

Public Health
ASSOCIATION OF NZ INC
KAHUI HAUORA TUMATANUI

Getting involved: Making it easier to make submissions

ANA Conference, May 6 2015



Outline of the workshop

- Discussion – your needs and questions
 - How Select Committees (and local government committees) work
 - Your ‘point of difference’ – why policy needs you
 - Planning to make a submission
 - Tips for writing good submissions
 - 15-minute plan to prepare
 - Getting them to listen to you
-

How the submissions process works





Government Select Committee process

- Once a Bill has had its 'first reading', Select Committees call for submissions
 - You usually have 3-8 weeks to prepare a submission
 - They almost always hold public hearings – if you're not in Wellington you can 'appear' by teleconference
 - Once hearings are over, the Committee develops a report
 - The report is 'tabled' in Parliament and is made public
 - Government may make changes to its Bill or to policy
-

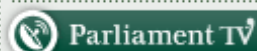


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[Home](#) > [Parliamentary business](#) > [Select committees](#) > [Make a submission](#)
[About our Parliament](#)
[Parliamentary business](#)
[Legislation](#)
[Select committees](#)
[Select committee details](#)
[Schedule of meetings](#)
[Committee documents](#)
[About select committees](#)
[Committee business summary](#)
[Make a submission](#)
[Closed submissions](#)
[Hansard and Journals](#)
[Order Paper and questions](#)
[Papers and petitions presented](#)
[Rules of the House](#)
[MPs, parties and electorates](#)
[Parliamentary support](#)


Select committees

Make a submission

Inquiry into preventing child abuse and improving children's health outcomes

Public submissions are now being invited on the Inquiry into preventing child abuse and improving children's health outcomes.

The closing date for submissions has been extended from Thursday, 5 April 2012 until Friday, 4 May 2012.

The purpose of the inquiry is to find what practical health and social interventions can be made from preconception until three years of age to prevent child abuse and promote child well-being in New Zealand.

The committee requires 2 copies of each submission if made in writing. Those wishing to include any information of a private or personal nature in a submission should first discuss this with the clerk of the committee, as submissions are usually released to the public by the committee. Those wishing to appear before the committee to speak to their submissions should state this clearly and provide a daytime telephone contact number. To assist with administration please supply your postcode and an email address if you have one.

Further guidance on making a submission can be found from the *Making a Submission to a Parliamentary Select Committee* link in the 'Related documents' panel.

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House of Representatives

[Information](#)

Date:
4 May 2012

[Related documents](#)

- ➔ [Inquiry into preventing child abuse and improving children's health outcomes](#)
- ➔ [Business before the Health Committee](#)
- ➔ [Making a submission to a Parliamentary select committee](#)



Making a Select Committee submission

Contact details		Help
Name of organisation or individual making this submission*		
<input type="text"/>		
Please enter your contact details below. They will be used by the committee staff for purposes relating to this item of business only, including contacting those who have asked to appear before the committee.		
Contact name*	Position/Title	
<input type="text"/>	<input type="text"/>	
Email*	Organisation	
<input type="text"/>	<input type="text"/>	
Phone (day)*	Phone (alternative)	
<input type="text"/>	<input type="text"/>	
Region *		
<input type="text" value="Wellington"/>		
Required fields are marked with an *		

Upload a submission	Help
Use the "Browse" button to locate the file on your computer and load it. You can repeat this process to upload additional files. You will need to wait for each file to upload before continuing.	
<input type="button" value="Browse"/>	
Tick any files you want to remove and click "Remove selected file".	
You must click the "submit" button at the end of this page when you have filled in the whole form to complete the submission process.	

Or

Compose a brief submission	Help
If you wish to make a brief submission only, you can type your submission into this box. The box will accept up to 4,000 characters (about a page).	
<input type="text"/>	

Your 'point of difference':
why should they
listen to you?





Why does healthy policy need you?

- Skills and qualifications – you are a specialist
 - Real life experience – the reality check
 - Understanding of public/population health
 - Credibility with the people/groups you work with
 - Experience in juggling sectors
 - And
-



What's your 'point of difference'?

- “My organisation has a large national membership”
 - “We’ve run a very successful programme on ...”
 - “We’re the longest established Māori health provider in our rohe”
 - “I’ve published research on this topic”
 - “I work with clients/communities with this problem this every day”
-



Practical: What's your 'point of difference'?

