



Ms Lesley Clarke

CEO

New Zealand Medical Association

Saturday, August 13, 2016

(Plenary)

17:30 - 17:50 Advocacy, Ethics and the Role of the NZMA – Why Join?

Advocacy, Ethics and the Role of the NZMA

Why Join?

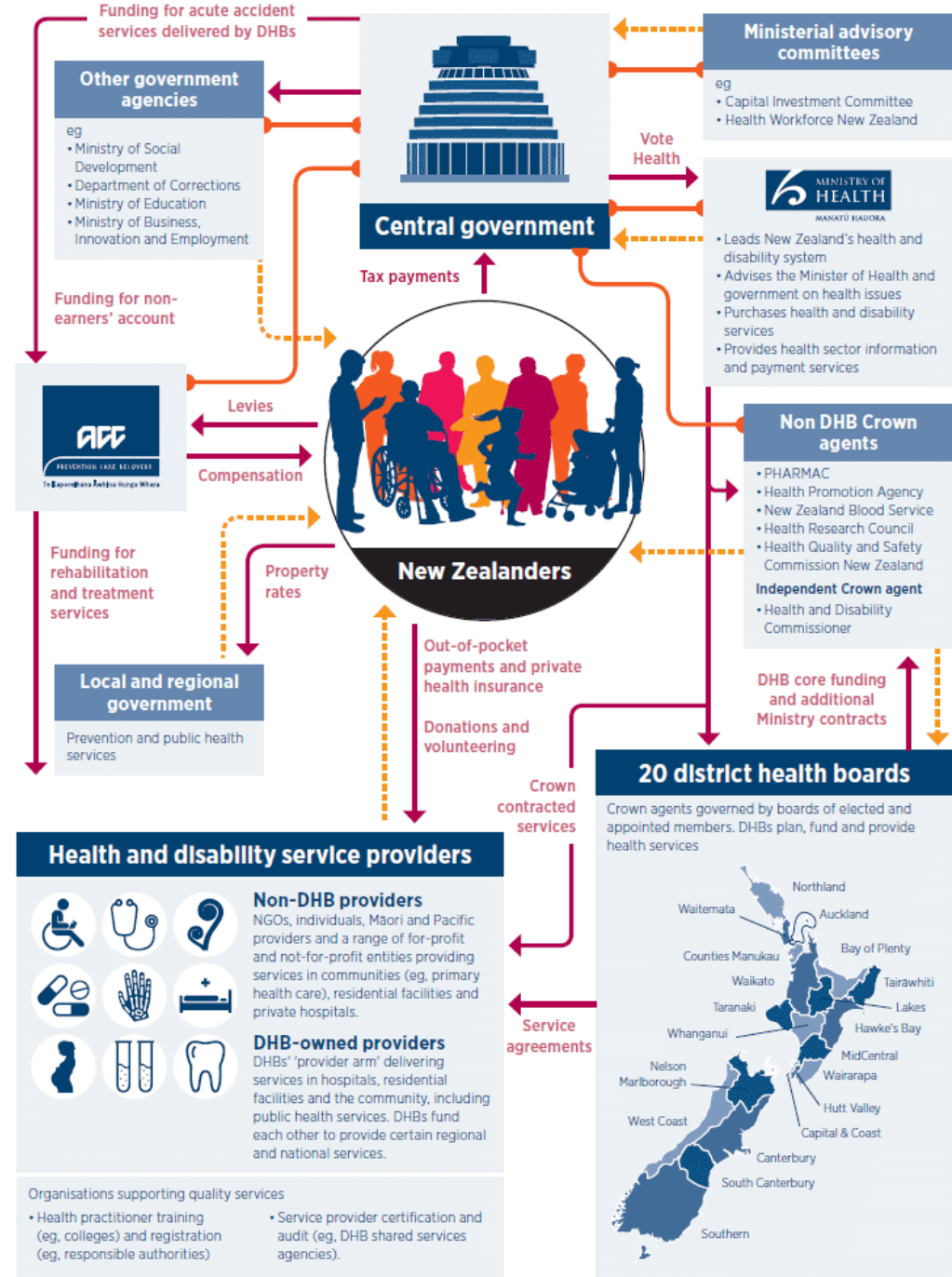
Lesley Clarke
CEO
NZ Medical Association

