



**Safe Medication and
Healthcare for All**
Patient Solidarity Day

Handbook 2018

Contents

Introduction.....03

Part one: What are we calling for?

Theme: Safe Medication and Healthcare for All04
Campaign key messages.....05
About IAPO.....05
History of Patient Solidarity Day..... 06

Part two: How to show your support

Ideas and activities.....07
Suggested timeline.....10
Using the logo.....10
Using social networks.....11
Engaging the media.....11
Lobbying decision-makers.....14
Top tips for running events.....15
Available materials.....16
Final comments.....16



Introduction

On Friday 7 December 2018, health stakeholders from all over the world will stand together, united in a celebration of Patient Solidarity Day (PSD). This will be the sixth year running that we have joined hands to mark the Day. Differently from previous editions, we will encourage everyone who wants to support the campaign to hold activities throughout the week commencing on 3 December building momentum towards the big day.

This Patient Solidarity Day advocates from across the world will be standing united to advocate for safe medication and healthcare for all. Patient Safety is a vital element in health systems and a fundamental step to achieve sustainable and effective Universal Health Coverage.

We need your support

We need your help to make this happen. With your support we can raise greater awareness, change perspectives and improve the lives of patients across the globe. Please support Patient Solidarity Day as much as you can. There are many ways to advocate for safe medicines and healthcare for all. In this handbook, we have put together some examples of activities to give you some inspiration. These activities range from raising awareness, campaigning, through to creating opportunities for effectively engaging with key decision-makers in healthcare.

This guide

This guide is designed to help everyone support the Day. It provides both big and small ideas for activities and events, plenty of background information, a range of resources and lots of marketing materials you can adapt to make the most of Patient Solidarity Day.

Please use the platforms and messaging outlined here to engage with your community and encourage them to spread the word, either on the day itself or any convenient day close to it.

Find out more

Visit www.patientsolidarityday.org for an online version of this guide and more.



1: What are we calling for?

‘Safe Medication and Healthcare for All’

On PSD 2018, IAPO members, patients, various healthcare organizations, policy-makers, academia, institutions, industry and other stakeholders will come together to call for safe medication and healthcare for all. Patient Safety is a critical global public health issue, which plays a crucial role in enabling and supporting health systems achieve sustainable and effective Universal Health Coverage (UHC) – one of the Sustainable Development Goals (SDGs).

However, safe medicines are currently a global concern in view of increasing numbers of falsified and substandard medicines as well as medication errors. Such occurrences, marked with very personal stories and experiences of suffering from patients, represent a high global public health burden in regard to physical, psychological, and economical loss. Patients tend to believe they are receiving correct treatment, but very often they in fact could potentially be getting dangerous and harmful medicines that could not only cause more illness or/and disability but also end in death.

The third Global Ministerial Summit on Patient Safety in April 2018 and endorsement of the [Tokyo Declaration on Patient Safety](#) at the Summit showed that although health systems and their effectiveness differ from country to country, patient safety issues have very similar if not the same causes in every country. This means that if all regions and countries aim to achieve UHC, the issue of patient safety is inescapable and must be carefully considered and prioritized.

A key tenet of [IAPO’s Patient-Centred Healthcare Declaration](#) is that patients must have access to safe, quality and appropriate treatments as warranted by their conditions. If the principle of patient safety is not properly guaranteed in health policy and practice, no healthcare system can be viewed truly patient centric. Therefore, this year’s PSD presents an opportunity to advocate for safe medicines for all by holding all stakeholders accountable on commitments they have made to achieve UHC in all countries, because without patient safety universal health coverage cannot be achieved.

We, International Alliance of Patients’ Organizations, are fully committed to advocate for patient safety through our three year strategy 2019-2021 as well as our collaborative work with the World Health Organization, including the [Patient for Patient Safety Programme](#) and the [Third Global Patient Safety Challenge: Medication without Harm](#). Additionally, we have joined the [Fight the Fakes Campaign](#) which aims to raise awareness about the danger of fake medicines, and also gives a voice to those who have suffered personally by giving them a platform to share their experiences with the public.

Only through a multi-stakeholder collaboration can we really outline the necessary steps to tackle unsafe medicines for all as it is an issue that cuts across various levels. By coming together this Patient Solidarity Day 2018, we call on all stakeholders to develop healthcare strategies that will guarantee safe medicines for all.



