



# Communicating the Health Policy to the Media

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# The Spokespersons' Service (SPP)

- ✓ Official voice of the European Commission
- ✓ Commission 'Press office' – first port of call for journalists in the EU and worldwide
- ✓ Pro-active engagement with the media
- ✓ Reactive engagement with the media



# Main SPP Communication tools

- Daily Press Briefing of the Commission:  
Unique in the world, live transmission via "Europe by satellite"
- European Commission's Audio-visual Service
- RAPID: the Press releases database
- EC Representations:  
focus on national/regional angle in close cooperation with the SPP
- Social Media (Facebook, twitter, EUtube)
- Eurobarometer Surveys



# SSP Communication tools



# YOUR tools !



# Get connected!

- Europe By Satellite (**Ebs**):  
<http://ec.europa.eu/avservices/ebs/schedule.cfm>
- RAPID (**press releases database**):  
<http://europa.eu/rapid/search.htm>
- Newsroom (latest news and media resources):  
[http://europa.eu/newsroom/index\\_en.htm](http://europa.eu/newsroom/index_en.htm)
- Commissioner's BORG webpage:  
[http://ec.europa.eu/commission\\_2010-2014/borg/](http://ec.europa.eu/commission_2010-2014/borg/)
- DG Health and Consumers (SANCO):  
[http://ec.europa.eu/dgs/health\\_consumer/index\\_en.htm](http://ec.europa.eu/dgs/health_consumer/index_en.htm)
- Follow us on Twitter: @EU\_Health



## *"Health is a value in its self"*

"My personal belief is that health is for all: everybody should have access to good quality healthcare regardless of gender, age, race, sexual orientation, disease, social status, education, or country of residence"

Tonio Borg  
EU Health Commissioner



**In Europe, nearly 12 people, die  
every day, while waiting for an  
organ**





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