



IPOPI XIIth Biennial Meeting NMO Advocacy and Media Workshop

What IPOPI tools are available to help?

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Executive Director

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Hall E, Firenze Fiera, Fortezza da Basso
Florence, Italy



What tools are available to help?

- IPOPI provides a series of support tools and programmes to its membership with a view to:
 - Support NMOs in their advocacy and awareness raising campaigns
 - Provide structure and guidance
 - Consolidate key messages and strategies...but adaptable to different national environments
 - Optimize overall efficiency of advocacy campaigns

What tools are available to help?

- **IPOPI has developed several programmes and toolkits to support its NMOs carry out awareness and advocacy campaigns**
- Awareness campaign Workshops (National Scope)



What tools are available to help?

- **IPOPI has developed several programmes and toolkits to support its NMOs carry out awareness and advocacy campaigns**
- Advocacy and Media Training Intensive Workshop (Regional Scope)



What tools are available to help?

- **IPOPI has developed several programmes and toolkits to support its NMOs carry out awareness and advocacy campaigns**
- NMO Professionalization Programme



What tools are available to help?

- **IPOPI has developed several programmes and toolkits to support its NMOs carry out awareness and advocacy campaigns**
- **IPOPI NMO Support Grant Programme**



What tools are available to help?

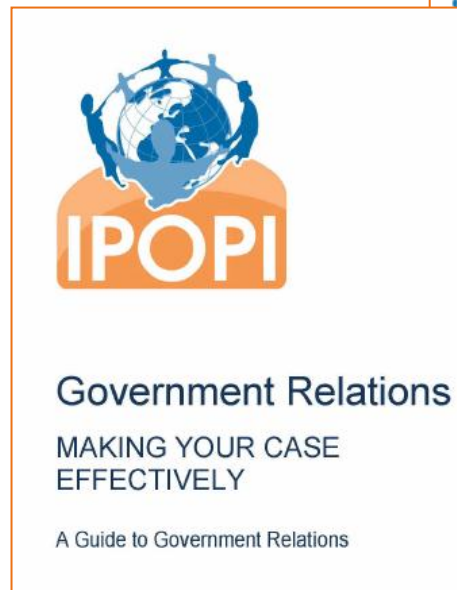
- **IPOPI has developed several programmes and toolkits to support its NMOs carry out awareness and advocacy campaigns**



What tools are available to help?

Advocacy Campaign Toolkit

- A Guide to government relations – Making your case effectively
- Effective use of Media
- Checklist – Effective press conference
- Factsheets:
 - Governments
 - Doctors
 - Celebrities



4. IPOPI Support Programmes and Toolkits



Awareness Campaign Toolkit

- Broadcast Guideline
- Government Fact Sheet
- Media Guidelines
- Template Celebrity letter
- Corporate Sponsorship Guideline
- Celebrity guidelines
- Family/School guidelines
- PID leaflet guideline
- Facts for the Medical Community Guideline
- World PI Week Toolkit

What tools are available to help?

Online resources:

[IPOPI NMO Website Toolkit](#)

www.worldpiweek.org



First
NMO
website



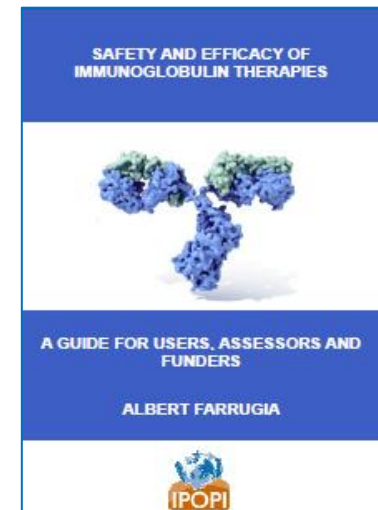
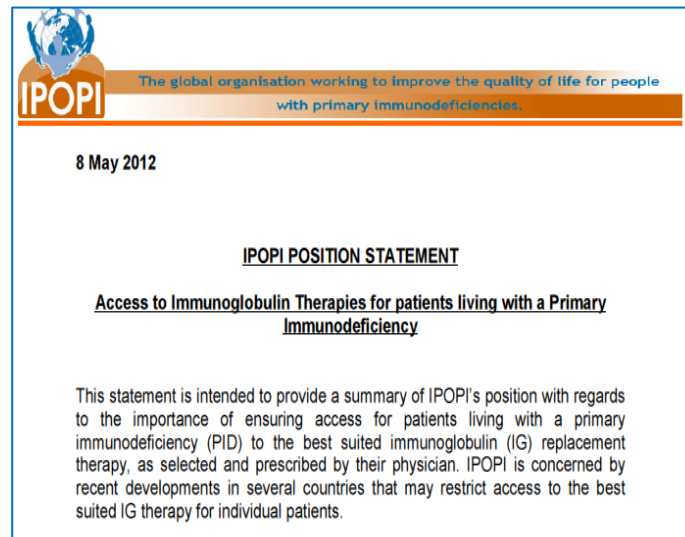
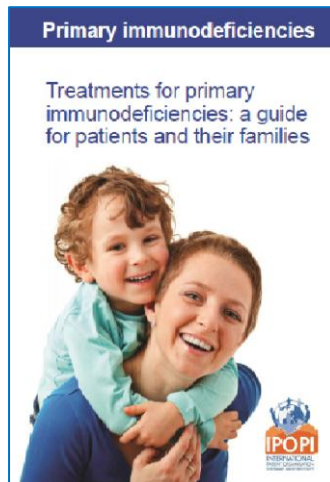
What tools are available to help?

Online resources:

And of course

www.ipopi.org

→ IPOPI website contains a wealth of other resources (publications, position statements, latest news, IG database..)



ALWAYS KNOW THAT IPOPI IS THERE AS THE FRIEND AND SUPPORTER OF YOUR NMO!

**The Global Office in Lisbon is only a
Skype Call or e-mail away and the
services are FREE to NMOs and
Associate Members!**