



ADVOCACY WORKSHOP

Post-Workshop
Resource Package

June 30, 2026



Policy Navigation

Demystifying the EU policymaking environment and outlining key legislative frameworks.



Actionable Toolkit

Practical, structured communication guides designed to help researchers translate complex evidence into clear policy messages.



Stakeholder Directory

A curated directory connecting participants with key contacts across EU policy institutions, civil society organizations, and patient advocacy networks.

About the HEREDITARY project

The HEREDITARY project is an expansive, EU-funded initiative designed to enhance disease detection, improve treatment preparedness, and advance medical knowledge. This is achieved through an integrated framework that leverages diverse health data while ensuring strict adherence to data protection and privacy regulations.

Bridging the gap between science and policy

Developed by the European Brain Council (EBC), this resource package serves as a practical extension of the 2026 Advocacy Workshop. It is designed to equip consortium partners, researchers, and various stakeholders with the strategic communication tools, reference materials, and confidence required to meaningfully engage with and influence the European policy landscape.



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<https://hereditary-project.eu/>

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KEY EU LEGISLATIONS

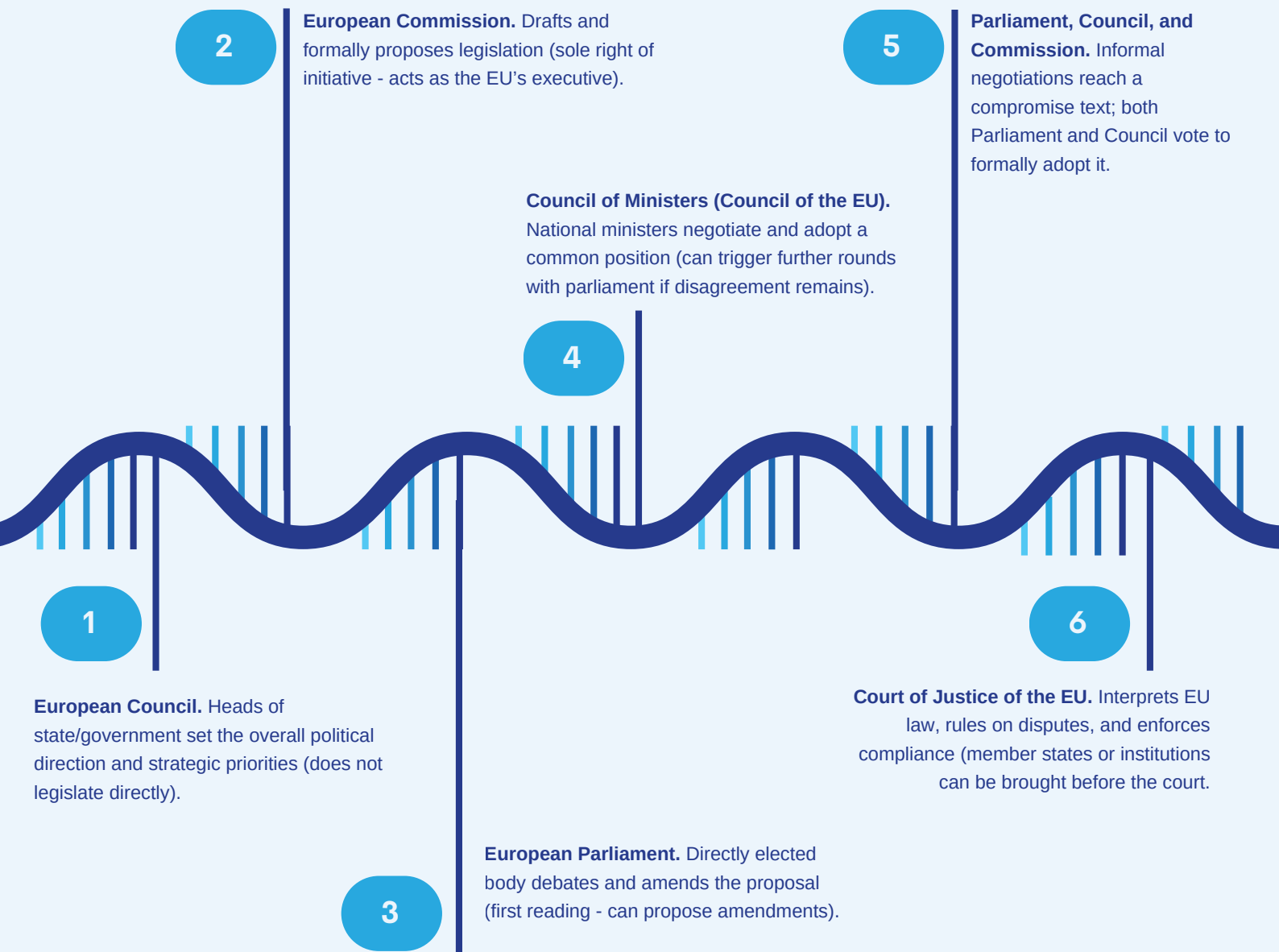
ERA Act - [Learn More](#)

Upcoming EU legislation (expected 2026) to unify Europe's fragmented research system, targeting 3% GDP R&D investment and easier researcher/knowledge mobility.

AI Act - [Learn More](#)

EU's risk-based AI law (in force since 2024) banning certain harmful uses and imposing strict rules on high-risk AI systems.

EU Regulatory Chain



POLICY BRIEF TEMPLATE

What is a policy brief?

A policy brief is a short, structured document (typically 2 to 4 pages) that presents a specific problem, summarises the evidence, and recommends concrete action to a non-specialist audience. It is not an academic paper. It leads with the problem and the solution, not the methodology.

