

Annual report of the activities of the EUPHA section on Public Health Monitoring and Reporting (EUPHA PHMR)

2017

Content:



1. Publications and presentations by the section
 2. Participation in the WHO-EURO European Health Information Initiative on behalf of EUPHA
 3. Activities of the section Steering Committee
 4. European Public Health Conference 2017
 5. Communication
- Addendum: Section structure

1. Publications and presentations by the section

The EUPHA PHMR section was involved two publications published in the European Journal of Public Health.

*Fehr R, Alexanderson K, Favaretti C, de Jong J, La Torre G, Lim T, Martin-Olmedo P, Mekeel OCL, Michelsen K, Rosenkötter N, Verschuuren M, de Waure C, Zeegers Paget D. [Health assessments for health governance - concepts and methodologies](#). *European Journal of Public Health*, 2017. 27 (4): 609–616.*

*Verschuuren M, van Bolhuis A, Rosenkötter N, Tijhuis M, van Oers H. [Towards an overarching European health information system](#). *European Journal of Public Health*, 2017. 27 (4 Supplement): 44–48.*

Nicole Rosenkötter gave a presentation on behalf of the section during the BRIDGE Health event “Health Information of the European Union. The ERIC as a Tool.” on 20 April 2017. The presentation was entitled “[The added value for public health research](#)” and tackled the need for a sustainable EU health information infrastructure from a public health research perspective.

2. Participation in the WHO-EURO European Health Information Initiative (EHII) on behalf of EUPHA

The European Health Information Initiative (EHII) is a WHO Europe network committed to improving the information that underpins health policies in the European Region. It fosters international cooperation to support the exchange of expertise, build capacity and harmonize processes in data collection and reporting. The EHII is the umbrella network of several topic or region-specific networks:

- Central Asian Republics Information Network, CARINFONET
- European Burden of Disease Network, EBoDN;

- Small Countries' Health Information Network, SCHIN;
- a new health information network in preparation within the South Eastern European Health Network, SEEHN
- a new WHO Action Network on measuring population and organizational health literacy (M-POHL Network)
- European Evidence-informed Policy Network, EVIPNet

By early December 2017, the EHII has 37 members, including 28 WHO Europe Member States, several non-state actors, charitable foundations, and the European Commission and the OECD. When considering member state participation in health information networks, 48 Member States of the WHO Europe Region take part in and contribute to at least one of these networks.

The EHII works in six key areas:

- gathering and analysing information that deepens the understanding of health and well-being, with a focus on indicators;
- enhancing access to and dissemination of health information;
- building capacity;
- strengthening health information networks;
- supporting the development of health information strategies; and
- communication and advocacy.

The EUPHA PHMR section president participated in 2017 in three meetings of the EHII Steering Group.

- 7th meeting in Copenhagen (21. and 22. March 2017),
- 8th meeting – a WebEx meeting – on 21. June 2017, and
- 9th meeting – a WebEx meeting – on 22. November 2017.

The meetings have usually a common structure:

- Updates from WHO Europe, especially regarding activities in the key areas and on the development of health information networks within the EHII.
- Updates from the EC, Eurostat and OECD as well as updates from the current major health information project BRIDGE Health and the upcoming health information Joint Action (InFact) and the development of a European Research Infrastructure Consortium on Health Information for Research and Evidence-based Policy.
- Updates from member states
- Updates on activities like a health indicator mapping exercise. This exercise aims to identify overlaps between indicator sets of the main international health information stakeholder in Europe (WHO-Europe, OECD, Eurostat). Updates on the revision of the SUPPORT tool, a tool that is used to assess health information systems and develop national health information strategies.
- Review of the action plan.

During the meetings the EUPHA PHMR president has given updates on EUPHA activities like publications and EPHC pre-conferences and workshops.

Every meeting is summarised in a meeting report that can be found on the EHII website.

More information: <http://www.euro.who.int/en/data-and-evidence/european-health-information-initiative-ehii>

3. Activities of the section Steering Committee

- The Steering Committee provided feedback on the meeting materials for the EUPHA Section Council meeting in February 2017, which was attended by the President.
- The Steering Committee provided input for the 5th EUPHA PHMR section newsletter published in October 2017.
- The Steering Committee supported the section president in submitting/ organizing EPHC 2016 workshops and the pre-conference.

4. European Public Health Conference 2017

EPHC pre-conference (1st November 2017, 09:00-17:00)

The section organized a pre-conference on “**Sharing health information and evidence with policy makers: tools for transferring knowledge into policy action**” at the EPHC 2017. The full-day pre-conference was organized in cooperation with BRIDGE Health, the European Observatory on Health Systems and Policies and the European Public Health Alliance. The pre-conference was supported by the European Commission's Consumers, Health, Agriculture and Food Executive Agency (CHAFEA). About 40 participants followed the pre-conference. The presentations of the pre-conference can be found on the EUPHA PHMR section website ([workshops/conferences](#)).

