

Content Outline

Patient Advocate Seminars (PAS)

12 February 2021

Module 1 : Advocacy awareness through the prism of COVID (90 minutes)

- Introduction to lobbying as a tool for change
- Introduction to ethics and transparency in lobbying
- Discussion of how COVID-19 has impacted the lobbying sphere at an EU and national level:
 - What are the benefits of having health as a priority issue?
 - What are the negative aspects of so much energy focused on COVID-19?
 - How has this changed access to power and agenda setting?

26 February 2021

Module 2: How to influence EU policy (90 minutes)

- Overview of the EU policymaking process
 - Pre-legislative
 - EP vs Council
 - Different channels of influence (ECI, etc)
- How to create links between national-level and EU-level organizing
 - How can EU-level lobbying benefit national policy goals?

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Module 3: Creating your lobbying plan (90 minutes)

- Timing: deciding when and how to lobby for your cause
- Role of evidence and reliable data in building a compelling case
- More in-depth analysis of ethics and regulation in lobbying for patient issues
- Coalition building
 - Special attention will be paid to forming new relationships and alliances between participants from various groups and countries

26 March 2021

Module 4: Executing your lobbying plan (90 minutes)

- Creating a compelling case
 - How are patient organisations unique?
 - How can patient voices be leveraged in an empowering way?
 - Storytelling as an effective public policy tool
- Securing and preparing meetings
 - How to “speak the language” of policymakers
 - How to communicate effectively during COVID times (virtual meetings)
- Monitoring progress
 - How to monitor progress, adapt your strategy, and keep attention on your cause

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