



EPF Campaign on Access to Healthcare – Toolkit –

Get inspired, get involved!

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1. The campaign on “Universal Health Coverage”

THE SITUATION

EU Member States need to achieve universal health coverage and improve access to healthcare by 2030 according to the UN Sustainable Development Goals. Yet with the recent economic downturn, short term cuts have won against long term vision for societal improvement, and the health of European citizens is at stake.

Patients across the EU are reporting multiple barriers to access to healthcare, whether it's not available, not adapted to needs, or not affordable. EU Member States need to overturn the current trends of short sighted decisions on investment in healthcare, and commit to realising universal access by 2030 by taking concrete steps.

WHAT IS UNIVERSAL HEALTH COVERAGE?

According to the World Health Organisation (WHO), the goal of universal health coverage is *“to ensure that all people obtain the health services they need without suffering financial hardship when paying for them.”* The WHO notes there are four essential elements for a country to achieve universal health coverage. An efficient well run, people-centred health system; affordability; access to essential medicines and technologies; and finally a health workforce that is well trained and at sufficient capacity.¹

EPF has worked on the definition of access provided by the [Patient Access Partnership \(PACT\)](#) based on the 5 As of access, and has developed a definition which encompasses the key dimensions and elements of the concept. Our campaign will reflect on those fundamental principles in order to ensure equitable access to high quality healthcare from the perspective of patients with chronic conditions.²

The main dimensions are as follow:

- **Availability** – whether a healthcare service or product is available in the healthcare system of a country.
- **Affordability** – whether seeking healthcare causes financial hardship to patients.
- **Accessibility** – whether there are barriers, other than financial (e.g. waiting lists, geographical barriers...), that stop patients from accessing healthcare
- **Adequacy** – the quality of healthcare and involvement of patients in shared decision making with their healthcare professionals
- **Appropriateness** – whether healthcare meets the need of different groups in the population.

¹ http://www.who.int/features/qa/universal_health_coverage/en/

² http://www.eu-patient.eu/globalassets/policy/access/epf_position_defining_and_measuring_access_010316.pdf



Additionally, EPF identified crucial elements that patients with chronic conditions need access to in order to reach universal health coverage:

- a holistic approach to health and well-being,
- access to services in connection to patients' personal health (including social services),
- access to healthcare products and innovation,
- access to supporting tools and services (including information and peer support),
- having a choice as regards the management of their conditions as part of shared decision making with the healthcare team.

In our perspective, EPF's patient-led definition should be used to set policy goals and indicators to measure access, in order to achieve universal access to healthcare for patients in the EU.

THE CAMPAIGN LOGO AND THE TAGLINE



Universal Health Coverage For All. #Access2030

The aim of the campaign is to raise awareness about the barriers that patients face in accessing healthcare, and to build on current political momentum – including the UN Sustainable Development Goals for health – to foster EU cooperation on this essential topic.

In this context, the campaign visual identity includes the following key concepts:

- Universal, covering diversity and inclusiveness: every patient is different and can join our campaign.
- Coverage, conveying the idea of inclusiveness, universality.
- Access, as in openness: healthcare should be affordable.

The logo should be recognisable and this is why it wears the EPF branding, using the main palette of colours of EPF visual identity.

The logo represents a circle illustrating inclusiveness, coverage and universality. Within the circle, 5 persons in different colours show diversity and put the accent on the fact that health coverage should be a reality "For All". In addition, each of these persons represents one of the 5 policy areas of action explained above.

The logo also includes the tagline ‘**Universal Health Coverage For All**’, which shows our alignment with the UN Sustainable Development Goals aiming to achieve universal health coverage by 2030. The reference to health coverage makes clear that the approach of the campaign is much wider than access to medicines and treatment.

Finally, our presence on Social Media will be a strong dimension of our campaign strategy. For this purpose, we have chosen the hashtag **#Access2030**.

