



## **Environment and Health in Europe: Advocacy and Capacity Building Training Programme**

**Date: January 31 – February 2, 2005**  
**Goethe Institut, Rue Belliard 58 – Brussels (Belgium)**  
Metro: Art-Loi

**Organised by the European Public Health Alliance Environment Network (EEN) in collaboration  
with Physicians for Social Responsibility (PSR)**

### **Purpose**

This training programme will aim to strengthen the network of the key leaders in the European health and environment community to improve the role of health community in advocacy efforts with the EU institutions and international organizations on environment and health issues. The meeting will consist of time to a) share experiences/programs/materials, b) set environmental and health policy priorities that are most suited to advocacy by the European health community, c) participate in hands-on advocacy and media training, and d) individual meetings between participants and policy makers. The training portion is designed as a “train-the-trainers” approach so that participants can return to their organizations and conduct further training.

### **Objectives**

- Build the capacity of European-based health care and public health organisations in advocacy communication related to environment and health policy issues;
- Share experiences from across Europe and other countries on what has been done in terms of advocacy tools, campaigns, methodologies;
- Strategize on how best to work together to influence the EU and wider European region’s agendas;
- Identify concrete activities that EEN, as a European umbrella organization, can carry out to promote and strengthen the advocacy capacity of the health sector.

**This programme was made possible through the financial support of the European Commission.**

## **Agenda**

**Monday, January 31, 2005**  
**DAY ONE**

**8:30-9:00**

**Registration of participants**

**9:00 - 9:15**

**Welcome – European Public Health Alliance - Environment Network**

**9:15 – 9:45**

**Keynote Address:** Defining the environment and health agenda in the European Region  
Viv Taylor Gee, Communications, Health Determinants, WHO Regional Office for Europe

Chantal Bruetschy, Head of Unit ENV.D.4 – Health and Urban, DG Environment, European Commission

**9:45- 10:00**

**Purpose of Training Programme** – Genon Jensen, Director, European Public Health Alliance - Environment Network

**Review of Outcomes and Agenda** – Susan Marmagas, Director, Environment and Health Program, Physicians for Social Responsibility

**10:00 – 10:30**

**Changing Environment, Changing Health**

Katherine M. Shea, MD, MPH, FAAP, Medical Consultant, Physicians for Social Responsibility

**10:30 – 10:45**

**Results of the mapping exercise: how are we communicating environment and health in Europe**

Tamsin Rose, General Secretary, European Public Health Alliance

**10:45 – 11:00**

**Break**

**11:00 – 11:30**

**Media Perspectives on environment and health issues**

**Moderator:** Susan Marmagas, Physicians for Social Responsibility

Rory Watson, freelance journalist (writing for The Times, British Medical Journal, The Parliament Magazine and other publications) and Emily Smith, ENDS Environment Daily

*What challenges and issues do the media face around reporting on complex environment and health issues? What issues play out well in the press? How can the health community provide better resources?*

**11:30-12:15**

**Policy Priorities on Environment & Health – Health Community Perspective**

**Moderator:** Tamsin Rose, General Secretary, European Public Health Alliance

Dr Louis-Jean Calloc'h, Chair of Environment WG, Standing Committee of European Doctors

Paul De Raeve, Secretary General, Standing Committee of European Nurses

Flora Giorgio-Gerlach, General Secretary, Pharmaceutical group of the European Union (Community pharmacists)

Willy Heuschen, European Association of Hospital Managers

Stephen Gordon, Director, European Council of Classical Homeopathy

*Serving in the front-line of communication with citizens, health workers are key in identifying and collecting environmental health problems, and provide a valuable resource and connection with the general public. Representatives of the various health sectors will be invited to give a five minute presentation on their key policy priorities in the area of environment and health, or success campaigns.*

**12:15 – 12:45**

**Institutional view of Environment and Health in the EU**

Mrs Frédérique Ries, Member of the European Parliament, rapporteur for EU Environment and Health Action Plan

Ms Birte van Elk, Attachée for Public Health, Youth Policy, Well-being, Dutch Permanent Representation to the European Union

*The political landscape provides the context from which to view environment and health policy advocacy. A Member of European Parliament and Member of the Council will be asked to provide their viewpoint on key milestones in EU Environment & Health policy priorities over the next 3-5 years.*

