

EUROPEAN PATIENT'S FORUM Leadership Meeting 2018

15/04/18

Brussels

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“ A STRONG PATIENTS' VOICE TO
DRIVE BETTER HEALTH IN EUROPE ”

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ON THE ROAD TO THE EUROPEAN ELECTIONS

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THE ULTIMATE EPF QUIZ

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CAMPAIGNING FOR HEALTH POST-2020

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From 2014... our success



“ A STRONG PATIENTS' VOICE TO DRIVE BETTER HEALTH IN EUROPE ”

Some realisations

- We are in a different environment than 5 years ago;
- Health is at risk: it is not about raising the voice of patients but about raising the “**voice of health**”;
- There are lots of uncertainties: total amount of budget, Brexit, rise of Euroscepticism
- **Status quo is an unlikely scenario**



Background & Rationale

Health collaboration at EU level under threat

- Juncker's 5 scenarios



Since June 2017, a lot of actions

- **June 2017** - Letters to Juncker, Andriukaitis
- **Fall 2017** - Work with MEPS on the Parliament's report on the future EU budget
- **January 2018** - Letter to Timmermans
- **March 2018** - Breakfast Briefing with Health Attachés
- **April 2018** - Joint statement with EPHA: "To protect and advance what matters most to everyone in Europe: A Commission Vice-President for Health"



Health requires specific political drive and dedicated European Commission resources to meet citizens' expectations.

WE CALL FOR THE NEXT EU COMMISSION TO INCLUDE A
VICE-PRESIDENT FOR HEALTH

responsible for

**HEALTH
PROTECTION**



**HEALTHCARE
COOPERATION**

MAIN RESPONSIBILITIES

70%

Europeans want the EU to do more for health, according to the most recent Eurobarometer survey

Some victories!

- The Parliament included a strong statement for health in its position on the future budget
- The Council's Working Party on health – several member states expressed themselves in favour of the continuation of health collaboration
- Commission's leaked paper:



From no
health at all

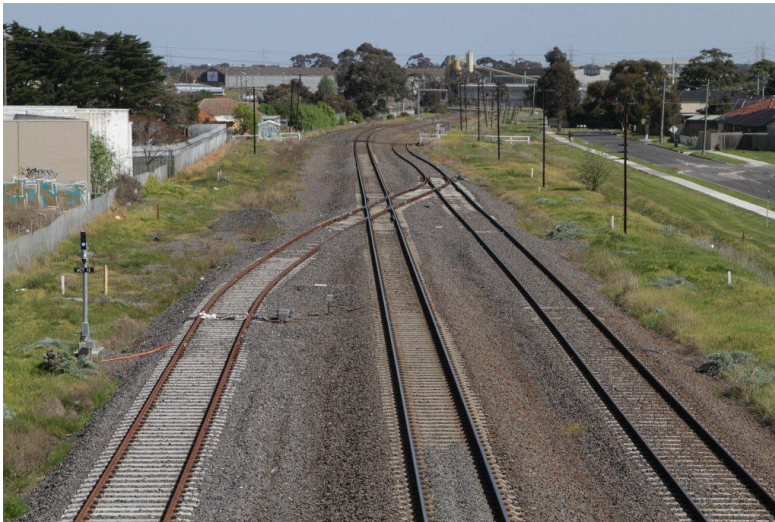


To.... MAYBE...
WHERE...

Our objectives

#EU4Health

- **Making health a priority post-2020**



➔ with EPF members and a coalition of 15 public health NGOs, focus on MFF process: #EU4HEALTH

European Elections Campaign

- **Profiling patients in health policy – the Role of civil society in EU policy-making**
- Patients as legitimate partners in EU decision-making
- Raising awareness about EPF and our “raison d’être”, and where and how we make a difference

➔ With EPF’s members: focus on the elections

COFFEE BREAK

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THE VOICE OF THE PATIENT COMMUNITY

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Preparing for the 2019 European Elections





EU COLLABORATION IN HEALTH MATTERS TO PATIENTS!

TELL YOUR STORY

- Storytelling to grab attention
- A human face - Patients = people
- Sense of urgency



How it works



5 Key Messages of our campaign:
What matters to patients

Building on the human factor.

What matters to us and why you should support our message!

PRIORITIES

- 1.
- 2.
- 3.