CAMPAIGN MESSAGES

As already mentioned, EU Member States need to achieve universal health coverage and improve access to healthcare by 2030 according to the UN sustainable development goals by taking concrete steps.

The aim of the campaign is therefore to define and promote concrete actions, in concert with the health community, to which decision makers need to commit to in order to ensure we achieve the Health SDG by 2030.

In this regard, the working group on access drafted the following overarching strategic objective for the campaign: ***“To contribute to make universal access a reality for EU patients by 2030, through defining and promoting concrete actions, in concert with the health community, to which decision makers need to commit, to ensure we achieve the Health SDGs by 2030”.***

CAMPAIGN THEMES & ACTION

1) Providing Quality of Care across the EU

From the patients’ perspective, access and quality are interlinked. Based on the survey on patients’ perspective on quality care, we will make recommendations to ensure that those key elements from the patients’ perspective are appropriately included at EU and national level in assessing quality of care.

At Member States level, we will call for a process of health system performance assessment that responds to the principles of good governance, transparency and democracy by including perspective of health stakeholders, including patient organisations. In this regard, EPF will work for the implementation of patient-reported outcome measures and patient experience measures (PROMs and PREMs) to ensure that the patient perspective is at the heart of health systems performance measurement.



EPF will also advocate for standards or guidelines for quality of care to be defined with the patients, and to respond to the needs of individual patients rather than adopting a ‘one size fits all approach’.

2) Committing to Sustainable Investment in Health

Insufficient or inadequate investment in health is an important issue in many EU countries. It impacts negatively on patients' access to healthcare services and often translates in health inequalities and poorer health outcomes for the population, which is costly and detrimental for the labour force in Member States.



EPF will call for Member States to commit to invest sustainably in healthcare in order to ensure universal health coverage in the EU, and reflect on key mechanisms ensuring investment in healthcare are based on outcomes and added value. EPF believes that health promotion, prevention (whether primary, secondary or tertiary) and patient-centred chronic disease management are part of a continuum: effective prevention can free resources to provide healthcare for patients, while investment in high-quality chronic disease management can maximise patients' quality of life, reduce the disease burden and optimise the use of healthcare resources. Sustainable investment comprises investment in prevention and chronic diseases management.

3) Encouraging Affordability of Healthcare Products and Services



Patients are reporting that healthcare, when available, can be unaffordable and cause financial hardship. Increasing co-payment, the cost of specialist care, the price of innovative medicines and devices, the price of diagnostics, and other non-reimbursed costs are all contributing to this issue. Patients are faced with opacity when it comes to pricing and reimbursement decision and are not involved in decision making, which leads to discrepancies between what they need and what is reimbursed. In addition, in some Member States, a part of the population does not have healthcare coverage. To make the right to health a reality in the EU, healthcare needs to be affordable for all, not only these patients who can pay.

4) Implementing Access to a Holistic Range of Health and Social Services

To address chronic conditions and multi-morbidity, patients need to have access to integrated care services. *“Health is a state of complete physical, mental and social well-being and not merely the absence of disease”*³ according to the WHO. In this context holistic support encompasses affordable access to physical and mental health services, as well as appropriate support from social services. The current experience of patients is that health and social services work in silos, offering little support or information to patients.



³ Preamble to the Constitution of the World Health Organization.

5) Ending Discrimination and Stigma Patients Are Facing in Healthcare

Healthcare has to be accessible and appropriate to the needs of all patients, otherwise access to healthcare is not universal. EPF will work collaboratively with other NGOs to ensure the EU approach to universal health coverage is inclusive and addresses the access barriers vulnerable groups are currently facing.



WHAT ARE WE CALLING FOR?