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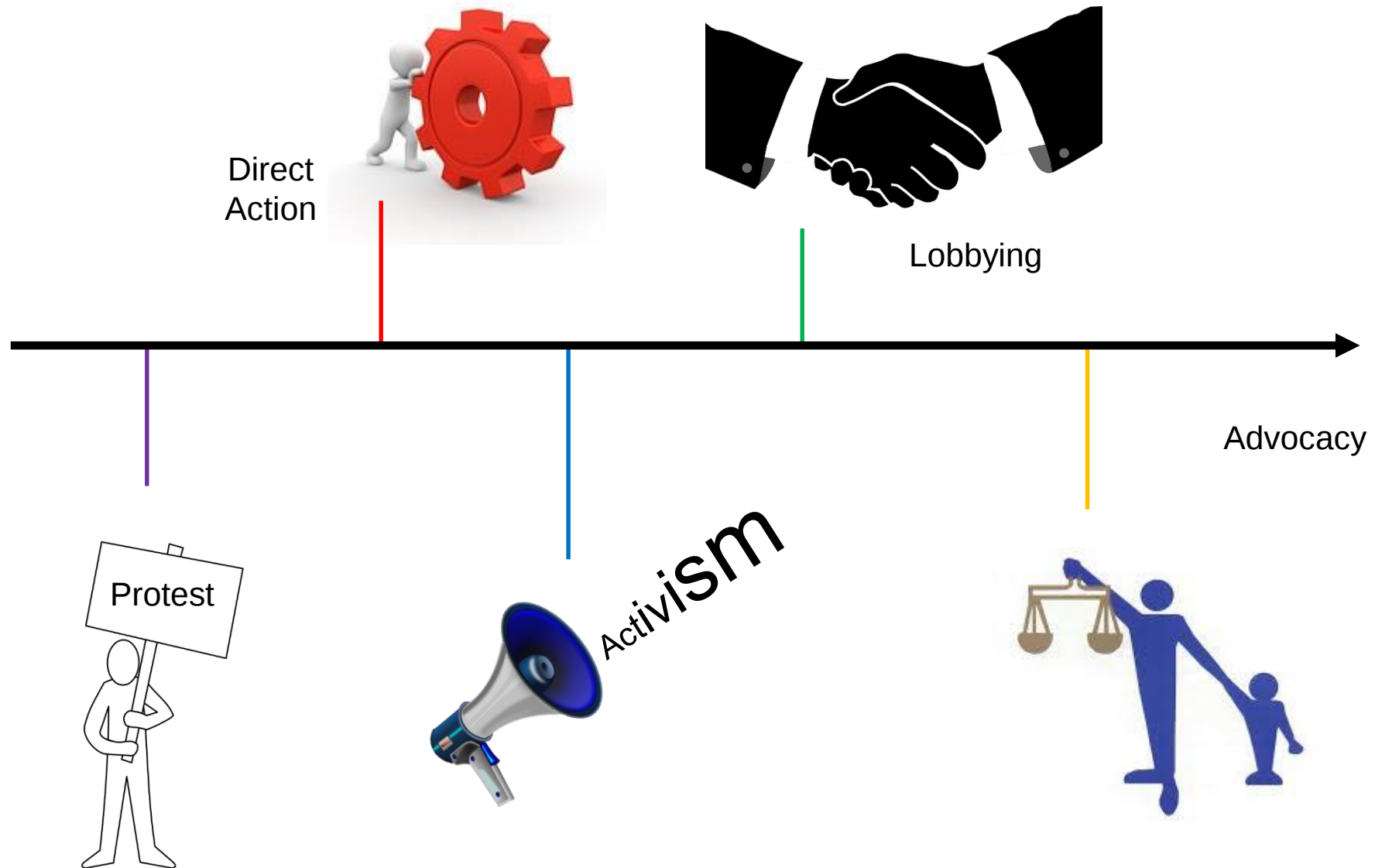
(ăd'və-kə-sē) *n.* The act of pleading or arguing in favour of something, such as a cause, idea, or policy; active support.







