



ANNUAL REVIEW

2023

About EPHA

EPHA is a change agent – Europe’s leading NGO alliance advocating for better health. We are a dynamic member-led organisation, made up of public health civil society, patient groups, health professionals, and disease groups working together to improve health and strengthen the voice of public health in Europe.



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CELEBRATING 2023: A YEAR OF MILESTONES, PARTNERSHIPS, AND COLLECTIVE IMPACT

As we close the chapter on 2023, we reflect with pride on a transformative year for EPHA. In the wake of a global pandemic, amidst the relentless war in Ukraine and the harrowing crisis in Gaza, EPHA stood strong, turning obstacles into opportunities for growth, advocacy, and impact.

This year, we celebrated EPHA's 30th anniversary, marking three decades of championing public health and shaping policies that put people first. Our landmark event brought together leading figures from public health, civil society, and government, including WHO Director-General Dr Tedros Ghebreyesus, WHO Regional Director for Europe, Dr Hans Kluge, and EU Health Commissioner Stella Kyriakides. Their presence reinforced the significance of EPHA's contributions to both European and global health. This was a moment not just to reflect on our achievements, but to chart a bold course for the future.

One of our proudest achievements in 2023 was the signing of a Memorandum of Understanding with WHO Europe. It formalised our commitment to advancing shared goals in public health, and represented a major step forward in our strategic collaborations.

EPHA's advocacy in 2023 was extensive and impactful. We were instrumental in shaping the European Parliament's report on Non-Communicable Diseases (NCDs), advocating for patient-centred policies that address the leading causes of death and illness across Europe. In collaboration with the International Agency for Research on Cancer (IARC), we actively contributed to the development of ECAC5, demonstrating our commitment to cutting-edge research and policy development.

In the fight against antimicrobial resistance (AMR), EPHA continued to lead with influence. We organised a dedicated session at the EU Health Forum Gastein, and actively participated in the 73rd session of the WHO Regional Committee for Europe, presenting a Civil Society Joint Statement on AMR. These efforts underscored our role as a key advocate for One Health approaches, addressing the overuse of antibiotics across human, animal, and environmental health sectors. Our 6th Access to Medicines Forum, another cornerstone of our advocacy work, brought together patients, healthcare professionals, and policymakers to discuss critical issues like antibiotic development and equitable medicine pricing.

Health equity remained at the heart of our mission. In collaboration with the European Commission's Anti-Racism Coordinator and the Office of the United Nations High Commissioner for Human Rights (OHCHR), we organised a high-level conference on racism, discrimination, and health. The event brought together over 100 stakeholders, reaffirming our commitment to addressing systemic health inequities, and ensuring that health policies serve the most marginalised communities. We also showcased our leadership in gender equity by co-organising a pivotal session on female leadership in public health with WHO Europe and EUPHA, reinforcing our commitment to diversity and inclusion in health leadership.

As catalysts for real change in health policy, we expanded the DisQo Thematic Network to a more inclusive Stakeholder Network on the EU Health Policy Platform, deepening our role and influence in public health conversations. Our lineup of activities included hosting enlightening webinars, presenting the DisQo Joint Statement to DG SANTE, and formulating a manifesto focusing on anti-discrimination and health equity.

We expanded our own alliance with the addition of five diverse new members, which further enriched our network, strengthening EPHA's ability to influence public health policy at every level. Our capacity-building efforts, which included workshops on food information for consumers, antimicrobial resistance, climate change communication, and

sustainable funding for civil society, empowered both our members and the broader public health community.

Our internal developments were just as significant. We introduced "The Valuable 5" team initiative to foster shared values, creativity, and collaboration within our organisation. Our commitment to capacity building was reflected in four tailored workshops, and our digital transformation saw a fully redesigned website, and the continued success of our podcast series, Giving Health a Voice.

As we move into 2024, our commitment to driving change and advocating for a healthier, more equitable Europe remains unwavering. The achievements of 2023 have reinforced our belief in the power of collaboration, resilience, and a shared vision for the future. Together with our members, partners, and supporters, we are ready to continue this journey, advocating for policies that protect public health, promote equity, and ensure that no one is left behind.



Dr Milka Sokolović
EPHA Director General

EPHA 30

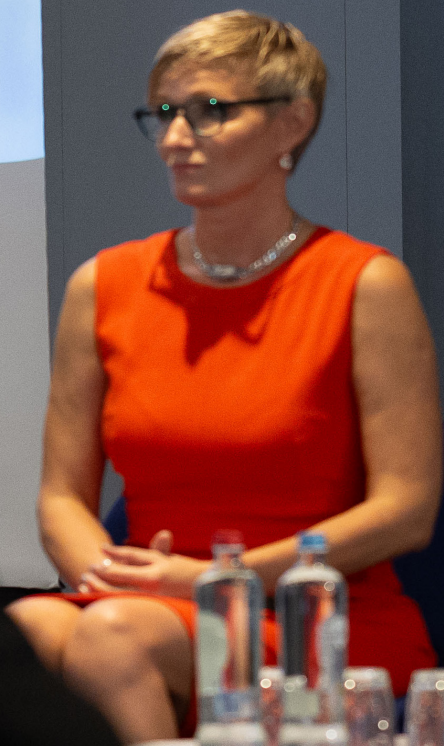
EPHA celebrated its remarkable three-decade journey, with a conference on the 12th of September 2023 reflecting on the evolution of European public health policy and charting a course for EPHA's future endeavours.

Over the past 30 years, there have been significant achievements, particularly in areas such as tobacco control and pollution management. Recent times have witnessed collaborative efforts in vaccine joint procurement and pandemic response, each of these underscore EPHA's unwavering commitment to translating health concerns into actionable EU policies while placing people at the heart of Public Health.

However, even as we acknowledge these accomplishments, it is evident that substantial work remains to be done. With an eye on the next thirty years, the conference sought to address critical questions on what the future holds and how the organization can continue to empower individuals, influence politics, and explore new possibilities.