Campaign key messages

1. This Patient Solidarity Day patient advocates across the globe are coming together in solidarity to raise awareness on and advocate for access to safe medication and healthcare for all.
2. Patient exposure to unsafe medication and healthcare is a chronic public health issue that results in delayed care, disease progression, increased mortality and antimicrobial resistance.
3. Every patient has a right to receive medication and healthcare that are safe, effective, and legitimate.
4. Chance should not be a factor in whether or not one receives safe healthcare and quality medicines.
5. Safe medication and healthcare happens when the issue of responsibility is addressed from the beginning to the end of the pharmaceutical supply chain, by involving and coordinating stakeholders from a wide range of backgrounds.
6. Unsafe medication practices and medication errors are a leading cause of injury and avoidable harm in health care systems across the world.
7. Addressing falsified medicines requires general education and knowledge of potential danger to people's health. Everyone should have access to information on what they could do if they suspected a medicine to be falsified, and how to challenge policymakers to prioritize and act on this important issue.
8. Unsafe medicines represent various threats to patients: it may contain an insufficient amount or no active ingredient, or dangerous ingredients leading to drug resistance, treatment failure and even death.
9. For healthcare systems to be viewed as patient-centric, the principle of patient safety must be properly guaranteed.

About IAPO

- IAPO is the only global alliance representing patients of all nationalities, across all disease areas and promoting patient-centred healthcare worldwide.
- IAPO has 266 members that span over 71 countries and 52 disease areas.
- IAPO's vision is that patients throughout the world are at the centre of healthcare.
- IAPO is committed to building cross-sector alliances and ensuring that patients play an active role in decision-making processes in healthcare by working collaboratively with key stakeholders, including medical and health professionals, policy-makers, academics, researchers and industry representatives.



History of Patient Solidarity Day

Patient Solidarity Day was initiated by the Morris Moses Foundation, a close affiliate of IAPO, in Kenya in 2011. The initiative was aligned with IAPO's vision and mission; to put patients throughout the world at the centre of healthcare. IAPO members felt the importance of engaging in the day.

In 2012, the day was celebrated in Kenya by the Morris Moses Foundation, as well as in Uganda by IAPO member Community Health and Information Network (CHAIN Uganda), along with support and solidarity from other IAPO members. 2013 saw a dramatic increase in solidarity and activities on the day. Members across the African continent held a diverse range of activities to show their support.

In 2014, Patient Solidarity Day was a global event for the first time. 80 organizations from 32 countries took part. The theme was 'Universal Health Coverage' and many people raised awareness in different ways. Activities included awareness walks, hospital visits, free health screenings, debates, meeting health ministers, writing articles and much more!

Patient Solidarity Day 2016 saw thousands of patients and advocates across the world coming together to unite in a call for patient-centred universal health coverage for all. 172 organizations from 44 countries came together to support the Day. Whether taking to the streets to demonstrate their support, lobbying health ministers or holding health screenings, patients from all continents rallied together on Saturday 3 December 2016 to ensure that no-one is left behind.

In 2017 we had the highest number of supporters since the campaign began in 2011, with patients and advocates from all over the world holding activities to mark the day. The theme of Patient Solidarity Day 2017 was 'Globally Empowered Patients: Power through Knowledge', and at least 175 organizations from 48 countries came together in solidarity calling for globally empowered patients.

"On PSD 2018, patient advocates across the globe are coming together in solidarity to raise awareness on and advocate for access to safe medication and healthcare for all. Patients and health systems cannot afford the suffering and cost burden of poor medication and healthcare safety. IAPO is encouraging patients to be placed at the centre of healthcare decision-making by promoting a new partnership between patients, health workers, regulators and payers to address unsafe medication and healthcare in their countries."

- Penney Cowan, IAPO Chair



2: How to show your support

Ideas and activities

We have put together a list of ideas to help you show your support using as much or as little time and resources as you can spare. Safe medication and healthcare can be promoted and supported in multiple ways. It is up to you to choose the ones that you feel can have the strongest impact. You don't need lots of money to make a large impact and to show your solidarity. Be creative and think of ideas not listed here too!

