MISSION STATEMENT:

To strengthen ESPGHAN’s impact on the health of children by facilitating communication and collaboration with healthcare professionals, European decision makers, public and patient organisations.

KEY TARGET AUDIENCES:

- Clinicians and HCPs
- General Public
- European Decision Makers
- Patient and Parent Associations
- European Decision Makers
- General Public

STRATEGIC GOALS:

1. To heighten awareness of PGHN conditions and the challenges faced in preventing them.

2. To change the healthcare conversation of the public, patients and policymakers to fully recognise the critical importance of early years in the development of GHN problems in children and in adults.

3. To deliver a comprehensive approach to communications ensuring that medical professionals, AHPs and patient organisations are involved in PAC activities.

4. To mobilise and support national societies through information, best practice and guidance.

5. To help ESPGHAN to become the globally recognised authority on PGHN.
ESPGHAN Communications

- Social and Digital Media Support
- MEP Engagement
- Congress Media
- Patient and Parent Engagement
- Strategic Advice
- Infographics, videos and visuals
- HCP tools and resources
- Core Press Office

Behaviour Changing Communications
Contracted Core Services
GLOBAL Meeting – Media Campaign

Co-ordination, management and execution of a global media campaign to highlight the Global Meeting, key areas of interest and exciting or ground-breaking new research.

Actions:

1) Media drives: x 3 to cover key topics presented at Global Meeting – research, liaison with experts, press release and infographic writing and production, sourcing of external patient and stakeholder commentary and global distribution and media sell-ins (incl. international newswires)

2) Media invitations – development and management of specific media lists and liaison with global media contacts to promote the Global Meeting, encourage coverage of key topics and attendance

COST TO ESPGHAN: €28,044

ADDITIONAL OPTION FOR FISPGHAN @ €3,115 per media release:

Media drives covering specific FISPGHAN/NASPGHAN topics, to include research, liaison with experts, press release writing and production and global distribution and media sell-ins

COST TO FISPGHAN: €3,115 per media release
On-site management of attending journalists and ESPGHAN social media and promotion of PAC activities at the ESPGHAN booth.

– daily live-tweeting, hosting of journalists throughout meeting and handling all media enquiries and requests for interviews. Attending all ESPGHAN meetings, promoting the PAC and extending the reach of the congress into the digital sphere.

Action:
1) Journalist and expert liaison
2) Organisation and management of 1-1 expert interviews throughout the meeting and feature placement – pre and post Annual Meeting
3) Digital support - press release promotion, daily live tweeting on-site, including Twitter 'alerts' and mini-programme graphics ahead of each session.

COST TO ESPGHAN: €9,574
Core Media Office: Press

Championing the ESPGHAN brand to a global audience

A core press office service is essential to enable ESPGHAN to place leading experts for commentary in the consumer, political and scientific press. This is necessary to comment on breaking news stories, to provide commentary in partner organisation’s media relations and reports – building the organisation’s credibility as the go-to authority on children’s health in gastroenterology, hepatology and nutrition.

Action:

1) Deliver ongoing strategic advice and a reactive press office, identifying and securing ESPGHAN placement in consumer and scientific media

2) Securing and authoring six thought leadership and feature-length articles (or interviews)

3) Establishing a panel of experts of ESPGHAN and patient organisations spokespeople

COST TO ESPGHAN: €9,907
Social Media – ESPGHAN Twitter

ESPGHAN’s social media is going from strength to strength, reaching hundreds of thousands of users each year – including numerous key stakeholders such as ESPGHAN members, clinicians, patient organisations, politicians and a network of press and media contacts. Twitter is an essential external communication channel for the society that provides clinicians and the public with a window into the society and its activities.

Action:

1) Day-to-day management of the Twitter account

2) Development of sharable content including GIFs and mini-infographics, a live Twitter chat with ESPGHAN Experts and Twitter polling

3) Content curation from each committee (3 emails per year to chairs) live tweeting from meetings and events that Spink attend throughout the year

COST TO ESPGHAN: €10,977
Clinical Advice Guides

Realising the value of ESPGHAN’s Guidelines and Position Papers

To fully utilise ESPGHAN guidelines and position papers, the documents are re-designed for ease and increase of use by HCPs and, where appropriate, patients and patient organisations. Guides to be distributed throughout Europe and the ESPGHAN network and shared via ESPGHAN digital platforms, National Societies and stakeholder groups engaged by the PAC.

Actions:
1) Liaise with ESPGHAN Committee’s to agree the most critical guidelines for re-design

2) Spink to develop content and re-design 2 guidelines into user-friendly materials and handle comments and amends from appointed Task Group (to include a patient representative)

3) Undertake a distribution campaign through social media, National Societies, sister societies and key patient and stakeholder organisations – and implement ongoing promotion for the whole suite of guides

COST TO ESPGHAN: €15,686 (+ <€3,500 for design adaptations for National Societies)
Patient Affairs: Big Yellow Friday

Realising the Patient Policy

Following two years of success collaborating with AEOCS in 2018 and EFCCA in 2019, ESPGHAN is set to partner with CLDF - Europe’s leading patient organisation representing Children’s Liver Disease to take ‘Big Yellow Friday’ to a pan-European scale.

Actions:
1) Liaise with CLDF to develop and agree the collaboration and plans for Big Yellow Friday

2) Develop a social media expert Q and A on the day with CLDF and patient spokespeople

3) Develop a joint infographic and call-to-action document stating the key steps needed to improve patient outcomes

4) Distribution campaign to key stakeholders and national patient and society organisations

COST TO ESPGHAN: €9,559 (+ <=€1,500 for design adaptations for National Societies)
## Budget

<table>
<thead>
<tr>
<th>AGENCY ACTIVITY</th>
<th>AGENCY MANAGEMENT COST</th>
<th>DISBURSEMENT DETAIL &amp; COST (est.)</th>
<th>TOTAL ACTIVITY COST</th>
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<tbody>
<tr>
<td>Campaign Planning, Consultancy, Meetings, Reporting and Administration</td>
<td>€ 19,269</td>
<td>Operational charges</td>
<td>€ 3,895</td>
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<td>Running costs</td>
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<td><strong>ANNUAL CONGRESS</strong></td>
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<td>ESPGHAN Annual Meeting Media Relations</td>
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<td>ESPGHAN Annual Meeting On-Site Media Office Management</td>
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<td>Travel costs extra</td>
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<td><strong>MEDIA SERVICES</strong></td>
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<td>Core Press Office</td>
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<td>Twitter Management</td>
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<td><strong>HCP AND P&amp;P SERVICES</strong></td>
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<td>Big Yellow Friday</td>
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<td>Infographic and manifesto design</td>
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<td>Clinical Advice Guide Development and Engagement x 2</td>
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<td>Adaptation of PAC materials for National Societies (following NS translation)</td>
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<td>Design (max. allowance)</td>
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<td><strong>TOTAL CAMPAIGN ACTIVITY COSTS</strong></td>
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