The event brought together some of the most eminent Public Health figures and those just at the start of their professional Public Health journey. The leading experts included Professors Martin McKee and Sir Michael Marmot who were joined by current and previous EPHA secretary Generals Milka Sokolovic, Tamsin Rose and Monika Kosinska in addition to leading figures across public health, young professionals and activists. Video messages were presented from WHO Director Dr Tedros Ghebreyesus, the WHO Europe Director Dr. Hans Kluge, and the European Commissioner for Health Stella Kyriakedes. Together the speakers provided a rich discussion, offering a window into the collective vision for the future of European Public Health.





OUR ADVOCACY

Upping the advocacy game, 2023 has been a year of close collaboration with members to develop dedicated advocacy strategies for EPHA's policy clusters; the same level of ambition, but with increased focus and more robust impact indicators. Through its seven Policy Clusters, EPHA's policy work covers the entire public health spectrum, focussing on giving a voice to people and patients, especially to the most unheard and underserved in society.

In 2023, Europe has not been short of public health challenges, and through its core activities of awareness raising, capacity building, partnerships forging, and public health advocacy, EPHA has advocated for better health across key priority topics, including the healthcare workforce, antimicrobial resistance (AMR), the European Health Data Space (EHDS), the pharma package, the climate crisis, indoor air quality, health equity, anti-discrimination, (digital) health literacy, and key risk factors for disease such as smoking and alcohol.

By no means comprehensive, nor in order of importance, some of the key 2023 highlights include:

- ◇ The recognition of EPHA as a key contributor to the European Parliament SANT subcommittee's own initiative report on NCDs.
- ◇ The successful delivery of the 6th edition of the Access to Medicines Forum, bringing together patients, healthcare professionals, payers medicine agencies, European policymakers, and health law experts to discuss the topic of access and development of antibiotics and fair pricing of medicines.
- ◇ Advocating strongly for a revision of the EU's pharmaceutical legislation that put people and patients as the primary focus with a position developed with EPHA members. This included taking measures to counter medicine shortages, ensuring innovation to counter the threat of AMR whilst securing access to medicines for all and without imposing excessive cost burdens on health systems. This was a position we were able to deliver in person to European Commission Vice president Schinas and Health Commissioner Kyriakides ahead of their proposal.
- ◇ The elaboration of a Manifesto on Public Health jointly with ASPHER and the presentation and widespread signature of it at the World Congress on Public Health in Rome.
- ◇ Active participation at the European Public Health Conference in Dublin including the co-organisation of a session on public health leadership, together with the WHO and EUPHANext, the organisation of a workshop on food environments and unhealthy food marketing for kids, as well as interventions in the plenary.

- ◇ The establishment of key partnerships with the EC's Anti-Racism Coordinator and with the Office of the United Nations High Commissioner for Human Rights (OHCHR), which led to a joint high-level conference addressing racism, discrimination and health, bringing together key stakeholders from the local up to the international level.
- ◇ The continued leadership on AMR, organising a session at the EU Health Forum Gastein and delivering a Civil Society Joint Statement on the Roadmap on antimicrobial resistance for the WHO European Region 2023–2030 at the 73rd session of the WHO Regional Committee for Europe in Astana, Kazakhstan.
- ◇ The publication of both EPHA's EU4Health Civil Society Alliance' Manifesto ahead of the 2024 European elections, laying out EPHA's members and partners public health policy priorities for the next mandate.
- ◇ The organisation of a joint event at the European Parliament with the EU4Health Civil Society Alliance and with MEP István Ujhelyi on sustainable funding for the civil society.
- ◇ The expansion to new territories to address key topics including the healthcare workforce crisis, the well-being economy, and artificial intelligence.
- ◇ The following pages provide more detail on the achievements across each of the seven EPHA Policy Clusters.



HEALTHY ENVIRONMENTS

The Healthy Environments Policy Cluster has fostered policy making capacity and health actor engagement by organising nine meetings with members, publishing ten opinion pieces, where EPHA set a narrative towards the creation and promotion of environments conducive to healthy lives for all, with a particular focus on non-communicable disease (NCD) prevention and healthy sustainable food systems.

On the issue of the commercial determinants of health and youth well-being, EPHA has been part of the “Stop Unhealthy Food Marketing for kids” campaign, together with 20 organisations. EPHA has also been active core member of the Buy Better Food Campaign, on healthy and sustainable food public procurement to fight against food poverty, as well as of the Put Change on the Menu project, on food environments.

Following on providing expertise and support to policymakers, EPHA has been recognised as a key contributor to the NCDs report from the parliamentary subcommittee on health (SANT), providing vital expertise and maintaining contact with key MEPs in SANT and policy advisors from various political parties. EPHA has been part of four Civil Society Dialogues of DG AGRI and DG SANTE in the European Commission: Common Agriculture Policy (CAP), the Farm to Fork Strategy (F2F), and the Sustainable Food Systems Framework (SFSF), and has held one meeting with the FAO Liaison Office on public procurement. Regarding Members of the European Parliament, EPHA has had contact with more than 15 key MEPs on food and NCD prevention.

As part of EPHA’s policy making engagement, EPHA has submitted 14 position & policy papers, and statements, including responses to public

consultations related to food and NCD prevention. For NCD prevention, EPHA’s contributions have included supporting Ireland’s new alcohol labelling law, rallying the public health community against alcohol-related harm in the SANT NCDs report, among other issues such as the quality and availability of data, health inequities, and the conflict of interest between private profit from known risk factors and public health. Additionally, EPHA influenced the Finnish government’s proposal on alcohol legislation. Moreover, EPHA conducted an interview on Europe’s Beating Cancer Plan, contributed to the Tobacco Products Directive Consultation, evaluated the EU’s tobacco control legislative framework, and discussed current limitations and potential improvements in the Commission’s recent communication on mental health. Regarding food, EPHA has advocated for the creation of enabling food environments where the healthy and sustainable food option is the more affordable, accessible and convenient, for all. EPHA has worked on the development of the non-published Sustainable Food Systems Framework, including the visual campaign¹ at the European Commission and the inclusion of minimum sustainability criteria on public procurement, and the non-published revision of the Food Information to Consumers.

