

Overcoming new challenges for advocacy of people with intimate health conditions in Europe

NEXT STEPS

The initiative is realized by

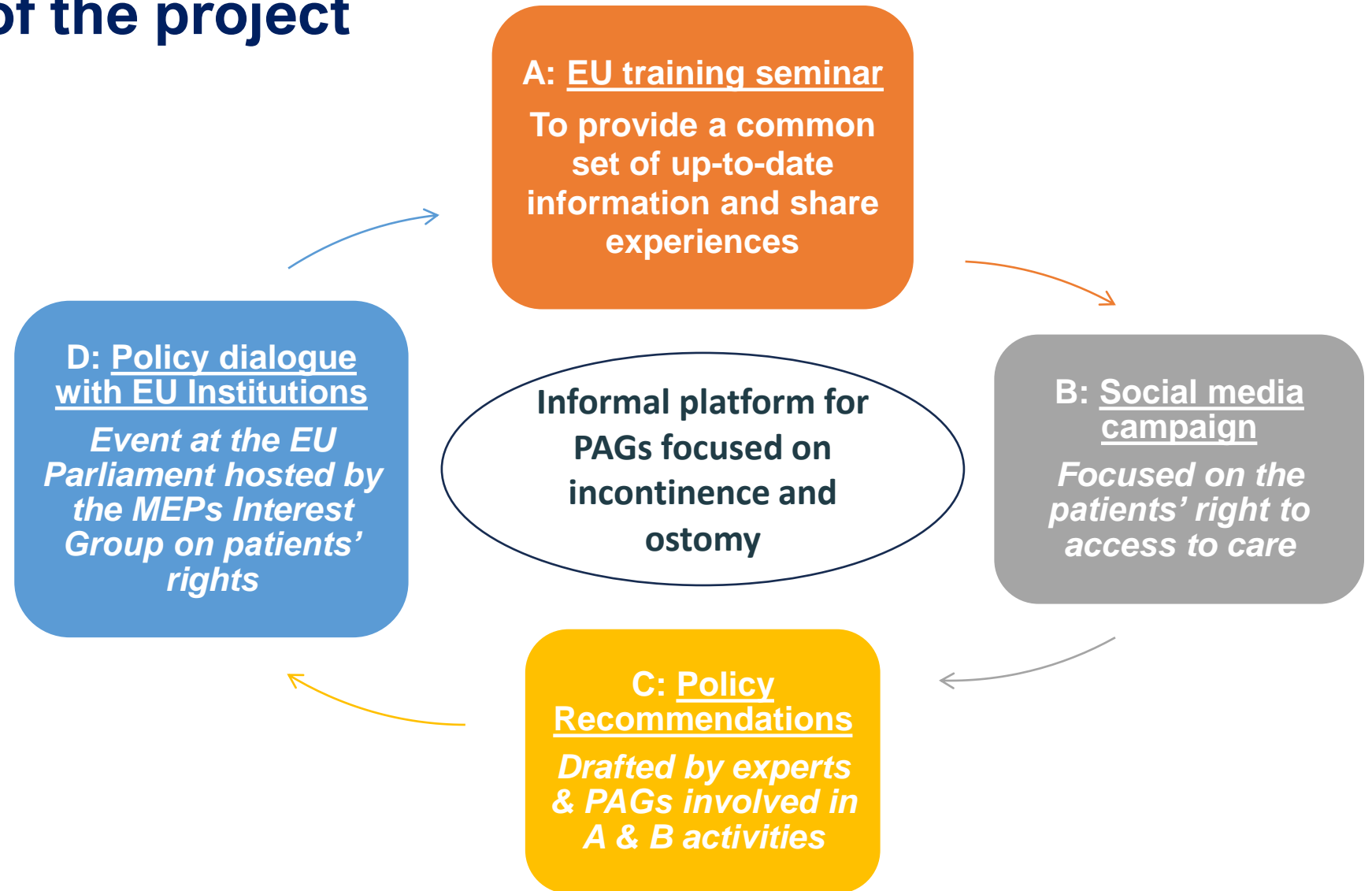


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The 4 main steps of the project

- Activity A: 2023
- Activities B, C, D: 2024



A: EU training seminar (coordinated by ACN)

Overcoming new challenges for advocacy of people with intimate health conditions in Europe

17 November 2023 | 14:30 – 18:00

Martin's hotel, Brussels



DONE!

19 representatives of national and European Patient Advocacy Groups from 14 countries

3 more steps to go...

B: Social media communication campaign (coordinated by FAIS)



As a follow-up of the EU training session, an informal EU working group will be encouraged with the aim to **develop a communication campaign** – through virtual meetings - on the value of access to care, with a specific focus on intimate health conditions and ostomate patients.

↓ STEPS ↓

- select experts & leaders from PAGs already involved in the A activity
- Support of an external communication agency
- Analysis and presentation of the work done in Italy on the issue through the FAIS awareness campaign "Unsaccodaraccontare" and collection of similar experiences from other European countries
- Key messages in EN and national languages
- Promotion on social media: e.g. Facebook, X, Instagram, etc.
- Dissemination through FAIS and ACN communication channels: websites, newsletters
- Dissemination through the communication channels of the involved PAGs

World Ostomy Day
Oct. 2 2021



C: Policy Recommendations (coordinated by FAIS)



As a third step of the project, the informal EU working group will be encouraged to **draft Policy Recommendations** addressed to institutions and relevant stakeholders.

↓ STEPS ↓

- Analysis and presentation of the work done in Italy on the topic by FAIS, e.g. [survey](#), and collection of similar experiences from other European countries
- Literature review
- Stakeholder analysis: identification of different targets to contact (MEPs, European Commission, HCPs, PAGs, etc.)
- Signing of Policy Recommendations by associations involved in Action A and other stakeholders sensitized through Action B

D: Policy dialogue with the EU Institution (coordinated by ACN)

Structure:

- Institutional EU event: 1 ½ / 2 hours
- Venue: EU Parliament in Brussels as a first option
- Hosted by the [MEPs Interest Group “European Patients’ Rights & Cross-Border Healthcare”](#)
- Moderator: Expert/journalist
- Potential title: “Implementing the Charter of Ostomates’ Rights in Europe: challenges and new scenarios”
- Presentation of Policy Recommendations
- Panel: experts, private and public stakeholders, HCPs and PAGs
- Media partnership
- Language: English without translation



Outcomes:

- Starting from citizens’ & patients’ perspectives, open a dialogue with the new EU institutions to identify their commitment to the issue.
- Official presentation of the [Charter of Ostomates' Rights](#) to the EU institutions.
- Publication of the Policy Recommendations in an EU journal.



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