We will ask the European Commission and Member States to adopt an action plan on universal access to healthcare in consultation with health stakeholders in order to achieve universal health coverage for EU patients by 2030. The EPF thematic campaign will contribute to shaping such an action plan by:

- Raising awareness of decision makers and stakeholders on current **gaps and barriers to universal health coverage** from the patients' perspective and the consequences of these gaps for patient, society and the economy.
- Contributing evidence towards the **economic and human value of access to healthcare** and the cost of non-access both for individual patients and society.
- Defining short term, medium and long term **political actions** necessary to reach the goal of universal health coverage by 2030 for patients with chronic and long term conditions.
- Promoting awareness of the critical importance of collective **patient involvement** to ensure high quality health and social care services are accessible for all.
- Calling for **cooperation across policy areas** (finance and economy, health and social policies etc....) to ensure the right to health is a priority across sectors.
- Ensuring the inclusion of all health stakeholders, including patients' organisations, in discussions on health system performance assessment and access to healthcare, whether at EU or Member State level.
- Promoting the inclusion of potentially **vulnerable or marginalised groups** in discussions and decisions on access to health and social care.

EPF will work in concert with the health community to promote understanding of what universal health coverage means from the patient perspective among decision-makers and health stakeholders.

The [PACT](#) is a crucial partner for EPF and can have an important impact in supporting the campaign. Its commitment to playing a major role in providing a platform for discussion and concrete action to improve access to healthcare in the EU, plus its close cooperation with patients and the healthcare community, make of it a key partner in advocating for prioritising universal health coverage.

In addition, EPF will continue developing key relationships through memoranda of understanding or dialogues with key stakeholders at EU level including healthcare professionals, public health and human rights NGOs, academia, industries and decision makers. This will constitute a key resource for EPF to promote the campaign and ensure it is communicated at national level by stakeholders.

ON YOUR DIARIES!

The table below shows the major events of the campaign, so make sure you note them in your calendar!

You are of course welcome to organise your own event in your country and we will gladly support and attend! Go to [page 15](#) for more information on how to organise your event.



What?	When?	Where?
Official Kick-off event – MEP roundtable	27 February 2017	European Parliament, Brussels, Belgium
EPF Annual General Meeting	April 2017	Brussels, Belgium
Official closing of the Campaign – MEP roundtable	December 2017	European Parliament, Brussels, Belgium

TEAMWORK MAKES THE DREAM WORK

You can make a difference!

We can improve access to healthcare across Europe only if we work together.

EPF wants to ensure that YOU have everything you need to campaign for access to healthcare in your own environment. With your help, we can communicate the campaign messages and actively get involved both at EU and national level.



THE ROLE OF EPF MEMBERS

EPF members are the driving force of this campaign across the EU. With your help, we can deliver our messages to all EU stakeholders and decision-makers and raise awareness about the campaign and the barriers to access at EU and national level.



European Disease-specific Organisations

As a disease-specific organisation, you have different needs and expectations. For this reason, we have kept the campaign messages very generic and comprehensive, so that you can re-use and adapt them to your disease-specific area.



National Coalitions

National Alliances are umbrella patient organisations representing a wide range of patients and diseases organisations within a specific country.



Your role during the EPF Campaign on Access to Healthcare is to help in communicating and coordinating the campaign at national level. We invite you to use the campaign material in any way you wish and to develop your own tools based on your countries' standards. We will be very happy to provide you with the necessary material.

In addition, we encourage members from the same country to gather together and host a single meeting to discuss and review the situation on Access to Healthcare in their country. Ideally this should be held in your national Parliament, in the form of a national parliamentary meeting. This will require more work from your side, but the impact on decision makers will be higher, as well as the chance to make progress on the topic. EPF will remain at your disposal for support.

Go to [page 12](#) to see all the ways in which you can help.

FRIENDS OF THE EPF CAMPAIGN ON ACCESS TO HEALTHCARE - YOUR ROLE IS VITAL!

The EPF Campaign on Access to Healthcare is organised and driven by patient organisations who are actively engaged. However, the campaign needs everyone to support the cause and are willing to participate: individual patients, their families, carers, researchers, health professionals, regulators, the healthcare industry, insurers and anyone else who is interested in a better EU health system.

