

# EPF CAMPAIGN FOR THE 2014 EU ELECTIONS

Consensus Meeting  
Warsaw, 3 December 2013

“ A STRONG PATIENTS’ VOICE TO  
DRIVE BETTER HEALTH IN EUROPE ”

# Why a Campaign

- Making Health, and the patients' perspective a priority for newly elected and returning politicians and “on the agenda”
- Previous campaign “150 million reasons to act”
- 100 MEPs across the political spectrum – Champions in health related dossiers
- THIS TIME THE STAKES ARE HIGHER
- *EUROPE DECIDES .. 2014 .. The Year of Europe's Democratic (r)evolution*

# EPF Campaign Objectives

OBJECTIVE = create a sense of urgency & propose patients as part of the solution

- Raise the voice of European Patients
  - Patients' perspective = experts 'by experience'
  - Important role of national Patient Organisations
- Raise awareness about EPF and our raison d'être
  - Our 'bridge" role
  - Key interlocutor on cross-cutting health issues
- Call for 'active' support of decision-makers

## Patients + Participation = Our Vote for a Healthier Europe

**Patients' View matters**

**Engage patients collectively and pro-actively through Patient Organisations**

**Empowered patients are an asset to society**

**Adopt an EU strategy on empowerment**

**Breaking down access barriers**

**Support an EU initiative on equitable access to healthcare for all European citizens**

**Patient involvement = Healthier Europe**

**Develop a clear framework for patient involvement across the spectrum of health research**

**Ensure that patients' rights is part of the next health Commissioner's portfolio**

# EPF Election Campaign 2014

## Your support is key: Manifesto and other tools



### THE EUROPEAN PATIENTS' FORUM ASKS EUROPEAN DECISION-MAKERS TO:

- ENGAGE PATIENTS COLLECTIVELY AND PRO-ACTIVELY THROUGH PATIENT ORGANISATIONS IN POLICY DECISION-MAKING TO ENSURE THAT ALL POLICIES AND PRACTICES REFLECT PATIENTS' REAL-LIFE NEEDS, PREFERENCES AND CAPABILITIES.
- ADOPT AN EU STRATEGY ON PATIENT EMPOWERMENT, INCLUDING AN ACTION PLAN ON HEALTH LITERACY AND HIGH-QUALITY INFORMATION FOR PATIENTS ON ALL ASPECTS OF OUR CARE.
- SUPPORT AN EU INITIATIVE ON EQUITABLE ACCESS TO HEALTHCARE FOR ALL EUROPEAN CITIZENS, THROUGH A MULTI-STAKEHOLDER PLATFORM.
- DEVELOP A CLEAR FRAMEWORK FOR PATIENT INVOLVEMENT ACROSS THE SPECTRUM OF HEALTH RESEARCH, THROUGH THE ENTIRE CYCLE OF THE INNOVATION CHAIN.
- ENSURE THAT PATIENTS' RIGHTS IS PART OF THE NEXT HEALTH COMMISSIONER'S PORTFOLIO.




**THE EUROPEAN PATIENTS' FORUM**  
**MANIFESTO FOR THE 2014 EUROPEAN ELECTIONS**

**PATIENTS + PARTICIPATION =**

**OUR VOTE FOR A HEALTHIER EUROPE**

**PATIENTS' VIEWS MATTER**

We, patients of all ages and conditions, live with our chronic disease every day and regularly use health services. We have a unique perspective on healthcare. We see aspects on what works for us and what does not. We can therefore guide decision-makers on how to offer good quality care that is also cost-effective.

➔ **ENGAGE PATIENTS COLLECTIVELY AND PRO-ACTIVELY THROUGH PATIENT ORGANISATIONS IN POLICY DECISION-MAKING TO ENSURE THAT ALL POLICIES AND PRACTICES REFLECT PATIENTS' REAL-LIFE NEEDS, PREFERENCES AND CAPABILITIES.**

**EMPOWERED PATIENTS ARE AN ASSET TO SOCIETY**

We want to be full partners in the management of our condition according to our individual capacities and desires. We need to be empowered to do this. Empowered patients with tailored high-quality information on health literacy, are able to make informed choices about our treatment and care. Empowered patients are good for health systems, take responsibility for our care in equal partnership with health professionals. We also take preventive measures, seek earlier diagnosis and adhere to treatment, which can reduce healthcare costs in the long run.

➔ **ADOPT AN EU STRATEGY ON PATIENT EMPOWERMENT, INCLUDING AN ACTION PLAN ON HEALTH LITERACY AND HIGH-QUALITY INFORMATION FOR PATIENTS ON ALL ASPECTS OF OUR CARE.**

**BREAKING DOWN ACCESS BARRIERS**

Access to quality healthcare is a basic EU citizen's right. We should not be healthy for any of us – a situation made worse by the economic crisis. Access means the availability of treatment, but also its affordability. Access also means non-discrimination. All patients in the EU deserve equitable access to care. Breaking down health inequalities is also good for health systems. If we do not get the care we need at the right time, we may develop more severe illness, reducing our capacity to live a full and productive life and to manage health, social and economic costs. That is why we have contributed to society.

