

The role of Patients' Organisations in European Campaigns – the EPF Manifesto

Purpose of the workshop

- To look at **the important role of national patient organisations** in EPF Campaigns
- Taking the example of the **EPF Manifesto** ‘150 million reasons to act’
- Suggest **actions** that can be taken at national level that really make a **difference** to EU campaign

Key questions

- How would you take forward the EPF manifesto campaign in your countries
- Your key message ?
- What would you identify as specific themes for the Patients' Rights Day, linked to the Manifesto ?
- What help or support would you need from EPF ?

- EPF manifesto campaign at national level – possible actions
 - Professional and accurate translation of the manifesto
 - Effective use of Banner on websites, and website links with decision-makers and other healthstakeholders – encouragement to sign up to the manifesto
 - Using the manifesto on all possible occasions –a tool to get the message across –integrate the manifesto in other campaigns e.g patient rights campaign in Estonia
 - Recruit a celebrity and hold targeted media events

Key messages

- RESPECT PATIENTS TIME
- PATIENTS IN ALL COUNTRIES UNITE
- INFORMED CHOICE
- PATIENTS HAVE RIGHTS – LET’S FIGHT FOR THEM
- WE ARE ALL PATIENTS, MR PRESIDENT
- QUALITY OF LIFE AND DIGNITY FOR PATIENTS THROUGHOUT THE ENTIRE LIFE

Themes – European Rights Day

- USE THE MANIFESTO SIMPLY AS THE THEME –DO NOT REINVENT THE WHEEL
- INFORMATION TO PATIENTS,HEALTH LITERACY
- GENDER AND HEALTH EQUALITY
- IMPORTANCE OF LEGAL RIGHTS FOR ALL PATIENTS IN ALL MEMBER STATES – LINK WITH THE MANIFESTO
- ACCESS AND AFFORDABILITY OF NEW MEDICINES

How EPF can help

- Coordination – campaign updates, newsletter, letter templates, press release templates
- Link with Baltic ‘ network’ coordinated by Lithuania
- Provide resources for translation into each of the languages and a ‘ format’ for the design of the manifesto brochure
- Attend campaign events and high level meetings with member organisations
- Also to send directly letters to governments