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Dear reader,

On behalf of the team, we are more than happy to present you the first European Health Policy Pillar booklet on local health policy projects.

“The European Health Policy Pillar envisions a Europe in which all policies improve the health and well-being of populations, healthy workforce, reduce health inequalities, strengthen public health and ensure people-centred health systems that are universal, equitable, sustainable and of high quality within and across Europe.”

The European Health Policy Pillar strives to achieve its vision through empowering medical students to have an impact on policy making processes that encourage all citizens in achieving their full health potential and well-being.

The booklet was written by medical students who were eager to start the European Health Policy pillar activities in their local faculty. This project represents a collaboration between like-minded people from different European regions in order to create a flexible and adaptable toolkit for various environments.

The aim of this project is to represent the identity and guidelines of the pillar. We came up with three project proposals: an introduction to health policy (“Health Policy 101”), Digital Health and Universal Health Coverage. As this is the first attempt in designing such a booklet, we encourage you to provide us with as much feedback and as many reflections as possible after applying it. Your contributions will further refine the proposals and lead to even better outcomes!

Europeanly yours,

Paulius Povilonis,
EMSA European Health Policy Assistant for Internal Affairs

Lina Katharina MOSCH
EMSA European Health Policy Director
Each General Assembly of EMSA discusses and votes upon a number of policy statements. These are then used by the Board and its’ Directors to represent them - the voice of the European medical students - towards external partners. Especially new EMSAi usually have trouble to grasp the goal and reach of these policy statements. The purpose of this project is to educate EMSAi about Health Policy in the EU and EMSA’s role in it in order for them to better understand why our policy making is important and how they can participate in the process.

**OBJECTIVES:**
- Raise awareness among medical students on European health situation and policy processes.
- Educate medical students on:
  - 1. Health policy development and its implementation within the European institutions and stakeholders
  - 2. Policy making and advocacy within EMSA by providing a platform, training and capacity building aiming for the highest quality of EMSA policies.

**PROJECT CONTEXT:**
As the title of the project indicates, it aims to teach basic knowledge about policy making. It can therefore be seen as a base for all further Health Policy and advocacy related activities. But it will also enable EMSAi to create and work with policy statements from all other EMSA pillars.
The project provides instructions and materials to organize 4 sessions (60-120 minutes each) that build upon each other and can be spread over a timeframe of up to 1 semester. The topics of the sessions are:

1. Institutions of the EU
2. Legislative System of the EU
3. Health Policy Basics
4. EMSA Policy Statements

Apart from teaching on the above given topics, this project aims to enable EMSAi to:

- independently research what position EMSA has taken in a certain matter,
- critically examine policy statements that are up for debate,
- write policy statements on their own initiative, and
- use existing policy statements as a basis for their local EMSA work.

This project does not require a lot of resources. The most important part is that the session holder is well familiar with the preparatory and session’s documents. In detail you need:

**Human Resources:**
- Organising Committee (OC) - 1-3 people
- Participants - 10-20 people

**Materials:**
- Laptop (min. 1, if possible the participants should bring theirs as well)
- Printer (for preparations)
- Flipcharts, Flipchart paper, markers, moderation cards
- Paper and pens to create informative posters
- Flashcards

**Facilities:**
- Room equipped with beamer

**Literature / Information:**
- The Google Drive contains detailed plans for each session, background information, presentation templates as well as reading packages for some of the session.

**Finances:**
- Rental fee for the session room
- Money for print the reading materials
- If you would like, you could try to find a sponsor to supply the participants with a welcome bag with snacks, drinks and useful give-aways (pens, paper, gum, ...).
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<tr>
<th>WHAT?</th>
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<tr>
<td>Form the OC. Divide tasks.</td>
<td>Approx. 6 weeks before the first session</td>
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<tr>
<td>• Book a room.</td>
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<td>• PR: Call for participants.</td>
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<td>• If you expect a lot of applications, consider preparing selection criteria and set a timeline for the application process.</td>
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<td>• If applicable: Find a sponsor.</td>
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<td>Read through all the supplied materials. Look at the videos. Make sure that you are familiar with all given materials.</td>
<td>Approx. 4 weeks before the first session</td>
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<td>Inform all participants about date and meeting point. Confirm participation if applicable.</td>
<td>Approx. 2 weeks before the first session</td>
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<tr>
<td>Prepare print outs.</td>
<td>Approx. 1 week before the first session</td>
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<td>Prepare welcome bags, if applicable.</td>
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<tr>
<td>Send a reminder about date and meeting point to the participants.</td>
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<td>Deliver session.</td>
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<td>Arrive early to prepare the session room.</td>
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<td>Collect feedback.</td>
<td>After each session. At the end of the last session</td>
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<td>Discuss what can be improved.</td>
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<td>Give feedback to the EHP Pillar (online survey). Collect feedback for the EHP pillar from the participants (survey).</td>
<td>After the project</td>
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<tr>
<td>PR: Report on your event (i.e. newspaper article, Facebook post etc.)</td>
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The project can be organized low budget. All relevant material is available online. If possible, some copies should be made. The success of the project is based on a good preparation by the OC. It is necessary that the person facilitating the session is well familiar with the supplied material.