➔ **SUPPORT AN EU INITIATIVE ON EQUITABLE ACCESS TO HEALTHCARE FOR ALL EUROPEAN CITIZENS, THROUGH A MULTI-STAKEHOLDER PLATFORM.**

**PATIENT INVOLVEMENT = HEALTHIER EUROPE**

We, patients, as healthcare users, need to be involved in designing more effective healthcare and its research to deliver new and better treatments. Meaningful patient involvement in research will lead to treatments that provide real value. It does so by bringing integrated healthcare into the better quality of life for us and our carers, and more cost-effective, equitable and sustainable health systems for all. In other words, a healthier Europe.

➔ **DEVELOP A CLEAR FRAMEWORK FOR PATIENT INVOLVEMENT ACROSS THE SPECTRUM OF HEALTH RESEARCH, THROUGH THE ENTIRE CYCLE OF THE INNOVATION CHAIN.**

➔ **ENSURE THAT PATIENTS' RIGHTS IS PART OF THE NEXT HEALTH COMMISSIONER'S PORTFOLIO.**

**I SUPPORT THIS MANIFESTO**  
[www.eu-patient.eu/about/EPFCampaign2014/index.htm](http://www.eu-patient.eu/about/EPFCampaign2014/index.htm)

**EPF** European Patients Forum

“ A STRONG PATIENTS' VOICE TO DRIVE BETTER HEALTH IN EUROPE ”

# Manifesto

## THE EUROPEAN PATIENTS' FORUM

### MANIFESTO FOR THE 2014 EUROPEAN ELECTIONS

# PATIENTS + PARTICIPATION = OUR VOTE FOR A HEALTHIER EUROPE

#### PATIENTS' VIEWS MATTER

We, patients of all ages and conditions, live with our chronic disease every day and regularly use health services. We have a unique perspective on healthcare. We are experts on what works for us and what does not. We can therefore guide decision-makers on how to offer good quality care that is also cost-effective.

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#### EMPOWERED PATIENTS ARE AN ASSET TO SOCIETY

We want to be full partners in the management of our condition according to our individual capacities and situation. We need to be empowered to do so. Empowerment starts with tailored high-quality information and health literacy, to enable us to make informed choices about our treatment and care. Empowered patients are good for health systems. We take responsibility for our care in equal partnership with health professionals. We also take preventive measures, seek earlier diagnosis and adhere to treatment, which can reduce healthcare costs in the long run.

➔ **ADOPT AN EU STRATEGY ON PATIENT EMPOWERMENT, INCLUDING AN ACTION PLAN ON HEALTH LITERACY AND HIGH-QUALITY INFORMATION FOR PATIENTS ON ALL ASPECTS OF OUR CARE.**

#### BREAKING DOWN ACCESS BARRIERS

Access to quality healthcare is a basic EU citizens' right, yet it is still not a reality for many of us – a situation made worse by the economic crisis. Access means the availability of treatment, but also its affordability. Access also means non-discrimination. All patients in the EU deserve equitable access to care. Breaking down health inequalities is also good for health systems. If we do not get the care we need at the right time, we may develop more severe illness, reducing our capacity to live a full and productive life and increasing health, social and economic costs. All of us deserve a chance to contribute to society.

➔ **SUPPORT AN EU INITIATIVE ON EQUITABLE ACCESS TO HEALTHCARE FOR ALL EUROPEAN CITIZENS, THROUGH A MULTI-STAKEHOLDER PLATFORM.**

#### PATIENT INVOLVEMENT = HEALTHIER EUROPE

We, patients, as healthcare users, need to be involved in designing more effective healthcare and in research to deliver new and better treatments. Meaningful patient involvement in research will lead to treatments that provide real value. Patient-centred, integrated healthcare will lead to better quality of life for us and our carers, and more cost-effective, equitable and sustainable health systems for all. In other words, a healthier Europe.

➔ **DEVELOP A CLEAR FRAMEWORK FOR PATIENT INVOLVEMENT ACROSS THE SPECTRUM OF HEALTH RESEARCH, THROUGH THE ENTIRE CYCLE OF THE INNOVATION CHAIN.**

➔ **ENSURE THAT PATIENTS' RIGHTS IS PART OF THE NEXT HEALTH COMMISSIONER'S PORTFOLIO.**

I SUPPORT THIS MANIFESTO  
[www.eu-patients.eu/whatweedyoucan.do](http://www.eu-patients.eu/whatweedyoucan.do)



OUR VOTE FOR A HEALTHIER EUROPE

OUR VOTE FOR A HEALTHIER EUROPE

WHAT WE ARE WHO WE ARE IS ALL ABOUT THE CAMPAIGN

“ A STRONG PATIENTS' VOICE TO DRIVE BETTER HEALTH IN EUROPE ”

# Launch event



Key speakers & translation in all EU languages

“ A STRONG PATIENTS' VOICE TO DRIVE BETTER HEALTH IN EUROPE ”

# Launch event – Manifesto signature



“ A STRONG PATIENTS’ VOICE TO DRIVE BETTER HEALTH IN EUROPE ”



# Twitter campaign

## Hashtags: #Patientsvote #epf2014



**eupatientsforum** @eupatientsforum

21 Oct

Why should #patients care about the #EU? #patientsvote  
#epf2014 #EP2014 eu-patient.org/blog/?p=180



**EPDA** @euparkinsons

2 Oct

@eupatientsforum launches #EU2014 campaign  
"Patients+Participation=Our Vote 4 a Healthier  
Europe"- #patientsvote epda.eu.com/en/news/10-01-...



