

PROFESSIONAL DEVELOPMENT TRAINING

10 December 2018, 9:30 – 17:00
Renaissance Hotel, 1050 Brussels

Hosted by Interim Secretary General Sascha Marschang, EPHA organised a capacity building workshop for national members not normally in a position to travel to Brussels to attend EPHA's bi-monthly Policy Coordination Meetings and its Working Groups on key thematic priorities. Most of the participants were from Eastern and Southern European countries, as well as a participant from the WHO European Region.

The purpose of the workshop was to present examples of policy areas where creating better synergies between the European and national level is vital, and to engage members in EPHA's ongoing advocacy activities in key thematic priority areas. The workshop covered both advocacy and communications practices and tools to equip members to support this effort.

The workshop was grouped into four sessions, each included an interactive element, with members discussing the problematic and brainstorming potential solutions and actions among themselves.

The sessions covered EPHA's work in the area of NCD prevention including healthy food and drink environments, led by Nikolai Pushkarev; EPHA's work stream Universal access to affordable medicines, moderated by policy lead Yannis Natsis; Clean Air, led by Zoltan Massay-Kosubek.

The proposals developed by members will be used in 2019 to inform the EPHA Board's discussion about the next Strategic Plan and to make recommendations on how EPHA's impact at national/ regional level could be increased.

Members worked together to create a set of suggestions and ideas on how to continuously advance EPHA-members cooperation on different topics.

HOW TO COMPLEMENT EPHA'S EU ADVOCACY ON NCD PREVENTION WITH ACTIVITIES AT NATIONAL / REGIONAL LEVEL

- Creating an **EPHA NCD alliance**, incl. mental health factors – pooling expertise at national level (tobacco control, alcohol, trans fats, prevention, treatment & disease management, investing in care systems)
- Identifying 1-2 **key people** per country
- Providing **training** for tackling NCDs at the national level
- Raising **public awareness** via funding and public tools – working with patient organisations and insurance companies
- Raise awareness of / educate the public
- Establishing **coalitions of partners** including other platforms, NGOs and different types of organisations, celebrities (as public face of the work)
- Gathering **more national data**, e.g. via surveys
- **Data analysis** undertaken by members at the national / regional level

HOW CAN EPHA SUPPORT MEMBERS IN THIS WORK?

- “**Watchdog role**” – monitoring the implementation of relevant legislation at national level, identifying gaps
- **Advocacy** on behalf of disadvantaged groups, gender, family-centred management
- Providing members with **more recognition** vis-à-vis governments by emphasising EU-national collaboration, including specific national examples in EPHA reports
- Creating common positions for **joint advocacy campaigns**
- Providing **guidance** on specifying and limiting the focus, identifying target audiences (government vs public)
- Providing **relevant information** for translation into national languages
- Helping to create connections with the relevant people: EPHA as gate opener
- Establishing **links** between NCDs, AMR, environmental health, mental health, childhood obesity...
- Making better use of EPHA’s extended **network** – connecting existing members and partners
- EPHA as a **convener** to put national members in contact with EU organisations
- **Inclusion** of issues often side-lined at EU level
- **Dissemination** of work undertaken by members at national level
- Creation of an **NCD platform** for members to meet each other
- Organization of **capacity building** events for members in this area, e.g storytelling techniques, EU funding opportunities

HOW TO COMPLEMENT EPHA’S EU ADVOCACY ON UNIVERSAL ACCESS TO AFFORDABLE MEDICINES WITH ACTIVITIES AT NATIONAL / REGIONAL LEVEL

- Members to establish **relationships** with National Medicines Agencies
- Engaging in **advocacy** to regulate manufacturers and governments to help ensure medicines supply, include patient priorities
- Supporting **solidarity** between smaller countries / markets, advocate a European market for medicines
- Providing relevant **evidence** to decision makers, e.g. effects of parallel trading, need for affordable medicines to attain Universal Health Coverage, quality of medicines on the market
- Collaboration with **academia** to support non-industry research and innovation
- Establishment of a **platform** to find relevant information on medicines (e.g., availability and shortages)
- Collecting **information** about health and health services in general, to ensure that excluded groups – e.g., women in rural areas – can have access
- Addressing the monopoly of pharmaceutical companies and **scrutinising** prescribing practices

HOW CAN EPHA SUPPORT MEMBERS IN THIS WORK?

- EPHA should continue to produce **reports and recommendations**
- Provision of **tools** on how to work on A2M at national level
- **Inform** members on how pricing is determined / compliance works in different countries, what are best practices, etc.
- Support by EPHA in writing (formal) letters to approach **governments**
- EPHA **providing data** that members can use for advocacy purposes
- Organisation of **advocacy workshops** at national and EU level
- Increasing the **outreach** of EPHA campaigns
- **Helping** members to know who they can talk with
- **Inviting** regional experts to support members' projects and programmes

HOW TO COMPLEMENT EPHA'S EU ADVOCACY ON CLEAN AIR WITH ACTIVITIES AT NATIONAL / REGIONAL LEVEL

- National and regional **advocacy** to ban diesel, promote more usage of renewable energy and raise awareness of clean fuel resources
- **Promotion** of shared living spaces
- Work to **promote** healthy solutions like the creation of "green" cities (e.g. connecting with architecture students), encouraging car sharing schemes, car-free zones in cities, abolition of company cars, reducing motor traffic in cities, encouraging walking, cycling and other physical activity, improving the energy efficiency of buildings, passive houses, etc., free public transport, parking spaces near big metro, bus and train stations, more parks and green areas, sustainable households (e.g. reducing water use, waste) and measuring the air quality near trees and roads to see the difference
- **Highlight** specific challenges / practices of deprived areas (e.g. burning trash)
- **Influencing** mayors / city governments:
- **Advocate** to include climate change / air pollution in healthcare professionals' curricula, involve physicians in the discussion

HOW CAN EPHA SUPPORT MEMBERS IN THIS WORK?

- **Mapping** potential partners to collaborate with
- **Provision** of online conferences
- Providing a list of relevant **good practices**
- **Evidence** collection link car emissions – pollution – cancer, comparing effects with smoking, impact on children
- **Connecting** with WHO Healthy Cities Network