Effective communication of sex and gender issues

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Session Wrap-Up

• An integrated strategy to promote sex and gender (S&G)
  – Audiences identified
  – Materials and tools to disseminate information and communicate
Disseminating messages

- Effectively disseminating health policy information
Summary of Session 3

- How can we target key policymakers and stakeholders at local, national and EU levels?
  - Frame the issue
  - Extent of the problem, cost of inaction, etc.
  - Inform, produce evidence
  - Link your issue to broader policy developments (national, European, global)
  - Go the influencers
  - Develop clear, concise messages and visuals: audience needs to understand issue quickly
  - Translate when possible

- Materials and tools
  - Studies, reports; policy briefs; campaigns; articles in press; real life stories; event, meetings; social media
This project, the European Gender Medicine Network (EUGenMed), has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement No 602050.