

Communicating about shortages

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Press and Media team

PCWP/HCPWP meeting with all eligible organisations

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Different audiences, different messages

Industry	<ul style="list-style-type: none">• Be proactive looking at the supply chain to prevent shortages• Report to regulators, as quickly as possible• Your collaboration is key to ensure that shortages are as undistruptive as possible
Healthcare professionals	<ul style="list-style-type: none">• Be informed about critical shortages and clinical recommendations (changes in dosage, alternative treatments)• Be prepared to support patients and consumers who might need help tracking medicines or alternative options• Report any issue with supply or demand
Patients and consumers	<ul style="list-style-type: none">• Be informed about which medicines are experiencing shortages,• Know what to do in case of a shortage• Speak to your doctor/pharmacist• Do not buy or ask for more medicines than you need• Be aware that mechanisms are in place to ensure that shortages are as undistruptive as possible.

One common concept:

We are working to manage shortages, but everyone's actions are important

Journalists: another important audience/partner/amplifier

- Interest from media around shortages is high
- News influence the public (including consumers and prescribers)
- Media attention can exacerbate a situation and lead to panic/stockpiling

Need to communicate with journalists directly to explain

- how shortages are managed at EU level
- what EMA's role is
- how to contextualise data on shortages
- where to find reliable information



An example of shortages communication: GLP-1 receptor agonists

- Several activities running in 2024
- Coinciding with Agency's efforts to tackle shortages (eg MSSG recommendations, multistakeholder workshop)
- Leverage the interest of a less specialised audience
- Press briefing, Instagram LIVE, more video-based communication, paid promotion





The integrated approach

- Integrated = different goals/messages - using multiple tools, channels and partners
- Collaboration with stakeholders (e.g. eligible organisations) and our partners (NCAs, EC)
- Synchronised effort in Q4-24/Q1-25 – coinciding with seasonal attention on shortages and the launch of the European Shortages Monitoring Platform
- Different “packages” implemented in stages, focusing on individual audiences but following the same narrative
- Evaluation integrated throughout the campaign

Work packages

	Package 1	Package 2	Package 3	Package 4
Deliverables	<ul style="list-style-type: none"> Unified narrative Corporate video Updates to campaign webpage 	<ul style="list-style-type: none"> Social media materials co-created with eligible organisations Paid promotion of social media content (eg YouTube, LinkedIn, Google Ads) 	<ul style="list-style-type: none"> Media seminar on 22 November 	<ul style="list-style-type: none"> News announcement social media materials (carousels, videos) Paid promotion of social media content (eg YouTube, LinkedIn, Google Ads)
Audience	All audiences	Patients/consumers (taking medication regularly or occasionally) Healthcare professionals (prescribers, pharmacists)	Journalists	All audiences (including industry)
Aims	<ul style="list-style-type: none"> Provide key information about shortages and their causes Provide an overview of the EU system to manage shortages (including communications around MSSG and ESMP) Explain the roles of different stakeholders 	<ul style="list-style-type: none"> Explain what to do in case of an ongoing shortage Promote best practices to avoid stockpiling Explain how the behaviour of prescribers and consumers can help 	<ul style="list-style-type: none"> Explain where to find information on shortages Contextualise available data sources Describe how the EU system works and EMA's role 	<ul style="list-style-type: none"> Promote early reporting to regulators Raise awareness of regulatory tools available during a shortage Promote the European Shortages Monitoring Platform

Co-created campaign

- Participation of eligible HCP/PC organisations, first brainstorm in October 2024
- Identification of audience: patients/consumers but also other organisations and national authorities

Challenges

Diversity of organisations involved, with different aims and messages

Risk of becoming abstract

Lack of unified information

Lack of visibility of past initiatives

Need to define/identify good practices

Need to adopt patient-centred approach/use positive, reassuring language

Opportunities

Highlight collaboration

Reach a broader audience

Tap into knowledge and different points of view

Highlight materials/messages already crafted by the organisations

Make the various European initiatives for monitoring shortages more visible

Create a unified narrative among the various stakeholders

Fighting medicine shortages: it takes a team

A campaign showcasing the work that is ongoing at EU level to fight medicine shortages, focused on the stories of the main actors involved – EMA and national authorities, but also organisations, healthcare professionals, patients, consumers.