EPHA has also been an active member of the Food Policy Coalition, collaborating on more than three publications, three joint letters and joining the executive board.

EPHA has also attended more than 22 events, including participating at panel and roundtable discussion, and organising workshops, significantly promoting the agenda for healthier environments and engaging key stakeholders in the conversation.

HEALTHCARE DELIVERY

In 2023, EPHA's Healthcare Delivery Policy Cluster continued to advocate for equitable access to healthcare, including medicines, for everyone, to ensure that the voice of the public health community fed into key policymaking processes in these areas.

To achieve these goals, EPHA exchanged information with its members and partners and invited experts, policymakers, and partners to help us build capacities to better address access to medicines and healthcare and inform EPHA's work. This allowed EPHA to contribute with a public interest perspective to the consultations and preparatory studies for key EU initiatives such as the revision of the EU pharmaceutical legislation.

In the light of the revision of the pharmaceutical legislation, EPHA hosted the 6th edition of the Access to Medicines Forum in December, bringing together ten speakers and more than 90 participants, the Forum delved into the need for more effective and fair incentives to promote antibiotic development and discussed ways forward to improve transparency of pharmaceutical R&D costs to ensure fair medicine prices.

Last but not least, a new collaboration with EATG, UNAIDS, AIDS Action Europe and Aidsfonds to discuss access to PrEP therapy to prevent HIV infection paved the way for future collaborations to address and overcome barriers to access to medicines and healthcare for many underserved communities.



HEALTH EQUITY

In 2023, the Health Equity Policy Cluster's activities were further consolidated and incorporated in EPHA's advocacy. The role of the members has been crucial and has been a main focus. Through a total of five Policy Cluster meetings, as well as bilateral meetings, the Health Equity advocacy strategy was co-created with the members, guiding 2023's activities, but also setting clear priorities for 2024. Through two newsletters, 15 opinion pieces, and the People Behind the Numbers video series², the voice of the members was well-represented, while the social determinants of health were brought closer to policy makers.

Initiated in 2022, the DisQo Stakeholder Network³ gained significant ground in 2023. Increased to over 70 members, the Network has grown to be a key voice in advocacy and awareness-raising on the relation between discrimination, racism and health. With key partnerships developed with the Commission's Coordinator on combating racism, the Equality Taskforce, and the Office of the United Nations High Commissioner for Human Rights (OHCHR), EPHA and the DisQo network are now well placed to lead advocacy on an anti-racist and anti-discriminatory approach to health policy. Input to the EU anti-racism action plan, three webinars, and the launching of the DisQo Joint Statement and the later elections manifesto have contributed to furthering the discussion. The flagship activity of 2023 was a conference titled 'Racism, discrimination and health⁴' in November, attended by around 100 people, bringing together key stakeholders from the local up to the international level. This has created significant momentum which will be continued into 2024 and the elections.

In Roma inclusion, EPHA both retained and strengthened its position as representing the health voice. The Roma Health Network remains active, highlighted through continued engagement in the DG Just Roma Civil Society

Platform, and involvement in the 17th European Platform for Roma Inclusion, the 1st Conference on Environmental Justice for Roma Communities, and the 2023 Roma Week. The year concluded with the Roma Health Network's input to the National Roma Strategic Frameworks, setting the stage for its continued advocacy.

EPHA's focus on Early Childhood Development has developed into a more streamlined approach in 2023. The First Years First Priority campaign has ended, but EPHA remains engaged in advocacy on the early years in the context of the EU Strategy for the Rights of the Child with the network members. EPHA has also joined the EU Alliance for Investing in Children in providing input to the Strategy, particularly through a statement on the EU Child Guarantee. There was also significant engagement with the EU institutions, for example through an event on Roma Early Childhood Development in the EU Parliament⁵, as well as input provided to a call for evidence for the Child Guarantee, and an INI report on reducing inequalities and promoting social inclusion in times of crisis for children and their families, all in cooperation with Members of European Parliament.

In addition, EPHA's Health Equity work has further expanded, becoming more comprehensive. The Memorandum of Understanding between EPHA and the WHO has led to more cooperation, for example on Gender Equity with the WHO European Office for Investment for Health and Development, to take further shape in 2024. In the context of the Green Transition, EPHA has also started working on energy poverty and health through DG ENER's energy poverty stakeholder contact group, providing the crucial health voice. All of this underlines a solid position on the social determinants of health, which is steadily flowing into more and more public health-related topics, contributing to resilient and inclusive public health systems in Europe.

HEALTH SYSTEMS AND ECONOMY

In 2023, the Health Systems and Economy Policy Cluster has contributed to the development of EPHA's advocacy on the health and care workforce, the need for stronger investments in health policy and health systems, as well as the wellbeing economy. Regarding the latter, following EPHA's contribution to the WHO European Regional High-level Forum on Health in the Well-being Economy, an article series has been produced.

EPHA has outsourced a scoping paper on the well-being economy and its relation to health systems, to assess the opportunities for EPHA to develop further activities on the topic of rebuilding better after the COVID-19 pandemic, to be published in the beginning of 2024. Through the Memorandum of Understanding signed between EPHA and WHO, the cluster is exploring potential collaboration with WHO on this specific topic, which could take the shape of a series of webinars. By working on the well-being economy, EPHA seeks to stress that health is a value in itself, and a precondition for economic prosperity.

EPHA has engaged with its members, representing health and care professionals in particular, to develop advocacy regarding the health and care workforce, following the Bucharest Declaration. Particularly, this work focuses on recommendations to address the shortages,

but also improving working conditions for the workforce and supporting them in terms of skills requirements in the green and digital transitions. Following the attendance of the European Health Forum Gastein, where several sessions were dedicated to this issue, the cluster has produced an article on the concerning situation of the health and care workforce. This work will continue in 2024, especially in light of the Belgian Presidency's priorities, through the publication of a position paper started in 2023, and the organisation of a webinar.

