

7th Global Patients Congress

9-11 April 2016



Selsdon Park Hotel, South London, UK • www.globalpatientscongress.org #GPC2016

The European Patient Ambassador Programme (EPAP)

A tool for effective patient involvement



EPAP

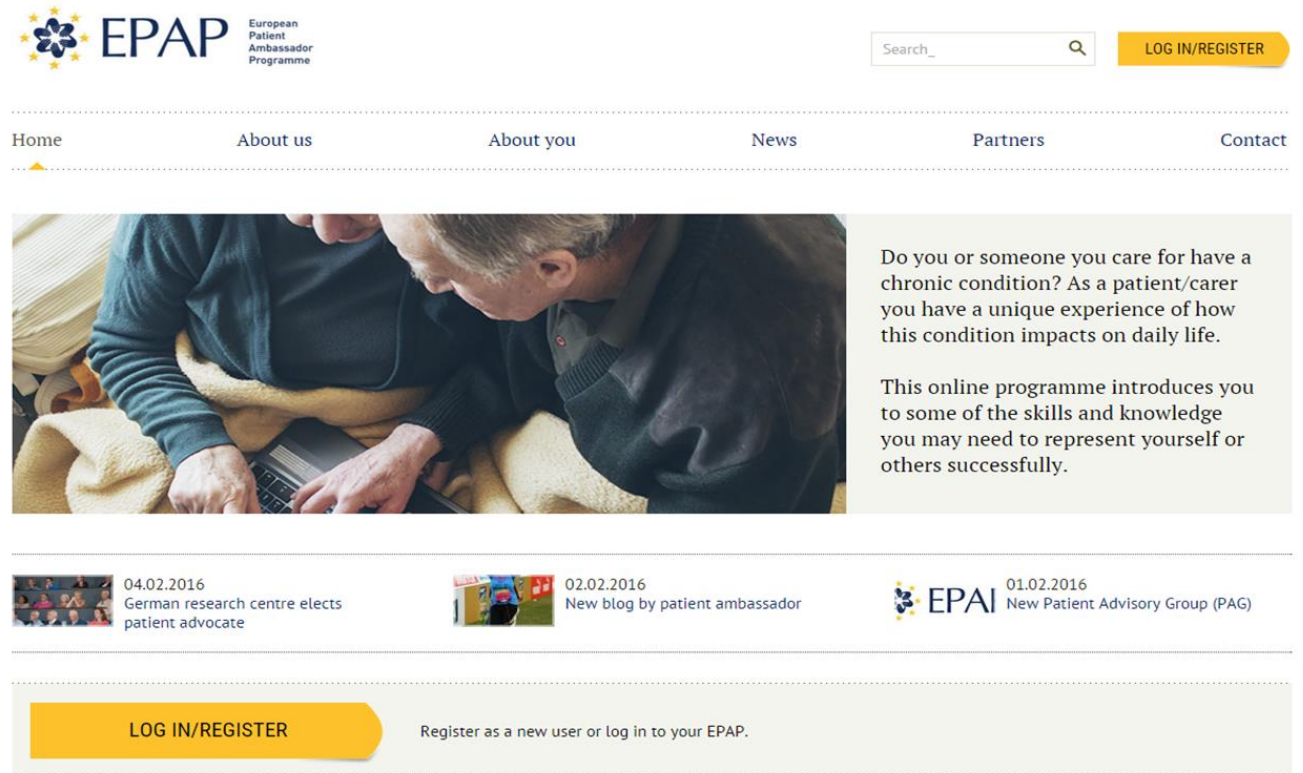
European
Patient
Ambassador
Programme

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European Lung Foundation (ELF)

Why is EPAP needed?

- Increased patient involvement in healthcare and at more levels
- Involvement needs to be effective



The screenshot shows the EPAP website interface. At the top, the EPAP logo is displayed alongside the text 'European Patient Ambassador Programme'. To the right of the logo is a search bar and a yellow 'LOG IN/REGISTER' button. Below the header is a navigation menu with links: Home, About us, About you, News, Partners, and Contact. The main content area features a large image of two people looking at a laptop. To the right of the image is a text box that reads: 'Do you or someone you care for have a chronic condition? As a patient/carer you have a unique experience of how this condition impacts on daily life. This online programme introduces you to some of the skills and knowledge you may need to represent yourself or others successfully.' Below this, there are three news items: '04.02.2016 German research centre elects patient advocate', '02.02.2016 New blog by patient ambassador', and '01.02.2016 New Patient Advisory Group (PAG)'. At the bottom, there is a yellow 'LOG IN/REGISTER' button and a link to 'Register as a new user or log in to your EPAP.'

