



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

EMA Communication Strategy

Strategic planning for the future and vision for veterinary medicines

2015 EMA/IFAH-Europe Info day



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An agency of the European Union





1. Focus of presentation

- Overview of communications approach
- First steps
- Draft Communications Plan for 2015
- Focus on veterinary communications

2. Context

- Development and regulation of medicines no longer field only for experts
- Increasing demand for transparency and for information, knowledge and data around medicines
- Stakeholders expect that information is prepared and distributed tailored for their needs
- Cooperation with the Network (EC and MSs) requires more targeted information and channels
- Increasing importance of internet, mobile communication and social media



3. Our goals?





4. What do we need?





5. First steps

- Restructuring of Communication department
- Establishment of focal points for better planning
- Perception survey under preparation
- Tender for communication services





6. Objectives





7. Key messages

- EMA protects and improves public and animal health.
- EMA cooperates closely with the network to ensure consistent communication.
- EMA provides partners and stakeholders with independent, science-based information on medicines.
- EMA has a 20-year track record of ensuring efficacy and safety of medicines for humans and animals across Europe.
- EMA promotes innovation in medical and veterinary science.

8. Key stakeholders

- Partners (European Commission, NCAs, European Parliament, other EU Agencies, international bodies)
- Stakeholders (patients, animal owners/keepers, farmers, healthcare professionals, academia, HTAs, industry associations, SMEs and other pharmaceutical companies)
- Media

What about the general public?

- Secondary audience for EMA
- Receive info from their respective NCAs
- Languages as a barrier for outreach



8. Stakeholders (cont.)

- The Agency disseminates key communications for example concept papers and draft guidelines open for consultation to stakeholders
- Internal database
- Over 330 organisations with validated contacts and identified areas of interest
- 40 have identified veterinary medicines as an area of interest



9. Activities 2015

- 20th Anniversary:
 - Use of logo in communications/ presentations throughout the year
 - Publication of anniversary book
 - Scientific conference
 - Series of internal events (special calendar to be published on the web)
- Perception survey to identify gaps and challenges in stakeholder communications
- Follow-up on online programme (upgraded corporate website, new extranet and intranet, EMWP)
- Development of special communication plans around important events



10. Communication on vet medicines

- EPARs for all new veterinary medicines
- EPMARs for all MRL assessments
- Monthly reports on veterinary medicines
- Press releases after CVMP meetings
- Active dissemination of draft guidelines
- News items on topical subjects

Vectra Felis

pyriproxyfen / dinotefuran

Email Print Help Share

About Authorisation details Product Information Assessment history

Next tab >

This is a summary of the European Public Assessment Report. Its purpose is to explain how the assessment done by the Committee for Medicinal Products for Veterinary Use (CVMP) on the basis of the documentation provided, led to the recommendations on the conditions of use.

This summary cannot replace a face-to-face discussion with your veterinarian. If you need more information about your animal's medical condition or treatment, contact your veterinarian. If you want more information on the basis of the CVMP recommendations, read the scientific discussion (also part of the EPAR).

Expand all items in this list

- What is Vectra Felis?
- What is Vectra Felis used for?
- How does Vectra Felis work?
- How has Vectra Felis been studied?
- What benefit has Vectra Felis shown during the studies?
- What is the risk associated with Vectra Felis?
- What are the precautions for the person who gives the medicine or comes into contact with the animal?
- Why has Vectra Felis been approved?
- Other information about Vectra Felis

Name	Language	First published	Last updated
Vectra Felis : EPAR - Summary for the public	EN = English	27/06/2014	

This EPAR was last updated on 27/06/2014 .

More detail is available in the summary of product characteristics

AUTHORISED

This medicine is approved for use in the European Union

Vectra Felis RSS feed

News

Committee for Medicinal Products for Veterinary Use (CVMP) meeting of 8-10 April 2014 (11/04/2014)

11. Other examples of veterinary communication

- Antimicrobial resistance
 - ECDC/EFSA/EMA first joint report on the **integrated analysis of the consumption of antimicrobial agents and occurrence of antimicrobial resistance in bacteria from humans and food-producing animals** published January 2015
- Residues of phenylbutazone in horse meat
 - Collaboration between EMA and EFSA
 - Coordination within the EU network of both human and veterinary authorities
 - Press release April 2013: Joint EMA/EFSA assessment concluded illegal presence of phenylbutazone residues of low concern to consumers





