

**A CAMPAIGN TO PROMOTE THE EPF MANIFESTO
150 Million Reasons to Act!**

**CAMPAIGN GUIDE FOR EPF NATIONAL MEMBERS AND ALLIES AND
EUROPEAN MEMBERS' ORGANISATIONS AT NATIONAL LEVEL**

BACKGROUND

The European Patients' Forum in cooperation with its membership has developed an EPF Manifesto and Campaign "150 Million Reasons to Act" for the lead up to the European Parliament elections and the new Commission.

The purpose of this Manifesto is to obtain the support and commitment of European Parliament Groupings, of current and future Members of the European Parliament (MEPs), their national counterparts and EU policy makers for vital measures **in 3 fundamental areas** to improve the quality of health-care delivered to patients across the EU:

- **Equal and timely access to safe and effective diagnosis, treatments and support;**
- **Better information and resources for patients to be partners in determining their care;**
- **A patients' VOICE to be heard in Brussels and throughout the European Union.**

The EPF Manifesto goes into specific details regarding what needs to be done, how and by whom.

As a result of campaigning for these measures, EPF and its members at national level will have a much closer relationship with key MEPs and policy-makers, with a commitment to health which will help our common work during the next European Parliament.

WHY A CAMPAIGN

The European Parliament Elections and new Commission 2009 offer a unique new opportunity for the European Patients' Movement, through the EPF membership and patient group allies to mobilise politicians and policy makers to commit to act, and to work towards equitable, patient-centred, high quality healthcare for all patients throughout the European Union.

This will only be achieved if there is a consistent and persistent campaign at both EU and national level that demonstrates unequivocally the strength of the united patients'

voice and our “political” power – through 150 million patients and their families and allies, who are citizens and voters.

What is the added value of the EPF Manifesto for your organisation?

We hope that through working with the EPF Manifesto, you will also be able to advance on some of your core goals as a patients’ organisation and promote the rights of patients in your country. Many of the issues we are striving for at EU level are driven by your needs and problems at national level. This is an opportunity to bring the two levels together strategically and create a real political change.

By working closely with EPF in the campaign for the Manifesto, you will enhance your members’ and allies recognition of the value of EU cooperation, the added value of working together in an EU context as part of a **European Patients’ Movement**.

It will also be a significant opportunity to profile your organisation as a key player with MEPs from your country (and their national counterparts) that will champion your issues at EU level during their period of office in the European Parliament.

TIMELINE

The Campaign will commence in September 2008 and end one year later when the new Commission is in post (1 November 2009).

WHAT CAN YOU DO AT NATIONAL LEVEL (National Platforms or national coalitions of patients in each Member State and national members of EU disease specific members of EPF).

You are invited to:

- Identify a person, or small team to act as the **EPF Manifesto Co-ordinator** and to liaise with the Brussels EPF Secretariat.
- Translate the manifesto and the template letter into your own language.
- Adapt the letter to the needs of your constituency by giving **very strong examples** of why the time to act is now, from the perspective of patients in your country.

THIS SHOULD COMPRISE CASE STUDIES, STATISTICS, ANECDOTES OF PATIENTS’ OWN EXPERIENCE IN YOUR COUNTRY – BOTH GOOD PRACTICE AND BAD PRACTICE.

- Identify your target group and obtain/ check contact details.
 - o Current MEPs from different political parties
 - o Prospective MEPs from different political parties
 - o European Parliament (EP) Office in your country
 - o Current Members of the national Parliament

- Key government officials
 - Health and education authorities representatives at national level
 - Press Contacts
- Generate interest at early stage with the press – include them in the correspondence with a brief press release (template provided by EPF).

A useful tool in order to support you in capturing media attention and getting your message adequately covered in the press is the manual "[Working with the Media – Health and Environment Communication](#)" designed specifically for NGOs. Available in 5 Languages, the guide offers useful information about how the media operates, how to build up a media strategy, how to write a press release (tips and things to avoid), how to plan and run effectively a press conference, how to give interviews, etc.

- Distribute these materials to your member organisations with a very clear request for action, and reporting back mechanism – copy letter on to their headed notepaper etc
- Arrange for x 3 mailings to your target group, using the updated model letters from the EPF secretariat – OCTOBER, JANUARY, APRIL.
- Arrange for specific meetings in your country with those current MEPs and prospective MEPs with a particular interest in health, asking them to support the EPF Manifesto and illustrating with examples from your country why it is so crucial. If possible go to these meetings with several patient advocates from different disease areas to demonstrate solidarity.
- Come to the EPF Annual General Meeting in Spring 2009 for an update and review of the impact that the EPF Manifesto is having at national and European level.

Organise an event around the European Patients' Rights Day on 18th April using the EPF Manifesto as the core theme.

- Make a link between your website and the EPF website where there will be a special section on the EPF Manifesto.

RESOURCES AND COORDINATION PROVIDED BY EPF

- Contact person in the EPF Secretariat

- Regular “Campaign Bulletin” with news and updates of progress in different countries and in Brussels
- EPF Manifesto written in a clear and accessible language
- Template letter to be adapted at national level
- Template press release to be adapted at national level and guidance on working with the press
- EPF’s direct campaign work will focus on the EU Institutions in Brussels and the EU Presidencies

MEASURING SUCCESS

- o How will we measure the success of the EPF Manifesto Campaign ?

Process

- o Feedback from the members with regard to the degree of engagement from their members with regard to the Manifesto.
- o Degree of interest expressed by the identified key target groups at EU and national level.

Outcome

- o Number of MEPs in each country that actively sign up to delivering policy change on the key areas of the Manifesto and commit to championing our work.
- o Number of national MPs and Government officials involved (from health, education and other sectors).
- o Degree of advancement of key legislative dossiers in the Institutions that drive forward what we want and that will achieve change at national level.

CAMPAIGN ACTIVITIES AT EU LEVEL LED BY EPF

- Launch event in the European Parliament on 16 September 2008 – Press Release and wide- scale distribution –article in the EP Magazine, Letter of Appeal to EPF’s extensive Mailing list, Special Feature in our Mailing.
- Specific Section on the home page of the EPF website with possibility of on-line sign up.

- EPF President – reference to the Manifesto in his intervention at the High Level Pharmaceutical Forum 2 October 2008 – copies made available.
- EPF President – reference to the Manifesto in his interventions in the EU French Presidency Health Conferences, 10 September 14-15 October 2008 – copies made available in French.
- EPF Treasurer – reference to the Manifesto in his interventions at the 11th European Health Forum Gastein - copies made available.
- EPF Advocacy Seminar in Lithuania, Vilnius (28-28 November 2008) – the Manifesto will be one of the focus points.
- 150 Million Reasons to Act ... EPF New Year Wishes.
- On Going Activities under the Czech EU Presidency (First half 2009).
- Public Hearing on the Manifesto on 18th April 2009 to celebrate the European Union Day on Patients' Rights.
- Reference in EPF publications etc.
- Culmination of Campaign – Swedish EU Presidency Conference (Second half 2009).

CAMPAIGN ACTIVITIES AT EU LEVEL BY EPF's OWN DISEASE SPECIFIC MEMBER ORGANISATIONS

EPF European Member Organisations will be invited:

- To use the Manifesto as a backdrop to their disease –specific campaign work with politicians and policy- makers.
- To encourage their members to take part in national campaigns.
- To join in the letters' campaign.
- To link from their website to the EPF patient manifesto section of EPF website.