As part of its elections priorities, and advocacy activities throughout the year, EPHA supported the calls for a stronger and more ambitious budget for European health policies, particularly to ensure the EU delivers on its objectives and ensures improved levels of public health promotion and disease prevention. Following the EU4Health budget redeployment of EUR one billion in February 2024, this advocacy will be continued.

Finally, through its participation in the Horizon Europe ROBUST project, EPHA is working towards heightened crisis preparedness and governance. This in turn will help EPHA build advocacy on sustainable health systems in a context of multi-crisis and post-pandemic recovery.

GLOBAL PUBLIC HEALTH

In 2023, the Global Public Health Policy Cluster continued to spearhead action on topics of established EPHA presence, such as AMR and air pollution, and has started developing more robust capacity and expertise on Planetary Health and Climate Change. The One Health and Health in All Policies principles have guided EPHA's work and advocacy throughout. As planned, EPHA also engaged with the EU Global Health Strategy

(GHS), developing an EPHA position and a number of recommendations on how the GHS could better include and address critical public health issues, such as climate change, antimicrobial resistance and access to affordable medicines.

Effective management of the cluster was supported at a technical level by updating and creating online spaces and tools for sharing information and members' updates. Five meetings

were organised with cluster members in order to facilitate coordination, exchanges of views and updates, thus ensuring members' participation in our advocacy work.

In the field of antimicrobial resistance, EPHA continued to be a facilitator of dialogue and a prominent advocate within the European decision-making space. EPHA's efforts involved coordinating and amplifying the voice of the AMR Stakeholder Network, while also rallying Members of the European Parliament (MEPs) via the MEP Interest Group on AMR. Led by EPHA, the AMR Stakeholder Network unites more than 60 organisations across all One Health dimensions, working towards ensuring that EU policies adequately address the urgency and magnitude of the AMR threat. In recognition of the increased prominence of the One Health in EU decision-making, the annual MEP Interest Group meeting, held in hybrid format in the European Parliament, offered an opportunity for a multidisciplinary conversation on breaking silos in the fight against AMR.

EPHA organised a session at the European Health Forum Gastein in 2023 on One Health in action, titled "Addressing antimicrobial resistance: Innovative farming techniques to advance environmental, human and animal health". The session explored and showcased suggestions on how the farming, environment, animal, and human health sectors could work together to promote stewardship and prudent use of antimicrobials. Through presentations from experts and representatives from the involved sectors, as well as open discussion with the audience, the session gathered evidence-based intelligence for policymakers to aid decision-making to address the overuse and misuse of antimicrobials in animal farming following a One Health approach. Additionally, EPHA led a publication in a peer reviewed journal (Eurohealth) on the opportunities to prevent AMR in the animal health sector.

Moreover, EPHA led and delivered Civil Society Joint Statement on the Roadmap on antimicrobial resistance for the WHO European Region 2023–

2030 during the WHO Regional Committee for Europe on 26 October 2023 in Astana, Kazakhstan. During the World Awareness Week on AMR EPHA led a supplement for the Guardian, publication on the One Health Approach to spread EPHA's work on the EPHA AMR Strategy.

Throughout EPHA's work on air pollution, EPHA has emphasised the human and planetary health co-benefits of phasing out fossil fuels, including in meetings and workshops with members and partners from the health community. EPHA has engaged in advocacy and communication activities in the context of the revision of the Ambient Air Quality Directive, the Euro Seven Regulation and CO2 Emission standards for Heavy-Duty Vehicles, calling for legislation that is evidence-based and health-protective. EPHA has focused on advancing the green transition in the buildings sector, by rallying the health community to communicate on the benefits of clean cooking and heating. The activities focused on advocating for ambitious targets and product policy, clear phase-out dates for harmful appliances, and robust funding schemes for vulnerable groups. A comprehensive position paper on indoor air quality was also developed. EPHA has also extended its advocacy bringing together air pollution, population health and clean transport, by developing a research paper on Sustainable Urban Mobility Plans, emphasising the need to prioritise health promotion in mobility planning.

EPHA's increased focus on the climate-health nexus was reflected in internal capacity building exercises, public webinars, opinion pieces, media mentions and peer-reviewed articles. EPHA explored multiple facets of this connection, including climate justice, the interplay between climate change mitigation and noise pollution reduction, and healthcare system decarbonisation as a point of entry to promote health when adapting and mitigating to climate change. EPHA strongly supported the European Commission's interventions to mitigate against climate change and to protect Planetary Health, and accordingly set four key priorities when planning the 2040 EU Climate Targets.

DIGITAL TRANSFORMATION

In 2023, the Digital Transformation Policy Cluster focused on addressing the underlying drivers of digital health equity, which include meaningful participation in policy development and strong and transparent accountability systems, as well as a high degree of digital health literacy. Towards this aim, members and partners were actively involved in the development of all EPHA's advocacy activities, ensuring that their voices were represented in the outcomes of our work. To facilitate this exchange of ideas, quarterly cluster meetings were organised to foster member engagement. Moreover, in October of 2023 the frequency of those meetings was agreed to be increased to take place every six weeks.

In terms of advocacy work, the European Health Data Space (EHDS) Regulation was identified as a key policy priority for EPHA, and became the main workstream of the actions undertaken during 2023. As a result, EPHA co-wrote a Joint Statement on the topic, developed an advocacy campaign to promote the position paper published in 2022, submitted amendments to the proposal draft, published an editorial newsletter featuring five guest articles and moderated an event on the EHDS organised by MEP Cerdas and EU40 in the European Parliament. Through these activities, EPHA emphasised the need to improve the digital health literacy of citizens and healthcare providers, to incorporate the voices of vulnerable communities as relevant stakeholders, to envision provisions on public return on investment, and to

set realistic implementation deadlines.

