

Output interactive brainstorming to further develop the campaign's four content tracks



Measure



Educate



Implement



Influence

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

Measure (1)



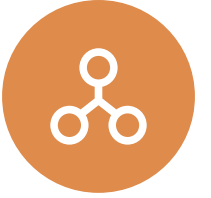
- ✓ Nutrition Day: Data to be published not only for professionals but also accessible for public (“Good nutrition to get home”)
- ✓ Pharmacoeconomic studies (dr. Freier, Graz): nutrition is cheap & easy and saves money (management, caregivers, ..., co’s)

Measure (2)



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

Influence (1)



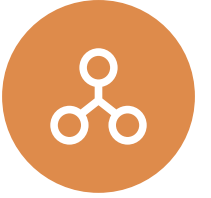
- ✓ Patient stories & information on website + social media
- ✓ Patient part of meetings with MIPs & HCPs
- ✓ Awareness through medical journals & public media
- ✓ Help to activate local patient organisations
- ✓ ‘Celebrity’ patients
- ✓ Netflix documentary on malnutrition ;-)

Influence (2)



- ✓ 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