

Welcome and Opening Remarks

01

17:30 - 17:40
(10 minutes)

- Introduction of team and trainers
- Purpose of today (objectives and agenda)

Moderator(s):

- Susanna Palkonen, Director, EFA
- Simon Greaves, Executive Director, Harwood Levitt Consulting

ADVOCACY: Why and What?

02

17:40 - 18:10
(30 minutes)

In this session you will learn:

- What is the objective of an advocacy campaign, and what makes it successful?
- How to influence policy-making by identifying right stakeholders, and the appropriate channels (e.g., letters, publications, social media) to reach relevant stakeholders at the national level and EU level.

Moderator(s):

- Ginevra Sponzilli, Senior Manager, Harwood Levitt Consulting
- Fernando Tonon, Junior Consultant, Harwood Levitt Consulting

03

18:10 - 18:40
(30 minutes)

Tips and Tricks: How to develop a successful Advocacy Campaign

- What are important things to include in your campaign planning?
- What can you leverage from existing EFA work and material?

Moderator(s):

- Fernando Tonon, Junior Consultant, Harwood Levitt Consulting

18:40 - 18:50
Comfort Break

CAMPAIGNING: How and When?

04

18:50 - 19:05
(15 minutes)

Presentation of the Atopic Eczema Advocacy Toolkit

Moderator(s):

- Valeria Ramiconi, Programme Manager, EFA

05

19:05 - 19:50
(45 minutes)

How to transfer theory to patients

- Participants gather selected documents (DIG_IT Report, AECE Report, Sunflower Oil Letter) and material and plan their own skeleton advocacy plan to take forward
- Participants share thinking in small groups

Facilitator(s):

EFA Team

- Irina Csender, Prevention and Healthcare Policy Officer
- Panagiotis Chaslaridis, Policy Advisor
- Valeria Ramiconi, Programme Manager

HLC Team

- Ginevra Sponzilli, Senior Manager
- Fernando Tonon, Junior Consultant
- Simon Greaves, Executive Director

19:50 - 20:00

Closing Remarks