EPF CAMPAIGN ON PATIENT EMPOWERMENT

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#PatientsprescribE

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"A STRONG PATIENTS' VOICE TO DRIVE BETTER HEALTH IN EUROPE"

EPF European Patients Forum

Patient Empowerment Campaign

Launched in May 2015

What were our objectives?

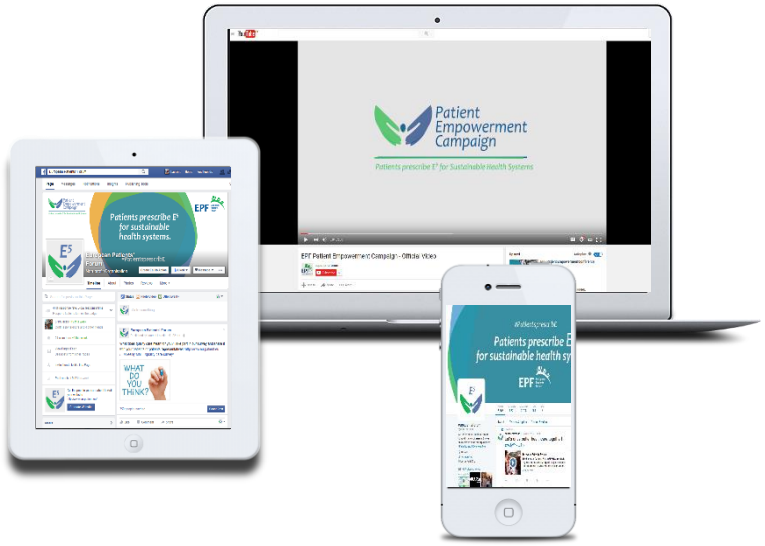
- Raise awareness of PE
  - What is Patient Empowerment?
  - Critical role of patients
  - Collective patients' involvement
- To call for an EU Strategy on Patient Empowerment
  - Advocate for integration at all levels
  - Share good practices
  - Propose concrete actions

Outputs

Campaign reach out

- The campaign was presented at **32 events** in **11 countries**
- EPF and supporters of the campaign helped raise awareness of the campaign with publications in different media. In total, the EPF campaign was mentioned in **35 articles/publications**

The campaign in numbers



205 pledge supporters

37.368 views in total for 8 campaign videos

1,992 tweets from 563 handles

Leaflet available in **18 different languages**

2,260,962 Impressions

Events

- Kick-off Conference – May 2015
- High-level Policy Roundtable 22/06
- Closing Exhibition 29/06

THANK YOU

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