

# Session 3

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## 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

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- 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

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- 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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