**CONSTRAINTS & RISKS:**

Feedback should be collected at the end of each session in an appropriate way (i.e. “Start Stop Continue” or “5 Finger” feedback). There is are a survey for the participants and another survey for session holders/organising committee to be completed after the project. This way, we can further improve this newly designed project.

If there are any questions of comments about this project, please contact the Health Policy Director (policy@emsa-europe.eu).
Digital Health is a hot topic for data scientists and entrepreneurs. But should we as medical students care about their futuristic visions?

YES! Because we are going to work in a digital health system sooner than we might think today:

Digital health technologies promise to substantially improve healthcare by increasing patient safety and enhancing efficiency. Yet, they may disrupt the workflow and job profile of future healthcare professionals in the way that digital health literacy and skills in working with new technologies will become prerequisite competencies for us as future physicians.

Despite the vast majority of European medical faculties not yet having taken steps to implement digital health topics into the medical curriculum, we believe it is crucial that medical students get in touch with the topics and learn about digital health. Thus, the EMSA European Health Policy Pillar drafted two peer-to-peer workshop ideas you can easily convert to your own Faculty Member Organization (FMO) and deliver to your fellow medical students.

**PROJECT CONTEXT:**

The workshop proposals are part of the EMSA toolkit “Digital Health in Medical Education”. In this toolkit, we show you possibilities how to take action for a stronger focus of medical education on digital health topics - both on the local and national level. Digital Health is the European Priority of the Health Policy Pillar 2019-2021 and thus a focus area of our work during the next three years.
DIGITAL HEALTH

SCOPE & PROJECT PLAN:

OBJECTIVES:

- To raise awareness among medical students for the potential benefits and challenges of digital health technologies for healthcare systems.
- Inspire medical students to evaluate the current developments and the position of digital health in national/international health systems, pinpoint problems and initiate discussions on resolutions.
- To introduce the concept of Universal Health Care (UHC), its dimensions and determinants and shed light on the opportunities digital health technologies can present for the attainment of UHC.

We provide you two explicit workshop proposals that you may apply in your local FMO. The proposals including workshop concepts, slides and additional materials are not definitive or complete, you may adapt them to your specific local needs and conditions.

1. WORKSHOP: INTRODUCTION TO DIGITAL HEALTH

This workshop aims to provide participants with detailed information on eHealth and its dimensions. Upon learning about the terms and the definitions, the participants are encouraged to think about the concept in relation with medical education and ethics.

2. WORKSHOP: DIGITAL HEALTH AND UHC

This workshop basically aims to explore the connection of eHealth and Universal Health Care (UHC). How can eHealth be employed to achieve UHC? To which particular problem areas can eHealth services be applied to enhance UHC and what kind of new ideas can be formed on the topic? You will be able to answer those questions after delivering the session. The workshop not only provides explanations using up-to-date news stories (new improvements made and new experiments that are ongoing), it also employs participant ideas in the thinking process.
These stakeholders relate to one another in terms of giving insight on different levels of Digital Health and its education. Medical students, throughout their education or while choosing an area of interest to specialize in, can benefit from Digital Health awareness and they can even choose to make an entire career out of it.

**HUMAN RESOURCES:**
- Members of the local FMOs that are currently working on, or have worked on UHC/Digital Health related SWGs or policies in EMSA or IFMSA (to talk about their experiences and share resources)
- Speakers from Digital Health enterprises, start-ups, entrepreneurs, Non-Governmental Organisations (to talk about recent trends and learn about the position of different advocacy groups in the sector.)
- Students majoring in Digital Health related PhD or masters programmes (to talk about how Digital Health plays a role in scientific research and healthcare sectors and what a medical student can achieve while majoring on this topic)
- Students from universities (FMOs) whose curricula employ Digital Health related topics more compared to others nearby (to talk about how local medical curricula that have not successfully implemented Digital Health related topics in their schedules can learn to do so, and how a medical student can benefit from extensive lectures on Digital Health)