- Working in a group, for each person, come up with a quick statement of your point of difference
 - Questions that may help you:
 - ❖ What skills, knowledge and experience do you bring?
 - ❖ What gives you credibility and respect with the groups/communities you work with?
 - ❖ What do you know more about than your CEO, Council or MP?
 - ❖ What special qualities do you need to do your job?
 - You have five minutes
-



What does ANA see as its point of difference?

“Being a highly respected, responsive voice
... informed by knowledge-based research,
development and ‘best practice’
... related to nutrition and physical activity”



Why knowing your 'point of difference matters

- Helps you focus when writing submissions – focus on your area of expertise
 - Helps you go into presentations with confidence – you have something special to offer
 - Helps get the attention of policy-makers
 - Gives them confidence about what you have to say
-

Making good submissions
when you've got
lots else to do





Making good submissions when you're busy

1. Plan before you start

2. Be focused

- ✓ Read the proposals, terms of reference or questions really well – and stick to them
- ✓ Keep your submission concise
- ✓ Use frameworks such as values/principles to focus your thinking and writing

3. Plan how to present your submission



The ten-minute plan

Get some people in a room with a whiteboard or a piece of paper to discuss:

- Is this important to us? Why?
 - When does it need to be done by?
 - What resources do we have – information, people, ideas, time?
 - What are the Terms of Reference or the questions we need to answer?
 - So what are the main steps we're going to take?
 - By when?
 - Who's going to do what?
-



Practical: the ten-minute plan

- Your group's just found that the Ministry of Health is consulting on proposals to reduce GST on fruit – but the deadline is in two weeks
 - Work through the ten-minute plan worksheet
 - Get someone to record your discussions on a worksheet
 - You have ten minutes!
-



Organising your submission

- Read the Bill, terms of reference or inquiry questions – and try to organise your submission around them
 - Look for frameworks you can use
 - ❖ Your organisation's values
 - ❖ Professional values or principles
 - Use an agreed process such as our '7-point' approach
-



7-step process

1. Decide why you want to get involved
 2. Analyse the problem or opportunity
 3. Find the information you'll need
 4. Agree on values/principles to guide decision-making
 5. Consider the possible options
 6. Using values or principles, decide on the best positions or options
 7. Plan how to present your position
-



Using the Whare Tapa Whā framework: Should we support tax on sugary drinks?

Tinana <i>Would it improve physical health?</i>	Whānau <i>Would it improve whanau/community wellbeing?</i>
What does evidence say eg trials? Would make sugary drinks less visible to kids and adults - fewer 'triggers' to encourage impulse buying <i>Issues to think about:</i> How might the industry try to get round it? What would replace current products? Is the benefit significant – enough to outweigh 'choice' etc	Free up family money for other things Benefit to all whānau – wouldn't be good for one member but bad for another Health benefits to one person would benefit all whānau <i>Issues to think about:</i> Would other products be more expensive – how could that argument be counteracted?



Making really good submissions

1. Keep it relevant - stick to the terms of reference or questions
 2. Keep it concise - try for three to five points
 3. Don't worry if you're not a great writer - write one page and focus on your oral presentation
 4. Keep your point of difference in mind
 5. Be positive when you can be
 6. Offer solutions and explain why
 7. Be honest about what you don't know
 8. Illustrate the submission – true stories, pictures, photos
 9. Don't forget to say if you want to do an oral presentation!
-

Presenting your submission

1. Plan to present
2. Get their interest





Presenting

- Plan for a seven-minute presentation
 - Ask for support
 - It's okay to be nervous
 - Go early
 - Don't read your submission
 - Keep it short and allow lots of time for questions
 - Introduce yourself and explain why they should listen to you
 - Anticipate questions and prepare answers
 - Be prepared for media interest
-



Get ready to present – the 15 minute plan

- What are the three key points we want to make in our seven minutes?
 - What messages could we use?
 - Why should they listen to us?
 - Who could help us present?
 - What questions are we likely to be asked?
 - What information will we need to take to help answer questions?
-



Practical: three key points

- Your group's going to present to the Health Select Committee on why the government should have a national 'Healthy Food' plan
 - Look at the '15 minute plan' worksheet
 - What are three key points you could make in your five minutes?
 - You have five minutes!
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How do you get the committee to
pay attention?

Get them to sit up and listen: The four-point introduction





Three messages to take away

1. Submissions aren't just for 'experts' – you are experts in your own work and communities
 2. Submissions take time, but you can do something in a short time
 3. Plan and prepare – use the tools available
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