12. How we communicate? EMA website

- **220 000** unique visitors per month
- **585 000** visits per month
- **150 000** total number of documents published on the website
- **650** new documents published every month
- **19** RSS feeds – Top: News and press release (over 10 000 subscribers)





12. How we communicate?

Working with the media in 2014

257 news releases published

454 phone calls with journalists

1,698 e-mail responses to media queries

33 interviews organised with EMA staff, including 4 TV interviews

1 press conference (by phone)

2,500 journalists on our media distribution list



12. How we communicate?

Use of social media



@EMA_news

15,104 followers (21 January 2015)

What we tweet

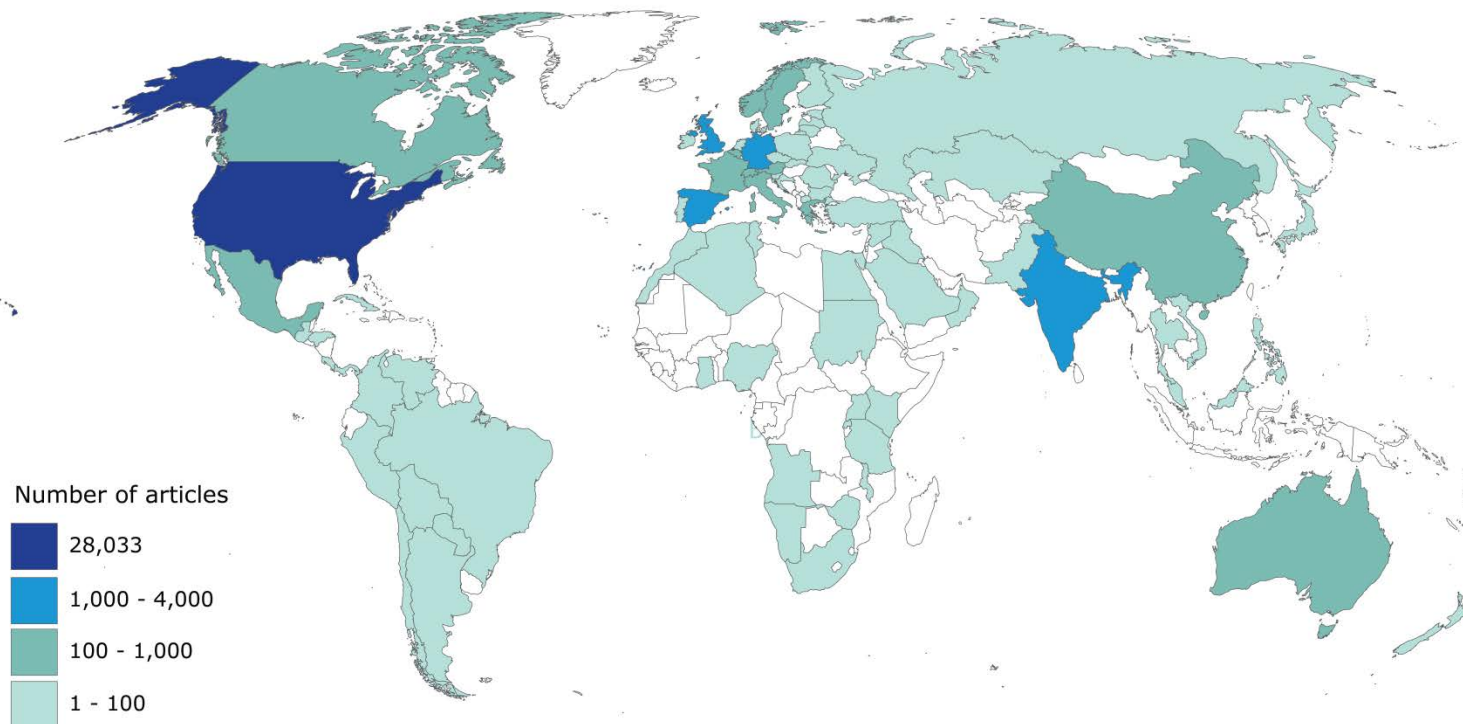
- News releases
- Agendas & minutes of scientific committees
- New guidelines
- Public consultations
- New European public assessment reports
- Events and meetings open to the public
- Job advertisements

Other channels





EMA in the media around the world





13. What comes next?

- Carrying out 20th anniversary programme
- Finalise and implement Communications Plan 2015
- Finalising press manual
- Media training
- Training on basic communication skills





Thank you for your attention