Continuum of Influence



Politics

- 3 year term
- Ideology
- MMP
- Language

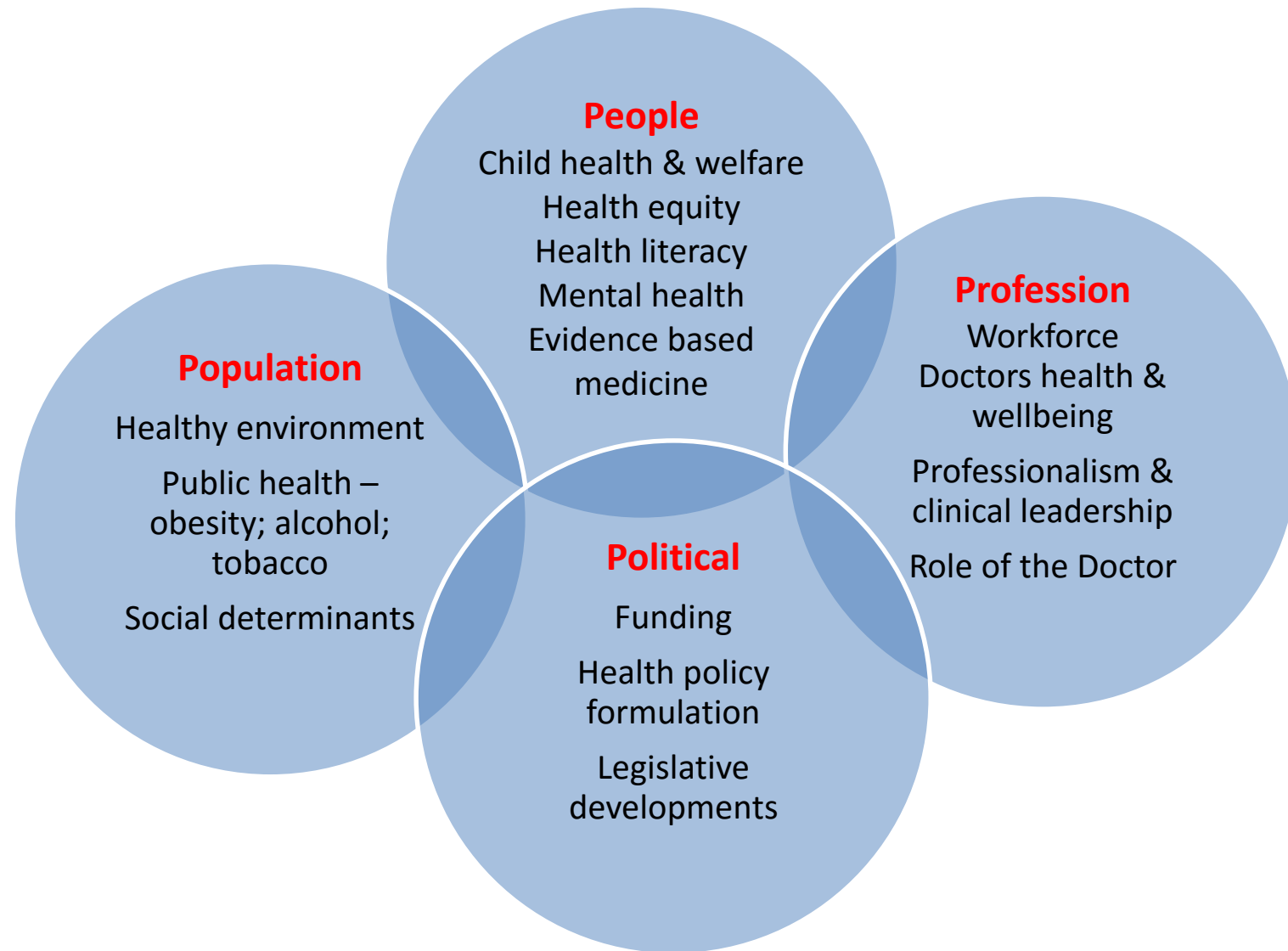
Labour 3 terms (1998 – 2008)

National (2008 - ?)

