

10 June 2020

We Need To Know Your Priorities

Coming from a Marketing background, certain habits are drilled into you that can be hard to shake. A big one is Messaging, because simple communication is effective communication and a good campaign makes its mark with clarity and brevity.

I'm not about to overturn this piece of industry wisdom because it certainly applies in most cases, however I have been thinking a lot lately about cause complexity.

The fact is that 2020 has called on Cystic Fibrosis Australia (CFA) to wear a lot of new hats. We have had a lot of new information to respond to, from climate and pollution science early in the year to investigating cystic fibrosis (CF) co-morbidities during the pandemic. Now we are adapting our old work and fundraising layouts for the new post-crisis norm of virtual meetings and online campaigns.

CFA is being called upon to adapt along with our changing community who are living longer and less burdened lives, as a result our cap is becoming positively laden with new feathers.

But some things will never change. Cystic Fibrosis Australia was founded on a sincere desire to fight both for individuals with CF and alongside them. Our mandate and our energy comes from you, and so should our priorities.

The National Priority Setting Survey is currently underway and can be accessed through the link. This first survey is part of a process that will shape CF research and funding in Australia for the next five years.

Please involve yourself and fellow community members in our national CF conversation, because the tallest trees are the ones with the deepest roots.

<https://www.surveymonkey.com/r/F38Q8K2>

Kind regards



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