

The Good Lobby's Proposal for EPF's 2021 Patient Advocates' Seminar

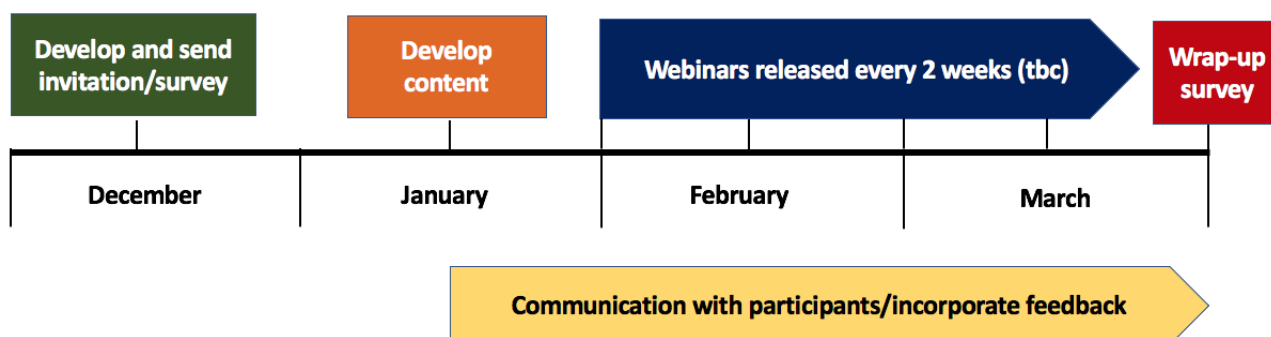
Overview

In October 2020, **European Patients Forum** approached **The Good Lobby** to co-create a series of online trainings for the **2021 Patients Advocates' Seminar**. The aim of these trainings is to give participants from EPF member organisations stronger knowledge of the European decision-making process, as well as enhanced advocacy skills and strategies and increased cooperation between different organisations. Special attention will be paid to the impact of COVID-19 on the health advocacy space.

The trainings will take the form of **online webinars**, with interactive components such as breakout room sessions, mini-quizzes, and thought-provoking homework exercises to be completed between sessions in order to develop participants' real-life advocacy projects.

Prior to the trainings, EPF will send an invitation to participants that will include a **survey** to better gauge the background, needs, and advocacy capacity of the diverse participants. A survey will also be sent at the end of the trainings for evaluation purposes.

Timeline



Outline of Content

Module 1: Advocacy awareness through the prism of COVID (90 minutes)

- Introduction to lobbying as a tool for change
- Introduction to ethics and transparency in lobbying
- Discussion of how COVID-19 has impacted the lobbying sphere at an EU and national level:
 - What are the benefits of having health as a priority issue?
 - What are the negative aspects of so much energy focused on COVID-19?
 - How has this changed access to power and agenda setting?

Module 2: How to influence EU policy (90 minutes)

- Overview of the EU policymaking process
 - Pre-legislative
 - EP vs Council
 - Different channels of influence (ECI, etc)
- How to create links between national-level and EU-level organizing
 - How can EU-level lobbying benefit national policy goals?

Module 3: Creating your lobbying plan (90 minutes)

- Timing: deciding when and how to lobby for your cause
- Role of evidence and reliable data in building a compelling case
- More in-depth analysis of ethics and regulation in lobbying for patient issues
- Coalition building
 - Special attention will be paid to forming new relationships and alliances between participants from various groups and countries

Module 4: Executing your lobbying plan (90 minutes)

- Creating a compelling case
 - How are patient organisations unique?
 - How can patient voices be leveraged in an empowering way?
 - Storytelling as an effective public policy tool
- Securing and preparing meetings
 - How to “speak the language” of policymakers
 - How to communicate effectively during COVID times (virtual meetings)
- Monitoring progress
 - How to monitor progress, adapt your strategy, and keep attention on your cause

Contact:

Alberto Alemanno, Lead Trainer and Founder & Director of TGL
alemanno@hec.fr

Kelsey Beltz, Partnerships and Education Manager at TGL
kelsey@thegoodlobby.eu

Elena Balestra, Membership & Capacity Building Manager at EPF
elena.balestra@eu-patient.eu

Borislava Ananieva, Youth Strategy & Capacity Building Assistant at EPF
borislava.ananieva@gmail.com