As a friend of the campaign you can help us to communicate our key messages and goals with simple and easy-to-do activities. Go to [page 12](#) to see how you can engage in the campaign.

2. How to Engage in the Campaign?



EPF recognises that everyone has unique needs and will have a different approach to make the most of the campaign on Access to Healthcare. This guide aims to offer a framework with core material on how you can engage in this campaign while adapting to your organisation’s own approach. You are encouraged to develop activities that work for your own purpose, to reach the widest audience possible.

Choose how you want to engage in the campaign depending on the level of involvement of each action:

1. I agree with the campaign; I’ll do my bit! (below)

You also think that universal health coverage should be a reality. Help us to spread the message by distributing our material in events or disseminating our messages on social media! You only need to have access to simple things like an email account, a social media handle or just a mobile phone.

2. I endorse the campaign; I’ll get involved! (page 14)

You also consider that much more needs to be done to achieve universal health coverage for all. With your support, we will be able to raise dissemination and reach more people across countries and diseases. It requires some more action from your side, but still nothing you cannot do!

3. I embrace the campaign, I’ll engage with the cause! (page 15)

You also believe that the right to universal health coverage is an absolute must and our efforts will help to make it a reality. Engage the campaign, be enthusiastic, and we will work together to improve access to healthcare across Europe. It requires more commitment, time and resources but you’ll see it’s worth it!



I’LL DO MY BIT!

SUPPORT THE CAMPAIGN PLEDGE

There is both a digital online and a print version of the [pledge](#). The way you use it is up to you, but the impact will be greater if you choose both versions!

Print version:

- Take some pictures of you (or with colleagues) holding the [pledge](#).
- Post it on social media and mention/tag us so that we can share it as well! (Facebook: /EuropeanPatientsForum, Twitter: @eupatientsforum) or send us the picture (with the name and organisation) at communications@eu-patient.eu so that we can post it for you!
- Ask your friends, members and network to do the same.

Online version:

- Sign the online pledge here and leave your message to support the campaign.
- If you are on social media share the link to the pledge and ask your network to sign it too!

DISTRIBUTE THE CAMPAIGN LEAFLET

- Print the leaflet and disseminate it at your events and to your contacts, or ask us for help! We can provide leaflets, depending on stock and demand.
- If you cannot find the leaflet in your language, let us know and we'll find a solution.
- Send it to your contacts through email, newsletter or social media.
- Let them know why it's important. Go to [page 4](#) for more information.

CAMPAIGN ON SOCIAL MEDIA

On Twitter:

- Follow EPF: [@eupatientsforum](#)
- Use the official campaign hashtag **#Access2030** to tag your tweets about the campaign (find some examples of Tweets on [page 17](#)).
- Retweet EPF tweets to help us to spread the word.
- Add the ribbon of the campaign to your profile picture.



Don't forget to use [@eupatientsforum](#) to address us directly so we can share your tweets!

On Facebook:

- Follow EPF: [/EuropeanPatientsForum](#)
- Share EPF Facebook page on your own organisation's page and ask your friends to "like" it!
- Post information about the campaign (find some mock-up Facebook posts you can use at [page 18](#)).
- Share campaign information and news from [EPF website](#) on your Facebook page.
- Like, share and comment EPF campaign posts.
- Add the ribbon of the campaign to your profile picture.



Don't forget to mention/tag us in your posts so that we can share them as well – [/EuropeanPatientsForum!](#)

YouTube:

- Follow EPF: [/eupatient](#).
- Watch our campaign videos and share them on your website, in your newsletter and on your social media platforms!
- Do you want to make a video for our YouTube channel sharing your experience on access to healthcare? Go to [page 14](#) for more information.



TALK ABOUT THE CAMPAIGN AT YOUR EVENTS

- At your events, you can speak about the campaign or invite an EPF speaker to do it. Contact communications@eu-patient.eu to organise this.

