

5 December 2020

## THE PATH

What does the 'Path to Trikafta' look like? One answer is "I wish I knew." I've been in the Advocacy game long enough to know that there are never any guarantees. However, some things we know for sure.

The first thing we know is that the people who will be making this historic and crucial decision on behalf of young Australians are human beings. They have a heart, they have compassion, they can be reached. For this reason, I always advise that our campaigns appeal to the better nature of human beings rather than the drumbeat of moral outrage.

I have had many opportunities over the years to peek behind the curtains of government, the corporate world and the civil service, and the experience is something like what Dorothy discovered in the throne room of the Wizard of Oz.

The next important thing to note is that science is on our side. At Cystic Fibrosis Australia (CFA) we often make appeals from the heart because we represent the interests and lives of real people, but there is hard clinical proof that Trikafta provides symptom reduction and relief for the majority of cystic fibrosis (CF) gene profiles and when all else fails we can stand on the rock of knowledge.

Second Correctors are the future of CF treatment and the sooner Australia acknowledges and accommodates this fact the sooner we can slow or halt irreversible damage in Australians with CF, defraying the cost of late-stage measures like lung transplants and hospitalisation in the future.

The final thing to note is that, while we are acting collectively for a common goal, the path of advocacy can often be a lonely one.

Successful advocates and campaigners do not wait for a posse. They do not indulge in bullying behaviour and they do not insist on moving as a crowd.

They take a step forward on their own initiative, they begin at the grass roots, and they inspire the personal initiative of those around them. The path, in other words, is right in front of you, on Facebook, through the mailbox, at your local townhall or soapbox. One thing is for certain, we will all meet up at the end.

Go to CFA's Trikafta portal for all the resources you need to mount your own Trikafta campaign [HERE](#). By using these tools your personal campaign will be in concert with CFA's campaign and our community message will be loud and clear ... **There is no time like the present as there is no present like time.**

Kind regards



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