

## **TERMS OF REFERENCE**

### **Public Relations Agencies and Consultancy Support to EPF in their 2014 European Parliament Election Campaign**

#### **1. INTRODUCTION**

The EPF Board, at its meeting in February 2013, agreed that EPF should drive a powerful campaign in the framework of the next European Parliament Elections 2014, reflecting EPF's new strategic plan.

The EPF board also agreed that EPF should reach out informally to public relations/public affairs agencies and healthcare experts to explore opportunities for collaboration in this initiative, given recent examples of good practice in this area.

Subsequent contacts led to the setting up of an informal advisory group involving leading experts from a number of agencies and an independent expert, to advise EPF on its campaign strategy and support where possible on implementation.

A preliminary meeting took place on 2 May 2013 and it was proposed that a Terms of Reference document should be agreed at the subsequent meeting in order to ensure that transparency and independence underpins the work undertaken, in line with EPF's code of conduct and the working practices of the agencies, consultancies and experts, and to ensure clarity on the objectives and scope of the initiative.

#### **2. OBJECTIVES OF THE COLLABORATION**

The collaboration between EPF and leading PR/PA Agencies, consultancies and experts should support EPF's 2014 European

Parliament Campaign with strategic advice and expertise, and practical support where feasible.

The overall aim is to design and implement a highly effective and original campaign that focuses on the fundamental challenges of patient access to treatments and therapies throughout Europe and patient organisations' access to resources to enable them to play their legitimate role as health stakeholders, e.g. in policy development and implementation.

The ownership of the campaign and its contents should be with EPF and its membership, and the support of the agencies and consultancies involved should be acknowledged on all materials and tools produced in the context of the campaign.

### **3. PROCESS**

The advisory group will meet approximately once a month and as required during the course of the campaign preparation and implementation to advise EPF collectively, and individual members of the advisory group and their organisations will provide 'pro bono' support to EPF where possible and feasible (to be agreed during the monthly meetings) on specific tools and materials, including:

- a mapping of all MEP candidates at national level and related intelligence on candidates' interest where possible
- a manifesto
- a tool box to enable patient organisations to campaign at national level
- short videos targeted towards key audiences
- social media materials and releases
- campaign promotional materials

The content of all materials should be agreed explicitly with the entire group outlined below and the EPF board, through a simple and timely consultation process.

#### **4. PARTICIPANTS**

##### **From the agencies and consultancies:**

Laura Batchelor – Fipra

David Earnshaw – Burson-Marsteller

Emma Eatwell – Healthcare expert, independent capacity

Christine Marking – Marking Public Affairs

Thomas Tindermans – Hill & Knowlton Strategies

Julie Valente – Burson-Marsteller

Kajsa Wilhelmsson – Edelman

And their colleagues, as needed

##### **From EPF**

Nicola Bedlington

Cynthia Bonsignore

Kaisa Immonen Charalambous

And their colleagues, as needed