

### BUILD GLOBAL HEALTH MOVEMENTS AT A LOCAL LEVEL



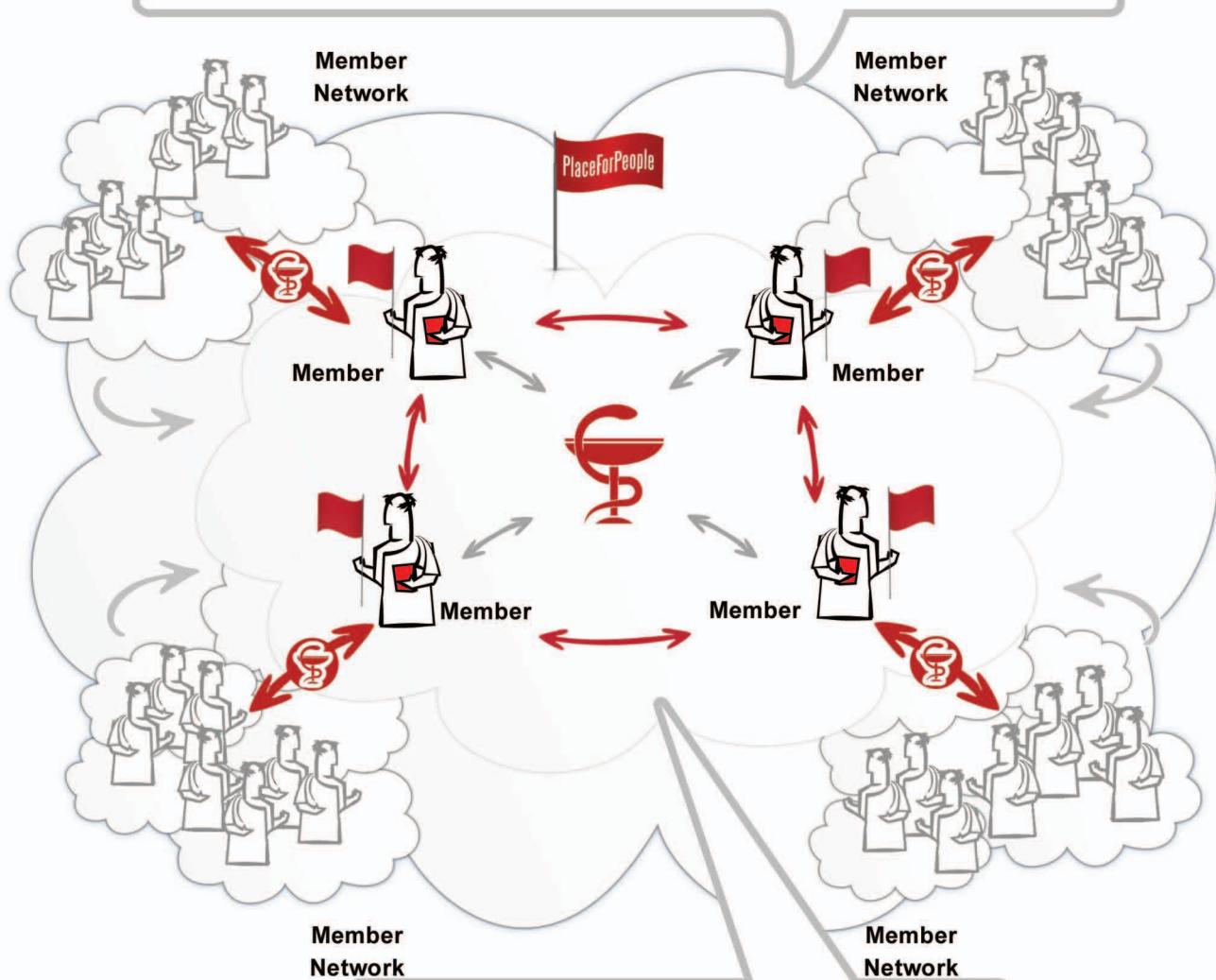
Movements aim to **change** established **treatment paradigms** and **policies**



