Output interactive brainstorms to further develop the campaign’s four content tracks

Cambridge November 20 2019
Implement (1)

✓ Public awareness campaign on malnutrition (social media, TV, leaflets in practitioners cabinets)
✓ Ambassador programme: identify patient+relatives champions who speak to issue
✓ Relate malnutrition to ‘popular’ diseases to build awareness & partner with relevant stakeholders
Implement (2)

- Patient stories before & after nutritional treatment
- Share best practices of successful national campaigns
- Identify speaking opportunities in non-nutrition-related medical congress
- Partner with other industries (e.g. pharma) + relevant stakeholders to address malnutrition together
Implement (3)

✓ Engage consistently with policy-makers to also drive top-down change

✓ Malnutrition awareness week matches across countries
Implement (5)

- Education in schools regarding basic nutrition and cooking
- Certified online training ... translated for European nurses, HCA, GPs
- Accountability for training + certification
- Clinical lead in all European countries
- Align on national guidelines + implement in countries
Nutrition Day: Data to be published not only for professionals but also accessible for public (“Good nutrition to get home”)

Pharmacoeconomic studies (dr. Freier, Graz): nutrition is cheap & easy and saves money (management, caregivers, ..., co’s)
Measure (2)

- Recognition of malnutrition: and what to do? Audits!
- Address the bottlenecks: outcome, readmissions, ...Outcome
Influence (1)

- Patient stories & information on website + social media
- Patient part of meetings with MIPs & HCPs
- Awareness through medical journals & public media
- Help to activate local patient organisations
- ‘Celebrity’ patients
- Netflix documentary on malnutrition ;-)

Influence (2)
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- Speak of ‘nutrition’ to policy makers – everyday language
- Recognise different nutritional needs of elderly – need to maintain weight
- Speak of adding an extra 5 years of quality to life for the elderly
Influence (3)

- Consider using the services of a Public Relations company to communicate messages to media.
- Create coalition – under ONCA – of PEN Society, Dietitians, Industry, Caterers, Care Homes & Patients.
- Seek appointment of Clinical Directors Nutrition & Hydration at National and Regional level with decision making power.
Educate (1)

- Priority: Educate the future healthcare professionals, medics workforce
- Develop joint recommendations on the amount/topic to be taught to future HCP, endorsed by relevant organisation, ESPEN, BAPEN, etc.
- Join focus: recommendations to be endorsed by relevant professions/societies
Educate (2)

✓ Implement with support of medical school deans (survey, f2f interviews -> evidence based data

✓ Identify one leader per country

✓ Involve the students

✓ Support the patient for the nutritional care they are entitled to