



# 2008 Activity Report

## INTRODUCTION

Welcome the EMHF's Activity Report for 2008. This report gives you a brief overview of our work during the year. For more detailed information you are invited to visit the EMHF website at [www.emhf.org](http://www.emhf.org) or contact the EMHF secretariat at [office@emhf.org](mailto:office@emhf.org).

EMHF had 4 main objectives for 2008:

- Raise awareness among senior level stakeholders
- Increase visibility in European policy debates
- Boost membership coverage and integration
- Build capacity (staff, skills, funding)

EMHF has been working harder than ever on behalf of its members to deliver on these objectives:

- EMHF has given men's health in Europe a public and policy profile never achieved before through high level representation at external events, the development of strong partnerships and alliances around key policy issues and through collaborative projects.
- The Vienna Declaration continues to progress while new initiatives such as the International Policy Review, Value+, and EMHF's contribution to the EU global health report herald the beginning of EMHF proactive involvement in EU policy debates.
- EMHF invested in internal communications with members, strengthened our network and increased membership benefits.
- Several new member organisations have joined us, extending our presence to Sweden and the Netherlands.

I would like to take this opportunity to thank our members and partner organisations in the European Union for their support and contribution to these achievements. I look forward to our continued collaboration to face the challenges that still lie ahead. Together we will work to ensure men's health becomes better firmly established on the EU public policy agenda and that in each European country, we soon see national men's health policies being launched as in Ireland at the end of 2008.

Ian Banks  
President EMHF

## STRATEGIC FRAMEWORK

EMHF's 2007-10 business plan defines and articulates its medium to long term objectives as follows:

- Increase awareness and support among key stakeholders
  - Leverage existing opportunities (IMHW, Declaration)
  - Invest in partnership building and communication planning
  - Increase representation at external events
- Raise men's health on the European public health agenda
  - Improve EMHF contributions to EU policy debates
  - Reinforce issue planning to underpin coalition building projects
  - Participation in priority research development
- Develop and diversify sources of funding
  - Diversify income sources within and outside of industry
  - Develop innovative and flexible means of funding
- Accelerate capacity building
  - Expand network membership and coverage
  - Foster network collaboration
  - Ensure the sustainability of the management structure

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## INCREASE AWARENESS WITH SENIOR LEVEL STAKEHOLDERS

Building on 2007 achievements, the Forum continues to increase the profile of initiatives aiming to promote a greater understanding of men's health issues among key stakeholders. These initiatives fall into three main categories:

### Key Events

EMHF representatives have actively participated in a dozen major European or international health-related events. Here are some of the highlights:

EMHF President Ian Banks moderated the Spring conference of the European Patients Forum (EPF) organised on the theme of health literacy. EMHF played host to some of the most senior European public health stakeholders including EU Commissioner for Health Ms A. Vassiliou.

EMHF organised thought provoking workshop *Men's health more than just hot air!* during the European Health Forum Gastein ([www.ehfg.org](http://www.ehfg.org)). Building on the successful outcomes of its 2007 court case, this year's event chaired by EMHF President Ian Banks saw three expert panellists representing the fields of politics, occupational health, and counterfeit medicines defend the contribution of their respective areas to improving men's health. The meeting was extremely well attended with national

### Key Events (examples of)

- EPF Spring conference
- European Health Forum Gastein
- WHO/EU Closing the Gap in a generation
- EPF Autumn Advocacy Seminar
- ESSM/ISSM, EAU congresses

health ministers, EU and WHO representatives, and senior academics. In addition, Ian Banks represented patients and civil society on the panel of a plenary panel session and was able to address the EU Health Commissioner directly on the topic of men's health.

EMHF participated in a major worldwide conference in London which aimed to build on the EU/WHO report *Closing the Gap in a generation* and debate options for governments across the world to reduce health inequalities. EMHF was the only group to raise the question of the role of men in reducing gender-based health inequalities.

EMHF Director Erick Savoye moderated EPF's Autumn Regional Advocacy Seminar for leaders of patient organisations which took place in Vilnius for patients' organisations in the Baltic region and Poland. EMHF president Ian Banks attended the joint meeting of the International and European Societies for Sexual Medicine (ISSM/ESSM) and of the European Association of Urology (EAU).

