

## EPF Training Module on Strategic Communication Concept Note

### INTRODUCTION

The Training on Communication is delivered within the EPF Capacity Building Programme that was launched in 2012 to support the development of organisational capacities and advocacy skills of national and European patient organisations.

Building capacity in communication was identified as a priority through bilateral interviews with the EPF membership.

### BACKGROUND

The proposed module (expected outcomes and methodology) takes into consideration feedback received during the evaluation of the Training module on fundraising. Key issues raised include:

- Limited availability from the organisations to complete activities during the coaching period;
- Need for a joint training to promote synergies between organisations and encourage networking;
- Preference for hands-on training on specific skills;
- Different levels of development and nature of the organisations should be taken into consideration.

### OBJECTIVES OF THE MODULE

The objective of the training is **to strengthen the capacity of 10 EPF members in communication**, making effective use of appropriate media and communication tools to support their advocacy work.

By the end of the programme the participating organisations will have developed skills related to:

- Understanding the value of communication and how it supports the advocacy strategy of the organisation;
- Developing core messages and proof points, evidence that support the organisation's claims of value;
- Increasing awareness and involvement of targeted and specific groups of individuals/stakeholders;
- Writing powerful press releases and cultivating relationships with the media;
- Using communication tools for enhanced visibility e.g. websites, social media, newsletters, etc.

- Organising public events and campaigns;
- Defining basic planning frameworks for effective communication.

## TRAINING OUTCOMES

- Total of 10 patient representatives trained;
- Identifying and pursuing at least 1 communication activity per organisation;
- Training module in English consisting of programme of face-to-face training session; tools, presentations and exercises. The module will be shared with all EPF members as well as other non-member patient organisations.

## METHODOLOGY

### 1/ BASELINE ASSESSMENT

The purpose is two-fold:

- to assess the current knowledge, skills and experience of participants so that the programme can be built taking into account the baseline;
- to help organisations identifying a project/priority after the face-to-face training.

### 2/ FACE-TO-FACE TRAINING (2,5 DAYS), BRUSSELS

The face-to-face training will combine different approaches and methods. The programme will be developed in consultation with the selected expert/s.

- **DAY 1 - Learning about the theories of communications:** One full day dedicated to theory. Participants will learn about the value of communication and about the different tools available.
- **DAY 2 - Hands-on training:** The second day will be dedicated to *hands-on training*.

Participants will be clustered in smaller groups according to the results of the baseline assessment and to their communication priorities.

Participants will focus on a specific activity and develop their own project ideas with the support of trainers.

- **DAY 3 - Pitch your project idea!** During the third half-day, participants will pitch their own project in front of the other organisations and receive feedback.

## EVALUATION

A monitoring and evaluation plan will be developed to assess effectiveness and impact of the training module on communication. The plan will be developed by the EPF Secretariat and will be agreed with the trainers before the start of the activities. The plan will define a set of short and medium term measurable performance indicators and outline evaluation methods and tools that will be used for the evaluation data collection.

Evaluation will try to assess the following areas:

- Participants' satisfaction with the face-to-face training
- Level of achievement of learning outcomes identified for this training module

Impact assessment: Benefits arising from application of learning (e.g. if specific targets are set for each organisation).

## TIMELINE

- Applications will be collected **until July 10<sup>th</sup>**. Applications forms will be available soon).
- The baseline assessment will take place over the summer.
- The face-to-face training is scheduled to take place on 21-23 September 2015.

## ELIGIBILITY CRITERIA

Who can participate?

The training is open to any organisation that:

- The organisation is a member of EPF.
- The organisation does not benefit from the EPF National Capacity-Building Programme;
- The organisation commits to completing the activities of the training;
- The organisations commits to send a representative (staff, Board member, volunteer) who plays a **specific role in communications** for the organisation and will be able to implement activities linked to the training.

## SELECTION CRITERIA

The following criteria will be assessed:

- **Compliance with eligibility criteria.** Preference will be given to organisations which comply with the Full membership criteria.

- **Current communication plan:** priority will be given to organisations with stronger need to reinforce their communication strategy. The current communication strategy will be assessed on the existing communication plan/strategy (if they exist) and the current communications tools.
- **Availability and commitment:** the organisation's representative must be available for the proposed training date and committed to pursue and further develop the communication activity initiated during the training.
- **Profile:** The organisations' representative is the main person in charge / or has a specific assigned role for communications for the organisation (as per job description or Terms of Reference if applicable).
- **Language requirement:** the organisation's representative has a good knowledge of English (written and spoken).

## CONTACT

If you are interested in participating in this training module or if you wish to have more information, please send an email to Camille Bullo, EPF Membership Officer ([camille.bullo@eu-patient.eu](mailto:camille.bullo@eu-patient.eu)).