



# Agenda | Reitox Academy on Communicating with national policymakers

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Date **18–19 September 2019**

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Venue **Ministry of Health, Consumer Affairs & Social Welfare**  
**Ministerio de Sanidad, Consumo y Bienestar Social -MSCBS-**  
**Paseo del Prado, 18, 28014 Madrid. Sala Europa (ground floor)**

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## Learning objectives

- To better understand who national policymakers are and what they need;
- To provide policymakers with information that will make the difference;
- To strengthen the role of the NFP in supporting decision-making, improving their capacity to contribute to the policy debate.

## Wednesday 18 September

09.00–09.30 (*Web streamed session*)

### **Welcome and opening remarks**

*Room Europa*

- Azucena Marti Palacios, Spanish Delegate for the National Plan on Drugs, MSCBS
- Gonçalo Felgueiras e Sousa, Head of Reitox and external partners unit, EMCDDA

09.30–11.00 (*Web streamed session*)

### **Session I: Getting to know the policymakers: insights from Alexandre Quintanilha and Jose Manuel Freire, moderated by Pau Marí-Klose**

*Room Europa*

- 09.30–09.45 'Thinking by myself': Each participant should reply to some questions related to the issue.
- 09.45–11.00 'Thinking with experts': Some experts will answer the same questions in a round table followed by a discussion with all participants.

11.00–11.30 *Coffee break*

*Room Europa satellite*

11.30–12.30

### **Session I (continued): Getting to know the policymakers: insights from Alexandre Quintanilha and Jose Manuel Freire, moderated by Pau Marí-Klose**

*Room polivalente*

- 11.30–12.10 'Thinking in groups': The same exercise, but now in groups, and taking into account the information of the participants and the experts.
- 12.10–12.30 'Conclusions': Presentation of the conclusions of each group.

12.30–13.30

### **Session II: Getting to know the policymakers: mapping, customer journeys, creating personas and needs assessment, Ezri Carlebach**

*Room Europa*

- Introduction

13.30–14.30 *Lunch break*

*Ministry Canteen*

14.30–17.30

### **Session II (continued): Getting to know the policymakers: mapping, customer journeys, creating personas and needs assessment**

- Exercises

20.30

**Dinner**

## Thursday 19 September

09.00–11.00 (*Web streamed session*)

### **Session III: Sharing best or worst practice from NFPs on informing policymakers**

*Room Europa*

- **Enrique Acín and Elena Alvarez** (Spain): ‘Joining forces’: examples in Spanish prisons.
- **Ioanna Yiasemi** (Cyprus): Contribution of the NFP to the work of a Parliamentary Committee.
- **Lies Gremeaux** (Belgium): They ask, we deliver: when listening to the question seems more interesting than the answer.
- **Kari Grasaasen** (Denmark): The political needs of background and facts from health advice institutions before deciding and changing laws.
- **Ilonka Horváth** (Austria): Policy briefing on complex figures.
- **Julie-Emilie Adès** (France): Tips for providing accurate information to policymakers, the French experience.
- **Gergely Horváth and Anna Horváth-Tarján** (Hungary): ‘stand-alone’ unit in a background institute (2004–17) vs. ‘staff members’ in the Ministry of Human Capacities (2017–present).

11.00–11.30 *Coffee break*

*Room Europa satellite*

11.30–13.00

### **Session IV: Tools for communication: how can information be more useful for policymakers?**

*Room Europa*

13.00–13.30

### **Closing of the academy**