## Main projects

The Vienna Declaration on the health of men and boys in Europe was launched in October 2005 but the resources needed to publicise it and generate support had been lacking. Towards the end of 2008, the secretariat produced a new leaflet gathering recent EU policy updates in support of a new mini-campaign to revive awareness of the Declaration. The campaign involved a number of national member organisations which wrote to their Members of the European Parliament to solicit their support. In 2008, over 50 new high level endorsements were received bringing the total to just over 500 signatures, most of them from organisations. Campaign efforts will continue in 2009 as it is expected the process will officially close during the World Congress on Men's Health in the autumn.

To launch a new strand of work on men's health interventions through the workplace, EMHF launched a new initiative at the end of 2007 to promote the effectiveness of the workplace for the early detection of lung cancer, particularly in Men. A second and larger steering group meeting took place in the spring that brought together over 25 expert attendees coming from across Europe (including medical oncologists, cancer nurses, EU and WHO Europe officials). There was general agreement that the workplace is an effective setting for the communication of health messages and for affecting positive changes in health behaviours, particularly with regard to migrants. The session resulted in a series of concrete recommendations as regards measures needed in the workplace for earlier diagnosis of lung cancer in men and a report is due to be published in spring 2009.

### Main projects

- Vienna Declaration revival
- Lung Cancer project
- First European 'mini-manual'
- EU-OSHA campaign partnership
- Healthy Stadia

In a bid to develop a concrete example of health communications to male audiences at European level, EMHF partnered with Roche, Arthritis Care UK, and the European League Against Rheumatism (EULAR) to produce the first of a series of European 'mini-manual' based on the award-winning MHF-Haynes formula developed in the UK. The booklet aimed to dispel commonly accepted myths that rheumatoid arthritis only affects women. 2009 additions are likely to include sexual health and workplace health.

EMHF became one of 5 first official partners in EU-OSHA's 2-year risk assessment campaign entitled 'Health Workplaces'. The EU Agency for Safety and Health at Work acknowledges the importance of gender in occupational health and safety albeit largely from the point of view of protecting women. EMHF's appointment signal OSHA's recognition of the importance of men's health expertise in the workplace for the reduction of accidents and injuries, of absenteeism and the promotion of better health and employee morale. EMHF's partnership will continue into 2009 with several awareness raising events planned, including a Brussels seminar to mark International Men's health Week in June.

EMHF is a collaborative partner in the EU-funded Healthy Stadia project which aims to increase health promoting opportunities through sports stadia. EMHF will be actively contributing to its closing conference in September 2009.

### Other platforms

As well as events and collaborative projects, EMHF has been represented on a number of high-level discussion and advisory platforms where it is able to interact with other stakeholder groups and promote men's health interests.

EMHF remained a member of Gamian Europe and a full member of the European Patients' Forum during 2008. It expects to also become a member of the European Public Health Alliance in early 2009.

[www.emhf.org](http://www.emhf.org) and its monthly newsletter to over 1400 subscribers remain important pillars for EMHF's communications. Editorials, announcements, news articles and other resources are regularly proposed to external stakeholders from its public section.

EMHF's President is also co-editor of the Journal of Men's Health (Elsevier) were regular EMHF news columns feature. EMHF also write articles and papers for dissemination through other organisations such as ECCO (the European Cancer Organisation).

#### Other platforms:

- **European Alliance for Access to Safety Medicines (counterfeit medicines)**
- **ECCO Patient Advisory Committee (Cancer)**
- **Roche Patient Advisory Council (cancer)**
- **European Federation of Pharmaceutical Industry Associations Patient's Think Tank (Public Health Policy)**

### INCREASE VISIBILITY IN EUROPEAN POLICY DEBATES

Since the departure of EMHF's policy officer In April 2007, EMHF's contributions to public policy have been largely dependent on the timely availability of human resources. EMHF was able to respond to one EU consultation: The Commission consultation on a legislative proposal on information to patients (April 2008).

In 2007, EMHF became part of 8 associate partners in the EU-granted Value+ project led by the European Patients Forum. The project effectively started in the Spring of 2008. EMHF and the European Institute for Women's Health have been examining the impact of gender on meaningful patient involvement across health-related EU-funded projects. The production of a toolkit, policy recommendations and a conference in association with the Swedish Presidency of the EU are among several key deliverables for 2009.

**Response to the Commission's consultation on a legislative proposal on information to patients**

**Men and meaningful patient involvement in EU projects (Value+)**

**Men's health in major EU health status report**

EMHF Board member Prof. Alan White and Director Erick Savoye, contributed a men's health perspective to a major EU report on the health status of the European Union as part of the EUGLOREH project. The report launched in April 2009 is aimed at public health policy makers all over Europe. It is the first time that the men's health story is being told at such a high level. Ref: *White AK, Savoye, E and others (2009) Main Health Issues and Trends for Different Age and Gender Population Groups (Section 9.3 & 9.5). In The Status Of Health In The European Union: Towards a Healthier Europe. Brussels European Commission.*

The September Board meeting voted to increase EMHF's policy role with more contributions to EU policy debates and a more proactive stance on promoting men's health with policy makers.