- At a conference, add a few slides about the EPF campaign to your talk, available [here](#) – feel free to edit them for your own needs.

I'LL GET INVOLVED!

SHOW YOUR SUPPORT ON YOUR WEBSITE

- Write a short news article on your website/blog/newsletter to raise awareness about the EPF campaign within your patient community. Explain the objectives of the campaign and encourage your audience to engage with us. Find a template article on [page 21](#).
- Use the campaign material: include the logo/banner on your website. Find all the relevant campaign material [here](#).



CONTRIBUTE TO EPF BLOG

- Are you a patient and you want to explain your experience on access to healthcare? Or are you a health professional and you wish to share your views on access? Share your own testimonial or your opinion about a specific area of the campaign.
- There are already many articles: read and leave your comment: <http://www.eu-patient.org/blog/>
- Share our blog articles on your website, in your newsletter and on your social media platforms.
- Contact EPF at communications@eu-patient.eu to receive more information on how to contribute to the blog.



SEND A PRESS RELEASE

- Send a press release to your local media to inform them about the campaign, bringing your own perspective on access to healthcare. Find a sample press release for your media contacts at [page 20](#), available in your own language
- Is your local, regional or national media talking about the campaign? Has it been a focus in one of your press releases? Let us know – send us an email at communications@eu-patient.eu

MAKE A VIDEO!

- Make a video with your members or, why not, a selfie video to tell us why you support the campaign or what do you ask from the decision makers.
- Post it on social media and don't forget to use #Access2030
- Send it to us so that we can share it as well!



PROVIDE GOOD PRACTICES

You run a campaign, events, studies related to patients' access to healthcare? Share your activities with us so that we can support each other and show the united voice of the health community on this topic. Contact us at communications@eu-patient.eu.

I'LL ENGAGE WITH THE CAUSE!

ORGANISE AN EVENT IN YOUR NATIONAL PARLIAMENT

An event at national level is a great way to raise awareness about the campaign, so if this is a possibility for you, we strongly encourage you to do so!

We invite members from the same country to gather together and host a single meeting to discuss and review the situation on Access to Healthcare in their country. Ideally this should be held in your national Parliament, in the form of a national parliamentary meeting. This will require more work from your side, but the impact on decision makers will be higher, as well as the chance of making progress on the topic. EPF will remain at your disposal for support.

At the event, make sure that you distribute printed campaign material (leaflets, logo and pledge) and take lots of pictures to let everyone know what happened. Make sure to also take pictures with the campaign [pledge](#) and send them to us! Last but not least, have fun!

Please contact EPF at communications@eu-patient.eu to coordinate this – we can arrange a speaker, and send you some campaign material.

INFLUENCE DECISION MAKERS

For universal health coverage to actually happen and for concrete actions to take place, we need the help of policy makers. Not only in Brussels but in all EU countries – this is why we need your help to transfer our messages to your representatives.



Here are some examples on how you can contact them:

Send letters to decision makers/MEPs

- First, find out who they are and their contact details from the [European Parliament](#) website.
- Write a letter to call on your government and national representatives to support this campaign at national level and encourage their European peers to take some action on access to healthcare (find a letter template which you can personalise and send at [page 19](#))
- You are from Malta, Estonia, Bulgaria or Austria? These countries have the forthcoming EU Council Presidencies – urge your government to put access to healthcare on the agenda!

Set up a meeting with decision-makers



- Know the reason of the meeting.
- Know your dossier: take the leaflet that explains why this is important, the pledge and key messages.
- Make sure you let them know how to get involved.
- Send an email to thank them afterwards and send them a [link to the online pledge](#).
- Post photos on social media and don't forget to tag them.
- Let us know so we can share it and maximise the impact!