The speakers provided recommendations on the sharing of health information:

Framing of policy briefs

- Who (which decision makers) is the evidence targeted at? What do they already know? What are their preferences?
- How does the evidence address the policy question? How can it be made accessible?
- Is the brief to identify an issue or refine a policy already planned? Can it be delivered ‘in time’? Is there scope for a long term link around the issue?

Reaching policy makers

- Try to foresee policy implications of your research work, i.e. "new" life of your work post-publication.
- Offer clear-cut actionable policy recommendations in the short, mid and long run.
- When possible, cross-check your messaging with communications specialists - use simple language to get your message across to lay persons.

Writing policy briefs

- The aims: What is the brief trying to achieve? Is it presenting evidence or options or advocating?
- The audience: What is the brief trying to achieve? Is it presenting evidence or options or advocating?
- The plans: Is there a clear story line? How will the brief be structured, signposted and kept simple? Do the author(s) and the editor know what is expected? Can reviewers help?

Using data (1)

- What? Grab policy maker or general public attention by describing the problem in a compelling way (key facts)

- So what? Tell policy makers or general public why the problem is important (health and economic impacts)
- Now what? Propose policy options/recommendations to address the problem, including potential benefits & costs

Using data (2)

- Exploring (disaggregating) data and trends uncovers very pertinent areas where health action needs to be taken.
- Data can demonstrate both successes and failures of policies, and both provide valuable lessons, particularly within Europe.
- Data / quantitative indicators need to be well understood and need analytical context to become a meaningful tool for policy making.

Key messages

- The focus: What is the policy question? What does the policy maker (really) need to know?
- The style: Is the language simple and clear? Are there any 'academic' tics that undermine the messages?
- The brief: If it is hard to find the key message, is it possible the brief doesn't actually work?

Infographics

- Generate a Persona for your infographic audience to guide initial decisions.
- Apply McCandless' 4 tiered framework for evaluating infographics.
- Always consider opportunities for novelty and collaborations with designers where goals and budgets are appropriate.

Skills building seminar: Health information is beautiful: communicating health information through infographics, 2 November 2017 (09:00-10:30)

Chair: Nicole Rosenkötter, EUPHA (PHMR) & NRW Centre for Health (LZG.NRW)

Speakers:

Catherine Stones, Graphic and Communication Design, University of Leeds, UK

Holly Nielsen, World Health Organization, Regional Office for Europe

Mariana Dyakova, Public Health Wales, UK

Arne Häger, (ECDC) ArneHaeger.com

The workshop was held successfully. About 80 participants attended the workshop. The presentations can be found on the EUPHA PHMR section website ([workshops/conferences](#)).

Annual meeting

An invitation to the annual meeting as well as preparatory material was forwarded to the PHMR section members via the Mailman System on 21 October 2017.

The Join the Network Meeting took place on 3 November 2017 at the EPHC in Stockholm (12:10-13:40). The agenda and the minutes of that meeting can be found on the PHMR section website.

Twitter activity

The section tweeted during the conference. A summary of the section tweets and retweets can be found here: <https://storify.com/PHMR/ephc-stockholm>

5. Communication

Newsletter

In October 2017 the fifth issue of the PHMR newsletter was published on the section specific web pages of the EUPHA website. The newsletter was

- forwarded to the PHMR members via the Mailman system
- uploaded at the LinkedIn group of the section
- twittered via the sections Twitter account

Website

The section's annual activity report 2016 was placed at the section specific web pages of the EUPHA website, as were the minutes of the 7th annual EUPHA PHMR section meeting in Vienna 2016 and the fifth issue of the PHMR section newsletter (see above).

Twitter account



The section has a Twitter account (@PHMRsection). The section president is managing this account. The Twitter account is followed by 260 people (10 December 2017). More than 200 tweets were sent during the year. The number of follower is constantly growing.

LinkedIn Group

The LinkedIn group allows members to start discussions and share new publications or job offers. The section President is managing the account. On 10 December 2017 the LinkedIn Group had 55 members.

The section is thinking about closing this communication channel since there is hardly any interaction via this channel.

Mailman system

The section used the mailman system on several occasions to inform the section members on section related matters and job offers.

ADDENDUM

Section structure

Members

1392 members (10 December 2017)

Steering Committee

Marleen Desmedt	Eurostat, Luxembourg
Gaetan Lafortune	OECD, France
Neil Riley	NHS England, United Kingdom
Claudia Stein	WHO-EUR, Denmark
Hans van Oers	RIVM, The Netherlands
Marieke Verschuuren	RIVM, The Netherlands

Vice-President

Petronille Bogaert	Scientific Institute of Public Health, Belgium BRIDGE Health, InFact
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President

Nicole Rosenkötter	NRW Centre for Health (LZG.NRW), Germany
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