Societal Impact of Pain (SIP)

SIP Advocacy Toolkit

The Societal Impact of Pain (SIP) Platform





Led by the European Pain Federation EFIC and Pain Alliance Europe

About this toolkit

Why this toolkit

The Societal Impact of Pain (SIP) platform has developed this Advocacy Toolkit to support stakeholders in understanding how to establish and strengthen national platforms, and how to design and implement effective advocacy strategies in the field of pain.

What it offers

This presentation provides practical guidance, key considerations, and concrete steps to help stakeholders engage with policymakers, build alliances, and drive meaningful change at national level.

Who it is for

It is intended for all actors committed to improving pain management, raising awareness, and advancing policy action across Europe.

Why is SIP Europe working on this?

National governments hold more power over health policy than the EU



Each SIP NP brings unique needs, flexibility is key



How does advocacy affect healthcare and pain care?



Raising awareness

Educates the public, healthcare professionals, patients, and policymakers about the complexity of pain, and helps reduce stigma.



Influencing policy

Encourages governments and policymakers to prioritise pain management and improve access to treatment and care.



Improving patient care

Raises the concerns of people living with pain in discussions on clinical guidance and access to multimodal treatment.



Empowering patients

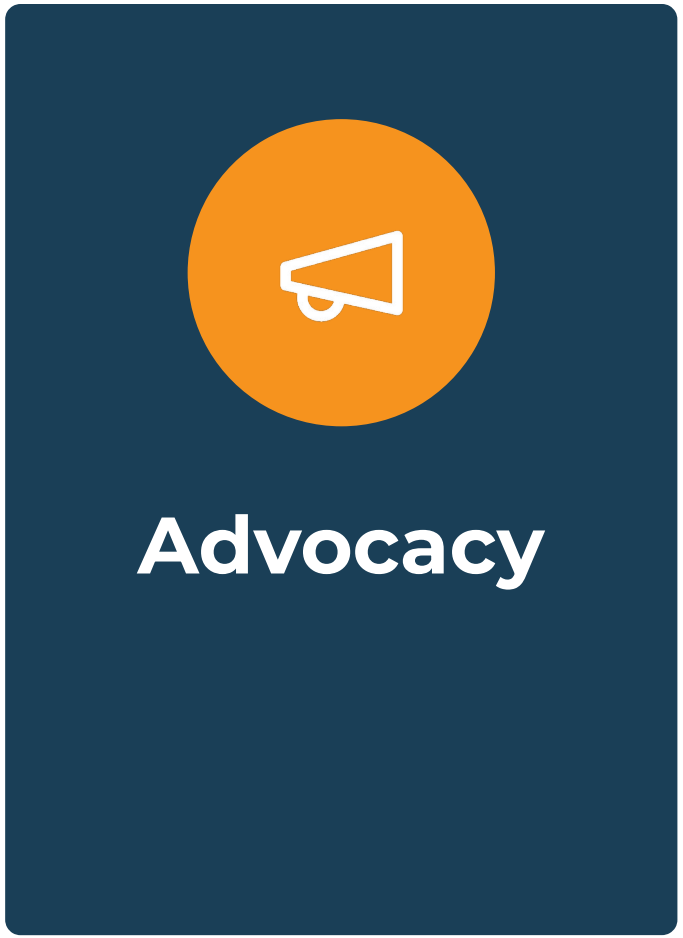
Strengthens the voice of patients in treatment decisions and supports patient organisations.

How does advocacy affect healthcare and pain care?

- Government public health policy priorities
- Health systems modernisation and digitalisation
- Economic considerations: productivity and return-to-work
- Healthcare workforce, skills, and training
- Health systems organisation, care pathways, and specialist centres
- And more



Advocacy, policy, and lobbying



Any activity aimed at influencing decision-makers and raising awareness about a cause, issue, or group. It includes public campaigns, stakeholder engagement, expert consultation, and communications work to shape public opinion and political will.

Example

A patient group advocating for better access to pain treatment through awareness campaigns, stakeholder meetings, or reports.

It is legal, non-partisan, and includes both public and private efforts to promote change.

Advocacy, policy, and lobbying

Lobbying

A more specific form of advocacy that involves direct interaction with policymakers (e.g. elected officials, government staff) to influence specific legislation, regulations, or funding decisions.

Example

Meeting with a Member of the European Parliament (MEP) to ask for amendments in a legislative file that affects your sector.

Often subject to transparency and registration rules (e.g. the EU Transparency Register), especially when targeting institutions directly.

Advocacy, policy, and lobbying



Policy

The rules, laws, strategies, and action plans created by governments or institutions to address societal issues. Policy work involves developing, shaping, evaluating, or implementing these decisions.

Example

Europe's Beating Cancer Plan is a policy initiative that outlines action areas, funding mechanisms, and coordination strategies to reduce the cancer burden across Member States.

SIP overarching objectives

1



Integrating pain management within healthcare systems

Pain management as a core component of quality healthcare and patient care.

2



Pain in employment and economic considerations

Address the impact of pain on employment and recognise the economic cost of unmanaged pain.

3



Promoting pain research and education

Prioritise pain education and increase investment in pain research.

4



Pain as a chronic condition

Promote the ICD-11 definition of chronic primary pain across healthcare systems.

