

ADVOCACY WORKING GROUP

BRUSSELS MEETING - DECEMBER 2011

Chairperson : Alf Nicholson (Ireland)

Members present:

Yona Amitai (Israel)

Mathitahu Berkovitch (Israel)

Angel Carrasco Sanz (Spain)

Gottfried Huss (Germany)

Jon Klein (USA)

Maria Kiliou (Cyprus)

Bernard Maillet (UEMS)

Jean Christophe Mercier (France)

Nina Nelson (Sweden)

David Neubaeur (Slovenia)

Anna Neves (Portugal)

Pieter Sauer (Netherlands)

Traudel Saurenmann (Switzerland)

Liesbeth Siderius (Netherlands)

Alfred Tenore (Italy)

Diego Van Esso (Spain)

Bjorn Wettergren (Sweden)

Maximilian Zach (Austria)

Jernej Zavrsnik (Slovenia)

The meeting took the format of a very lively and interactive workshop with an open and excellent exchange of ideas in a workshop environment , led by Alf Nicholson

How the EAP might assume a far greater role in advocacy was discussed in considerable detail and as follows :

- (a) What are the issues that we need to speak out on ?
- (b) Who should be our partners ?
- © What strategies should we employ ?
- (d) How do we implement this strategy or make it happen ?

A ISSUES

This generated considerable debate but a consensus was reached with the following issues emerging :

- **Prevention - vaccination / injury prevention / child protection**
- **Obesity - a major issue across the EU**
- **Reducing inequalities among children of the EU (immigrant children / disability / childhood poverty**
- **Adolescent health – smoking / drug use / internet use / alcohol / risky behaviour**

B PARTNERS

Building partnerships is critical in advocacy and partners might include :

- **Parents and patient groups**
- **EPA / ECPCP / AAP / IPA (important partners)**
- **UNICEF**
- **Pharmaceutical industry**

C STRATEGY AND IMPLEMENTATION

The most important issue is to use the profile of the EAP to add a pan-EU voice on child health issues

We need to engage national societies , have a short clear message that resonates with the public and politicians , use social media such as facebook and twitter , try to show health economic benefits and use peer groups especially to reach adolescence

We have established an active standing committee of 6 members (Alf Nicholson , Yona Amitai , Angel Carrasco Sanz , Nina Nelson , Gottfried Huss and EAP President Alfred Tenore

We require this group to be in regular email contact , to develop position papers , to be responsive to national issues and be focused on getting the message out through schools / social media and national media

Alf Nicholson 9-12-11