Session 3

Effective communication of sex and gender issues

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Objective of Session 3

• This session will identify questions in relation to communication strategies.

• Participants will identify appropriate materials and tools to communicate the importance of considering sex and gender issues to the different target audiences, with a specific focus on incorporating sex and gender issues in biomedical science and health research.

  – Examples of communication tools and materials potentially include policy briefs on different diseases, journal articles, tools for medical training and discussion and other media for targeting various stakeholder.
1. Introduction to EUGenMed
Communication

• Do we need an integrated strategy to promote sex and gender (S&G) in communication and dissemination to various sectors/stakeholders?

• What materials and tools could be used to disseminate information and communicate S&G issues to the different stakeholders?
2. From providers to patients: adapting messages

- How we can effectively disseminate health policy information in relation to S&G issues
- What materials and tools can be used to disseminate information and communicate S&G issues to the different stakeholders?
- A strategy for communicating information and messages to diverse audience
3. Targeting key messages to policymakers

• How can we target key policymakers and stakeholders at local, national and EU levels?
• What materials and tools can we use to influence policymakers and stakeholders (policy briefings, journal articles, newsletters etc.)?
• How can we involve key stakeholders in the development of materials and tools?
4. Communication

- To whom should we communicate project messages at European level?
- To whom should we communicate/inform project messages in your country?
- Which professional societies should we approach?
- What information should we communicate?
- How should we effectively communicate/inform the different stakeholders?
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