



PRESS ACTIVITIES

Press content on a disease area has the power to influence awareness and behaviour amongst the masses but also amongst decision makers. Online media can have a significant impact on the debate about access to medicines or care, and this influence can reach across borders.

Important points to consider when engaging in press activities

- **Get the Facts:** There should always be a concrete, factual event, activity or project that is newsworthy at the starting point of your engagement with the press (e.g the launch of a survey, the publication of a report, the starting or ending of a project, etc.)
- **Use Data:** You should have quantitative (number of patients treated, number of prostheses/orthotics fitted, etc.) as well as qualitative information at hand to share with the journalists

Editorial/feature article

You can explore whether a professional in your network is willing to approach a journal (some may be involved with a journal associated to their profession, or have relationships with the editorial board of the relevant journal) to author an editorial or feature article outlining the issues relating to kidney donation and transplantation and highlighting the unmet need.

Press event

You may consider inviting a selection of journalists whom you believe will have an interest in your issue to a press event. Preparation of speeches and key messages, background documents, coordination of logistics, follow up with press, etc. will be important matters to consider. Again, like a news article, be sure to gather your facts and have data ready to be presented along with your key messages.