

Introduction and Contents

This toolkit from the Anticoagulation Self-Monitoring Alliance (ACSMA) gives you tips and information on how you can get involved in our campaign to give greater choice to people on long-term warfarin and help change the lives of thousands of children, adults and their carers.

Why do we need to campaign?

There are more than 1.2 million people in the UK on warfarin, yet less than two per cent currently benefit from self-monitoring their INR levels, despite evidence that it can cut the risk of death by nearly two-fifths and more than halve the risk of strokes. ACSMA launched its campaign in October 2012 with the objective of achieving access via prescription to INR self-monitoring technology for people taking long-term warfarin and to ensure that people are equipped to have informed discussions with their healthcare professionals on this topic.

What is campaigning?

Campaigning is about changing things for the better. It means identifying a problem, making decision-makers aware of what the problem is and persuading them to take action to resolve the issue.

Taking the ACSMA campaign forward - and gaining more support for its aims - might mean writing letters to influential people, rallying support online, attending meetings or organising an event.

Working as a group can really strengthen a campaign, it shows that the issue is important to lots of people and helps draw on different skills and experiences

Which campaigning methods should I use?

There are many methods that you can use to campaign for ACSMA. These include:

- **Letter writing**

You can write a letter to an individual, such as your local MP, or to a group such as your local surgery or Clinical Commissioning Group: raising awareness of the aims of ACSMA and how it affects you. This can often be an effective way of drawing attention to a certain situation.

We have helped by developing a template for you to download on the ACSMA website and there is also a copy in this toolkit.

- **Writing as an individual or group**

If you are part of a local group, the first letter could be from the chair of your local group. Try to make contact with local people of influence, as well as other groups and individuals who may benefit from the campaign too. You might even want to set up a local group of people who share the same issues and concerns as you.

- **Letter writing campaigns**

The best type of model is where the basic facts are the same on each letter, but there is room for people to insert personal details. It is important that letters highlight individual concerns or interests as the person receiving the letters will pay much less attention to them if they all look the same.

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This toolkit

This toolkit contains a variety of information and resources to help you join in with our campaign, including:

Information about ACSMA and its members	Outlining what ACSMA is, what its aims are, and who is involved in the campaign
Infographic and results of our survey	Easy to read visual information about ACSMA, what it is campaigning for and what the current state of affairs is
The Anticoagulant Myth Buster	Busting the myths around INR self-monitoring
How you can contact your local MP	Hints and tips of how to approach your local constituency MP to support the ACSMA campaign
A template letter to your MP	A template letter that outlines the work of ACSMA, the current issues concerning self-monitoring and a “call to action” that you can send to your local constituency MP
How you can engage with your local council	Hints and tips of how to engage with local government and decision-makers for the benefit of ACSMA
The ACSMA newsletter	Copies of the latest ACSMA campaign developments
Glossary	An alphabetical list of terms used in the toolkit and a short explanation of each

Any queries or need any help?

Contact ACSMA...

By email info@acsma.org.uk

Via Twitter [@ACSMA_UK](https://twitter.com/ACSMA_UK)

Via the website www.acsma.org.uk

By post: ACSMA, c/o HJCL, 58 Bridge Road East, Welwyn Garden City, Hertfordshire AL7 1JU.

See our website and twitter page for links to organisations and government bodies and documents referenced in the toolkit that will be of use for your background reading and general knowledge, and for copies of other reference papers and documents.