



ACTIVE CITIZENSHIP NETWORK

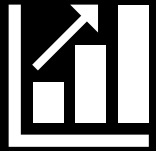
#CareForAll 2023 Campaign

November 2023

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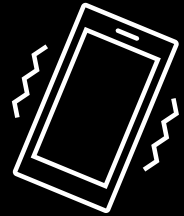
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SOCIAL MEDIA TRENDS



The Rise of Social Media

Since social media was introduced in 1997, social media usage and screen time has followed an upward trajectory peaking during the heat of Covid-19.



Social Media Usage

In Q1 of 2023, the average time spent on social media per day was 2 h 1m in Europe – compared to the global average of 2h 26m.



Social Media Usage by Age

Gen Z (age 12-26) have the highest social media use averaging at 2h 51m per day – compared to Baby Boomers (age 59- 77) who have the lowest working age social media usage averaging at 1h 31m per day.



Main reasons for using social

Reading news stories, including looking for sources of information, ranks within the top 4 reasons for people using social media

Finding like-minded communities

8

Posting about your life

7

Finding content (e.g. videos)

6

Seeing what's being talked about

5

Finding inspiration for things to do and buy

4

Reading news stories

3

Filling spare time

2

Keeping in touch with friends and family

1



COVID-19: #CareforAll 2023 Campaign

Every Patient Deserves
the Best Care

The #CareForAll communications campaign promoting the Policy Recommendations On Covid-19 Patient Pathways developed by



This campaign is part of the "Protecting the value of access to care during - and after - the COVID-19 pandemic across Europe: focus on antivirals" ACN project. Link: (<https://shorturl.at/wGHJT>) Access Date 02/08/2023

The #CareForAll Social Tiles

Knowledge of existing COVID-19 treatments is critical for healthcare professionals when providing effective care to patients.
Member States, in collaboration with medical scientific societies, should earmark resources to support healthcare professionals' knowledge acquisition of existing COVID-19 treatments.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




Pharmacists can help in managing medications, COVID-19 testing and vaccination efforts, making it easier for patients to access testing and vaccination services.
Member States should consider strengthening the role of pharmacists, considering the high level of trust patients put in them. This would not only improve patients' trust in the overall healthcare system but also would contribute to reducing existent health disparities.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




Identifying COVID-19 symptoms early is critical to prevent the spread of the virus. However, there remains a lack of citizen and patient trust in healthcare.
To improve the level of patient knowledge about the risks of COVID-19, and overall trust in healthcare, National governments should provide the necessary support to improve communication skills of healthcare professionals.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




Covid-19 remains a deadly disease for high-risk patient groups, who are faced by a high degree of Covid-19 misinformation. High-risk patient groups need correct health information to protect themselves from Covid-19.
Member States, in collaboration with civic and patient organisations, should support raising public awareness about Covid-19-related risks. Communications campaigns should be tailored to different categories of highrisk groups.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




The pandemic showcased the effectiveness of telemedicine in fighting public health emergencies, reducing face-to-face patient visits and shortening time in care.
To address challenges for COVID-19 patients, including those living in rural or remote areas, Member States should prioritise investment in eHealth infrastructure, including telemedicine, digital health records and health information exchange systems.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




Covid-19 highlighted how current healthcare pathways have been shown to lack effectiveness, innovation, and functionality.
To better respond to future eventual health crises, multidisciplinary and versatile medical and patient pathways should be created by Member States to ameliorate the current challenges and barriers that the population face.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




At-risk groups, such as older adults, and individuals with underlying health conditions, are more vulnerable to severe illness and death from COVID-19. Free testing can help identify cases early, allowing for timely medical intervention and reducing the risk of complications.
Member States shall put in place measures to ensure that high-risk groups have access to free COVID-19 testing kits.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




Joint procurement and unified guidelines across countries helped streamline the worlds response to COVID-19, reducing the administrative burden on healthcare providers and improving high-quality care to patients.
The European Commission's Health Preparedness and Response Authority (HERA) should create additional guidelines to ensure a unified approach for improved patient accessibility to care.

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COVID-19: #CareforAll




Vaccination and antiviral treatments has proven to be the most effective defence against Covid-19 outbreaks, which led to a decrease in the number of cases and deaths from COVID-19. Yet, Covid-19 is still a serious health threat, especially for high- risk populations.
To prevent the outbreak Covid-19 cases, Member States shall ensure that Covid-19 is kept at the forefront of national healthcare policies.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




National healthcare systems faced havoc during the Covid-19 pandemic, which could have been reduced by better health policies and investments to enable sufficient care.
The European Commission, through the development of work programmes of EU funding mechanisms, including Horizon Europe or EU4Health programmes, should further support research facilities in improving COVID-19 prevention, detection, monitoring and treatment.

Every Patient Deserves the Best Care.
COVID-19: #CareforAll




#CareforAll Campaign
Recommendations on Covid-19 Patient Pathways
 Developed by [Logos of participating organizations]
 Endorsed by 17 Patient advocacy groups from 9 countries [Logos of endorsing groups]



The #CareForAll Social Tiles 1-3

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Coordinated by

With the unconditional support of



This campaign is part of the "Protecting the value of access to care during - and after - the COVID-19 pandemic across Europe: focus on ambulatory" ACN project. Link: <https://shorturl.at/vj4VT> Access Date: 02/09/2022

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The #CareForAll Social Tiles 4-6

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The #CareForAll Social Tiles 7-10

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The #CareForAll Social Tile 11 – Programme partners and collaborators



#CareforAll Campaign

Recommendations on Covid-19 Patient Pathways

Developed by

Endorsed by 17 Patient advocacy groups from 9 countries

Developed by:

- CITIZENSHIP NETWORK
- ALCER
- ESiD
- Associația Asistenților și Administrativ
- IPOPI
- napo
- PLATAFORMA DE ORGANIZACIONES DE PACIENTES
- RPP
- Hand icon

Endorsed by 17 Patient advocacy groups from 9 countries:

- Associação de Assistência aos Enfermos de Portugal
- Associația na Pacienții cu Sîrbăcino-Sîrbăcino Boala
- Evrensel Hasta Hakları Derneği
- Ενωση Ασθενών Ελλάδας
- INNOVATIONS INSTITUTE
- Ortak Hastaları Association
- HRVATSKA UDRUGA ZA PROMICANJE PRAVA PACIJENATA
- NÖ Patienten- und Pflegeanwaltschaft
- PPA
- OIAK
- PRAK
- Universidad del Paciente y la Familia
- Пациентски Организация Заедно с теб

Next Steps

- ❑ The Active Citizenship Network will be launching the [#CareForAll](#) 2023 Campaign on their website on the 20th of November.
- ❑ All 11 [#CareForAll](#) social tiles will be published on the Active Citizenship Networks Twitter and Facebook social media accounts, between the 20th of November – 6th of December.
- ❑ The [#CareForAll](#) 2023 Campaign will be translated and shared across various countries by the Active Citizenship Network and partners.