Beyond the EHDS, the regulation of the design and application of artificial intelligence (AI) to healthcare has been core to the Digital Transformation Policy Cluster work, especially in the light of the AI Act. EPHA advocates for an ethical use of AI in healthcare, where it contributes to bridging health inequities, instead of exacerbating them. Towards this aim, EPHA endorsed the joint statement published by Brunel University and Health Action International in 2023. Moreover, to better understand the benefits and the risks of the application of AI in healthcare, EPHA organised a webinar where medical doctors involved in AI innovation were able to address the questions that a wide audience posed through a survey that was launched. The need for improved digital health literacy was again raised as a concern.

Lastly, and as a result of the activities conducted throughout 2023, the digital inclusion of all individuals was raised as a key policy priority for 2024. In preparation of the work ahead, the last quarter of 2023 involved extensive documentation on the topic, the establishment of new partnerships and collaboration networks, and the organisation of new advocacy activities, including a series of webinars on the digital inclusion of vulnerable populations and the healthcare workforce, starting in January 2024.

POLITICS AND HEALTH

Civil Society Engagement

In 2023, EPHA's Politics and Health Policy Cluster has continuously called for stronger, more substantive involvement of civil society in policymaking processes, providing evidence-based contributions, and in line with the Better Regulation agenda. This included recommendations for health civil society to be provided with a real seat at the table, as well as calls for sustainable funding opportunities for civil society organisations, especially health-focused ones.

These activities focusing on civil society engagement were also carried out within the coordination of the Secretariat of the EU4Health Civil Society Alliance. Within this network, EPHA kept advocating for the continuation of the Operating Grants for Health NGOs within the EU4Health programme, particularly through the publication of a joint statement in September. An event on sustainable funding was also organised in the European Parliament in June, with the support of MEP István Ujhelyi and the participation of speakers from different NGOs and sectors of civil society.

Priorities of the next EU mandate

Furthermore, EPHA and the EU4Health Civil Society Alliance have each set their key priorities ahead of the EU elections in 2024, therefore contributing to the definition of the future of EU health policy. EPHA has indeed developed a

manifesto, with actionable measures listed within ten priorities.⁶ EPHA has also supported the definition of the EU4Health Civil Society Alliance ten key priorities⁷. EPHA has, in that regard, engaged with European policymakers.

Ahead of the EU elections, the cluster has been representing EPHA in Civil Society 4 EU, a coalition of NGOs led by Civil Society Europe, calling for better civic space and civil dialogue, as well as a Civil Society Strategy.

Calling for a strengthened civic space

The cluster has coordinated EPHA's contribution to the consultation on the Defence of Democracy Package. EPHA has also successfully applied to take part in the WHO Civil Society Commission, established in 2023, and taken part in its first meetings. EPHA has also successfully secured a position within the WHO Civil Society Commission's Steering Committee.

Better Regulation for Better Health project

Finally, EPHA has engaged with its members on the Better Regulation agenda, through capacity building activities, organised within the Better Regulation for Better Health project. Two capacity building events were organised, one on food information to consumers (in collaboration with the Healthy Environments cluster) and one on access to documents systems, to inform EPHA members on these issues, within the lens of the Better Regulation agenda.



COMMUNICATIONS OUTREACH

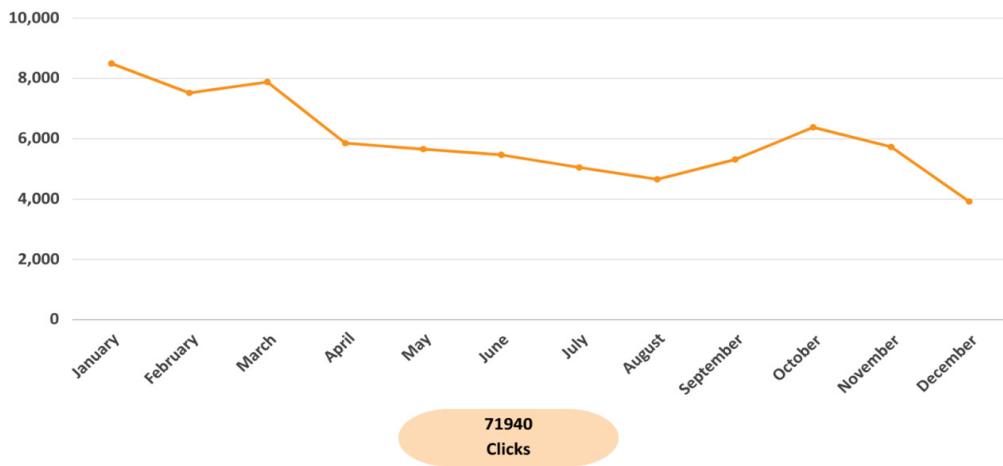
Website

The main communication channel EPHA makes use of is the website. In 2023, the website gathered 3 703 082 impressions and 71 940 clicks. Our top country remains Belgium, amounting to 176 391 impressions (4.7 % of total impressions) and 9 954 clicks (13% of total clicks). The following top countries are the US, UK, India, Italy, Germany, Italy, and the Netherlands. Overall, the website has quite a global outreach.

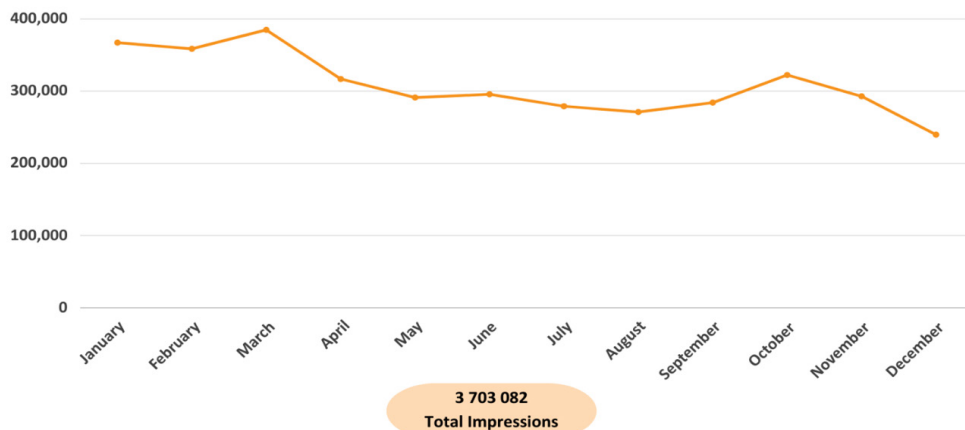
In 2023, we published 143 articles on our website which include opinion pieces, statements, policy and position papers, reports, and public consultation responses.

