues
- being at the table no matter what for every conceivable meeting
- agreement with gov't that union membership agree to that
- must be part of association to be registered in the prov – key to funding
- tripartite agreement
- all agree together, meetings q6 months
- protects practice to protect philosophy/pillars
- gold standard for Can model
- need some deliverables – proof spending money appropriately, promise being at table
- find the one person who will spearhead/some champion within gov't
- need strong consumer support
- tell people on wait list to call this number or write this letter to gov't: can our admin do that?
- mobilize consumers!!!!!!
- approach about growth plans, formulate a formal plan to gov't
- like ON approach
- don't get pushed into box
- demonstrated need to gov't with hard numbers
- keep going at them
- opposition critic – bringing it up in the house
- get in their face
- maternity care being get talked about – get there
- present at OB rounds
- make friends with hospital – part of the team

- don't play the thanks for being there, you have the right/need to be there
- women's health portfolio: at gov't
- bulletjournal.com

Molly deyoung – CEO, consumer org nexin

Ganga – MABC

Sabina: (formerly at AOM)

Critical moments: 2005:

- increase in compensation (pay),
- # of seats in education program rose

2008: negotiating contract with gov't very competent within gov't leading negotiations - someone who was great at their job and supportive of midwifery

-out of that negotiating came:

- slogans being used: means and measurements
- locum program
- parental leave
- rural/remote supplement
- got Grants for the AOM
- 10 to 40 staff from grants
- negotiate grants!!!!
- Prof dev'p events
- Communication staff
- Practice guidelines – grant funded
- Massive pay increase not possible so grants as a strategy

- ministry has allowed them to grow

AOM's existence: lucky timing

-Taking advantage in a moment

-Leverage: educating union people –

-Customize!!!!

-point of strength – consumer

Engage in prov election:

-2 year period – planting some seeds –email lists, goodwill, buzz going, strategic emails

-need an advocacy goal – using prov election

-supporters can say things we can't – crucial tactic

-association : put energy into a way of gathering email for outreach

-create a database for support

-community angle difference/seed planting

-tying liability insurance into association to make Ass mandatory

-follow us on facebook – email once a year

Insurance contact at AOM: Kara Wilky

-insurance around space, employees,

are we inc?

-what do we really need coverage for?... in front of a prov leg? Vs private , severance

-how much does fear hinder what we want to do

shocked if anywhere close to that at \$500

-average midwifery practice is paying: ??

-when is the tipping point for insurance as an ass: risk vs cost

-touch base with Bobby S.

Bobbi:

- find ourselves in position for lobbying hiroc: approach different because different insurers
- ON most litigious
- 20m not enough for anyone these days
- awards as high as 18m – any catastrophic incident
- get info from HIROC
- would be willing to help with HIROC

- when there is a claim – can take years to come to fruition
- unlimited years to sue, 18 yrs plus 2 yrs but catastrophic no limit
- mother only has 2 years after injury
- insurance applies for when applied/birth, not when brought forward
- \$500 too high, will find out ass insurance
- Jane tennifield
- Trina: higher level stuff: go up to get info
- Cyber insurance, errors and omissions – wrong advice then covered
- Location ins – not needed
- Sooner rather than later – cover min liability
- in ON under the association – insurance
- Talk with her contact in HIROC
- NS, NB – provided service for risk man'g concerns
- Poor outcomes: engage, coroner, finalize notes: 24 hour call line paid nominal fee (\$65/yr up to 95) from ONT
- Much needed advice!!!!
- Access 24hr'day to legal counsel

HSAS:

Lobby: jobs to HSAS that's their mandate

Highlight in broad way: topic at what level in what way

Smaller groups – use resources to MLAs, etc.

National body? 2 groups work together?

-some collaboration

letter writing

a lot of work: chair of communications

global – swift: more info needed

promotion of ind prof - ?highlight some

LRO – working conditions per site

Dean –to touch base with him

- ED some of these concerns, broader questions, touching base again about what we do

- Very challenging to have one for the prov

-Communication chair to discuss who we are

Natalie: [gov1@hsas.ca](mailto:gov1@hsas.ca) to ask about our role as employers/advocates

-ED may that write letters etc

-MLA: anyone can do that

-Formal ass writing a formal letter to HM, encourage the gov't to hire, be very careful how it's worded

-Can reach out to communication for feedback

-Suggest to Natalie, rely on her expertise

-Ask Natalie about 10 years – getting message across