3. Annexes






ANNEX 1: EXAMPLES OF TWEETS

Feel free to use them as they are or to modify them to your organisations' needs! |

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 [Your organisation] supports the campaign on #Access2030 of @eupatientsforum. <http://www.eu-patient.eu/campaign/access-to-healthcare/>


 We, patients with [chronic condition] support @eupatientsforum campaign on #Access2030 for Universal Health Coverage For All <http://www.eu-patient.eu/campaign/access-to-healthcare/>

 We, patients from [country] support @eupatientsforum campaign on #Access2030 for Universal Health Coverage For All <http://www.eu-patient.eu/campaign/access-to-healthcare/>

 #Access2030 implies: #Availability, #Affordability, #Accessibility, #Adequacy, #Appropriateness @eupatientsforum <http://www.eu-patient.eu/campaign/access-to-healthcare/>

 We call on decision-makers to work for Universal Health Coverage & support #Access2030 campaign of @eupatientsforum <http://www.eu-patient.eu/campaign/access-to-healthcare/>

 We call on policy-makers to commit to achieve the Health SDGs by 2030 #Access2030 @eupatientsforum

 We ask policy-makers to adopt an action plan on access to ensure universal health coverage for all #Access2030

ANNEX 2: EXAMPLE OF FACEBOOK POSTS



👍 [Your organisation] supports the EPF campaign on Access to Healthcare. Universal Health Coverage for All! <http://www.eu-patient.eu/campaign/access-to-healthcare/>

👍 We support @EuropeanPatientsForum #Access2030 campaign and we call on policy-makers to adopt an action plan on access to healthcare that ensures Universal Health Coverage For All.

👍 [Your organisation] and the patients from [country] support @EuropeanPatientsForum campaign on Access to Healthcare <http://www.eu-patient.eu/campaign/access-to-healthcare/>

👍 We support @EuropeanPatientsForum campaign and its goal “to make universal access a reality for EU patients by 2030, through defining and promoting concrete actions to which decision makers need to commit, to ensure we achieve the Health SDGs by 2030.”

👍 From our patients’ perspective, access and quality are interlinked, and as the @EuropeanPatientsForum campaign states: providing quality of care across the EU should be part of universal health coverage. <http://www.eu-patient.eu/campaign/access-to-healthcare/>

👍 As the @EuropeanPatientsForum campaign does, we also call for Member States to commit to invest sustainably in healthcare in order to ensure universal health coverage in the EU.

👍 We, patients, agree with the @EuropeanPatientsForum campaign and think that to make the right to health a reality in the EU, healthcare needs to be affordable for all, not only these patients who can pay. <http://www.eu-patient.eu/campaign/access-to-healthcare/>

👍 “To improve access to healthcare, we need a holistic support that encompasses affordable access to physical and mental health services, as well as appropriate support from social services”. @EuropeanPatientsForum campaign. <http://www.eu-patient.eu/campaign/access-to-healthcare/>

👍 We agree with the approach of the @EuropeanPatientsForum campaign, aiming to achieve a universal health coverage inclusive, that also addresses the access barriers vulnerable groups are currently facing. <http://www.eu-patient.eu/campaign/access-to-healthcare/>



ANNEX 3: SAMPLE LETTER FOR NATIONAL REPRESENTATIVES

Here is a sample letter for your national representatives. You can use it as it is just by filling in your organisation's details, or you can adjust it according to your organisation's needs.

[Address of national ministry of health]
[Minister of health]

Place, Day Month Year

Dear [name of your Minister],

Concern: European Patients' Forum campaign on Access to Healthcare:

We are writing to you on behalf of the European patient community to ask for your support in making universal health coverage a reality for every patient by 2030. Healthcare is a right to everyone, and it has to be accessible and appropriate to the needs of all patients.

More specifically, we would like to work with you to ensure the five "A" representing the dimensions of Access:

- Availability – whether a healthcare service or product is available in the healthcare system of a country.
- Affordability – whether seeking healthcare causes financial hardship to patients.
- Accessibility – whether there are barriers, other than financial (e.g. waiting lists, geographical barriers...), that stop patients from accessing healthcare.
- Adequacy – the quality of healthcare and involvement of patients in shared decision making with their healthcare professionals.
- Appropriateness – whether healthcare meets the need of different groups in the population.