Effort level: Easy-peasy

- Use your social media networks to spread the word - follow and share news on Twitter and Facebook. Use the hashtag #PSD2018 and @PatientSolidDay to add your voice to the conversation.
- Raise awareness with PSD fliers, posters, stickers or t-shirts among your local communities, government, health service providers and any other health professionals.
- Talk about #PSD2018 at any events or meetings that you are holding and engage more people in the campaign.
- Send us your organization's logo so we can add it to the Patient Solidarity Day Supporters Wall on IAPO's website (Send it to: rachel@iapo.org.uk)
- Add your voice to the campaign and send us a quote of 60 words or less on what PSD and this year's theme mean to you. This will be turned into a 'quotagram' and shared globally via social media. We would love to hear what Patient Solidarity Day means to you in a quotation from your organization. (Send it to: rachel@iapo.org.uk)

Effort level: I can dedicate some time to #PSD2018

- "Be the news!" Talk to your local/national media about the day and the issues that patient groups face, and how to work together towards safe medications and healthcare.
- Distribute health and patient information to members of the public.
- Promote key messages by matching them with the chosen medium to get to the target audiences.
- Highlight Patient Solidarity Day in your organization's newsletter or events pages on your website.
- Contribute to IAPO's monthly newsletters in November and December writing an article about your views on this year's PSD theme. (Get in touch with: rachel@iapo.org.uk)



- Identify opportunities to speak at local community events or meetings where you can raise awareness of patients' rights, safe medicines and healthcare.
- Organise visits and meetings to local hospitals to meet with patients and health professionals and engage them in the campaign.

Effort level: Let's go all out on this!

- Hold health and community engagement workshops, offering opportunities for patients to speak about own experiences (challenges and solutions) regarding safe medication and healthcare. Share these experiences via short articles with us to promote patient pharmacovigilance stories.
- Run a cultural event such as a play, theatre, dance or concert with your local groups and networks to raise awareness on safe medication and healthcare in creative ways.
- Host a poster competition to engage young people and let them say what safe medication and healthcare means for them. Share these with us to help you promote them.
- Hold a march or a walk around your local area to raise awareness and promote discussion.
- Identify decision-makers and target key players linked to healthcare, such as doctors, nurses, health professionals and teachers who have a strong collective voice in health policy-making through their associations and industry representative bodies.
- Create and deliver petitions and letters to decision-makers calling for a commitment to creating opportunities for ensuring safe medication and healthcare for patients.
- Send letters to the Ministry of Health in your country, WHO regional offices, health system providers, local clinics and health professional bodies, calling on them to abide by the commitments they made and ensure safe medication and healthcare for patients.
- Create a safe space, either online or offline, for patients to discuss their issues, experiences and what safe medication and healthcare means to them.
- Host a face-to-face seminar or online webinar to discuss a strategy for achieving safe medication and healthcare in your area/country/region. Invite a range of stakeholders to speak on the panel.
- Create a website or Facebook page to promote a petition and gather online support for a policy intervention aiming to promote safe medication and healthcare in your area/region/country.
- Ask a well-known patient or celebrity from your region or country to support your event or endorse the day, to increase the media and public attention.
- Visit your local hospital to engage with patients and health professionals.





Community Development Awareness and Health Empowerment Foundation - CDAHEF
PSD 2017 Photo Competition Winner

"For us as an association and all other patient associations around the world, Patient Solidarity Day is a good opportunity to empower citizens (patients) as equal partners in healthcare and to mobilize other relevant stakeholders to provide the best possible care for each patient at any time. For citizens it is a good opportunity to help patients today to help themselves tomorrow! Help Others Today, to Help Yourself Tomorrow!"

- PRAK Kosovo, Kosovo



Suggested timeline

- **September:** Start thinking about possible activities.
- **October:** Have a clear plan to celebrate PSD 2018 and contact your supporters to promote your activities (local and regional WHO offices, Ministry of Health, other stakeholders).
- **November:** Build up a drumbeat of activity on social media in the lead up to Friday 7 December and tell IAPO what you are planning.
- **Monday 3 to Friday 7 December – PSD 2018 Week:** Hold events, be active on social media, encourage everyone to support PSD and help build the momentum to the big day.
- **Friday 7 December:** Patient Solidarity Day!