Lastly, earlier in the year we finalised the process of revamping EPHA’s website interface for enhanced user-friendliness, ensuring a smoother and more efficient browsing experience.

 Website Clicks Per Month in 2023



 Website Impressions Per Month in 2023



EPHA’s social media outreach is carried out through LinkedIn, X (former Twitter), and YouTube. In 2023, EPHA’s social media total following grew by 20% (+5166 users).

LinkedIn

EPHA’s LinkedIn page saw a significant increase in followers, amounting to 4519 new users, a 50% increase from the previous year. In terms of impressions, LinkedIn showed steady growth with a 19% increase from the previous year, despite reducing the number of posts nearly to 50%. As for the engagement rate, the average for nonprofit organisations in 2023 is 2.27%, EPHA stands out with an impressive 7% engagement rate, emphasising its exceptionally strong presence and interaction on the platform.

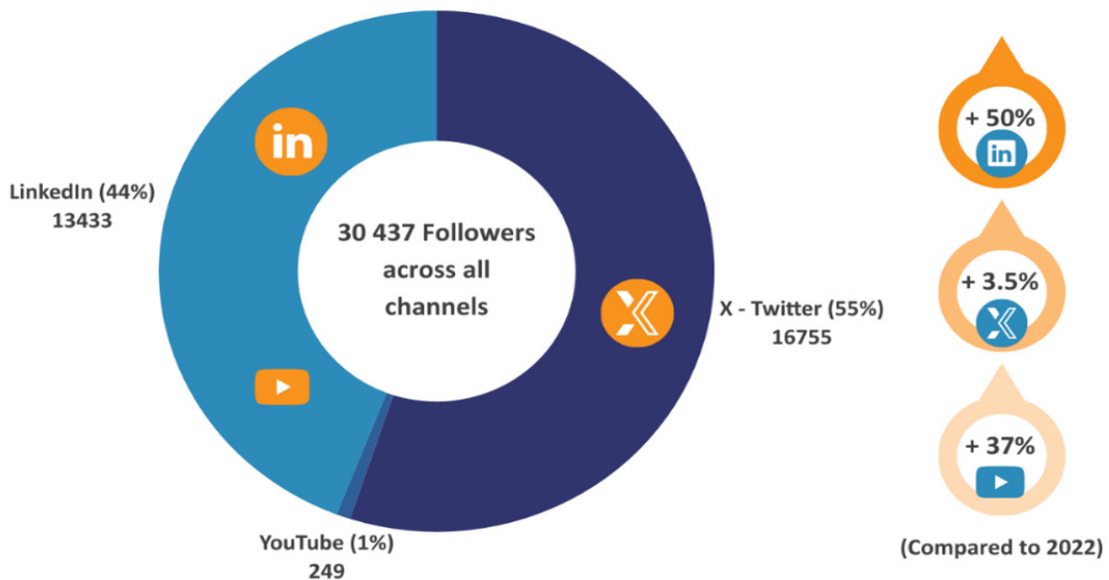
X (Twitter)

In terms of followers, X experienced modest growth with only 3.5% (+579 users). Similarly, on X, the volume of tweets saw a deliberate reduction of 26%, resulting in a corresponding 27% decrease in impressions compared to the previous year. This suggests a potential stability in the average impressions per tweet from 2022, as the reduction in posts appears proportional to the decline in overall impressions. In 2023, the typical engagement rate for nonprofits on X averages at 1.33%. Consequently, EPHA’s rate of 5.3% highlights its above-average performance despite the changing dynamics of the platform and posting frequency.

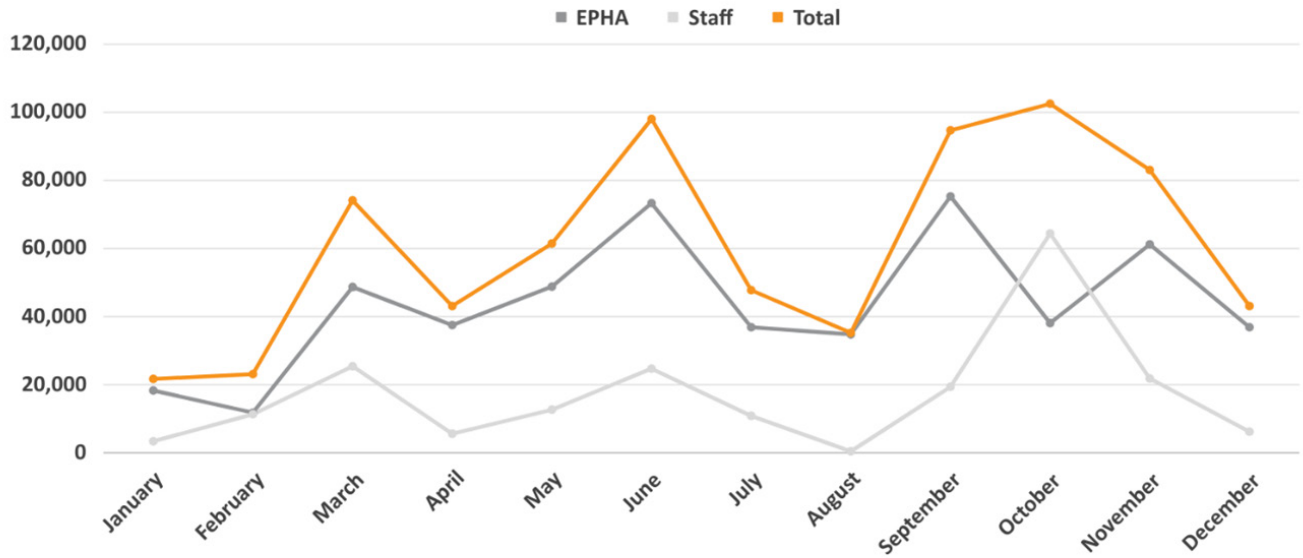
The intentional reduction in post frequency on both platforms stemmed from several factors, including prioritising quality and relevance over sheer quantity, reduced internal capacity due to the increase of physical and hybrid engagements, and a proactive response to adapt to evolving algorithms and platform dynamics. These include X’s change of branding, potential subscription plans that limit engagement for free users, the ability to purchase verified badges, and changes in the algorithm.