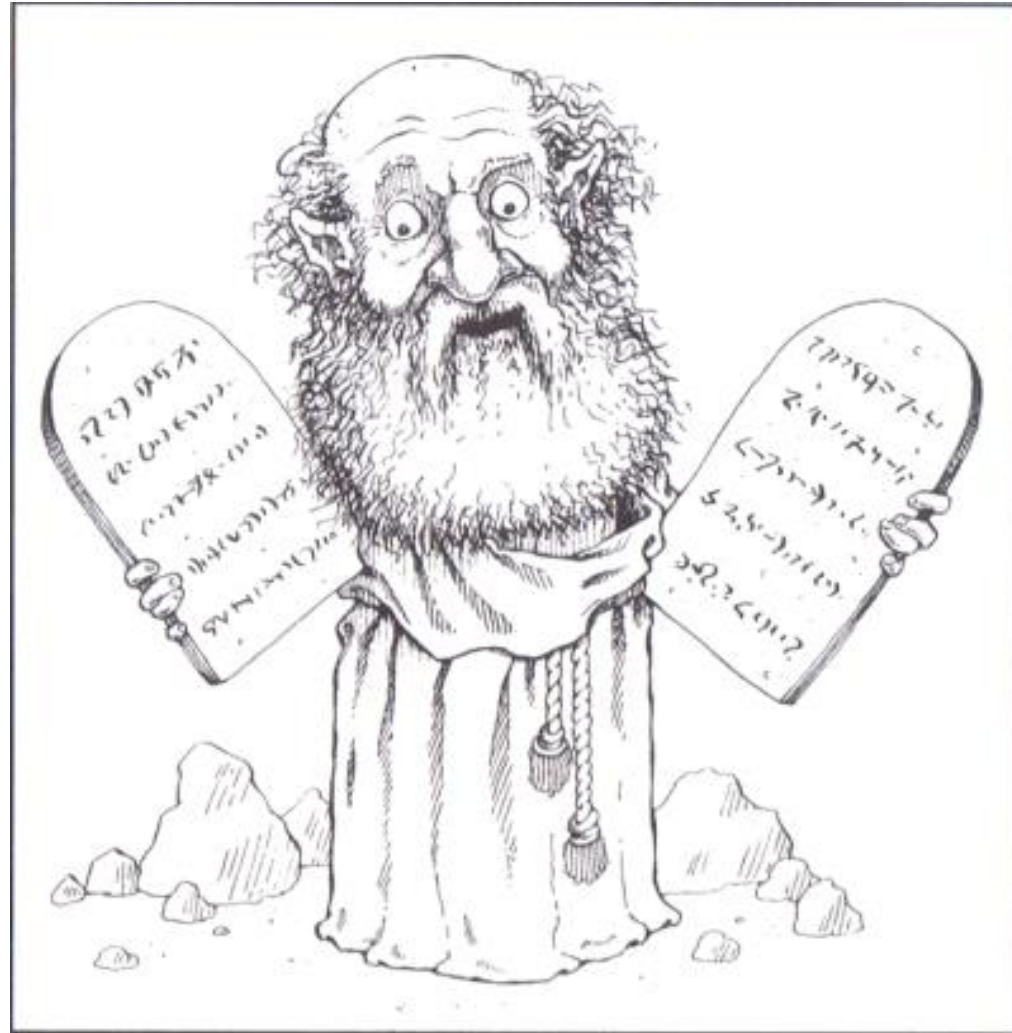
General election – 2017

Labour (centre left)	National (centre right)
Public Health	Prevention Health promotion Healthy lifestyles Primary health care
Social & economic determinants Supportive environments Strengthening community action	Personal choice/decisions Socio-cultural aspects of human behaviour
Healthy public policy Advocacy Social marketing	Health information Public health messages
Equity/Inequalities	Vulnerable/at risk groups/communities Improve health status
Public health networks	Clinical networks
“Organised efforts of society”	Public/private partnerships
Social change Social justice	Productivity Sustainability Value for money

What is the NZMA advocating for...?



- Wholesale wins are rare
- Value incremental change
- What might have happened...



Moses, one of the world's first lobbyists.
"Well I got it down to ten, but
adultery is still in."



“Neither economic incentives, nor technology, nor administrative control has proved an effective surrogate to a commitment to integrity evoked in the ideal of professionalism”

