

## Professional Development Programme

Training / outreach workshop: Involving national members in EPHA advocacy

The aim of the PDP is to demonstrate, via selected EPHA advocacy actions managed by senior level EPHA staff, the benefits of improving interaction between EU and national level organisations. As a concrete outcome, participants will jointly produce a wider recommendation / guideline / checklist on how to achieve this.

Monday, 10 December 2018, 9:00-17:00  
Renaissance Hotel (Ballroom 1, ground floor) • Brussels

09:00 – 09:30

Registration

09:30 – 09:45

WELCOME & INTRODUCTION  
Purpose & objectives of the workshop

Sascha Marschang, Acting Secretary General, EPHA

09:45 – 10:15

Tour de table, **incl. members' strategic priorities / questions**

EU & national advocacy: How do they complement one other?  
**Examples from EPHA's work streams**

During the targeted sessions, the responsible EPHA staff member will explain a concrete advocacy action within the EPHA campaign they are managing, which will be followed by a group exercise in each section during which participants will reflect about complementary, national level advocacy opportunities.

10:15 – 11:30

Prevention of Non-communicable diseases (NCDs)

Nikolai Pushkarev, EPHA Policy Coordinator for Food, Drink and Agriculture

Presentation followed by interactive group work

11:30 – 11:45

Coffee break

11:45 – 13:00

Universal access to affordable medicines

Yannis Natsis, EPHA Policy Manager for Universal Access & Affordable Medicines

Presentation followed by interactive group work

13:00 – 14:00

Lunch/networking break

14:00 – 15:15

Clean Air for Health and the case of diesel pollution

Zoltán Massay-Kosubek, EPHA Policy Manager for Health Policy Coherence

Presentation followed by interactive group work

15:15 – 15:30

Coffee break

15:30 – 16:30

Using communications tools for effective advocacy impacts

Giulia Vettore, EPHA Communications Manager

Presentation combined with communications task

16:30 – 17:00

AOB & Wrap-Up

This final session will conclude by identifying, from the outcomes of the group exercises, a number of advocacy actions that could be efficient and useful. This will be the basis for formulating some recommendations on what can be done differently (both at EU and national level)

Sascha Marschang, Acting Secretary General, EPHA

Please contact [sascha@epha.org](mailto:sascha@epha.org) if there are any other issues you would like to discuss.