Institute Description

The Patient Advocacy Leaders Summit (PALS) initiative was developed in 2002 to bring together diverse patient advocacy leaders to improve advocacy capacity and identify ways to collaborate and unify the voices of many.

The Institute will highlight PALS as a framework for how to effectively connect, educate and empower advocates to build collaborations and leverage resources to improve health and healthcare. Attendees will have the opportunity to learn and/or refine advocacy skills from nationally recognized and highly acclaimed advocate Karen Moore, President and CEO of Moore Communications Group (MCG), who is the voice of advocacy in a number of industries. As a respected thought leader, she has shared her insights in advocacy, integrated communications and crisis communication through articles published in dozens of publications. She has also addressed more than 250 organizations on topics such as leadership, entrepreneurship, advocacy, crisis communications, marketing, and networking.

The mission of PALS is to improve the lives of those affected by disease and chronic health conditions, by educating and mobilizing health advocacy leaders to work collaboratively in developing impactful policy and advocacy solutions focused on the prevention and elimination of disease and chronic health conditions.

Objectives

➢ Understand the PALS mission, vision, and key principles such as “By Advocates, For Advocates”
➢ Learn about strategies for bringing diverse voices together, mobilizing champions and collaborating with likely and unlikely allies to supercharge advocacy efforts.
➢ Explore ways to collaborate and leverage resources across diverse stakeholders/interest areas to expand influence and improve health and healthcare
➢ Connect with others across various interest areas to enhance advocacy efforts and increase collective impact
➢ Identify best practices and potential opportunities that can be employed within their specific organizations and/or networks.

To view the presentations and associated handouts, please visit: www.theaidsinstitute.org/USCA2018