EMHF subsequently applied for membership of the EU Cancer Platform to prevent and control cancer and thus contribute to reducing inequalities in tackling cancer and reduce the burden of cancer. This application was awaiting a favourable answer at the end of 2008. EMHF joined the newly formed EU Sexual health Forum where it hopes to contribute to a possible Commission initiative early in the life of the new Parliament and new College.

EMHF started to prepare for Commission consultations scheduled for the beginning of 2009 on the future of the European health workforce and on reducing health inequalities in Europe. EMHF has maintained close links with DG Sanco at the Commission, and hopes to become a member of the EU Health Policy Forum at the first opportunity.

In late 2008, EMHF in partnership with 11 other men's health groups and organisations around the world began work on an international review of men's health policy. The project is intended to provide benchmarking and guidance for future men's health policy development. EMHF believe it is the first time this exercise is being undertaken and wishes to thank David Wilkins from the Men's Health Forum in England and Wales for initiating this project on behalf of EMHF. The report is expected to be completed in the Spring of 2009 and officially launched later in the year at the World Congress of Men's Health in Vienna.

EMHF remains an active member of the EFPIA (European Federation of Pharmaceutical Industry Associations) policy think tank of industry and patients representatives.

**Application for membership of Cancer Platform and Sexual Health Forum**

**Preparation for early 2009 Commission consultations**

**Start of International men's health policy review**

**EFPIA policy think tank quarterly meetings**

## **BOOST MEMBERSHIP COVERAGE AND INTEGRATION**

EMHF's annual network meeting which took place in Stockholm in April was a fervently anticipated opportunity for all members to meet physically face to face and exchange practice information on men's health activities across Europe.

Following the recent appointment of an additional member of secretariat staff, a key objective of this meeting was to guide efforts from the Secretariat to improve the value of membership benefits. Under the so-called 'Stockholm Action Plan', internal communications were vastly improved, the member's section on the EMHF website was redeveloped, an online men's health knowledge base and resources for organisational development is now proposed and updated on a monthly basis. In addition, free or discounted access was negotiated for events such as the Nordic men's health conference 2008 (Stockholm) and the Journal of Men's Health which now includes the quarterly publication of members' news and papers from members. The result of these actions will be evaluated with a membership survey during spring 2009.

**2008 Annual network meeting (Stockholm)**

**'Stockholm Action Plan' to improve benefits and effectiveness of membership**

**New benefits: Journal of Men's Health, new members section on the web, free access to events...**

**International Men's Health Week reporting**

**Three new member organisations from Sweden and the Netherlands.**

EMHF's organisation of its own event during International Men's Health Week was postponed until 2009. Instead, the secretariat followed-up, and on occasion spurred, planned activities to mark the week across Europe. It published a report on its website, newsletter and Journal of Men's Health.

EMHF welcomed a new full member from the Netherlands: Mannenkliniek 'Men's Health Clinic' and two associate members from Sweden: Division of Clinical Cancer Epidemiology/ Department of Oncology-Pathology at the Karolinska Institute and the Netherlands Stichting Kernzaak (testicular cancer patient organisation).

By the end of 2008, the launch a Central and Eastern Europe men's health network was planned to take place in Slovakia in the first half of 2009.

## BUILD CAPACITY

### Governance

EMHF thanks Rodney Elgie for six years of outstanding service as EMHF Board member. Rodney stepped down from his position during the 2008 AGM. EMHF welcomed Noel Richardson from the Men's Health Forum Ireland as newly elected while Peggy Maguire, Director General for the European Institute of Women's Health, and Dr Svend Aage Madsen, President of the Danish Society for Men's Health, we re-elected.

**EMHF welcomes new Board member: Noel Richardson from the Men's Health Forum Ireland**

The terms of reference for the Advisory Board were updated during the year and Dr Luca Incrocci, sexual oncologist, joined the Advisory Board in July.

**New terms of reference for Advisory Board**

In February, EMHF recruited a second full time and permanent position at Secretariat level to assist the Director particularly in relation to developing and maintaining EMHF's membership. Plan to recruit additional position of project coordinator and policy officers were postponed due to expectedly difficult 2009 economic conjuncture.