Using the logo

You can place the logo everywhere you can think of, such as:

- Your website
- Your newsletter
- Your email signature
- Onto stickers for placing around your office or on other promotional materials at your events
- Turn it into badges to wear everywhere you go
- Make it into t-shirts for events



Safe Medication and Healthcare for All
Patient Solidarity Day

7 December 2018 | #PSD2018 | www.patientsolidarityday.org

Please remember that for the symbol to become recognisable, it needs to be used in the same way everywhere it is placed. Before you print it or place it online, please make sure that you are using the official logos. These are available on the website to download:

<https://www.iapo.org.uk/resources-2018>



Using social networks



Use Twitter to post short updates and to receive a live feed of current news and events; you can also post photos, films, and share what's happening now. Add #PSD2018 and @PatientSolDay to your posts so that your comments appear on our page and can be easily found by other people celebrating Patient Solidarity Day. Make sure you follow us at @PatientSolDay to follow news and activities.

Post longer messages on Facebook to share stories, news, photos and information about your events and activities. Try to add a photo to your Facebook post whenever possible as it will attract more attention. Post your updates on <http://www.facebook.com/patientsolidarityday> as well as your own page. Create an event on Facebook to send invitations to your Patient Solidarity Day celebration and raise awareness. Like our page!



We want to hear from you. Please let us know what you are planning for the Day, what you do and how it went. Email our Communications Officer at rachel@iapo.org.uk and our Member Engagement Manager at dani@iapo.org.uk

Engaging the media

A great way to engage all audiences in Patient Solidarity Day is through your local media. We encourage you to build relationships with influential journalists to help generate coverage of your Patient Solidarity Day activities. This also will help to increase your organization's profile and highlight your great work.

You can develop your own media outreach programmes at either national or local levels by using press releases with key messaging (see page 5), social media hashtags and sample social media updates, and highlighting your activities.

Writing and issuing press releases

When writing and issuing press releases to media, including press and broadcast platforms, it is useful to have the [IAPO Principles on Universal Health Coverage](#), the [IAPO Declaration on Patient-Centred Healthcare](#), [IAPO Policy Briefing #5: Patient Safety](#) and [IAPO Patient Safety Toolkit](#) as resources and references. This can help you compare and contrast your country's policies with those of other countries in your region, using an international definition as a key reference.

Link your objectives with government priorities and topical issues that are currently in the news. For example, you may have a case study that demonstrates how patients in your



country are affected by the lack of safe medication and healthcare. These cases are useful to create media interest.

All efforts to engage the media need to begin with a clear statement and answer the following five questions to define the story:

- **Who is central to the story?**
- **What is the news you want to report?**
- **Why has it happened and what will the consequences be?**
- **When did it happen?**
- **Where did it happen?**

Remember that a press release must offer new information or a different angle or event, to be considered news. You must offer journalists a clear opinion and an additional insight to increase your chances of them covering your story. It is also often a good idea to announce collaborations with other organizations and launch joint media campaigns. An example press release is available for you on the website to use and adapt when reaching out to your local press and media.

It is important to use real patient stories in your media engagement. Stories telling the experiences of patients help to strengthen your advocacy by giving it a personal and human angle. Use personal stories to move hearts, and data and figures to stimulate minds.

"Patient Solidarity Day is a Day of reflection on the plight of a patient while imagining that at some point you could be the one and think critically on possibilities that can improve patient welfare so that health services delivery can focus at putting the patient first in its planning and implementation."

- Patient and Community Welfare Foundation, Malawi



Ideas for catching media attention

Invite media to cover the event that you are organizing to promote safe medication and healthcare for all.

Approach a health, policy, news-focused publication or blog to publish an article that you have written for PSD.

Approach a politician with an interest in the issue to write an article or offer to write it for them. Approach a health, policy, news-focused publication or blog to publish the article.

Ask a champion to support your cause and highlight your activities! A famous person, well-known patient, or celebrity from your region or country would help to bring increased media and public attention to your event, and to Patient Solidarity Day.

Don't forget to collaborate! Partnering with other patients', health and human rights organizations can increase the impact of your campaign, and support you with the distribution of press releases and social media updates.

These can help to strengthen your engagement with the government as a coalition with a united voice has more impact. IAPO's toolkit, 'Working with partners and stakeholders' offers guidance for patients' organizations on how to develop partnerships with stakeholders while retaining independence.

<http://iapo.org.uk/working-partners-and-stakeholders-toolkit>

Speaking on radio and television talk shows

Sharing your personal story will help others understand why the day is so important. Practice your interview technique and be prepared. When you are being interviewed by a journalist, it is often easier to start with the conclusion because those can provide the introduction to the story.

This applies in two ways: the way you tell the story and how you respond to questions. It is important to acknowledge the question but then to move on to what you want to say by 'bridging' your response. To do this, you will need to find a word, phrase or idea in the question to use as a link. Prepare your story with your key messages in phrases so that you are ready to put this across in your responses.