William Sullivan, Sociologist, 1995

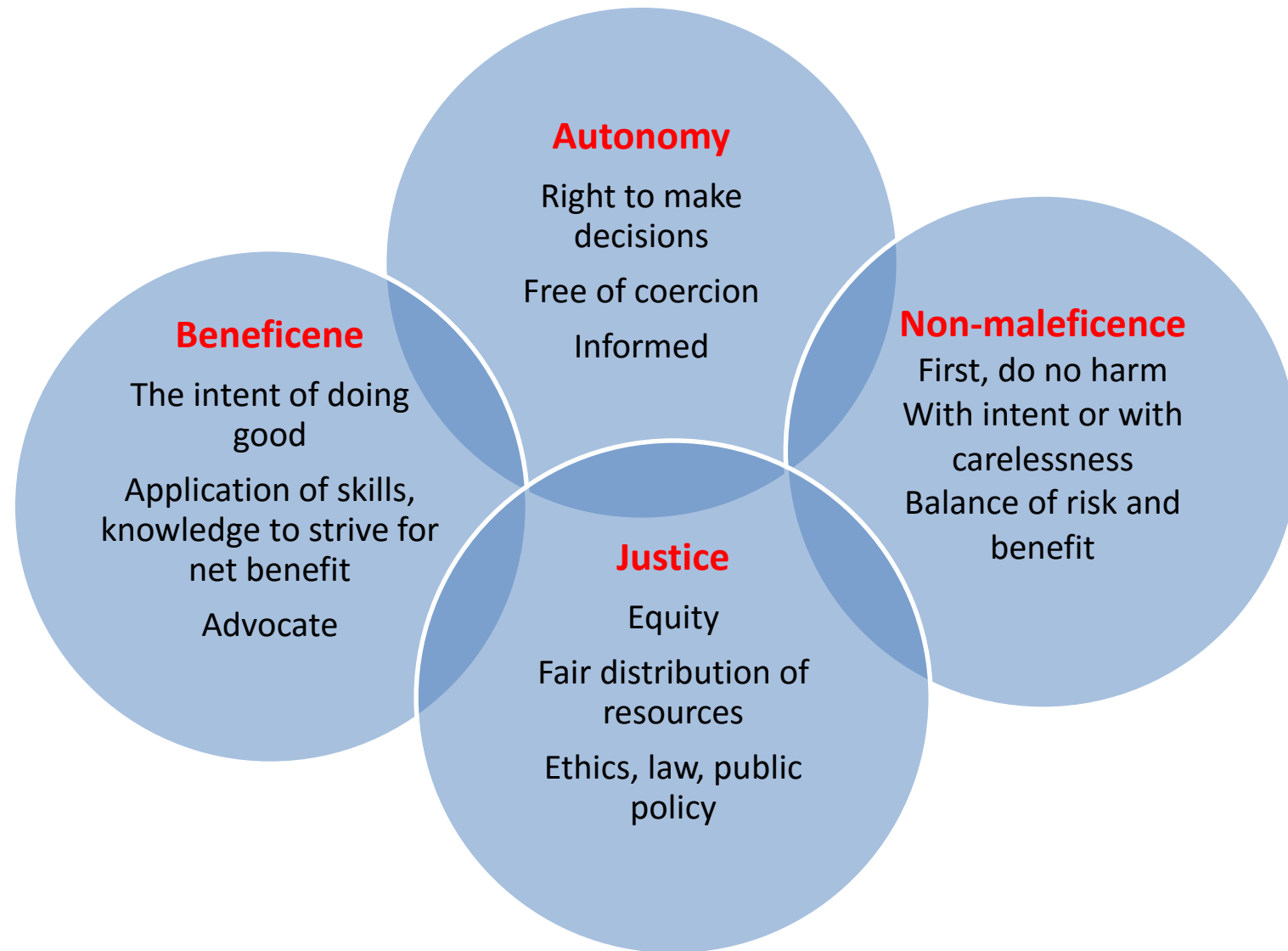
Professionalism itself is defined as the mastery of a complex body of knowledge, governed by an ethical commitment to integrity, morality and altruism. These skills and attitudes are used in the service of others as the basis of a social contract between the medical profession and the community.



Four basic Principles of Medical Ethics

- **Autonomy**
- **Beneficence**
- **Non maleficence**
- **Justice**

What is the NZMA advocating for...?



The practice of ethics is NOT the application of rules; but the careful consideration of all principles in the complex world of decision making about human action



Through this Code the profession affirms its adherence to ethical principles

Guidance on:

- Responsibilities to the patient

- Professional responsibilities

- Research

- Teaching

- Medicine and commerce

- Medicine and industrial action

- Doctors in a just and caring society

Recognised by the Medical Council





Why Join the NZMA?

All of the above!

Leadership Values Unity

The one united voice of the profession

Promoting the health of all

NZMA Doctors-in-Training Council



Dr Marise Stuart
Chair
RMO
WHANGAREI



Dr Mariam Parwaiz
Deputy Chair
Public Health Trainee
AUCKLAND



Dr Joshua Chamberlain
PGY2
AUCKLAND



Dr Magnus Cheesman
PGY1 Rep
WAIKATO



Dr Ciaran Edwards
PGY2
AUCKLAND



Dr George Giddings
Rural Hospital Medicine
INVERCARGILL



Dr Hamish Green
PGY2
PALMERSTON NORTH



Dr Deborah Lambie
PGY1
WELLINGTON



Dr Ari Pfeiffenberger
RMO
WELLINGTON



Mike Fleete
NZMSA President, Ex Officio



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"Leaders don't create followers,
they create more leaders."
-- Tom Peters



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