**MATERIALS:**
- Flipcharts, markers and moderation cards (if necessary)
- Laptops (one for every 5-6 participants of the workshop to encourage and contribute to “zero-waste”)
- Posters (if necessary, printed) for social media posts and for advertising the workshops and events
- Presentation templates (in the Drive Folder)

**FACILITIES:**
- A room/classroom equipped with a (smart) board, desks for participant groups to work on and Wi-Fi

**LITERATURE/INFORMATION:**
You can find related literature and useful links in the respective Drive folder.
## Digital Health Project Plan

**WHAT?**

- Form the OC. Divide tasks.
  - Book a room.
  - PR: Call for participants.
  - If you expect a lot of applications, consider preparing selection criteria and set a timeline for the application process.
  - If applicable: Find a sponsor.

- Read through all the supplied materials. Make sure that you are familiar with all given materials.

- Inform all participants about date and meeting point. Confirm participation if applicable.

- Prepare print outs. Adjust presentations to your needs. Send a reminder about date and meeting point to the participants.

- Deliver session. Arrive early to prepare the session room.

- Collect feedback. Discuss what can be improved.

- Give feedback to the EHP Pillar (online survey). Collect feedback for the EHP pillar from the participants (survey). Go through the brainstorming documents to note down applicable ideas and form groups to pursue advocacy if feasible.

- PR: Report on your event (i.e. newspaper article, Facebook post etc.)

**WHEN?**

- Approx. 6 weeks before the first session
  - Book a room.
  - PR: Call for participants.
  - If you expect a lot of applications, consider preparing selection criteria and set a timeline for the application process.
  - If applicable: Find a sponsor.

- Approx. 4 weeks before the first session
  - Read through all the supplied materials. Make sure that you are familiar with all given materials.

- Approx. 2 weeks before the first session
  - Inform all participants about date and meeting point. Confirm participation if applicable.

- Approx. 1 week before the first session
  - Prepare print outs. Adjust presentations to your needs. Send a reminder about date and meeting point to the participants.

- After each session. At the end of the last session
  - Deliver session. Arrive early to prepare the session room.

- After the project
  - Give feedback to the EHP Pillar (online survey). Collect feedback for the EHP pillar from the participants (survey). Go through the brainstorming documents to note down applicable ideas and form groups to pursue advocacy if feasible.

- Throughout and after the project
  - PR: Report on your event (i.e. newspaper article, Facebook post etc.)
Constraints & Risks:

Constraints:

Not enough participants applied for the workshops or seminars organised and there’s a lack of local student interest on the topic.

- Try to include people from other medical faculties that are nearby and maybe extend the call to law, computer engineering, software engineering and other departments that are immersed in the Digital Health sector.
- Try to make this a national event to gather participants and to provoke local interest by organising a big seminar (smaller, local workshops could follow these bigger events) - connect with other FMOs / your National Coordinator(s).

There is a lack of external speakers and stakeholders to give professional outlooks on the topic.

- Try to educate yourself and other voluntary student speakers on the topics these professionals would otherwise have dived into. Although your preparations could only be limited, it may at least provoke awareness on the topic for the participants of the event to go do further research.
- Find speeches and/or reports of bigger events related to Digital Health and share online, video material with the participants.
- Try to reach out to more external speakers and stakeholders who are not local (can be from different cities of the country or even foreign professionals) who could connect to your event via Skype, share with you the contact information of other speakers whose name you haven’t been able to find by research and/or share with you, useful links online for you to present during the event on your own.

Risks:

The attendants’ feedback and suggestions may seem to distort the program flow, leaving you uncertain of what to do next.

- This could disturb the conveyance of your main message and the quality of awareness given during the workshop. Try to employ crisis management skills and write down or think of the messages that are crucial to the objectives of the workshop; make sure that those are communicated during the altered version of the program.
DIGITAL HEALTH

CONSTRAINTS & RISKS:

RISKS:
A specific participant or a certain group of participants may seem to distort the program flow, by giving more room to jokes and dragging the discussion times with unrelated questions/ideas.

- This is dangerous because the main messages of the event could be misunderstood, while being made fun of. If a serious but an intimate atmosphere is not present in the work area, ideas presented during the brainstorming sessions may have less impact than anticipated. Try to address the participants of the event in an efficient manner to stop disruption of the workshop.

Technical faults or lack of equipments.
- This is the most obvious one. Try to keep in contact with a technician employed in the building to make interventions easily accessible.