Milestones



The full list of milestones is in the speaker notes.

What is a SIP National Platform?

An umbrella organisation

A SIP NP groups national or regional organisations and associations interested and active in pain care.

Mostly informal bodies

Most SIP National Platforms are informal bodies.

Closely aligned with SIP Europe

Each National Platform is closely aligned with SIP Europe.



Why is a SIP National Platform needed?



Stronger by speaking in one voice

Creating a SIP NP strengthens the pain care movement in your country.



Work smarter by sharing resources and knowledge

A NP helps build expertise, expand perspectives, and optimise resources.

How to set up a SIP National Platform

The motives for establishing a SIP NP might have an impact on how it is shaped, but essentially the process of establishing a SIP NP will go through the following steps:

1



Identify individual representatives of the SIP partners

2



Identify SIP allies and priorities at national level

3



Follow SIP EU advocacy guidance

4



Identify key stakeholders and relevant resources for policy engagement

5



Develop a concise policy asks document

6



Engage with policymakers

Funding, transparency, and ethics

Guiding principles

- **Ethics and transparency**
- **Governance, partnerships, funding, and communications**
- **Pharmaceutical sponsorship**

Important to remember

- All SIP activities must be non-promotional and not linked to specific treatments
- The SIP disclaimer must appear on all materials
- Comply with applicable laws and codes of practice



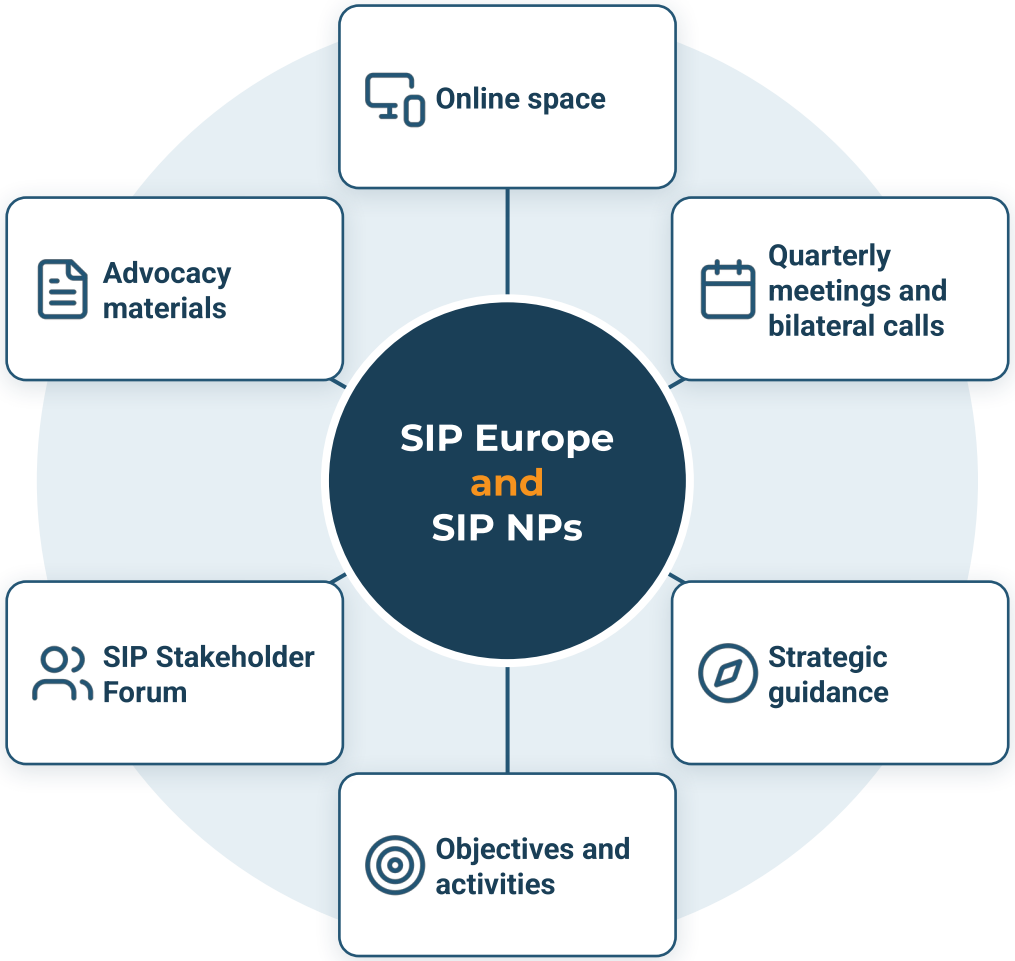
An aligned advocacy strategy

SIP objectives where National Platforms play a key role



SIP National Platforms play a leading role in raising awareness at national level and in exchanging information and best practices.

How can we work together?





SIP's toolkit for an aligned advocacy strategy: what will you find?

- **Overview of tools and resources provided by SIP Europe**
- The basics of defining and executing an advocacy strategy (e.g. hooks, tools, and tactics; monitoring, stakeholder mapping, and public meetings; developing resources)
- **Tips for effective lobbying**
- **Best practices for ethical and transparent lobbying**
- **Funding considerations**



For more information about SIP's Advocacy Toolkit, please contact:

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EFIC Pain Alliance Europe

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EFIC is a Federation of IASP