The Advocates are PAG members, patients,  
Professional Society members, physicians, Alliance and Coalition members,  
nurses, caregivers and impacted citizens  
who run their own Advocate Campaigns locally under the same Movement

**BUILD, ORGANIZE AND ENGAGE YOUR  
ADVOCATE COMMUNITY!**

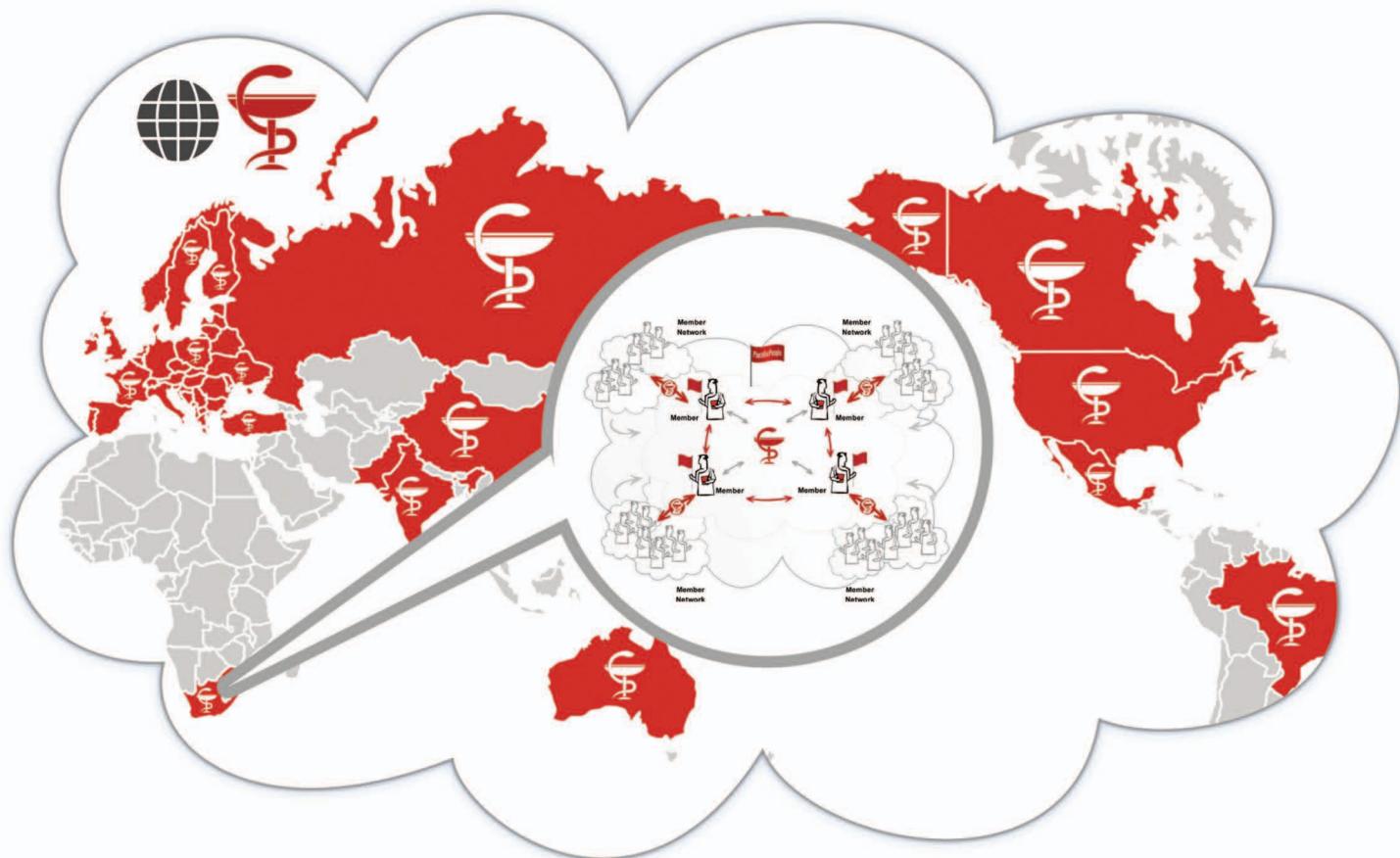
**A Dedicated  
Health Advocate Community Platform,  
Consolidating Advocates' Networks**



