



U-Impact

You Impact! From Citizen Involvement to EU Policy Impact

Improving patients' rights in the age of the Cross Border Healthcare Directive

«Patients' rights have no borders»



European Communication Campaign
Rome, 4 March 2016



What?

A European communication campaign with online, offline and on-the-spot initiatives on cross-border healthcare rights and the implementation of the EU Directive 2011/24





Why?

1. To improve citizens and patients' awareness about their rights to go abroad for care;
2. To enable organisations to contact their counterpart in another country to get specific information on the local healthcare system and so to offer better assistance to citizens;
3. To build a network of patient organizations all around Europe, able to collect data and share information, case histories and good practices on cross-border healthcare “European Patient Center – Network” (EPC-Net).

Secondary objectives:

- to contribute to disseminate the content of the EU campaign “*Seeking healthcare in another EU Member State: your rights*”, published by the European Commission
- to encourage national contact points and institutions accountable for cross-border healthcare management to get in touch with each other, according to art. 6 of the Directive.

Where and Who?

1. **Austria** - Lower Austrian Patient and Nursing Advocacy
2. **Bulgaria** - Patients' Organizations «With You»
3. **Cyprus** - Cyprus Alliance for Rare Disorders
4. **France** - Collectif Interassociatif Sur la Santé
5. **Germany** - Bürger Initiative Gesundheit e.V.
6. **Hungary** - Hungarian Federation of People with Rare and Congenital Diseases Network
7. **Ireland** - Irish Patients Association
8. **Italy** - Cittadinanzattiva Onlus / Tribunale per i Diritti del Malato
9. **Lithuania** - Council of Representatives of Patients' Organisations of Lithuania
10. **Malta** - Malta Health Network
11. **Netherlands** - European Patients Empowerment for Customised Solutions
12. **Poland** - Institute for Patients' Rights & Health Education
13. **Slovakia** - Society of Consumer Protection
14. **Spain** - Plataforma de Organizaciones de Pacientes



When?

- It will be announced to the media on **18 April 2016**, and **presented to the EU Institutions on 3 May 2016**.
- It will be managed until the end of the year.

Campaign Timeline

<u>Nov 2015</u>	<u>Dec 2015</u> <u>Jan 2016</u>	<u>Feb 2016</u>	<u>Mar 2016</u>	<u>Apr 2016</u>	<u>May 2016</u>
<ul style="list-style-type: none"> • Communication campaign description • Selection and involvement of national partners • Agreement signed between ACN and each partner 	<ul style="list-style-type: none"> • Drafting of leaflets in the national languages • Webpage of the project, banners 	<ul style="list-style-type: none"> • Production and printing of the leaflets in the national languages 	<ul style="list-style-type: none"> • Define and publish initiatives for each country • Leaflet shipping to each partner 	<ul style="list-style-type: none"> • Invitation to EU Patients' Rights Day • Distribution of the template for media activities • Form for case history and data collection • Official launch of the campaign 	<ul style="list-style-type: none"> • Online forum to share information among partners • Undertake planned initiatives at local/national level

<u>Jun 2016</u>	<u>Jul 2016</u>	<u>Aug 2016</u> <u>Sep 2016</u>	<u>Oct 2016</u>	<u>Nov 2016</u> <u>Dec 2016</u>
<ul style="list-style-type: none"> • Undertake planned initiatives at local/national level 	<ul style="list-style-type: none"> • Undertake planned initiatives at local/national level 	<ul style="list-style-type: none"> • Send evidence of initiatives undertaken • Send a brief report with data collected 	<ul style="list-style-type: none"> • EU report by ACN 	<ul style="list-style-type: none"> • EU event by ACN with involvement of the partners, EU Commission and EU Parliament



Main target:

European citizens and patients of the 14 countries listed before, with the involvement of:

- National civic and patients' organisations partners of ACN;
- Other national or European organisations, i.e. those focused on rare diseases;
- Media at local/national/EU level.



