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## Strategies & Programs

### Advocacy Groups

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#### Australia

- Development of close ties with advocacy groups, especially those with strong political links and power
  - SANI
  - Mental Health Council of Australia

#### Brazil

- Great efforts to find the right advocacy groups and to develop the right leaders
  - Look for leaders who meet the specified criteria of clear objectives, determination, transparency and political influence
    - Focus on developing media management capabilities
    - Creation of branches across the country
    - Involvement of an independent third-party to act as auditor
- Support in the development and organization of existing advocacy groups

#### Canada

- Strong relations with existing advocacy groups
  - Schizophrenia Society of Canada
  - Have a dedicated person to deal with them within the team

- Support grass-roots campaigns, speakers tours
  - Maintain consistent message of promoting equal and unrestricted access

**Mexico**

- Strong focus on developing advocacy groups, normally weak in Mexico, from ground level
  - Making noise and media appearance to put pressure on the government
  - Looking closely at experiences and approaches used by AIDS advocates
  - Find patient and advocacy groups that meet criteria, are decided and have determination
- Creation of a national network "Pro Mental Health"
  - Work very closely with selected advocacy group
  - Organize workshops and seminars to create awareness among families and relatives about need to get involved
  - Intensive training for selected advocacy group to start a branch of NAMI in Mexico
    - Development of seminars and meetings with NAMI-US

**US**

- Develop strong relationships with NAMI and other advocacy groups
  - Put pressure to Review Boards
  - Campaigns based on the message of unrestricted access for all atypicals
  - Provide training in communications, PR and media handling for spokespersons
  - Support basic grassroots advocacy tactics to increase the noise level
    - Letter-writing
    - Calling on Representatives
    - Voting right
  - Fight the battle with patients and families and include

- them in all campaigns
- o Strongly push the message of allocating more money for anti-psychotic drugs