Less number of people show up to the event than those who have completed their registration.
- This can give the idea to the limited amount of participants present, that the issue discussed, is not that important. It can happen, especially if the event has no fee. Try to employ the OC to act as participants, or have the OC call on friends to participate. This would at least protect the integrity of the message given to the rest of the participants present.

DOCUMENTATION & FOLLOW UP

- Feedback should be collected at the end of each session in an appropriate way (i.e. “Start Stop Continue” or “5 Finger” feedback).
- There is a survey for the participants and another survey for session holders/organising committee to be completed after the project. This way, we can further improve this newly designed project.
- If there are any questions or comments about this project, please contact the Health Policy Director (policy@emsa-europe.eu).
This proposal is made to give guidance in developing projects to raise awareness for Universal Health Coverage (UHC). While Universal Health Coverage Day has place each year on the 12th of December, we highly encourage projects at other times of year as well. Projects for UHC aim to mobilize diverse stakeholders to call for stronger, more equitable health systems to achieve UHC, leaving no one behind. Therefore we want to help you, to make your own local or national UHC campaign, to call on leaders to focus and invest in #HealthForAll. This booklet aims to equip local faculty members (FMOs) and students with useful templates and materials to develop their own projects around UHC.

In this booklet you will find guidance to develop:
- A social media campaign
- An event/lecture

All materials are provided in the Folder on the EMSA website.

Approximately half of the world’s population is living without comprehensive health coverage. According to the WHO about 100 million people are being pushed into extreme poverty (living on less than 1.90 USD per day), because they have to pay for healthcare. Over 800 million people spend at least 10% of their households budgets to pay for health care. UHC is one of the Sustainable Development Goals (3.8), meaning that UN member states have agreed to try to achieve universal health coverage by 2030. UHC is about ensuring that people have access to the health care they need without suffering financial hardships. Universal Health Coverage Day is one of many different projects that were created to raise awareness to achieve the Sustainable Development Goals (SDGs).

For EMSA, the right to UHC is truly aligning with its values and promote the highest standards of healthcare in Europe. This concept follows from the right to health and well-being, which has long been acknowledged in the Universal Declaration of Human Rights. This is a fundamental overlap with EMSA’s vision & mission. To raise awareness and advocate for UHC means promoting human rights. For this reason, UHC became a priority for the European Health Policy Pillar.
SCOPE & PROJECT PLAN:

1. SOCIAL MEDIA CAMPAIGN

The goal of this section is to learn how to organise and conduct a social media campaign on the topic of UHC.

CREATE A TEAM, SCHEDULE YOUR CAMPAIGN AND SET THE GOAL!

- Forming a team - who would be interested and motivated to run a campaign?
- Distribute responsibilities
- Creation: Who will be in charge of the materials and content?
- Coordination: Who will coordinate the meetings, set the schedule for the preparation and the timetable of the launching day?
- We suggest at least 4 people in your team!
- Set the goal - will it be raising awareness or even to educate about UHC?
- Schedule: preparation time will depend on the size of the campaign (local, national, international...) and regulations within your FMO, but you can count on about two months.
- Determine your audience - who do you want to address with this campaign (school kids, healthcare workers, students)?

COLLECT MATERIALS AND DEVELOP CONTENT

This will be the actual work of the campaign, but also the fun part. Become creative, exchange ideas and brainstorm on how to raise awareness. And this what we talking about:

- Branding - use frames for pictures, come up with campaign slogans and create elements for images (or simply copy already known ones)
- Infographics - design your own graphics (i.e. with Canva) or use the ones shown in the resources
- Posts or tweets - share your own posts or/and link it to hashtags (i.e. #EMSAHealthforAll, #HealthForAll #UHCDay)
- Quiz - quick and easy. The main goal of the quiz will be to get the attention for this topic. Just google and you will find a lot of Quiz-creators.
- Videos - record, cut and produce your own video for this day! This will take some time in advance. Make sure the video will not be much longer than 2-3 minutes. Short message, clear statement!
SCOPE & PROJECT PLAN:

1. SOCIAL MEDIA CAMPAIGN

COLLECT MATERIALS AND DEVELOP CONTENT

- Webinar - this is by far the most costly endeavour and shall just be mentioned as an idea. With a webinar between 30-60 min you get the chance to deepen the educational part of the campaign and to interact with the interested people.

EXECUTE THE CAMPAIGN

Your work is done, now release the content and make people think!

At this stage it will be important to have a time schedule for the campaign day and when to display your work (here a template). It is important to time your posts on moments when most people will view them. This can be difficult to achieve, but you can find useful links here or here. Make sure you’re hitting the right audience at the right time, bearing in mind country specific peculiarities and circumstances.