How?

- Informative materials
- Online support for the EPC-Net and citizens/patients
- Dissemination activities at local/national/EU level



Informative Materials

A **booklet**, based on the one produced by the European Commission, containing information on the patient's rights to go abroad for care and available in the national language of each partner organisations.



Front/back



Patients' rights have no borders

Seeking healthcare in another EU Country




Partners

		
		
		
		

The campaign is coordinated by Active Citizenship Network (ACN), the European Interface of the Italian civic organisation Cittadinanzattiva, within the framework of the X edition of the European Patients' Rights Day.



ACTIVE CITIZENSHIP NETWORK
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Additional Info

Struggling with a rare disease?

The EU Directive of patients' rights in cross-border healthcare requires also the development and establishment of European Reference Networks of highly specialised healthcare providers and centres of expertise, in particular in the area of rare diseases, to share knowledge and identify where patients should go when expertise is unavailable in their home country.

Besides, the European Reference Networks will help to provide affordable, high-quality and cost-effective healthcare to those patients requiring specific resources of expertise and to improve these patients' access to the best possible care available in the EU for their condition.

For further information, visit:

<http://goo.gl/fLOfQI>
<http://goo.gl/FUx2Fh>



7

Find your National Contact Point

In Europe, only 10% of citizens know about the existence of National Contact Points, in Ireland only 11%.
 If needed, don't hesitate to contact your contact point!

Name: Cross-Border Healthcare Directive Department
Website: <http://hse.ie/eng/services/list/1/schemes/cbd/CBD.html>
Email: Crossborderdirective@hse.ie
HSE info line: 1850 24 1850 (Monday to Saturday, 8am to 8pm)

Need help?

Contact **Irish Patients' Association**, official national partner of Active Citizenship Network.



Irish Patients' Association

Address: 24 Church Road, Ballybrack, Co. Dublin
Tel: 087 6594183
Mail: info@irishpatients.ie
Website: www.irishpatients.ie

For information about National Contact Points and patient organisations in other EU countries, check www.activecitizenship.net



8



Online Support

A specific section of ACN website will host useful information on the topic, such us:

- News
- FAQ
- Documents
- Contacts
- Intranet



Dissemination activities at local/national level

1. One or more of the hereafter suggested initiatives:

- open days or special openings to provide comprehensive information on the Directive, distribute informative materials and collect case history;
- a stall in crowded public places to distribute informative materials for at least one weekend per month for two consecutive months
- press conference;
- conventions, workshops or round tables with national speakers and experts;

2. Institutional relations

- Formal letter to the National Contact Point

3. Data collection

- Form or questionnaire to gather relevant information from citizens' experiences

For the dissemination activities the use of **social media** and any **other communication tools** (newsletter, web site etc..) of the organization will be encouraged to share the initiative and the communication materials produced.



Dissemination activities at EU level

Planned events:

- 1) EU webinar “Improving patients’ rights in the EU: the Case History of Cross Border Healthcare Directive”, on 4 March 2016, in Rome.
- 2) Official launch: the campaign will be part of the celebrations on the occasion of the X edition of the European Patients’ Rights Day. It will be launched on 3 May 2016 at the EU Parliament in Brussels.
- 3) EU meeting in December 2016, with the involvement of EU Commission and EU Parliament in Brussels, hosted by the Interest Group “European Patients' Rights and Cross-border Healthcare”.



Open questions:

- 1) Which actors would you suggest to involve to make this communication campaign more effective? (i.e. other patient organisations focused on patients with rare diseases, Info Points at local level, other civic associations engaged in European issues, local institutions, healthcare providers, etc.)
- 2) As part of our campaign, we plan to collect information about citizens' experiences when moving abroad for care. In your opinion, which information should be included in the form for the data collection?
- 3) What could your organisation do to disseminate this campaign? Which activities among those suggested would you be able or willing to carry out?



Thank you!

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