Title

Make it a **clear statement** of the problem or recommendation, not a description of your study. Example: "Closing the Brain Health Gap: Why Early Intervention Must Become Standard Practice"

Subtitle (optional): One sentence expanding on the title.

Key Messages

- [Your most important finding in one sentence]
- [The policy implication of that finding]
- [The specific action you are recommending]

The Problem *(2–3 short paragraphs)*

Open with a striking statistic or human consequence that **frames the urgency**. Describe the gap between the current situation and what evidence tells us is possible. Briefly explain **why this matters** specifically to policymakers and the populations they serve. **Avoid jargon**. Define any clinical or technical terms on first use.

The Evidence *(1–2 paragraphs)*

Summarise the **core findings** from your research or the body of research you are drawing on in plain language. Acknowledge the strength of the evidence. If there are limitations, name them briefly; it builds trust.

What Others are Doing *(1 paragraph, optional)*

Briefly **reference a comparable country, region, or institution** that has already implemented a relevant policy or programme and seen positive results. Policymakers respond well to precedent.

Recommendations *(3–5 bullet points, numbered)*

Each recommendation should be:

- Addressed to a **specific actor** (Minister for Health, regional health authority, research funding body, etc.)
- Phrased as a **clear action** ("Commission a...", "Allocate funding for...", "Establish a working group to...")
- Achievable within a **realistic timeframe**

About the Authors *(2–3 lines)*

Name, title, institution, and any relevant affiliations or funding disclosures. Include a contact email.

FOR MORE INFORMATION

[Name] | [Email] | [Website or publication DOI]

Golden Rules

- Write for someone who has **4 minutes**, not 40
- Use **plain language**. If a word has a shorter synonym, use it.
- Lead with the **"so what"**, not the "how we found it".
- Every recommendation must be **specific, feasible, and costed** where possible.
- Never **assume** the reader knows your field.



ACTION PLAN

A personal reflection and planning tool to complete after the workshop.

Implement:

What is one finding from your research/brain health research that you most want policymakers to implement?

Reflect:

What was your biggest takeaway from today's workshop?

Outreach:

Who is the one person or institution you most want to reach?

Identify your Stakeholders

My top 3 priority stakeholders:

Think about who has the power to act on research, and who might help you reach them.

Name / Role / Institution	Why they matter to my work	Do I have a connection?
1		Yes / No
2		Yes / No
3		Yes / No

A potential ally/partner organization I could approach: _____

30-Day Action Plan

In the next 7 days I will:

- ☐ Draft my key message in one sentence
- ☐ Identify and research my top priority stakeholder
- ☐ _____
(your own action)

In the next 30 days I will:

- ☐ Complete a policy brief using the template in this pack
- ☐ Make first contact with one stakeholder or ally
- ☐ Respond to one open consultation or call for evidence
- ☐ _____
(your own action)



DIRECTORY & RESOURCES

Your go-to reference for key contacts, networks, and tools in the brain health policy space

EU-LEVEL INSTITUTIONS & KEY CONTACTS

Committee on Public Health (ENVI): responsible for EU health legislation and brain health-related directives.

MEP search tool: find your country's representatives and their health portfolio focus.

European Commission - Directorate-General for Health and Food Safety (DG SANTE): the Commission body leading on health policy.

EU Brain Research: EU support for research and innovation on brain health (including mental health)

BRAIN HEALTH ORGANIZATIONS & NETWORKS

European Brain Council (EBC): Represents the brain research community to EU institutions. Key contact for policy engagement and parliamentary events.

FENS - Federation of European Neuroscience Societies: Scientific society with active policy engagement arm. Produces policy statements and responds to EU consultations.

Global Brain Health Institute (GBHI): Atlantic Fellows programme; useful for connecting with international peers working on brain health equity and policy.

Alzheimer Europe: Policy and advocacy body working across dementia and cognitive health at EU level.

Parkinson's Europe: Policy and advocacy body working across Parkinson's disease and brain health initiatives at EU level.

FUNDING & FELLOWSHIP OPPORTUNITIES

Horizon Europe - Health Cluster: The EU's main research and innovation funding programme. Mission on Cancer and upcoming Brain Health Mission relevant here.

Wellcome Trust - Public Engagement and Policy: Funding for researchers wanting to engage with policy and the public.

European Research Council (ERC): Proof of Concept grants can support translation of research into policy-relevant outputs.

European Partnership for Brain Health: A massive initiative aligning 30+ countries. It funds cross-border, translational research regarding neurological, sensory, and neurodegenerative disorders.

EU4Health Programme: Focuses on health policy, mental health strategies, and non-communicable diseases (NCDs). It supports projects that improve mental health care, reduce stigma, and support caregivers.

Innovative Health Initiative (IHI): A public-private partnership involving the EU and the pharmaceutical industry. It supports industry-academia collaborations to speed up the development of new treatments for brain disorders.

TOOLS & GUIDES FOR POLICY ENGAGEMENT

Sense About Science - Voice of Young Science: Practical guides for researchers engaging with media and policymakers.

EU Legislative Observatory: Track the progress of legislation through the European Parliament in real time.

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European Commission - Have Your Say (Consultations Portal): Find and respond to open public consultations directly relevant to your research area.

HEREDITARY LINKS AND RESOURCES

HEREDITARY: The project behind this workshop, bringing together researchers, citizens, and policymakers across Europe to advance brain health through collaborative science and public engagement.

Citizen Science & Public Engagement: Resources, initiatives, and opportunities to engage the public and communities in your brain health research.