**Tonio Borg** @borgton

1 Oct

Attended launching of Manifesto of European Patients Forum for  
European elections. Patients' rights should permeate all health policies



**B-M Brussels Health** @BMEUHealth

1 Oct

BM Brussels is supporting @eupatientsforum in developing the  
#epf2014 #patientsvote campaign. Sign the manifesto  
here: goo.gl/9EXm3H



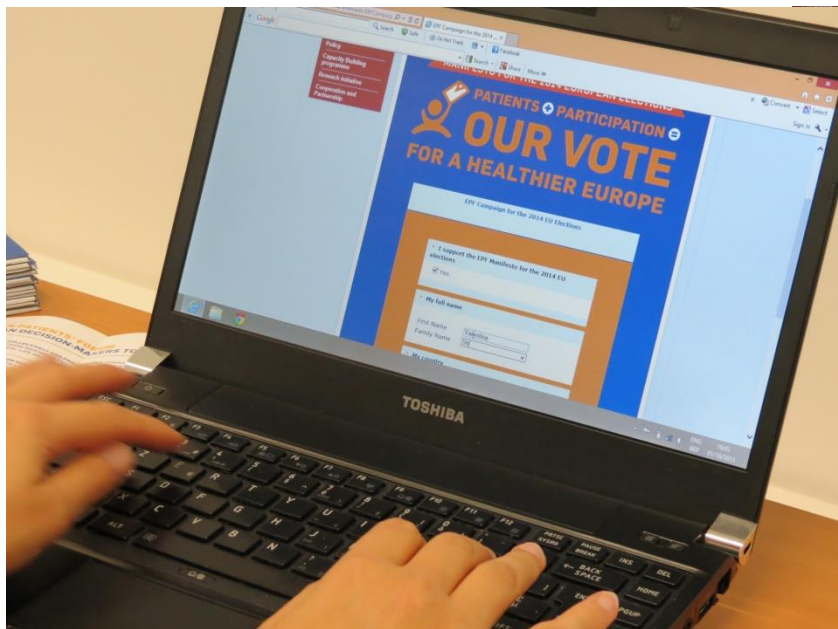
**Anders Olauson** @AOlauson

17 Oct

Waiting for speaker to work:) meanwhile look at #patientsvote  
and #epf2014 for your support #healthsystems2013

# Online Form

- Sign the online form: [www.europeanpatients.eu/whatwedo/EPFCampaign2014Elections/I-support-EPF-Campaign/](http://www.europeanpatients.eu/whatwedo/EPFCampaign2014Elections/I-support-EPF-Campaign/)
- Invite your networks and the decision-makers you know to also sign the online form



# More information about the campaign

- Manifesto translated in **all 24 languages** to cascade the campaign at national level
- More details about the campaign to be included in **background papers**
- National patients' organisations received a **guidance (toolkit & webinar)** on how to support the campaign
- Possibility to **support** the Manifesto ([online form](#))
- Make the campaign alive on Twitter **#patientsvote #epf2014 @eupatientsforum**

# Important links

- Website section: <http://www.eu-patient.eu/whatwedo/EPFCampaign2014Elections/>
- Online form: <http://www.eu-patient.eu/whatwedo/EPFCampaign2014Elections/I-support-EPF-Campaign/>
- All 24 language versions of the Manifesto: <http://www.eu-patient.eu/library/Manifesto-all-languages/>
- Our Facebook page: <https://www.facebook.com/EuropeanPatientsForum>
- Our Twitter account: <https://twitter.com/eupatientsforum>
- Our YouTube Channel: <http://www.youtube.com/eupatient>
- Our blog: <http://www.eu-patient.org/blog/>
- Contact:
  - Nicola Bedlington, EPF Director, [nicola.bedlington@eu-patient.eu](mailto:nicola.bedlington@eu-patient.eu)
  - Cynthia Bonsignore, EPF Communication Officer [cynthia.bonsignore@eu-patient.eu](mailto:cynthia.bonsignore@eu-patient.eu)
  - Kaisa Immonen-Charalambous, EPF Senior Policy Adviser, [kaisa.immonen.charalambous@eu-patient.eu](mailto:kaisa.immonen.charalambous@eu-patient.eu)

# THANK YOU FOR YOUR ATTENTION!

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eu-patient.eu/blog

**More information**

[www.eu-patient.eu](http://www.eu-patient.eu)

[info@eu-patient.eu](mailto:info@eu-patient.eu)

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