

PAM Minutes

Thursday, 25 April 2024; 14-16h CEST

EPHA Office & online

Participants

Participants	Organisation
Milka Sokolovic, Raymond Gemen, Clémentine Richer Delforge, Frazer Goodwin, Alessandro Gallina, Tomas de Jong, Jasmina Cunmulaj, Loyse Quéau, Brigid Transon, Jana Kirschner, Emmi Weller, Jaisalmer De Frutos Lucas, Alba Gil, Sara Bertucci, Lisa Becker, Agata Petcov, Claudia Mantovan	European Public Health Alliance (EPHA)
Giulia Busolin	European Parliament, DG COMM, Civil Society Outreach Unit
Elisa Baldini	EUROCAM
Pietro Forghieri	International Society of Doctors for the Environment (ISDE)
Francesca Centola	Mental Health Europe
Maxence Prizzi	International Diabetes Federation Europe (IDF Europe)
Nieves Patino	International Federation of Anthroposophic Medical Associations (IVAA)
Riccardo Moschetti	European Cancer Organisation
Beatrice Credi, ELPA Office	European Liver Patients' Association (ELPA)
Miranda Ruchtie	European Central Council of Homeopaths (ECCH)

Agenda

Time	Agenda item
14.00-14.10	Introduction & tour de table
14.10-14.30	European Parliament European elections campaign Presentation from the Civil Society Outreach Unit – Giulia Busolin
14.30-14.50	Open mic space Members' news, views & asks
14.50-15.50	EPHA Team's view on the current situation
15.50-16.00	AOB & Closure

1. European Parliament European elections campaign

- Giulia Busolin from the Civil Society Outreach Unit (DG COMM), within the Directorate for Campaigns of the Directorate General for Communication of the European Parliament (EP) gave a presentation on the work of DG COMM on the upcoming EU elections. The unit is collaborating with civil society to expand their campaigns to reach all citizens across Europe. They are also working on increasing turnout in the EU elections.
- Giulia Busolin presented results from the most recent [Spring Eurobarometer](#), which showed that 60% of citizens say that they are interested in the next EU elections and 71% say that they are likely to vote in the EU elections. These are promising figures compared to the 51% turnout of the 2019 EU elections however, more can be done. It is important to frame our messages, target them and adapt them to the current context as 81% of citizens think say that the international context makes voting even more important. Citizens were also asked what the priorities for the next EP should be. It was found that peace, democracy, and protection of human rights were the top 3. Therefore, the upcoming elections come at a crucial time for the direction the EU can take.
- The EP's campaign has two main objectives. First, to inform citizens that the elections are taking place this year and make sure they do not forget about the date. For this purpose, the EP has created a tool on the EU elections website and are collaborating with civil society. Secondly, to increase turnout, the EP is partnering up with many different actors including companies, influencers, celebrities to promote the election explain why people should get involved. For this purpose, tools and communication assets were produced. On the 29th of April, the EP also released a video to give a voice to elder generations to tell younger ones why the elections are important. Democracy is a very big part of the narrative. A lot of communication material is available to partners.
- Then, Giulia Busolin presented some of the tools that the EP is working on to spread the importance of voting. These include:
 - The [EU elections website](#), collecting all relevant information on the elections for each Member State and in each Member State's language. It includes the possibility to sign up to receive regular reminders to vote.
 - An [engagement community platform](#) for individuals and organisations, with the possibility of sharing work on the elections and promote campaigns.
 - A [tool](#) collecting information on what the EU concretely does for citizens across the EU.
 - A [communication toolkit](#) for partner organisations.
- After the presentation, questions were asked on reaching vulnerable groups, measuring the impact of the campaign, the reasons why people do not vote, the place of public health among reasons to vote.

2. Open mic space

- Safe Food Advocacy Europe shared that they have prepared a manifesto with main policy asks and are working with their partner organisations to reach citizens.

- Mental Health Europe shared that they are planning activities to promote the EU elections and to persuade people to go to vote.
- EPHA announced its [analysis of main European parties' manifestos](#) and shared its latest [video "Voting Health onto the EU Agenda"](#), outlining its main health priorities in view of the upcoming EU elections.

3. EPHA Team's view on the current situation

- The EPHA Team shared its views and concerns on the current situation and discussed it with members.