



MY LIFE MATTERS

**You are one  
diagnosis  
away from  
moving to  
Australia.**

**There is an  
unfunded  
medicine crisis  
in New Zealand.**

**Our politicians  
need to act now  
to save lives.**

**MYLIFEMATTERS.ORG.NZ**

**Advocacy Toolkit**

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# CAMPAIGN OVERVIEW

## The Journey Begins

Imagine a world where geography does not define a patient's fate. There is an unfunded medicines crisis in New Zealand and together, we can create pathways so that Kiwis can get timely access to new and breakthrough medicines.

**We need as many people as possible to join the MyLifeMatters movement, make noise, and help us raise awareness until the politicians take notice.**

If you're ready to help, the purpose of this toolkit is to provide you with the resources you need to take action and support the MyLifeMatters campaign. The task is to put pressure on political parties to address medicines funding and access in their policies as New Zealand heads into the 2023 general election.

There are three key actions you can take today to help:

- **WRITE**
  - Send a letter to your local MP or political party - you can use the template as a starter.
- **MEET**
  - Request a meeting with your local MP and share your personal story.
- **SHARE**
  - Tell your story on social media, contact local media or let Patient Voice Aotearoa know if you're prepared to talk to media, and share your personal experience of not being able to access medicines in New Zealand.

## Join the MyLifeMatters Movement

No matter how you choose to get involved, you can be a part of the fight to improve medicines access in New Zealand.

Together, we can become architects of change, tearing down walls that stand between patients and their right to life-saving medicines.

Join us in this journey, as we embark on a path towards a better future.



# TAKE ACTION TODAY



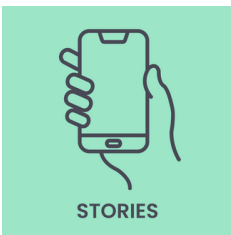
## Help us spread the word.

Like! Comment! Share! When you see social posts or news articles about MyLifeMatters, make sure you engage with it.

Tag political parties and your local MP.

Use the hashtags

#MyLifeMatters, #AccesstoMedicines, #MedicinesEquity, #HealthcareEquity, #BetterHealthNZ



## Raise your voice and share your story.

The power of real, heart-felt and moving stories that can influence decision-makers shouldn't be underestimated.

Make a short video to tell your story, or take a photo and share your experience of trying to access medicines in New Zealand.

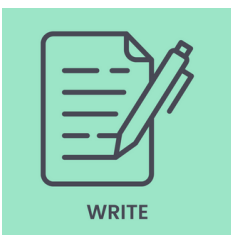


## Contact your local MP.

Write, request a meeting, or hold an event. Ring your local MP's office or send an email, and request a time to meet.

You can find details here:

<https://www.parliament.nz/en/get-involved/have-your-say/contact-an-mp/>



## Write to the political parties.

Use the templates available at [www.mylifematters.org.nz](http://www.mylifematters.org.nz)

There are key messages you can include on page 4 and letter writing tips on page 5 of this advocacy toolkit.



## Connect Patient Voice Aotearoa with patients.

If you or anyone you know is prepared to share their personal experience with media reach out to Malcolm Mulholland, details are on the cover page of this advocacy toolkit or on the MyLifeMatters website.



# KEY MESSAGES



1

## TIMELY ACCESS TO NEW AND BREAKTHROUGH MEDICINES

New Zealand's Government must expedite pathways for evaluating and approving these treatments which can significantly improve patient outcomes, survival rates, and help to reduce the pressure on New Zealand's overburdened health system.

2

## PHARMAC'S ROLE AND FUNDING

Pharmac plays a pivotal role in the management of medicines access, with decisions primarily driven by costs, and little consideration given to societal factors. There also needs to be an urgent and clear plan to implement the findings of the Pharmac Review to address the significant shortcomings in Pharmac's performance.

3

## FINANCIAL BURDEN ON PATIENTS

Many Kiwis are struggling to privately fund the medications they need, forced to leave New Zealand, or go without the treatment they desperately need. This burden is particularly hard on vulnerable communities, leading to adverse health outcomes, and reduced quality of life.

4

## DEAD LAST – 32ND OUT OF 32 OECD COUNTRIES

New Zealanders' ability to access new and breakthrough medicines lags well behind other comparable OECD countries, with New Zealand dead last, ranking 32nd in a list of 32 OECD countries for public funding of medicines. By comparison, Australia is ranked 18th and the United Kingdom ranked third.

5

## THE RISK OF NO NEW MEDICINES FROM 2024

The additional funding provided to Pharmac by the Government to fund new medicines or widen access was only provided for in the 2022/23 and 2023/24 years. To maintain access the same list of funded medicines, an additional \$181 million dollars is needed, **and this does not include funding for any new medicines. This could mean no new medicines will be funded until there is a commitment from Government to do so.** Treasury has already warned the Government twice!

6

## NEW ZEALANDS MEDICINES PERFORMANCE

New Zealand has funded only 8 percent of the modern medicines launched in the OECD between 2011 and 2020, while Australia funds 105 modern medicines that New Zealand does not. New Zealand is also slow to publicly fund new medicines, being on average twice as slow as comparable countries.

# WRITING A LETTER

## Tips for the structure of your letter

- How does the lack of medicines access affect you personally, or your family and whānau.
- What impact does the delay in funding medicines have on you.
- What would it mean to you and how would your life change if you were able to access the medicine you need.
- **Local MP and Political Parties** – What are you doing to address the unfunded medicines crisis in New Zealand.
- Don't forget there are extra key messages to use on page 4.

## Letter writing tips

- If writing to your local MP, also send copies to the head of their party, and the opposition parties.
- Remember you are trying to influence, don't use language that's sarcastic, judgmental or questions their motives.
- Make it easy to read, avoid using exclamation marks, heavy underlining, italics, or bold font.
- Keep it short and to the point.

# WHAT ELSE CAN YOU DO?

There are lots of resources you can download from [mylifematters.org.nz](http://mylifematters.org.nz) to use on your social media, to print, or include in your emails.

## Facebook Header

## Profile photo



## LinkedIn Header



## Email signature



# SOCIAL MEDIA POSTS

## Social Media Post #1



Did you know that when it comes to accessing new and breakthrough medicines, New Zealand ranks 32nd out of 32 OECD countries for public funding of medicines? 🇳🇿 This needs to change!

Kiwis deserve timely access to life-changing treatments. Let's come together as a community to advocate for better healthcare and improved funding for medicines. 💪

It's time to make a difference! Share this post to spread awareness and let's work towards a healthier and brighter future for everyone.

#MyLifeMatters, #AccesstoMedicines, #MedicinesEquity, #HealthcareEquity, #BetterHealthNZ

## Social Media Post #2



Did you know that New Zealand ranks 32nd out of 32 OECD countries when it comes to public funding for new medicines? 🇳🇿 Our access to modern treatments is lagging behind, and it's time for a change! 💪

The Medicines Landscape 2022/23 report paints a clear picture of the challenges we're facing. Let's work together to ensure that every Kiwi has timely access to the medicines they deserve. 🏠💊

Join the movement for improved medicines access in New Zealand! Together, we can make a difference and move up the ranks to provide equitable access to medicines that are available in other OECD countries. Spread the word and let's bring about positive change! 🌟 #MyLifeMatters,

#AccesstoMedicines, #MedicinesEquity, #HealthcareEquity, #BetterHealthNZ



## Social Media Story

#MyLifeMatters, #AccesstoMedicines, #MedicinesEquity, #HealthcareEquity, #BetterHealthNZ