



WARSAW DECLARATION – COMMUNICATION PLAN Polish Experience

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Why do we need the Warsaw Declaration?

- **Cancer is the second cause of death in Poland (after cardiological diseases)**
- **Every year approx. 120 000 new cancer cases are registered, of which 80 000 patients die. Survival and detection ratios are min. 25% lower in Poland than in the rest of the EU**
- **Poland is the biggest of all new accession countries but has the lowest (in the EU) level of financing of the health care system – 3,8% of GDP (Czech Republic - 6,7%, Hungary - 5,5%, Slovakia - 5%).**

Source: Raport ALCIMED, 2005; Raport CASE Doradcy, 2005



How do we communicate the Warsaw Declaration? What has been done?

1. Warsaw Declaration translated to Polish
2. A lobbying kit prepared – a set of documents to support communication impact of WD:
 - Instructions how to work out an action plan to communicate WD
 - Draft letter of intent directed to opinion leaders (potential supporters) explaining key messages of WD and calling to support its postulates
 - Draft letter directed to decision makers to support and implement the ideas of WD
 - Instructions on how to create a Website for the organisation
 - Instructions on how to run a lobbying and advocacy campaign (elaborated by the European Cancer Patients Coalition)
 - Media relations kit



What has been done?

1. The lobbying kit was delivered to over 50 cancer patient groups
2. A WORKSHOP for leaders of those groups organised by the Institute for Patient's Rights (IPR) on May 20
Goals:
 - to find out communication and advocacy potential of the participating NGOs;
 - to share experiences;
 - to learn how to use the lobbying kit;
 - to set out an local WD communication action plan for every participating NGO;
3. A mass event – „Świętokrzyskie health meeting”, devoted to cancer prevention and education, WD promotion included, was organized by IPR in one of the poorest regions of Poland
4. An internet PORTAL on patient's rights was created by IPR, to promote the Warsaw Declaration and inform on the situation of cancer patients in Poland – www.prawapacjenta.pl



What will be done?

- 1. Three more WORKSHOPS are planned for cancer patients' groups on communication of WD and other capacity-building issues, such as:**
 - Media relations and how to run an effective media campaign;
 - Clinical trials and access to innovative drugs;
 - Fund raising opportunities for cancer patients' groups
- 2. A report on how the WD is communicated on local and regional levels will be provided by the NGOs and publicised through the PORTAL run by the IPR**
- 3. More mass events popularising the messages and promoting the WD are planned**



Warsaw Declaration – communication plan - Goals

- To build awareness of the Warsaw Declaration and comprehension of its key messages
- To achieve support of opinion leaders, decision makers, media and general public for the postulates of the Declaration
- To implement the Warsaw Declaration in Poland



Communication Plan - Target groups

- **Politicians, MPs, government officials**
- **The government and local government institutions responsible for health policy**
- **Medical associations**
- **Health professionals: doctors, nurses, health managers, and their associations**
- **Schools, medical universities, scientific centres**
- **Patient groups, patients and their families**
- **Media – specialised in health and general**
- **Public opinion**



**THANK YOU
FOR YOUR ATTENTION!**