Lobbying decision-makers

Only by taking a cross-sector and multi-stakeholder approach will we achieve safe medication and healthcare for all. Decision-makers and policy-makers are often those with the power to invest in strategies to ensure safe medication and healthcare for all. Therefore it is crucial for patients to develop adequate knowledge as to the most effective ways to reach out to these actors. Below is a checklist to consider when writing to government bodies, campaign groups and other important and relevant stakeholders.

1. Identify key decision-makers

Getting your messages heard by the right people is essential to successfully influence policy. Also, the healthcare system is composed of many important players, including professionals, health ministry representatives, industry representatives, government officials, academics and the media. Knowing where the decision-making power lies and who the crucial actors are in the various fields is key to holding stakeholders to account for supporting safe medication and healthcare for all.

2. Approach decision-makers

It is important to identify the best methods of engagement depending on the actor that you want to approach. Ensure that the actions that you take are appropriately tailored on the characteristics of the partner or entity to whom you want to speak. Carefully selecting forms of engagement that are fit-for-purpose can do a lot to make your voice stronger and better heard from those who have the power to ensure that patients have access to clear and reliable information and the ability to accurately assess the credibility of this information. Where possible, partner with other organizations and plan joint activities to ensure that different patient communities come together and speak with one, strong voice.

3. Call on key healthcare stakeholders to commit to working towards safe medication and healthcare for all

Explore ways of securing commitment from stakeholders to ensure they will work with us, as the patient movement, towards safe medication and healthcare for all. Ensuring patients have access to safe, quality and appropriate medications and healthcare is at the heart of a patient-centred approach. Therefore one way of securing such a commitment may be to request endorsement of the [IAPO Declaration on Patient-Centred Healthcare](#).



Top tips for running events

You can organize many different types of events, on as large or small a scale as you wish. Here are some tips to consider when planning your event.

Tips for running events	
Consider what partners or stakeholders you need to involve, what advocacy tools and messages you want to highlight, what communications you will be using and what resources you will need.	Use local or national celebrity contacts to endorse the event, to support the day and highlight the importance of the issues, as they can draw significant crowds and attract media attention.
Create materials for awareness. Create and disseminate flyers to raise awareness and invite people to your celebration. Use the information on Patient Solidarity Day in this toolkit or IAPO’s website to create such materials to distribute to your partners and networks. The website has an example flyer for you to use.	Partner with appropriate organizations to help to organize or sponsor the event. For example, local sports stores, magazines, music stores, clubs, or shopping centres can help support you and raise the funds available. They can help by organizing fundraising activities and sharing the Patient Solidarity Day key messages in their internal and external communications.
Keep it simple. Use the events you are already planning to highlight the core issues of Patient Solidarity Day and get your networks involved!	Decorate your event venue with banners carrying the Patient Solidarity Day logo and slogan.
Doing something simple, like wearing the same colour t-shirts in a group, is a great way to create a wave and raise awareness and get attention.	Record the event, if possible, for use in your social media campaigns and for distributing to your networks, partners and the media to highlight your great work.



Available materials

There are a range of materials that IAPO has developed to help you with your engagement and activities. Please download the resources from our website here:

<https://www.iapo.org.uk/resources-2017>

- **Patient Solidarity Day newsletter article example**
- **Patient Solidarity Day web banners and logos**
- **Example letters to send to decision-makers**
- **Example press release**
- **Patient Solidarity Day poster**
- **Patient Solidarity Day flyer**

Adding your own information

Where appropriate, we recommend you localise the materials by using facts and figures from your country and your own spokespeople. Develop messages based on the theme, and link them to your specific context and country issues. Include examples from your country about why these issues are important and should be highlighted.

Translations

We recommend you translate the Patient Solidarity Day example materials into local languages to better reach everyone in your community and broaden the engagement with your networks. Please ensure that translations remain true to the original content and meaning of the text. IAPO publications, such as the Declaration, are copyright, so we do require a notification from you if you wish to translate our information.

Final comments

Thank you for your support of Patient Solidarity Day 2018!

Please keep IAPO up to date with your plans and progress on Patient Solidarity Day, particularly any media coverage. We look forward to hearing about your successes!

Email your updates to dani@iapo.org.uk and rachel@iapo.org.uk