**12:45 – 14:00** Lunch

**14:00 - 15:30**

**Putting it all together – where do we go from here?**

**Break into small group discussion about Key Priorities for Advocacy**

*Each group will identify the main priorities for advocacy in the next 3-5 years and discuss criteria used for deciding such priorities in order to share back in the plenary. The group discussion will draw upon what participants have heard from the EU institutional perspective, the health professional perspective, and the media perspective, and participants own policy priorities which may or may not be on the political agenda.*

**15:30 – 16:00 Break**

**16:00-17:00 Reporting back to plenary on Key Priorities and Strategies: Who can do what?**

*Groups will report back on policy priorities. The plenary will then discuss the best strategies to engage European health professionals. Does this involve regional advocacy trainings, annual conferences in Brussels with EU Members, policy updates and calls to action from the EEN, and interactive Web site for advocacy and communication with EU Members?*

**18:00 – 19:30**

**Reception and Dinner with EU Parliament and Permanent Representative Members, Arthur's (26 rue de Trèves 1050 Bruxelles)**

**February 1, 2005  
DAY TWO**

**9:00 - 11:00**

**Parallel workshops**

**Workshop 1: Train-the-Trainers Hands-On Advocacy Training**

Susan Marmagas, Physicians for Social Responsibility and Genon Jensen, EPHA Environment Network

*Participants will learn effective strategies in lobbying EU institutions and developing campaigns. An ongoing EEN campaign priority (such as Chemicals or Mercury reduction) will be used as a case study. Participants will also contribute their own ideas for local or national campaigns. Participants will also discuss and strategize about how best to train their networks of health professionals.*

*One outcome from this session would be participant's ideas on how they could contribute to EEN's campaigns, and steps to start or further build on their own campaigns.*

*Additional priorities to those of EEN would be gathered to look at further development in a later session or future EEN work, or other platforms that could take priorities forward.*

**Workshop 2: Hands-On Media Training,**

Cristiana Salvi, WHO European Region, Liz Sutton, Women's Environment Network and Tamsin Rose, European Public Health Alliance

*Working with the issues identified over the last day, participants will work in small groups to be trained on how to more effectively work with the media, including press work and interviews. What are effective ways for the health community to interact with the press?*

**11:00 – 11:30 Break**

**11:30 – 12:30**

**Using the Internet for Effective Advocacy: tools for across Europe**

Susan Marmagas, Physicians for Social Responsibility

Anja Leetz, Chemical Reaction

Cristine Cahill, Autism Europe

*How can the organizations develop web sites that offer health professionals direct communication on the priority issues with European policy makers? What makes for effective Internet campaigning?*

**12:30 – 14:00** Lunch

**14:00 – 16:30**

**Moving from policy to action: Success stories on taking the environment and health agenda forward**

**Roundtable 1 (Blue group):**

- Helen Lynn, Women in Europe for a Common Future and Women's Environmental Network: *"Getting Lippy about cosmetics..."*
- Peter Ohnsonge, International Society of Doctors for the Environment and European Academy of Environmental Medicine: *"Establishment of a common education in environmental medicine for physicians in Europe"*
- Catherine Wattiez, Pesticides Action Network Europe: *"Pesticides reduction"*
- Dr Jorrit Gerritsen, European Respiratory Society
- Susan Wilburn, International Council of Nurses

**Roundtable 2 (Red group):**

- Karolina Ruzickova, Healthcare Without Harm Europe: *"Making hospitals sustainable, green and safe"*
- Morag McKay, European Child Safety Alliance: *"You can't open a can with a hammer! Creating the right advocacy tools to generate commitment for the reduction of child injury in the European Union"*
- Maryse Lehnars, International Baby Food Network
- Susan Marmagas, Physicians for Social Responsibility: *"Mercury"*
- Marie-Christine DeWolf, IPHP

*The roundtable discussions will be organized simultaneously to share tools and resources developed by different organizations with a small group of participants. Each organization will have 30 minutes to discuss its tools/resources and strategies in relation to a particular success story or advocacy issue with a roundtable of its peers and will make available the results in a one page case summary.*

**16:30 – 17:00 Break**

**17:00 Debrief Discussion, Conclusion and Next Steps**

**February 2, 2005  
DAY THREE**

Optional: Individual meetings with EU Members of Parliament or other representatives of EU institutions.  
Organised group to sit in on the Environment, Public Health and Food Safety Committee meeting.