



EPHA membership:

The why, the what, the how

# The Why

The European Public Health Alliance is a change agent – Europe’s leading NGO advocating for better health. We bring together the public health community to provide thought leadership and enable change, to build public health capacity to deliver equitable solutions to European public health challenges, and to improve health and reduce health inequities.

Established over 30 years ago, in its policy and advocacy work EPHA covers a broad range of public health topics, with a strong emphasis on health equity. As a member-led organisation, we work with all relevant policy and decision makers to strengthen the voice of public health in Europe, with EPHA’s core values - equity, solidarity, sustainability, universality, diversity, and good governance - always in mind.

What sets us apart from other EU public health NGOs is our membership and our audiences. We can proudly say that we are a people’s platform for public health, set up by people and for people. In our broad and versatile membership, we host organisations from European umbrellas all the way to local grassroots. Our membership includes health professionals’, research, and patients’ organisations, and organisations that represent marginalised or vulnerable groups. Our nurses, doctors and scientists are not with us to just talk with each other - for that, they have their own professional associations. They are in EPHA to get involved in people’s voice, to talk with people and to work for people.

# The What

In 2021, a EPHA 2021-2025 Strategic Plan “Artists and Scientists – New Partnerships for People’s Health” was introduced, bringing about four major changes to EPHA’s approach. They include:

- a stronger focus on evidence,
- more flexible & adaptable approach to advocacy,
- focus on collaboration and partnerships, and
- a shift from individual campaigns to clusters of overlapping policy areas,

all to secure more flexibility in a changing policy environment, better adaptability to challenging public health times, and higher value to EPHA, its members and external partners.

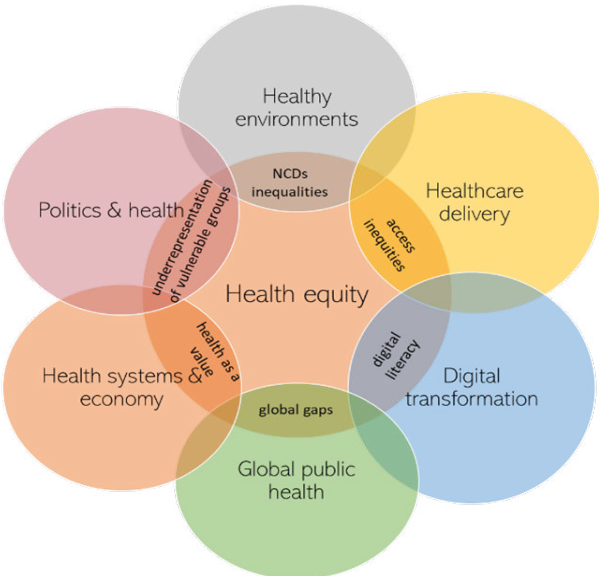
This approach provides a good fit for the increasingly integrated nature of European policy initiatives, and the progressively intersectoral cooperation within public institutions. It also reinforces EPHA’s role as the main, if not only, civil society alliance that actively engages with European policies from the vantage point of a comprehensive public health vision. The new strategy is also geared towards maximising the potential of expanded partnerships with civil society, institutional and academic actors to support European, national and local policymakers and initiatives.



Thematically, the plan identifies seven core areas of activities – or ‘clusters’ – designed to promote an integrated approach to help tackle the complex and interrelated health, economic, environmental, social and political challenges that Europe and the world are facing today. EPHA’s seven thematic clusters include:

1. Healthy environments, which supports the development of policies that scale up disease prevention and health promotion for sustainable and healthy lives.
2. Healthcare delivery, focusing on the development of safe and inclusive healthcare delivery systems, including by advancing universal access to medicines and healthcare.
3. Health equity, aiming to reduce health inequities and contribute to “leaving no-one behind” by promoting universal access to disease prevention and healthcare.
4. Health systems and economy, which aims at improving public health and healthcare systems’ resilience.
5. Global health, working to prepare for and effectively respond to serious cross-border health threats as well as to ensure policy coherence between public health and other policies.
6. Digital transformation, contributing to the development of people-centred digital policies that enhance population health and protect fundamental rights.
7. Politics and health, aiming to improve the way in which policymaking is conducted, including transparency and accountability, and to increase civil society involvement to ensure democracy and trust.

Following the ambitious logic of EPHA’s 2021-2025 Strategic Plan, EPHA’s clusters do not operate in isolation. They are intertwined to allow cross-fertilisation of knowledge and expertise within EPHA’s team and across membership.



# The How

EPHA's activities are driven by our Members, supported by a knowledgeable Management Board, and delivered by a Team of passionate professionals.

Members get engaged and their inputs get integrated into all EPHA's policy areas, especially via regular Cluster meetings, via Politics & Advocacy Meetings, through opportunity to have their say at the General Assembly, or discuss strategic issues at Directors' meetings, or via tailored opportunities for feedback, including through members' surveys.

EPHA's members get invited to jointly engage in projects, funded by the European Commission or otherwise, we support each other and in our advocacy campaigns, we partake in networks and alliances and amplify each other voices.

EPHA's members regularly receive tailored communications through our EPHA newsletter and Members newsletter, through emails on topics of common interest the various Clusters, but also by the Board, Officers and Director General. EPHA's Social Media channels are used to amplify members messages.

EPHA is renowned for, and proud of the support and capacity building it offers to its members and partners, for which the following quote came from our civil society partner as a welcome recognition.

“Being a young and youth-led organisation,  
we have always had a great deal of support by EPHA and their staff.  
They have opened us many doors and taught us ways to act in the European public health arena.”

This close working relationship with the membership is essential to ensure their respective view and areas of expertise are well represented, and that a value from this relationship is clear and secured for both parties.

Illustrating the impact of such joint work, the top examples of EPHA's success in the past years, according to a survey conducted in January 2022 among EPHA's members and partners, include (the list is not exhaustive):

- Leading the relentless advocacy for the EC health mandate and the EU4health programme;
- Mobilising EU health NGOs around the new financial framework and helping to shape the EU4Health budget;
- Supporting its members in handling civil society responses to COVID-19;
- Shaping the EU Code of Conduct for Responsible Business Marketing;
- Getting antimicrobial resistance and medicines affordability high on the EU policy agenda;
- Driving the impactful policy work on pharma strategy;
- Loudly promoting civil society engagement in access to medicines;
- Fostering greater accountability.

With our transition to the cluster structure in our strategic plan, even more emphasis is being put on enabling and maximising members' engagement, and supporting members throughout the lifecycle of EPHA membership.

EPHA's membership benefits include:

- Being part of an impactful alliance
- The access provided to key stakeholders
- The space for engagement on common topics
- Speaking with one voice on important issues
- The impact achieved together
- The expertise within the team
- The expertise within the membership
- The expert advice coming from scientific and strategic advisers
- The learning opportunities & capacity building
- The diversity of the membership
- The networking and socialising opportunities

Interested in becoming a Member?  
Fill in the [application form](#) and send it back to:  
[membership@epha.org](mailto:membership@epha.org)





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