



**International  
Diabetes Federation  
Europe**

# Targetting EU Policy- Makers

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# How can we target policy-makers at local, national & EU levels?

- **Frame the issue**

  - Extent of the problem, cost of inaction, etc.

- **Inform, produce evidence** (studies, reports: i.e. IDF Europe study on access to diabetes treatment)

- Link your issue to **broader policy developments** at national, European, global level

- Go to **Influencers**:

  - Civil society
  - Opinion Leaders
  - Media
  - Healthcare professionals
  - Academics
  - Etc.



# What materials & tools can we use to influence policy-makers?

- Studies, reports
- Policy briefs
- Campaigns
- Articles in the press
- Real-life stories
- Events, meetings
- Social media



# How can we develop and tailor material for a diverse audience?

- **Identify** target audience:

- Who are you talking to?
- What do they know already about the issue?
- What is at the centre of their interests?
- Do they have a track record of acting in health?

- **Develop clear, concise messages & visuals:** audience needs to understand your issue quickly

- **Translate** when possible



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**Many thanks for your attention!**  
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