YouTube

Our YouTube channel saw a 37% growth rate with 68 new subscribers, thus amounting to 249 total subscribers. In 2023 we increased our audiovisual outputs publishing a total of 48 videos on EPHA’s YouTube channel. Among these, 7 were webinar recordings, 21 were hybrid event recordings, and 20 were campaign related videos. The videos gathered a total of 6899 views, a 49% increase from the previous year. Lastly, EPHA’s videos gathered 117 000 impressions, resulting in a 115% increase from the previous year.



 X (Twitter) Impressions Per Month in 2023



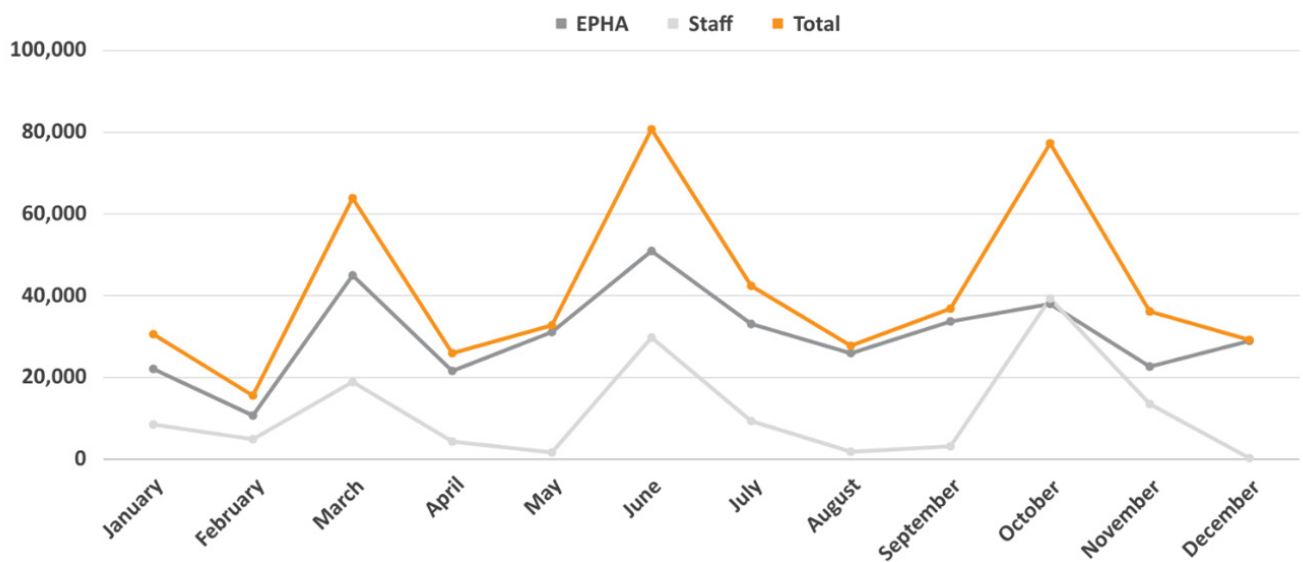
521 600
Impressions

206 317
Impressions Staff

727 917
Total Impressions

672
EPHA Tweets

 LinkedIn Impressions Per Month in 2023



363 620
Impressions

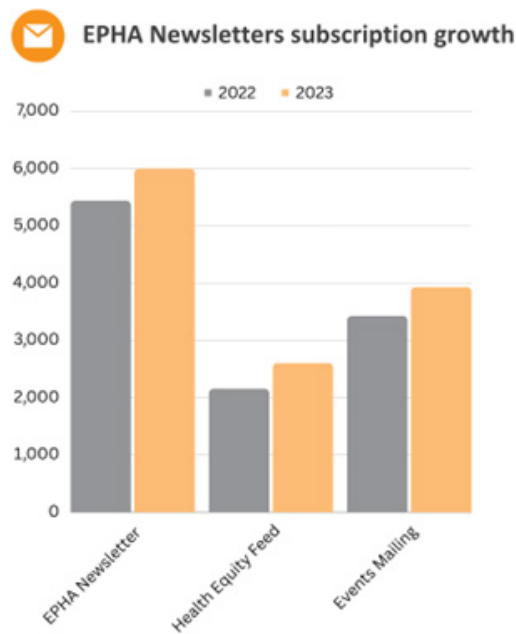
135 383
Impressions Staff

499 003
Total Impressions

286
Posts

Newsletters

EPHA’s digital communication activities are complemented by regular mailings. Currently, EPHA issues a monthly digital newsletter, events mailings, and topical feeds such as the Health Equity Feed. In comparison to 2022, our monthly newsletter had a 10% increase in following (6003 subscribers), the Health Equity Feed had a 20% increase (2606 subscribers), and lastly, the events mailing list had a 14% following increase (3935 subscribers).



Podcast

In 2023, we proudly introduced EPHA’s podcast, “Giving Health a Voice,” with the overarching goal of nurturing engagement and amplifying the perspectives of public health experts and advocates. Notably, we secured insightful interviews with esteemed figures in the field. Over the course of the year, we produced six episodes, collectively garnering 973 downloads—an average of 139 downloads per episode.



EPHA MEMBERSHIP

In 2023, EPHA implemented its membership development strategy that is relevant, specific, clear, value-based and meaningful. In doing so:

Following the new internal rules, EPHA brought the membership recruitment and approval processes to the next level, with new EPHA member now approved quarterly (instead of annually at the general assembly).