Encourage trust in the EU system



Highlight and encourage collaboration
between all actors



Increase awareness of information
sources and mechanisms in place to
fight shortages

Key messages:

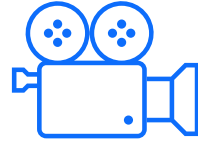
- There is a system in place to manage shortages.
- It's a reliable system, that is based on the work of lots of different people.
- We have different roles, but we are all part of it.
- Everyone's actions are indispensable.

Materials and channels



EMA webpage

- ❑ A visual narrative: text and infosheet
- ❑ Key story features selected to support visual narrative (videos)
- ❑ List of resources (trusted sources of information, reports, key initiatives, multimedia)
- ❑ Digital kit with downloadable assets (social media visuals; website, newsletter and email banners; infographics; list of # and account to tag)

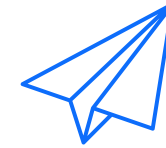


Production package

- ❑ For organisations with resources to support asset production

Would include:

- Key messages and editorial guide
- Visual identity guidelines and templates
- Check list on shooting footage or photos
- Would still include the support of EMA's communication team



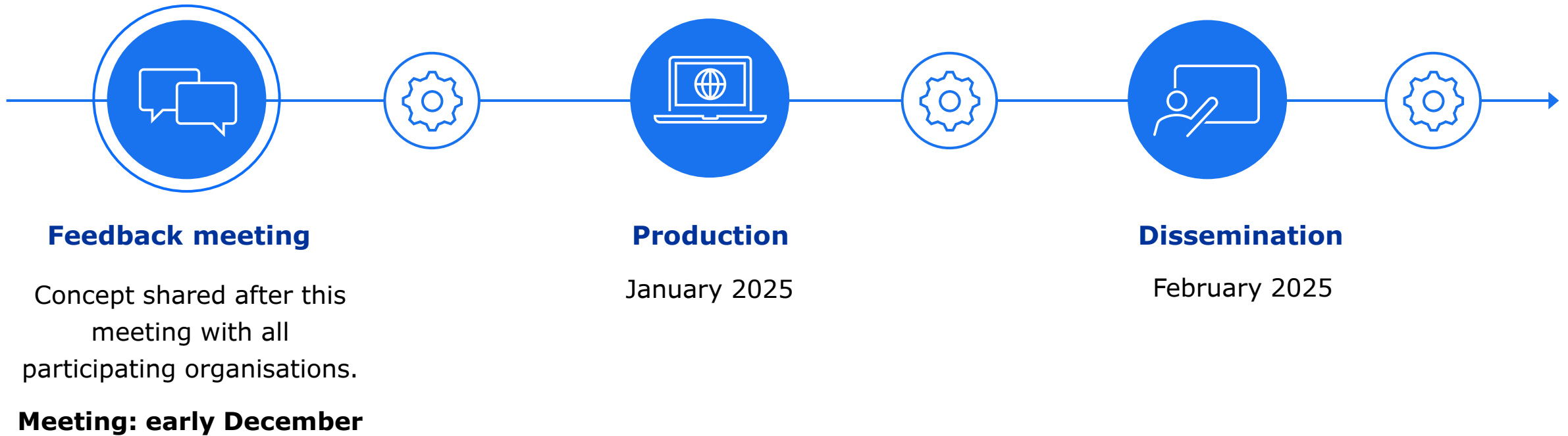
Dissemination package

- ❑ For organisations sharing assets

Would include:

- All developed materials
- Prepared social media messages
- Reporting template to evaluate performance of the campaign

Timeline - Next steps



Thank you for your kind attention.



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