

# PATIENT EMPOWERMENT CAMPAIGN: HOW TO GET ENGAGED?

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19 May 2015

Brussels, Belgium



@eupatientsforum

@cynthiouze

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



# Delivery of the campaign

Raise awareness

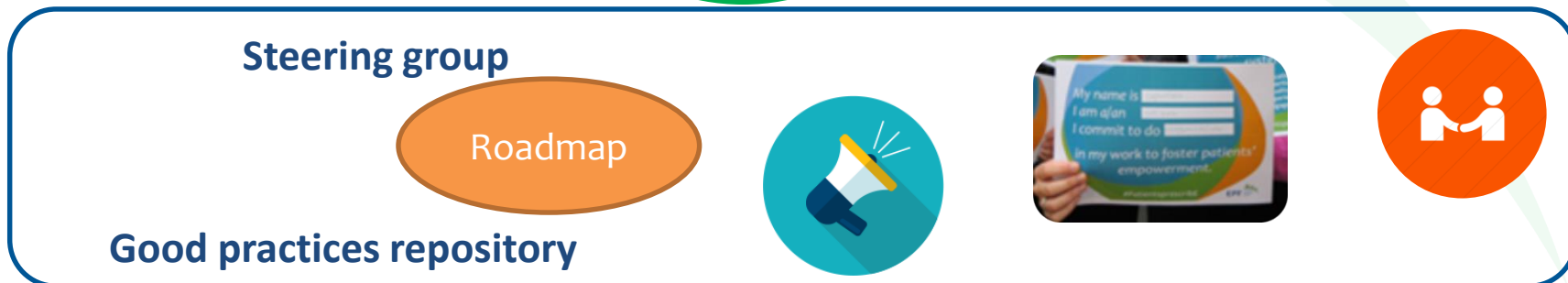


Conference  
& Campaign  
Launch  
20-21 May  
2015

Roundtable  
event at the  
EU  
Parliament  
November  
2015

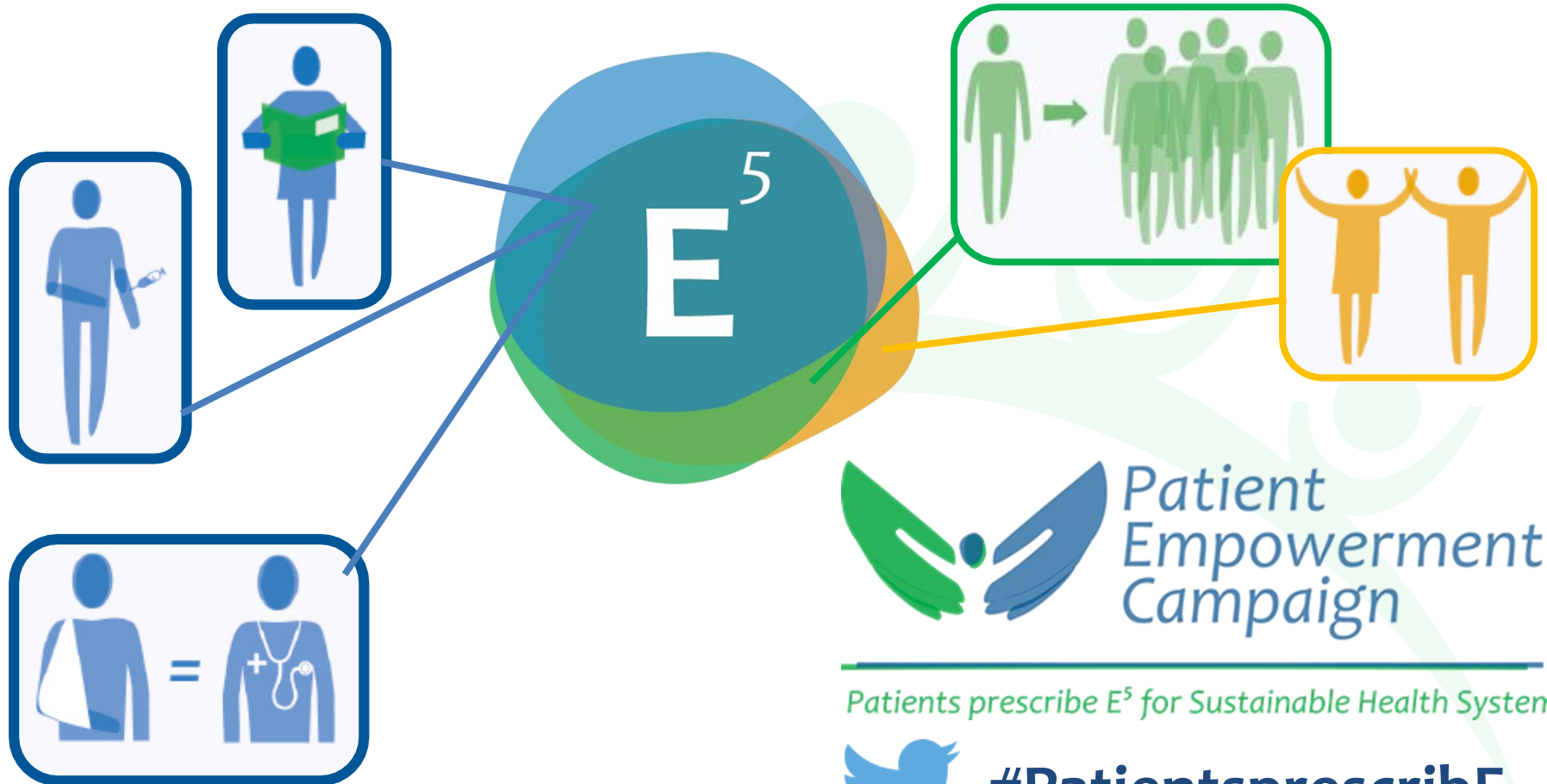
Closing  
event  
Exhibition  
EU  
Parliament  
June 2016