Membership induction package & collaterals were upscaled and documents developed and/or updated, including EPHA's Pitch and general presentation, Roadmap to becoming a member, Membership Application form, Membership Benefits Package, and more.

Membership transformation plan was put in place from April onwards, to secure balanced and value-based membership. As part of its implementation, for the first time in more than a decade, membership fees were assessed against members' annual turnover and measures taken to bring them in line with the correct fee bands.

Following the development of EPHA Cluster pitches, EPHA clusters were populated with more members according to their interest.

Membership engagement was further strengthened by lively Politics and Advocacy Meetings (PAM) introduced at the end of 2022 and held quarterly in 2023.

In 2023 EPHA welcomed five new members of different geographical coverage, focus and type. Each with a new unique value to EPHA:

- European Lifestyle Medicine Council
- European Liver Patients' Association
- Health Policy Institute
- Greek Patients Association
- Renaloo

Four capacity building workshops reaching 167 participants were delivered covering: food information to consumers, climate change communication, sustainable funding for civil society organisations, and antimicrobial resistance.

GOVERNANCE

EPHA finalised the review of its governance documents and external policies. Reacting to the need for completion of the governance review process initiated in 2022, a new round of updates to the EPHA governance documents took place in 2023. This final step of modernisation included limiting the number of board members' terms in the office in the EPHA Statutes and introducing principle of regular renewal of the Board and diversity of the Board in EPHA external rules. The Statutes were approved by EPHA General Assembly.

As planned, EPHA's external facing policies, including Data Privacy Policy, Website Terms and Conditions, and Transparency Statement, were developed or updated, and uploaded to the EPHA website.



Alice Chapman-Hatchett

EPHA President



Freek Spinnewijn

EPHA Vice – President



Claudia Marinetti

EPHA Treasurer



Denis Onyango

Board Member



Florence Berteletti

Board Member



Jean-Paul Zerbib

Board Member



Nicolas Philippou

Board Member



ORGANISATIONAL DEVELOPMENT

EPHA reverted from the shared leadership model (introduced in December 2021 and implemented till April 2023) back to the line management team structure. Two heads were appointed to lead EPHA policy and organisational development team. This allowed for clearer reporting and responsibility line, a more systematic information flow through weekly one-to-one progress updates, and a more efficient information cascade between Board, Exec Team, Senior Team and more junior staff.

EPHA improved its workspace safety and comfort as well as overall working conditions in support of team's physical and psychosocial wellbeing. "The Valuable 5" team, is an ombuds-body composed of five junior and mid-management staff. It was established to support the team in living its shared values, take care of team cohesion, and support in working together in a well-organised, efficient, creative and productive manner. They also took on the role of the "person in confidence" as required by Belgium law, which, both in their individual and collective capacity, helps to create a safe space in which colleagues feel comfortable to share their concerns in confidence.

In 2023, EPHA kept implementing its Talent and Capacity Development strategy. Three project management trainings with interactive homework sessions were held to equip the team for the growing diverse project implementation. In addition, four workshops on different advocacy topics were provided as part of the capacity building workshops for members. The chosen development activities aligned with the organisation's goals and values and involved employees in the planning process to increase buy-in and commitment. The effectiveness of the talent and capacity development efforts were evaluated by gathering feedback from employees and adjusting as needed, to ensure that the strategy stays relevant and impactful. In addition, the Team building workshop was organised to agree on shared values within the team and to strengthen the bonds and improve communication between the team members.



FINANCIAL OVERVIEW

EPHA implemented its long-term funding strategy, securing diversified and sustainable funding, and delivering the closest possible match between actual and planned resources, with person-months planning implemented almost exactly as expected.

With the growing financial insecurity, coming from the uncertainty of future Operating Grants for civil society, and the budget cuts the EU faces due to economic challenges and war on EU borders, the need for building a resilient organisation with diversified funding has become paramount.

In 2023, EPHA focused on implementing the long-term funding strategy devised in 2021 and updated in 2022, to ensure funding diversification and limit reliance from any single source of funding, while preserving its independence from commercial actors and their interests. This allowed EPHA's budget for 2023 to be composed of 44% philanthropic funds (Wellcome Trust, CAF OAK foundation, European Climate Foundation, Healthy Food Healthy Planet), 52% public funds (Horizon Europe, EU4Health action grants and OPG) and 4% membership fees.

An integral part of the activities funded under the 2023 Operating Grant, in parallel with organisational integration, cross cluster collaboration, and funding diversification, was the investment to training and capacity building of the EPHA team, especially skills related to project management and project proposal writing. This resulted in two proposals submitted to new foundations.

Introduction of a project management toolbox helped EPHA to monitor and streamline processes, and timely allocate resources to increase the number and diversity of projects and tasks without putting extra pressure on the team. The result of this improvement was: manage to process in total 25 project proposals 17 from EC and eight from different Foundations, while consuming only 3% of the team's time, and keeping time invested in the project work for EPHA Policy team to approximately 30%.

Thanks to the continuous advocacy efforts of EPHA and its members and partners, the operating grants by DG SANTE were secured also for 2024, with the prospect of the FPA for 2025-2026.

EPHA INCOME 2023

Total income	2023	%
EU-Operating grant	€ 785.707	29,94%
Membership fees	€ 78.673	3,00%
Clean Air alliance	€ 2.204	0,08%
Climate works - HFHP	€ 420.295	16,01%
European Climate Foundation	€ 671.547	25,59%
ECF - HFHP (combination)	€ 70.000	2,67%
Eurochild - FYFP	€ 14.493	0,55%
OAK foundation	€ 118.590	4,52%
Open Society Foundation	€ 254.948	9,71%
Other various income including travel reimbursement	€ 9.344	0,35%
Bravest (EU4HEALTH action grant)	€ 17.060	0,65%
JPI-AMR	€ 20.625	0,79%
Planeat	€ 111.811	4,26%
Robust	€ 27.426	1,05%
University Edinburgh	€ 21.680	0,83%
Total	€ 2.624.403	100%

EUROPEAN PUBLIC HEALTH ALLIANCE (EPHA)

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