We ask you to **adopt an action plan on universal access to healthcare** in consultation with health stakeholders in order to **achieve universal health coverage for EU patients by 2030**.

Finally, we call on you to support our pledge, to show your commitment to our campaign. If you wish to further support and engage in the campaign, please contact the European Patients' Forum at communications@eu-patient.eu.

We look forward very much to our strong dialogue and cooperation on this crucial issue.

Thank you for your support.

Yours sincerely,
[Your name, organisation and signature]

ANNEX 4: SAMPLE PRESS RELEASE FOR MEDIA

We have prepared a sample press release if you want to reach out to media in your area. This is only an example, and we will produce many more all along the campaign. Send us an email for more information and receive the future press releases samples! communications@eu-patient.eu.

FOR IMMEDIATE RELEASE

[Name of your organisation] joins the European health community to call for EU Action on Access to Healthcare

Place, Date – The [name of your organisation] joins the European Patients’ Forum (EPF) with the campaign entitled “Universal Health Coverage For All”. We encourage policy-makers to ensure Universal Health Coverage for All by 2030 and foster EU cooperation on Access to Healthcare.

[What your organisation is doing on access]

[Quote from your organisation’s president]

#Access2030

“Universal Health Coverage For All.” is the tagline of the EPF campaign to call on policy-makers to adopt an action plan on access to healthcare that improves access to quality health and social care for every patient across Europe.

The five “A” representing the dimensions of Access are:

- Availability – whether a healthcare service or product is available in the healthcare system of a country.
- Affordability – whether seeking healthcare causes financial hardship to patients.
- Accessibility – whether there are barriers, other than financial (e.g. waiting lists, geographical barriers...), that stop patients from accessing healthcare.
- Adequacy – the quality of healthcare and involvement of patients in shared decision making with their healthcare professionals.
- Appropriateness – whether healthcare meets the need of different groups in the population.

The purpose of this campaign is to raise awareness among political decision and policy-makers about the barriers that patients face in accessing healthcare and to foster EU cooperation on the field to improve the current system.

The outcomes of the campaign will contribute to the shape and development of an action plan for policy-makers to commit in order to achieve Universal Health Coverage For All.



ANNEX 5: EXAMPLE ARTICLE FOR YOUR WEBSITE

The European Patients' Forum (EPF) has launched its campaign "Universal Health Coverage For All": [Your organisation here] supports this campaign as patient access represents [your views] to us.

With this campaign, we aim to raise awareness among political decision and policy-makers about the barriers that patients face in accessing healthcare and to foster EU cooperation on the field to improve the current system.

We want them to commit to concrete activities to ensure we achieve the Health SDGs by 2030. "Universal Health Coverage for All by 2030" is the tagline of the campaign, in line with this goal.

The five "A" representing the dimensions of Access are:

- **Availability** – whether a healthcare service or product is available in the healthcare system of a country.
- **Affordability** – whether seeking healthcare causes financial hardship to patients.
- **Accessibility** – whether there are barriers, other than financial (e.g. waiting lists, geographical barriers...), that stop patients from accessing healthcare.
- **Adequacy** – the quality of healthcare and involvement of patients in shared decision making with their healthcare professionals.
- **Appropriateness** – whether healthcare meets the need of different groups in the population.

Universal Health Coverage is a right for every patient and healthcare has to be accessible and appropriate to the needs of all of them. Especially for patients in [your country], Access to Healthcare can [insert few words].

More information: <http://www.eu-patient.eu/campaign/> or contact EPF at communications@eu-patient.eu.



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www.eu-patient.org/blog



[/EuropeanPatientsForum](https://www.facebook.com/EuropeanPatientsForum)



[@eupatientsforum](https://twitter.com/eupatientsforum)



[/eupatient](https://www.youtube.com/eupatient)