**Advocate  
Engagement Tools,  
Activating the Advocates**

**ALL LOCAL MOVEMENTS ARE UNITED  
UNDER 1 GLOBAL MOVEMENT UMBRELLA**

*Global Movement Option*



### **SCALABLE CAMPAIGNING AND COLLABORATION INFRASTRUCTURE**

Ready-to-go, multi-lingual, user-friendly technology  
Replicable campaigning and Best-Practice sharing  
Regular community engagement  
Comprehensive analytics of actions and local impact  
Full control on content management

### EXAMPLE APPLICATIONS OF PLACEFORPEOPLE



#### Public Outreach, Awareness and Engagement Movement

**Tackle Hepatitis Youth Movement**

Liver is the largest organ inside our body.  
Liver is our body's energy house.  
We need energy to play football.

Hepatitis B & C damages our livers  
and is an emerging global problem.  
Prevent Hepatitis, protect our livers.

Join the competition to spread the word & EARN attractive rewards!

How it works | Tips | Schedule | Start | Email

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3 CHOOSE Community  
4 CHOOSE your Campaign  
5 earn points!  
6 ADD More Content  
7 EARN Rewards

SHARE content and Certificate with your networks

CREATE & UPLOAD 'Why I advocate?' Video

Learn how to earn points!

Terms & Conditions | Organized by Liver Foundation, West Bengal

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**Audience:** 5,000 students in India, with an **exposure of 500,000 people**.

**Objective:** Equip the students to **educate their communities** about the link between healthy livers and sports.



#### Coalition Collaboration Toolkit (Internal)

WELCOME TO THE TOOLKIT PLATFORM!  
CHOOSE YOUR COMMITTEE TO PARTICIPATE IN RELEVANT PROJECTS

Steering Committee | Communications Committee | Business Development Committee

Policy Committee | Executive Committee

This site is intended for the CCCC members only.

Projects | Activity | Action List | Resources | Advocacy Program

CCCC Toolkit | Website Ads

Petaluma, California, United States

Led By Bill Remak

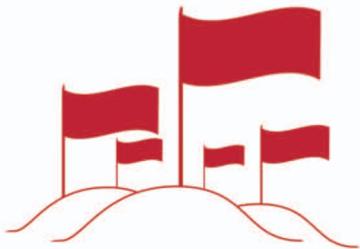
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**Audience:** Coalition of 35+ leading Health Associations representing 16 million patients in California.

**Objective:** Enable the members to collaborate on projects effectively as a team.

### WHAT ARE THE BENEFITS OF PLACEFORPEOPLE?

#### Build and Scale up Health Movements



- Consolidate the fragmented advocacy community
- Mobilize the Advocates
- Motivate 'User-Generated-Content' creation
- Engage the Advocate Community
- Boost online visibility - Equip every Advocate with 1 website

#### Focus on the patients and healthcare outcomes



- Ensure that the Advocates educate and support patients
- Enable the Advocacy Groups to engage with the sponsors in a transparent and professional way
- Equip the Advocacy Groups to become a credible and professional discussion partner to the Healthcare Authorities

#### Help patients to gain access to effective therapies



- Overcome hurdles to make drugs more accessible to the patients
- Support and promote the healthcare rights of the patients
- Bring the issue to the central agenda of the decision makers
- Push for policy change as a powerful and influential community

## PLACEFORPEOPLE PARTNERS WITH YOU AT EVERY STAGE

## TECHNOLOGY



Access to Desktop  
Health Movements  
Community Platform



Health Community  
Mobile App  
(IOS and Android)



Integration of  
Health Movements to  
websites



Movement  
Branding



Global Movement  
Local Health  
Movements Coalition



Multi-Language  
Package

## IMPLEMENTATION



Training of  
Associations  
and their Members



Identification of  
Advocate Pools



Implementation  
Support

**ANNEX I - PLACEFORPEOPLE APPROACH IS FULLY COMPLIANT WITH PHARMACEUTICAL CODE OF PRACTICE**Prescription Medicines  
Code of Practice Authority**Clause 23. Relationships with Patient Organisations**

**23.1 Pharmaceutical companies can interact with patient organisations** or any user organisation such as disability organisations, carer or relative organisations and consumer organisations to support their work, including assistance in the provision of appropriate information to the public, patients and carers.