OUR POLICY PRIORITIES

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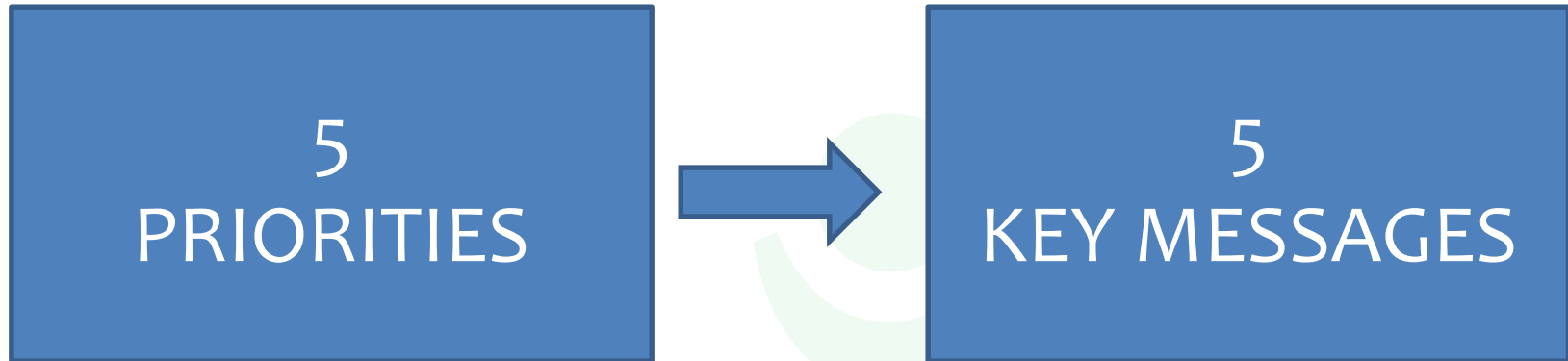
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What we will do today

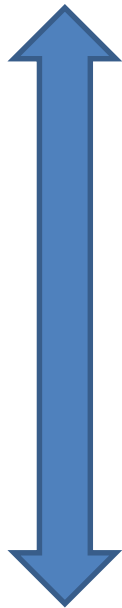


**EU COLLABORATION IN
HEALTH MATTERS TO
PATIENTS!**

What we will do today

- 5 priorities, 5 key messages

Patients' Rights



- Enabling the participation of patient organisations into health polity
- Patient access to health and related care and non discrimination
- Patient Involvement in Research
- Patient Empowerment
- Patient-centred Digital Health

OUR 5 KEY MESSAGES

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How it works



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PRIORITIES

- 1.
- 2.
- 3.

Group discussion – shaping the message

- Goal: “Elevator pitch” to convince a politician (MEP candidate) of:
 - Why your priority matters to patients
 - What is the added value of EU action
 - What needs to be done



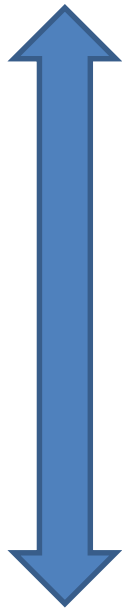
Group discussion – shaping the message

- 1 message – 1 hour and 15 minutes
- Moderator
- Policy experts
- 1 Flipchart to share for feedback



5 priorities, 5 key messages

Patients' Rights



- Enabling the participation of patient organisations into health polity
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**HALF
TIME**





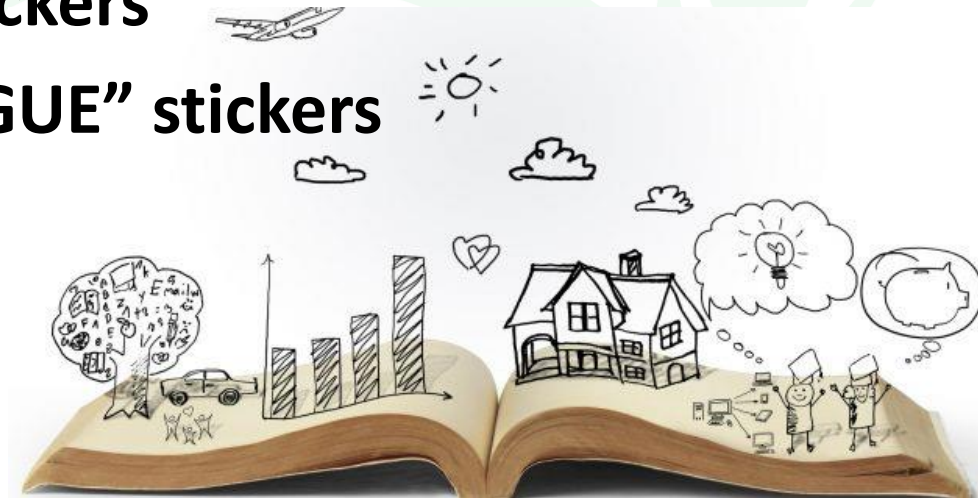
**10
MINUTES
LEFT**



**5
MINUTES
LEFT**

Goal: to get feedback on the key messages

- 5 messages - 20 minutes
- **Post-its:** questions, **comments**, proposals – as many as you want
- **5 Green “I SUPPORT” stickers**
- **5 Yellow “This is too VAGUE” stickers**





**10
MINUTES
LEFT**



**5
MINUTES
LEFT**

Preparing for the 2019 European Elections



WHAT'S NEXT

Nicola Bedlington
EPF Secretary General

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Stories that matter



5 patient personal stories.

+

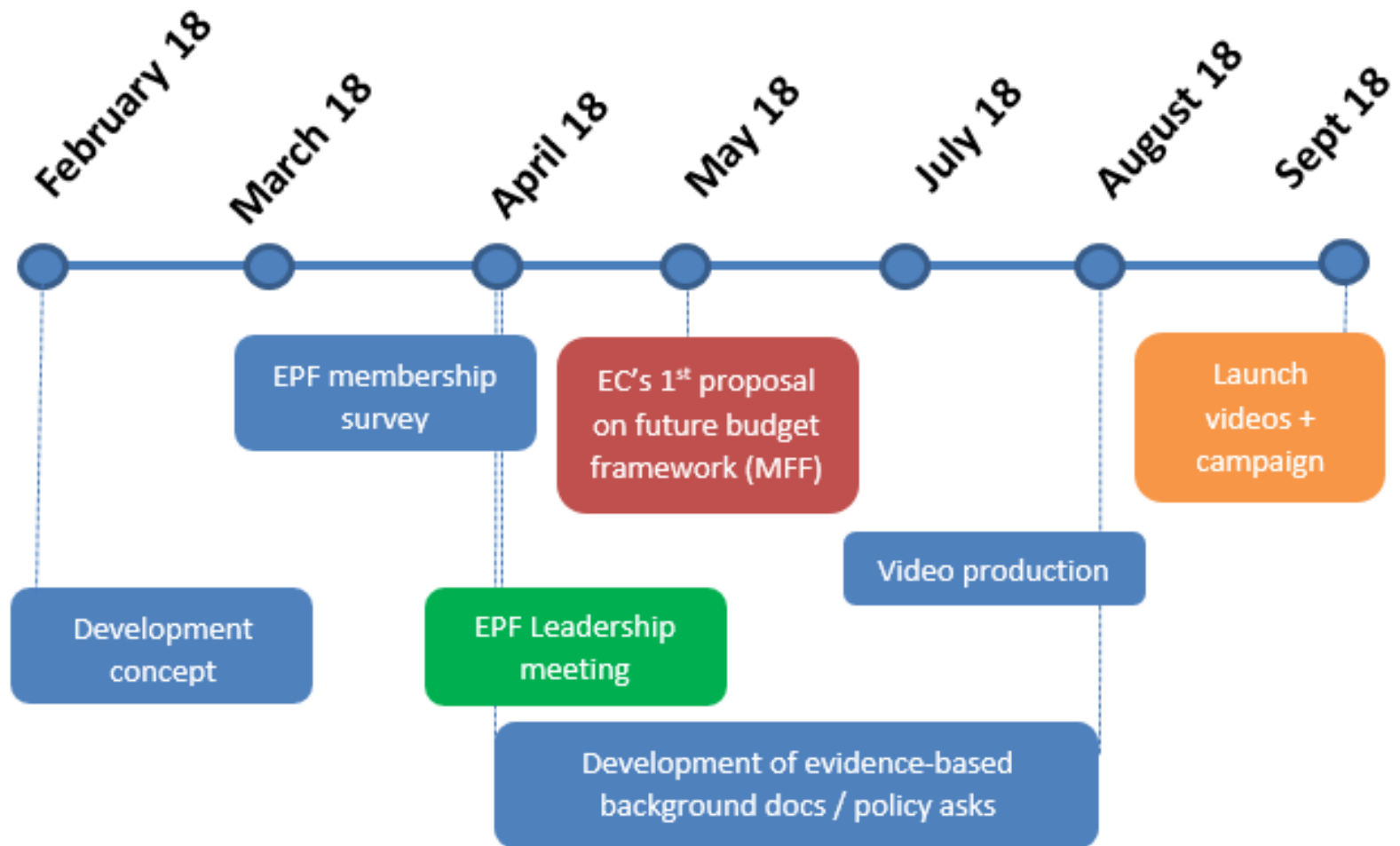
5 background briefing notes with evidence-based policy asks.

=

What matters to patients

5 Key Messages of our campaign:
What matters to patients

Next steps: a timeline



CLOSING REMARKS

Marco Greco

EPF President

15/04/18

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