

ENCC

# Engaging campaigners in government consultations

Wednesday 25th & Thursday 26th May

# Speakers

Angharad Hopkinson, Senior Campaigns Officer, MS Society



# Campaigning at the MS Society

- Too many people affected by MS in the UK have to fight for the treatments, services, care and support they need.
- Together, we campaign on a range of issues including:
  - Social care and support
  - Access to treatments
  - Benefits and financial support



**Raise your voice**  
for people with MS

#SpeakupforMS

# Disability benefits campaigns

- We have been campaigning on disability benefits and PIP since 2015
- Especially, the inconsistencies and unfair rules, including the 20m rule
- We know it is important to people living with MS
- The Government's Disability Benefits Green Paper last year was a great influencing opportunity



# Our aims

1. Get as many people as possible to respond to the consultation
2. Make that process accessible for people with MS
3. Use people's responses for our own influencing



**Raise your voice**

**for people with MS**

**#SpeakupforMS**

# How we used EN

- Adapted the Email to Target page so we could ask questions and then formulate that into a consultation response that would submit to DWP
- Put questions about personal details at the end
  - So we could look at answers by their characteristics
  - To encourage participation



## Make benefits make sense

The UK Government wants to hear our views on how to improve disability benefits. Now is our chance to make benefits work for people with MS.

On this page are the most important questions from the Department of Work and Pensions' (DWP) consultation. Please answer in full sentences.

This page won't save as you write and may time out before you can write your answers. So please consider writing your answers in a separate document and then copying them over.

1. How could the UK Government improve:

- Personal Independence Payment (PIP) assessments
- Work Capability Assessments (WCA) for Employment and Support Allowance (ESA) and Universal Credit?

Answer these questions to let them know what you think.

Some of these questions ask about activities and descriptors. You can find more information about what that means for PIP [here](#) and what that means for Work Capability Assessments [here](#).

a) What do you think is the best way to assess people for PIP?

b) We're campaigning to scrap the PIP 20 metre rule for assessing mobility. What would you change about the PIP mobility assessment?

# What we did pt 1

- Prepared as much as we could in advance, as timelines were tight
- Asked for feedback from people with MS
- Chose the questions relevant to people with MS and made the questions more accessible
- Wanted to ensure the action was easy to use but also created in depth responses
- Wanted to make sure people's own experiences at the forefront

# What we did pt 2

- Prioritised questions based on relevance
- Made all the questions optional
- Allowed people to edit the final message after answering their questions
- Included a consent to allow us to use their responses in our policy work



## Your consultation response

This is your response to the Department of Work and Pensions' consultation. Your answers are in a different order to how you filled them in. But don't worry, your answers for the response are all there. You can edit the message before you press send at the bottom of the form.

### Health and Disability Consultation

Department for Work and Pensions

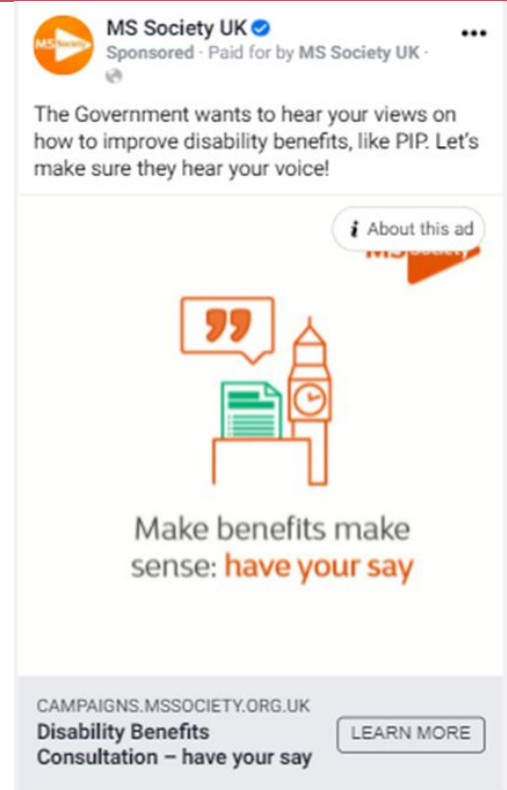
Green paper consultation

To the DWP Benefits Green Paper team,





# How we promoted the action

- Shared on social media on organic and paid posts
  - The cost per click was very low at £0.05
  - 70 users completed the action this way
- Shared to our mailing list of around 30,000 people




The screenshot shows a Facebook advertisement for MS Society UK. The ad features the MS Society UK logo and a verified account status. The text of the ad reads: "The Government wants to hear your views on how to improve disability benefits, like PIP. Let's make sure they hear your voice!". Below the text is an illustration of a speech bubble, a document, and Big Ben. The ad includes a "Learn More" button and a "Disability Benefits Consultation - have your say" link.

MS Society UK   
Sponsored · Paid for by MS Society UK · 

The Government wants to hear your views on how to improve disability benefits, like PIP. Let's make sure they hear your voice!

[About this ad](#)



Make benefits make sense: **have your say**

CAMPAIGNS.MSSOCIETY.ORG.UK  
**Disability Benefits**  
Consultation – have your say [LEARN MORE](#)

# Impact and results

- Almost 500 people took part
- We downloaded and analysed the responses for our organisational response
- Shared our consultation response with campaigners via email and online
- We were able to use the number of responses to secure a meeting with the Minister out of it

# What we learned

- Making the action accessible – not all templates can be adapted
- Explain how their answers will be used clearly – people were concerned about sharing too much with the DWP
- Explain each process of the action, especially if it's more complex
- We were right to prioritise personal experiences
- On the Facebook ad we had many more comments than submissions, so we could have made that the action

# Thank You.

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