



EAP EU Communications Update

CONTEXT:

The purpose of this note is to provide EAP delegates with an update on the organisation's communications strategy in relation to EU affairs, and to map out the proposed next steps.

UPDATE:

EAP's EU policy communication in 2016 is composed of three distinct phases:

a. Until February 2016: EAP messaging to position the organisation

Since September 2015, we have supported EAP in defining their key messages to establish themselves as a key political voice of children and paediatricians in Europe. The work has consisted of developing messages around EAP's missions, 4 strands of action and structure (EAP & EAPRASnet, permanent councils, and 6 working groups). Three press releases have been issued to selected Brussels-based media and EU stakeholders.

b. February to December 2016: EAP EU Report to promote EU affairs key content

In March, EAP has published its first issue of the "EU Report". Two further issues (April, May) have been published since then. This monthly newsletter of EAP provides highlights from the EU institutions and related bodies (European Commission, European Parliament, European Medicines Agency, European Centre for Disease Prevention control etc.) on subject matters that are relevant for European paediatricians. Topics covered have included: healthcare for migrant children, vaccination for children, the Zika virus outbreak, child obesity, young-child formulae, e-health, health systems performance comparison, paediatric research etc.

c. As of September 2016: Preparation of a webinar to define EAP's core EU policy

We propose to organise a webinar towards the end of September/early October with 6 to maximum 8 delegates interested in advancing EAP's positioning in relation to EU affairs. The purpose of the webinar is threefold:

- To help define the 3 to 4 EU core topics relating to children's healthcare EAP wants to focus on;
- To identify – SMART! - objectives (for example, in a first phase, to develop EAP's core policy positions on the chosen topics), and map a strategic plan;
- To identify approachable partners in the EU institutions, and potential strategic alliances with other associations/organisations.

The webinar will be facilitated by Cleverland Communications, who collaborate with EAP since autumn last year, using a group coaching approach. This approach supports goal setting, action, awareness and accountability for webinar participants by building on EAP's strengths and resources.