**23.2** When working with patient organisations, companies must ensure that **the involvement of the company is made clear** and that all of the arrangements comply with the Code.

This includes the need to declare sponsorship (Clause 23.8) and the prohibition on advertising prescription only medicines to the public (Clause 22.1). The requirements of Clause 19, which covers meetings for health professionals and appropriate administrative staff, also apply to pharmaceutical companies supporting patient organisation meetings.

**23.3** Companies working with patient organisations must have in place **a written agreement \*** setting out exactly what has been agreed, including funding, in relation to every significant activity or ongoing relationship.

**23.4 No company may require that it be the sole funder** of a patient organisation or any of its major programmes.

\* Please refer to ANNEX II

**23.5** A company must not make public use of a patient organisation's logo or proprietary material without the organisation's written agreement. In seeking such permission, **the specific purpose and the way in which the logo or material will be used must be clearly stated**.

**23.6** A company **must not seek to influence the text of patient organisation material** in a manner favourable to its own commercial interests. This does not preclude a company from correcting factual inaccuracies.

**23.7** Each company must make **publicly available**, at a national or European level, a list of patient organisations to which it provides **financial support and/or significant indirect/non-financial support**, which must include short descriptions of the nature of the support. The list of organisations being given support must be updated at least once a year. The published information must include the monetary value of financial support and/or significant indirect/non-financial support provided to a patient organisation with a value to the organisation of £250 per project or more (excluding VAT).

**23.8** Companies must ensure that their sponsorship is always **clearly acknowledged from the outset**. The wording of the declaration of sponsorship must accurately reflect the nature of the company's involvement.

**Application of the Code of Conduct for PlaceForPeople Technology (Indirect Support)**

**Role of Pharmaceutical Company** = Donate licences of the technology to the Association(s), Create a written agreement about the engagement and publicly declare the nature and value.

**Role of Associations** = Use the Network Activation Platform as they prefer (e.g., for public outreach or internal collaboration), Develop own content, invite and engage advocates, Campaign with Advocates, Create (online) Coalitions with like-minded Associations.

**ANNEX II - MODEL TEMPLATE FOR WRITTEN AGREEMENTS BETWEEN THE PHARMACEUTICAL INDUSTRY AND PATIENT ORGANISATIONS**

When pharmaceutical companies provide financial support, significant indirect support and/or significant non-financial support to patient organisations, they must have in place a written agreement.

Below is a model template, which may be used in its entirety or adapted as appropriate, setting out key points of a written agreement. It is intended as a straightforward record of what has been agreed, taking into account the requirements of EFPIA's Code of Practice on Relationships between the Pharmaceutical Industry and Patient Organisations:

<b>Name of the activity</b>	
<b>Names of partnering organisations</b> (pharmaceutical company, patient organisation, and where applicable, third parties that will be brought in to help, as agreed by both the pharmaceutical company and the patient organisation)	
<b>Type of activity</b> (e.g. whether the agreement relates to unrestricted grant, specific meeting, publication, etc.)	
<b>Objectives</b> Agreed role of the pharmaceutical company and patient organisation	
<b>Time-frame</b>	
<b>Amount of funding</b>	
<b>Description of significant indirect / non-financial support</b> (e.g. the donation of public relations agency's time, free training courses)	

All parties are fully aware that sponsorship must be clearly acknowledged and apparent from the outset.

Arrangements for making transparent the details of the activities subject to the agreement

Code/s of practice that apply: to be completed

Signatories to the agreement:

Date of agreement: