Targetting EU Policy-Makers

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How can we target policy-makers at local, national & EU levels?

• **Frame the issue**
  – Extent of the problem, cost of inaction, etc.

• **Inform, produce evidence** (studies, reports: i.e. IDF Europe study on access to diabetes treatment)

• **Link your issue to broader policy developments** at national, European, global level

• **Go to Influencers:**
  – Civil society
  – Opinion Leaders
  – Media
  – Healthcare professionals
  – Academics
  – Etc.
What materials & tools can we use to influence policy-makers?

- Studies, reports
- Policy briefs
- Campaigns
- Articles in the press
- Real-life stories
- Events, meetings
- Social media
How can we develop and tailor material for a diverse audience?

- **Identify** target audience:
  - Who are you talking to?
  - What do they know already about the issue?
  - What is at the centre of their interests?
  - Do they have a track record of acting in health?
- **Develop** clear, concise messages & visuals: audience needs to understand your issue quickly
- **Translate** when possible
Many thanks for your attention!
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