



European Federation of Allergy and Airways
Diseases Patients' Associations

EFA Communications

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WHY A NEW LOGO?

Objectives

- Standardise EFA's image, materials and tools
- Refresh EFA's visual identity with a recognizable emblem, close to our disease areas and representative of our membership
- Position EFA's interests and work at EU level
- Reach out to new sectors and facilitate fundraising

Result: long term exercise, all membership consulted

- EFA new logo approved by two EFA Boards and majority of EFA membership
- Consistent internal and external communications: built-in website, social media, different applications
- Differentiated from those organisations with same acronyms (Festival Association, Financial Association, Fund Administration, Fundraising Association)
- Friendly look, closer to people, to gain supporters



LOGO: messaging

- Covering respiratory diseases (breathing, air – butterfly)
- Covering allergies (respiratory and food, pollen – flower)
- Inclusive of non-EU EFA Members
- Capturing patients' determination, freedom, hope
- Inspired by many EFA members logos



Ready to use materials

- Logo versions



- Pictogrammes – developed according to EFA's themes



Putting asthma, allergy and COPD patients at the center of all decisions affecting their health.

Healthcare

Who we are

Medicines and clinical
trials

What we do

Food labelling

Get advice

Tobacco and smoking

Get involved

Air quality

Patients' corner

Chemicals

Resources



Putting you at the
centre of all
decisions affecting
your health



Campaigns



**European Parliament Interest
Group on Allergy and Asthma**
Gathering European Parliament
Support to build a new dimension



**Enabling air travel with
medical oxygen**
We advocate to have affordable
European standard formats for



We need better air quality
The EU is reviewing air quality
legislation and we advocate for



EFA Manifesto
Our 14 objectives plan for the
2014-2017 European Parliament

What's new

We are hiring! EFA Policy Adviser
18/05/2016

We are looking for an EU Policy Adviser
(m/f) to start in June/July 2016 for...

**World Asthma Day - Young patients
have something to say about asthma**
04/05/2016

Adolescent patients with asthma encounter
difficulties in following their...

EFA 2015

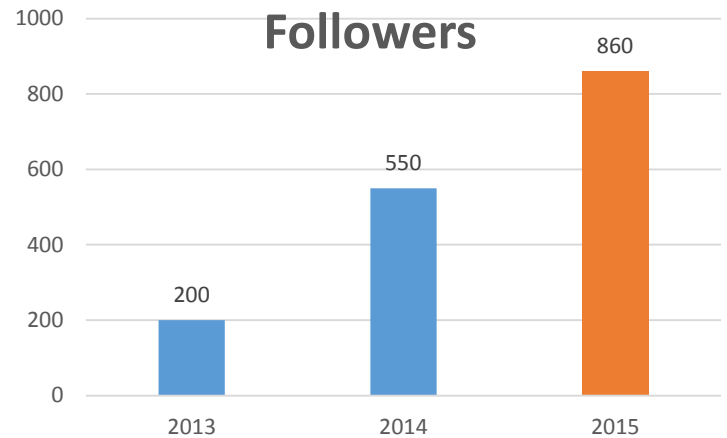
Communication results

Communications results in 2015

- **New EFA website:** 15,196 visitors to efanet.org
- **New EFA Blog channel:** 8 blog entries visited 10,313 times.
- **7 press releases**
- **162 events (32 as speaker):** 18% increase compared to 2014

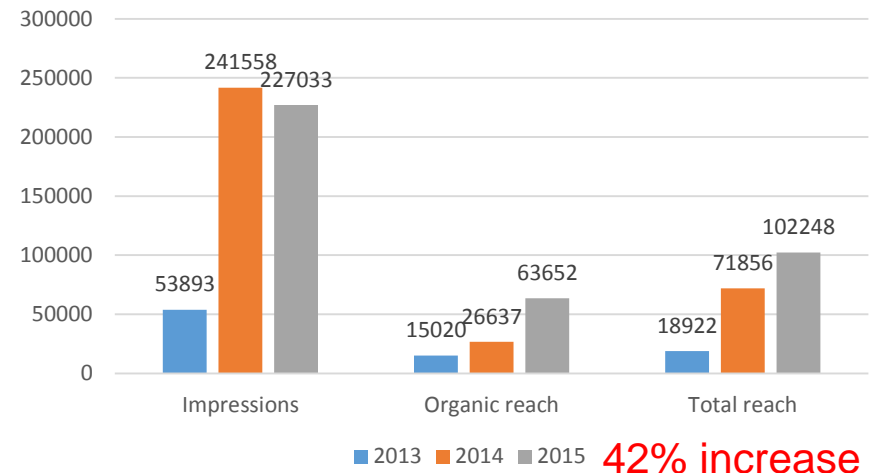
Social media results in 2015

**@EFA_Patients Twitter
Followers**



56% increase

EFA Facebook statistics



42% increase

Thanks to Social Media
we **inform**, we **debate**, we influence, we **mobilise**

Questions?

THANK YOU!





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