

HOW TO ESTABLISH A REGIONAL ALLIANCE

Before you start a campaign it might help to think about the following points and get an overview of the local preconditions:

What are the **most important** parts to do in your region (further education of, e.g. GPs, teachers, priests, nurses etc., building up a broad network, establishing or supporting self-help....) ?

Do you already have certain **dates** in mind like a starting point of the campaign?

Which **resources** do you have? How could you get additional funding?

Who could be a **partner** or patron of your campaign?

Do you already have **contacts** to key decision-makers?

Who from your region/community should be involved (societies, church, media, schools, companies, ...)?

What will the **basic structure** of your alliance look like?

Do you already have a potential coordinator?

Based on the **4-level approach**, you can implement a regional alliance in the following three steps:

1. Planning, design, strategy

- Status quo analysis: resources, recruitment of allies, appointment of a coordinator

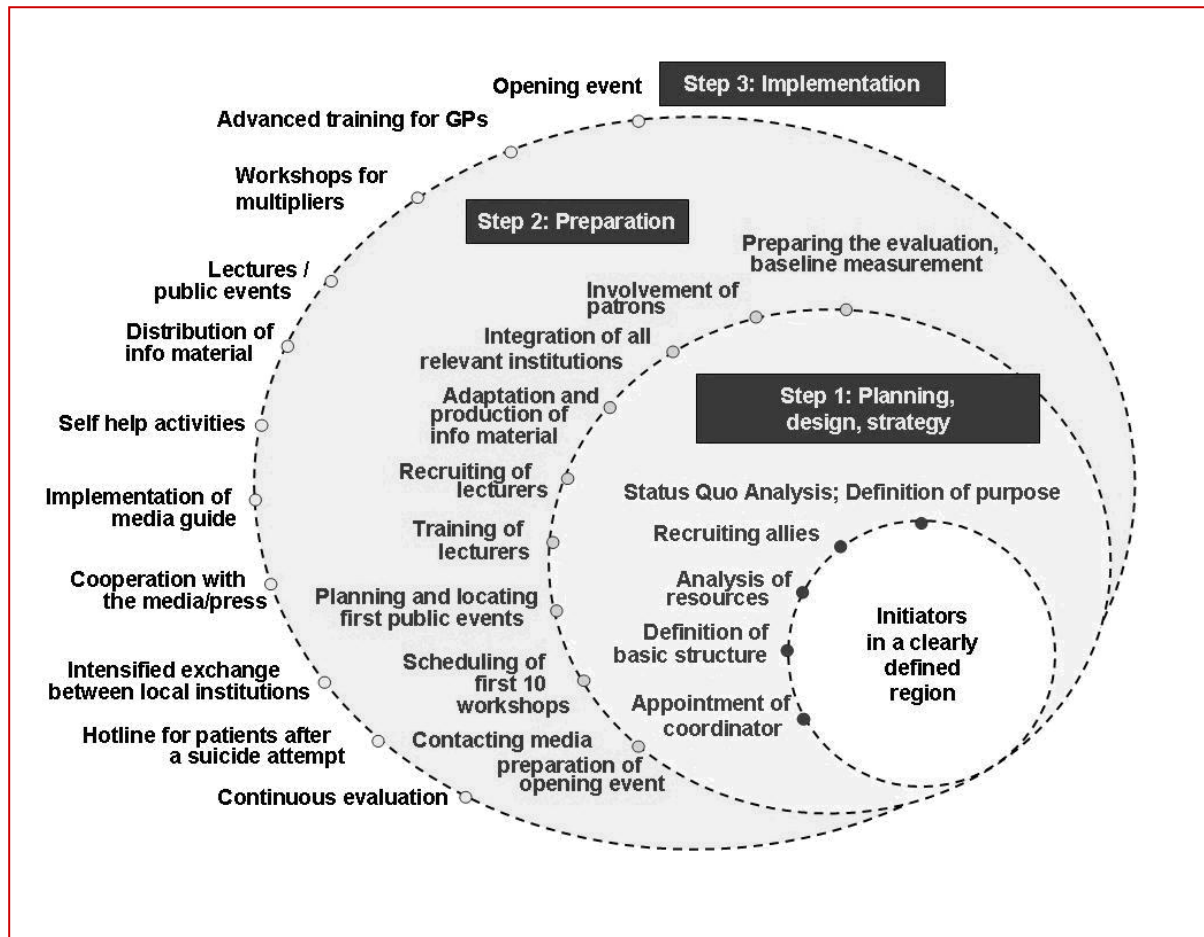
2. Preparation

- Involvement of patrons, integration of relevant institutions, adaption of materials, training workshops, planning of public events, contacting press and other media

3. Implementation

- Opening event, educational trainings (GPs), awareness campaign (broad public), self-help activities and hotlines (patients)
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TASKS TO ESTABLISH A REGIONAL ALLIANCE



The process of dissemination from regional to multi-regional or national activities contains a strong **bottom-up element**. It is driven by the identification of the regional organizers and initiators with their regional alliance - this is crucial for the success of the EAAD.