ASSESSMENT

By the numbers of likes, new followers and clicks you will be able to measure your output with this campaign. So set a date to assess your social media campaign.

RESOURCES

Under this Link you will find some inspiring graphics, logos, branding, quotes, tweets and a more information on UHC: tinyurl.com/yyx397aj

Just make sure you will also make up your own mind about this campaign. Creating new ideas will be essential for future awareness days.
**SCOPE & PROJECT PLAN:**

**2. EVENT - LECTURE ON UNIVERSAL HEALTH COVERAGE**

**OBJECTIVES**

The aim of this event is to inform medical students and staff member on UHC and raise awareness around Universal Health Coverage Day. Preferably, this event will also make students more aware about the state of health coverage in their own countries and around Europe. To organize this event, an estimated two to three months are needed.

**ORGANIZATIONAL**

Organizational: The event requires an organizing committee (OC). We recommend you to follow this structure:

- **Chair:** Scheduling organizing committee (OC) meetings, managing the staff, setting and enforcing deadlines. Responsible for communication with main speaker, also delivering an opening speech and sending the feedback form to EMSA. Prepares questions and conducts a discussion after the lecture with participants and guest speaker.
- **Logistics Coordinator:** Responsible for overall logistical infrastructure of the event (venue, multimedia, speakers, materials for event), including handling all contracts dealing with the logistical aspects.
- **Public Relations Coordinator:** Responsible for overall promotion of the event, manages the social media. Responsible for photos. Other responsibilities include conducting the feedback form after the event, prepare post after the event.
- **Treasurer:** While a lecture does not have to be expensive, it is important to have someone to manage the finances. Expenditures you might have to think about are travel costs for the speaker, a thank you-gift for the speaker and possibly some food and drinks for the audience. Also think about where this money will come from. Will participants pay a small fee, will your FMO pay the costs or do you want to find sponsors?
SCOPES & PROJECT PLAN:

2. EVENT - LECTURE ON UNIVERSAL HEALTH COVERAGE

**PROCESS**

In order to run the event smoothly it has to be well planned. We suggest to follow this schedule if you are organizing this event for the first time:

**WHAT?**

1. **Call for Organization Committee (OC) members.**
   - **WHEN?** 12 weeks before the event

2. Announcement of the OC, schedule first meeting. Present the event structure, divide tasks, discuss the topic of the event, begin the search for external speaker. Search for event venue. Think of potential sponsorship.
   - **WHEN?** 10 weeks before the event

3. Announce the event on social media. By this time you should also be able to approve the venue and time.
   - **WHEN?** 6 weeks before the event

4. Deadline for confirming the speaker.
   - **WHEN?** 4 weeks before the event

5. Announce the speaker on social media, send invitation to stakeholders, university community, etc. Together with speaker, discuss the questions that can be discussed during the event.
   - **WHEN?** 2 weeks before the event

6. If you received a sponsorship you can announce the contest or question for a prize, which will increase the reach.
   - **WHEN?** 1 week before the event

7. Send reminder for guest speaker.
   - **WHEN?** 1 day before the event
POSSIBLE SPEAKERS

Where exactly you can find someone to lecture on this topic will differ per country. However, here are some suggestions of where you could look:

- Political organizations: political parties (most will have a spokesperson for health topics) or ministry officials. Do, however, pay attention to the political colour of the party officials, right wing party officials will talk about this topic differently than left wing politicians (it might therefore also be interesting to invite several speakers from different parties and have a debate);
- NGOs: oftentimes there will be NGOs active to provide basic health care for the uninsured, they might be able to lecture on the state of healthcare in your country (e.g. Salvation’s Army, Red Cross);
- Doctors that provide healthcare to the uninsured;
- Professors on health economics;
- Affected members of the public: patients that were uninsured in the past and have suffered because of that.

PROJECT EVALUATION

To evaluate the project, one can count the number of participants at the lecture. It is also recommended to ask participants and the lecturer for feedback. To gather the feedback of participants, one can use tools such as mentimeter or Kahoot! before closing the gathering, to make sure participants will not forget to fill out the evaluation form.
ABBREVIATIONS

EHP - European Health Policy
EMSA - European Medical Students’ Association
EMSAi - EMSA members
EU - European Union
FMO - Faculty Member Organization
HIV - Human Immunodeficiency Virus
IFMSA - International Federation of Medical Students’ Association
NGO - Non-Governmental Organisation
OC - Organizing Committee
PhD - Doctor of Philosophy
PR - Public Relations
SWG - Small Working Group
UHC - Universal Health Coverage