What is EPAP?



EPAP

European
Patient
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- An entry-level online self-learning course for patients and carers affected by a chronic condition
- Skills and knowledge needed for effective patient involvement
- Learning in modules

Working with the media



EPAP

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▣ Working with the media

▶ Using social media

🏠 MENU

Advantages of social media

Social media offers another way to make your voice heard. By using Twitter or Facebook, you can relate your experiences and put forward your opinions. In fact, the successful use of social media can encourage the media to approach you.

Social media allows you to:

- Increase the coverage of your campaign or profile
- Interact with other stakeholders including other patients, patient organisations, the general public, journalists etc.
- Present news about your campaign in a way that you control



The main social media platforms are:

Facebook

Twitter

Linkedin

YouTube

Blogs

Instagram

You can see a list of media sites used in different countries by clicking on the following <http://vincos.it/world-map-of-social-networks/>

🔍 ZOOM



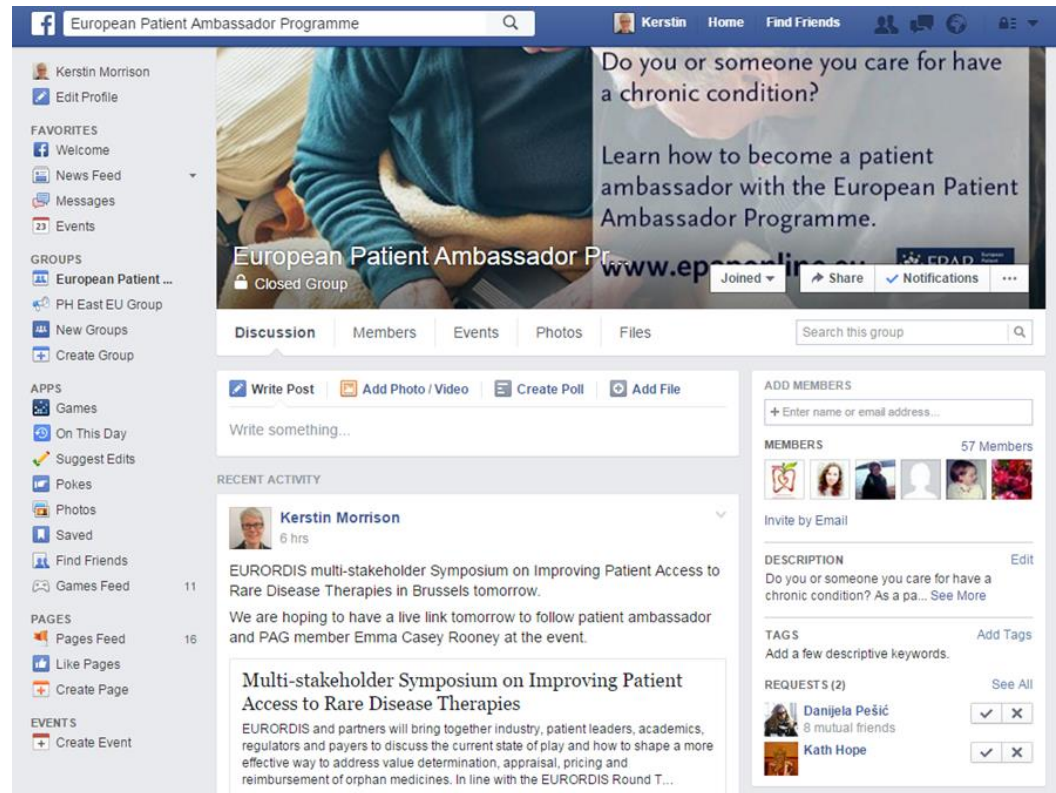
Benefits of EPAP

- Empowered and well informed patients
- Patients taking part in healthcare conferences and meetings nationally and worldwide, EU projects
- Patients going on to EUPATI after EPAP



The Future

- Interest from all over the world
- Translation into different languages



Contact details

Please visit our website to find out more:

www.EPAPonline.eu

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Thank you