**New secretariat position from Feb 2008**

### Funding

EMHF pursued its policy of growing transparency and diversification of income sources to maintain its independence.

**Renewed focus on transparency of funding and diversification of income sources.**

EMHF's relations with commercial organisations have been governed according to its own code of conduct since 2003. EMHF's rules are at least equivalent or stricter to that proposed by the 2007 EFPIA code of conduct.

**Officially registered with the Commission as interest group.**

EMHF 2008 financial partners were Bayer-Schering, Clinical Solutions, European Alliance of Access to Safe Medicines, EU Commission, GE Healthcare, Pfizer, and Roche.

**Increased proportion of EU funding.**

EU funding is now set to represent a larger proportion of EMHF's revenue. EMHF's participation in the Value+ project started in early 2008, with a 2<sup>nd</sup> successful bid being confirmed in 2008 (Engender).

**2009 membership fee increase (2008 AGM)**

The 2008 AGM voted to increase the annual fee of the first membership categories. The changed 2009 structure has been published on the EMHF website.

EMHF made an application to the Commission's On-Line Registry of Interest NGOs set up in October 2008 as part of the European Transparency Initiative.

## SUMMARY OF ACCOUNTS

2008 core operating expenses increased as a result of a new Secretariat hire and increased travelling expenses. The increasing margin shown for key projects does not include any overhead allocation. 2008 ended with a small positive result. EMHF held a cash reserve equivalent to 4 months' operational budget at the end of 2008.

<b>Income Statement</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Core funding</b>				
Unrestricted funds	53.1	50.0	55.0	50.0
Membership dues	-	4.1	3.3	3.8
Other income	1.6	1.4	1.1	1.7
Exceptional Income	9.3	4.3	0.3	4.0
<b>Total core funding</b>	<b>64.0</b>	<b>59.7</b>	<b>59.6</b>	<b>59.4</b>
<b>Operating expenses</b>				
Salaries & core prof. services	62.1	48.3	48.2	78.9
Other professional services	11.5	9.5	14.4	11.1
Office & equipment rental	0.3	1.3	-	-
Office supplies	0.7	0.3	0.6	0.2
Print	0.1	0.7	0.7	0.9
Postage	0.1	0.3	0.5	0.6
Telecommunications	4.6	1.2	1.3	1.1
Travel and meetings	3.9	6.2	4.8	6.7
Other expenses	4.9	2.4	0.8	0.7
<b>Total operating expenses</b>	<b>88.3</b>	<b>70.2</b>	<b>71.2</b>	<b>100.3</b>
<b>Net operating result **</b>	<b>(24.3)</b>	<b>(10.5)</b>	<b>(11.6)</b>	<b>(40.9)</b>
<b>Key projects</b>				
Restricted funding	30.4	42.2	86.7	113.1
Related expenses	65.3	35.8	50.9	62.4
<b>Net result of key projects</b>	<b>(34.9)</b>	<b>6.4</b>	<b>35.8</b>	<b>50.8</b>
<b>Net Profit/(Loss)</b>	<b>(59.2)</b>	<b>(4.2)</b>	<b>24.2</b>	<b>9.9</b>
<b>Cumulated Profit/(loss)</b>	<b>4.7</b>	<b>0.5</b>	<b>24.7</b>	<b>34.6</b>

Euros 000's

<b>Balance Sheet</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Assets</b>	<b>30.6</b>	<b>15.4</b>	<b>58.2</b>	<b>51.9</b>
<b>Depreciable equipment</b>	<b>0.8</b>	<b>-</b>	<b>0.9</b>	<b>0.9</b>
<b>Accounts receivable</b>				
Clients	-	0.5	-	21.0
VAT	11.5	2.6	12.9	3.8
<b>Liquid financial assets</b>	<b>18.4</b>	<b>12.2</b>	<b>44.5</b>	<b>26.2</b>
<b>Liabilities</b>	<b>30.6</b>	<b>15.4</b>	<b>58.2</b>	<b>51.9</b>
<b>Cumulated profit</b>	<b>4.7</b>	<b>0.5</b>	<b>24.7</b>	<b>34.6</b>
<b>Accounts payable</b>				
Suppliers	9.8	0.1	9.5	4.1
Tax	-	-	11.0	1.3
Salaries and payroll costs	11.1	6.7	6.5	6.5
Other debts	5.0	8.1	6.5	5.4

A = Actual ; B = Budget ; F = Forecast