Enabling environment



# What are the campaign messages?

## Patients prescribe E<sup>5</sup> for Better Health Systems



Patients prescribe E<sup>5</sup> for Sustainable Health Systems



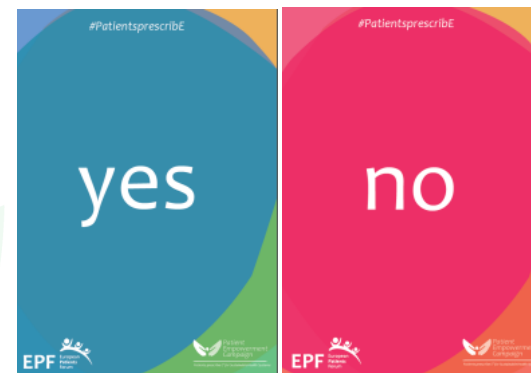
**#PatientsprescribeE**

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

# How to engage in 10 steps?

Before we start...

- Prepare your YES/NO card
- Toolkit
- No campaign without YOU!



# How to engage in 10 steps?

1/ Does your organisation have a website/blog?

**YES: Write articles about the campaign!**



# How to engage in 10 steps?

2/ Is your organisation on social media?

YES: Make the campaign social!

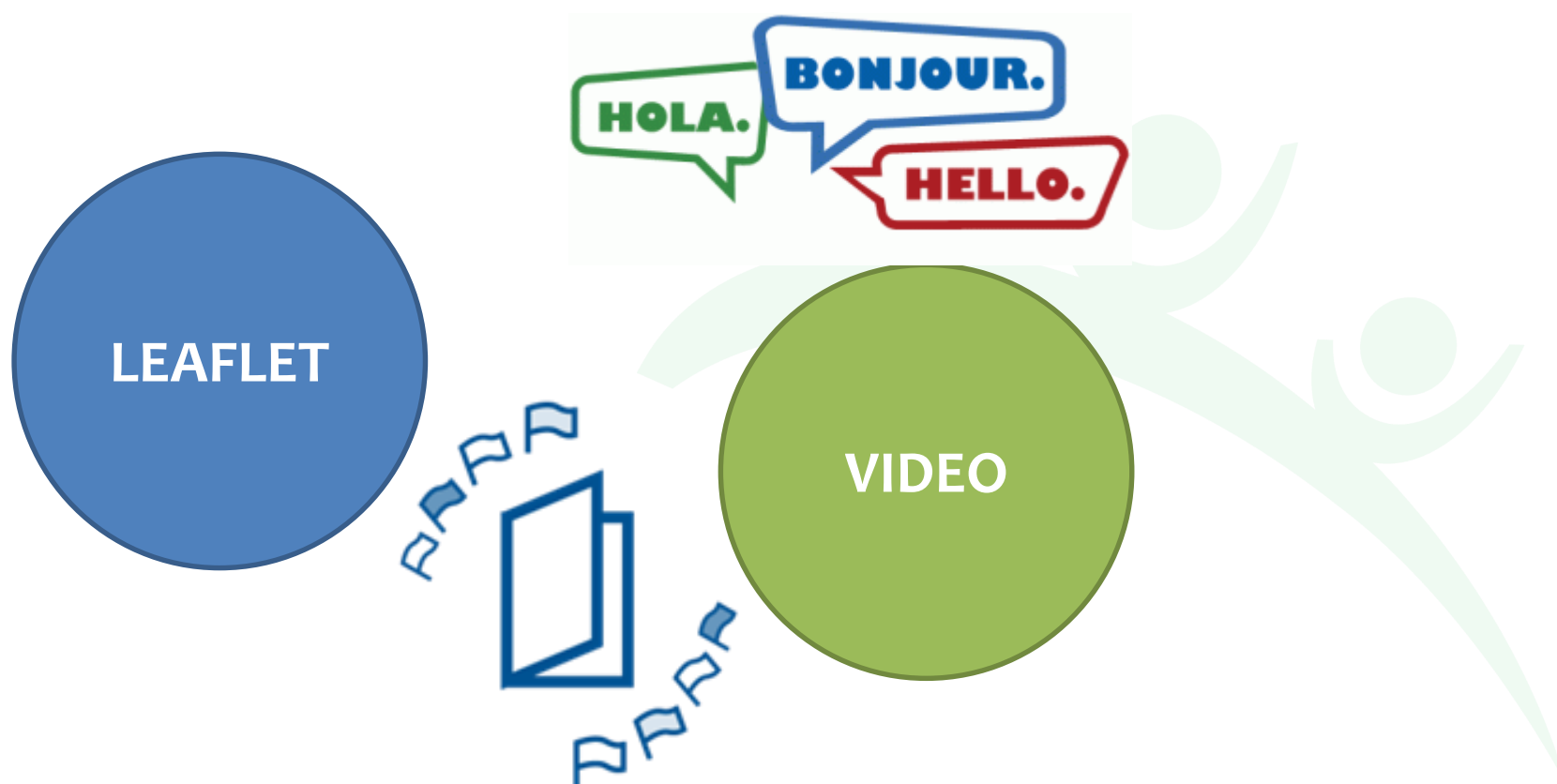


**Patientprescribe**

# How to engage in 10 steps?

3/ Do you speak another language than English?

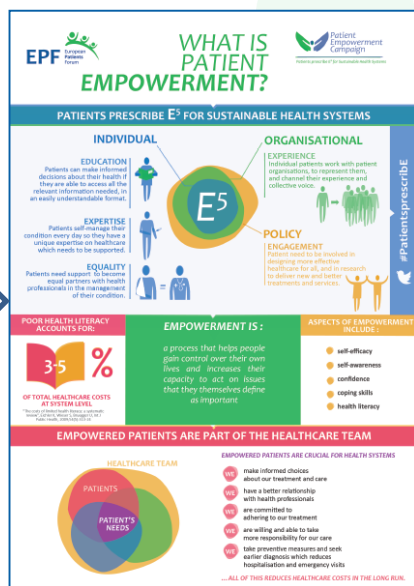
YES: help us translating with accuracy!



# How to engage in 10 steps?

4/ Do you have a PRINTER at your office?

Yes? The leaflet is easy to print!





# How to engage in 10 steps?

5/ Do



organisation have a camera?

Yes? Take a



No? There



# How to engage in 10 steps?

6/ Do you have regular contacts with your members?

Yes? Let them know about the campaign!



# How to engage in 10 steps?

7/ Do you have one event planned for the next months?

Yes? Talk about the campaign!



# How to engage in 10 steps?

8/ Do you know one journalist?

Yes? Adapt the press release template and share it with him!



# How to engage in 10 steps?

9/ Do you have a positive example of empowerment?

Yes?

- Share it on our blog
- Record it on a video and share it on social media
- All good practices will be shared on a repository





# How to engage in 10 steps?

## 10/ Do know an MEP from your country ?



# THANK YOU FOR YOUR ATTENTION!

Follow us on Social Media!



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eu-patient.eu/blog

**More information**

[www.eu-patient.eu](http://www.eu-patient.eu)

[info@eu-patient.eu](mailto:info@eu-patient.eu)

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