



WORKSHOP ON POLITICAL INVOLVEMENT

OBJECTIVES OF THE WORKSHOP

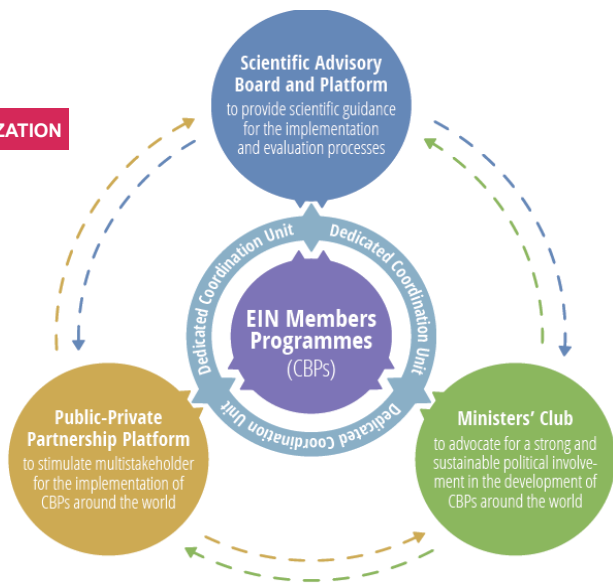
1. Understand the importance of political involvement for the success and sustainability of the program.
2. Identify how politicians can help us? What should we ask them? How?
3. How can we help them? For what?
4. What are the tools to help us?
5. Concrete deliverables for the programs

POLITICAL INVOLVEMENT AS A PILLAR OF EPODE'S METHODOLOGY

1. We need the political support
2. From the local to the international level
3. At the local level politicians have the power to open doors, to champion the programme, to give human, in kind and financial resources, to motivate the population and change local policies and environment
4. At the state level, influence on policies and regulations
5. Don't forget the opposition, half life of a politician is often short
6. Talk "politician": welfare of voters, communication, ROI, re-election,
7. Identify risks/opportunities: What are the risk and benefits for a politician to be involved? What are the risk and benefits for a program to have a politician involved? don't forget the sustainability



EIN ORGANIZATION



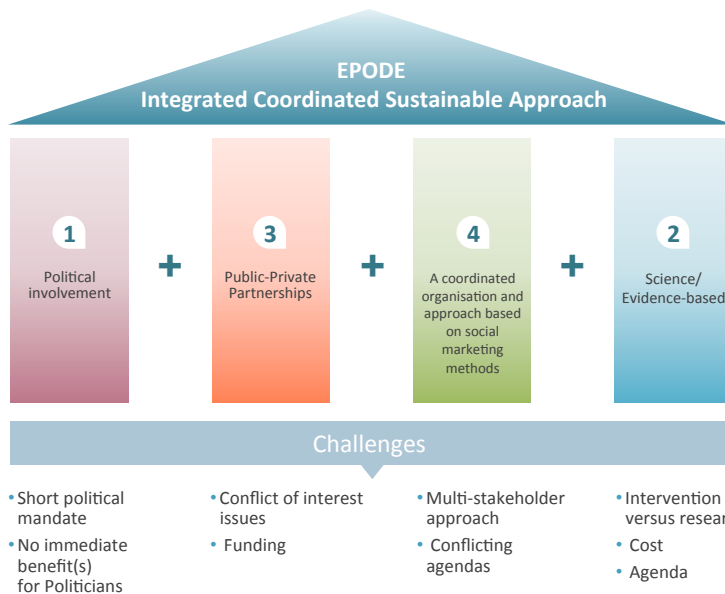
CBPS

PREVENTION NETWORK

5



EPODE Methodology is based on 4 pillars which work together



CBPS

PREVENTION NETWORK

4

+ VIDEO HASSELT'S BURGMEISTER



HOW POLITICIANS CAN HELP US?

Video John Hill

example of the first Lady in Cyprus, Chili, France: try to involve high level and "people" political champion

example of the Ministry for sport in Rumania, Jamie Oliver in Australia

risk for them: conflict of interest especially when the private sector is involved

risk for the programme: change of political majority and reject of what was supported by the former ministers (Chili); less risk at the local level

CASE STUDY by Gert Johansson , Public Health Planner, Partille Municipality
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Mobilizing local and regional political partners

1. Mandate – Legality (speak)and Legitimacy (listen)
2. Goals: Short, middle and long term
3. Anchorage – Politicians, bosses, key persons, staff, public – Boards and Authorities – Network
4. Show and spread results – Se number three



 PARTILLE KOMMUN
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Mobilizing local and regional political partners

1. Strategic work – ordinary activities
2. Transsectoral coordination – commerce
3. Education, information, marketing – Internal and external
4. Health promoting and preventive work
Initiate-to perform, follow up, evaluate



 PARTILLE KOMMUN
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HOW CAN WE HELP THE POLITICIANS



inform, inform and inform them on:

- awareness of obesity prevention issues,
- rates of obesity and evolution in their territory
- impact of their action
- evaluation of the trend
- media coverage

give them visibility

- at the local scale (events, press conference...)
- at the state level (club of mayors)
- at the international level (EIN) + video DAVIS

Reassure them on their ROI

Experience of **EPODE FLANDRES LYS**

HOW CAN EIN HELP YOU?

1. Role of international pressure (Video Mark Willians): The politicians are very sensitive to the international recognition. It's key for the government and the ministers or members of the parliament
2. EIN club of ministers: ask your high level politicians to be member of the EIN club of Ministers, EIN can send a letter of invitation to be member on your demand
3. EIN Ministers letters to ask the local mayors or ministers to support locally your programme
4. EIN Recognition (medals): if you want that the EIN rewards one of your politics, ask us for the medal and for the diploma
5. Creating mayors club in each country (EIN can help you to do) and be member of the EIN ministers club

