

## **Summary Training Report in Strategic Communication, Hungary, 2016**

This training in Strategic Communication was organized with the help of the Civil Support' trainers. The training brought 25 Hungarian patient representatives to Balatonszemes from 28th – 29th October 2017. Training sessions included the role, content and utility of a communication strategy and effective application of it, how to define target groups and topics for communication with communication value as well as the pros and the cons of various communication tools. At the end of the training, 83% of participants found that the overall programme was suitable to them, whilst 17% of participants felt that the level of the training was too hard them which required the trainers to prepare some additional handouts. Most of participants felt they managed to acquire new skills and to use it in their future work, and 91% of participants recommend this training to other participants. The success of this training led to participants' selection of mini projects and plans for implementing those projects. The project ideas range from updating their webpage (Hungarian Association of Patients with Rheumatic Diseases), implementing the internal newsletter service (Hungarian Osteoporosis Patients' Association) to organizing a series of events jointly with other patient organizations to raise awareness about the illness among general public (Hungarian Organisation for Patients with Immunodeficiency). Civil Support will look to build upon this success and support the organisations in the implementation of their plans.