

## EAACI STRATEGIC PROGRAMME 2013-2015



EAACI has seen sustainable growth for many continuous years. The Academy has a spirit of **collegiality, inspiration and excellence**. Our mission is to retain these core values and spread out the EAACI legend, further empowering its efficacy in triggering and fostering top level science that is consequently translated to improved patient care.

*Our vision for EAACI is to sustain its global scientific leadership in **Allergy and Clinical Immunology** and enhance its position as the premier reference point for policy-makers, practitioners, researchers and the general public. To fortify and steer the Academy towards becoming the primary contributor of **allergic disease** management guidelines, the most effective provider of collaborative networks and platforms for all relevant stakeholders and – finally – the disseminator of the most authoritative public scientific knowledge on allergy.*

*Nikos Papadopoulos  
EAACI President 2013-2015*

**You can access the video of the EAACI President's Strategic Programme 2013-2015**

<https://youtu.be/aPeQ65UGv3Q>

Our **structured and innovative** strategy is presented below:

### **Internal affairs**

1. EAACI will rely on the professionalism of its Headquarters (HQ), to deliver impeccable administrative services and support. HQ will boost its executive capacity in event management, educational support and communication outreach.
2. Taking into account the rapid development of our **European Academy**, it is necessary to revisit the Constitution and Bylaws, to bring them up-to-date, reflecting the current dynamics.
3. To facilitate the interaction of the various EAACI bodies and members, current Standard Operating Procedures will be systematically reviewed and published in a concise and usable edition.
4. Members of Section and Interest Group Boards and members of the various EAACI Committees constitute what we informally call 'The EAACI family'. The success of this **European Academy** heavily relies on these dedicated individuals. Therefore, we will pursue increased engagement of the EAACI family at all levels.

5. The members of the Executive Committee will be involved more in the everyday running of EAACI business, with the development of positions of responsibility with specific job description, reporting to the Officers of the Board.
6. The History of the Academy will be systematically recorded and reported.

### **Finances**

7. Our sponsor's pool shall further develop and diversify, including consumer product companies such as food and cosmetics. The relationship with the sponsors will continue being governed by complete transparency and mutual trust.
8. We will survey potential sponsors to identify their needs and make sure that our platforms have the capacity to fulfil these, providing the highest scientific standards.
9. We will offer flexible contracts that will include opportunities to present new products in a variety of occasions and media, to a wide audience in a transparent, evidence-based and respectful way.
10. We will evaluate the options for the development of an Allergy Foundation, closely related to EAACI, able to support research and perform fundraising activities

### **Events**

11. The Annual Congress is the major EAACI event. Our upcoming Congresses in Copenhagen 2014 and Barcelona 2015 will keep setting the standards for **Allergy Events** worldwide. We will thus continue observing high participation and profitability.
12. To maintain state-of-the-art scientific content, the Scientific Program Committee (SPC) will continue working towards accurate identification of the best presenters of the most novel and relevant scientific findings. We will complement the insight of its members, with innovative e-tools.
13. Attractive social interaction will be promoted, transforming 'entertainment' into 'networking'. The exhibition area should be renovated into an agora for networking and interaction, with added educational value.
14. Incentives for participation will be provided to our expanding membership and additional outputs, such as simulcasting, webinars, etc, will be explored.
15. Focused meetings on **Pediatric Allergy and Asthma** (PAAM), **Food Allergy and Anaphylaxis** (FAAM), **Drug Hypersensitivity** (DHM), **Molecular Allergology** (ISMA),

**Skin Allergy (SAM), Rhinitis (SERIN), and Asthma** will be consolidated and the procedures further developed and standardized, with the input of the relevant Sections/Interest Groups.

16. Responding to the educational needs of specific communities, we will consider organizing additional meetings of smaller scale, if they are compatible to our general outreach and membership attraction strategies.

### **Educational and Scientific Output**

17. The EAACI Position Papers should move towards becoming Guidelines. Development of an EAACI framework can be achieved and is crucial, leading to the production of systematically reviewed, evidence-based and consensus-validated documents. Concerted efforts with IT, methodological and writing support are steps towards this direction. Relevant training will be offered to Task Force members.
18. In addition to production, much attention will be paid to dissemination and implementation of these documents. A 'deputy Vice-President', reporting to VP Education & Specialty, will serve these processes.
19. To monitor the allergy epidemic, inform its policies, and have objective evidence to support its advocacy campaigns, EAACI will perform surveys and serve as the platform for European disease registries relevant to its domain.
20. The compilation and dissemination of reference texts or monographs, following the example of the Global Atlas of Asthma and taking advantage of available resources, will be explored following a needs assessment.
21. The EAACI-UEMS Knowledge Examination shall be further supported in order to become the European and International standard for knowledge in allergy. The possibility to offer specific modules, such as **Pediatric Allergy**, and/or expanding timing and locations, will be explored. National Societies can contribute to its dissemination and success.
22. We will continue supporting young doctors and scientists through fellowships and EAACI fellows will take an increasingly prominent position in EAACI meetings. An external evaluation system for Fellowships will be developed.
23. Educational opportunities offered through the Speaker's Support and Primary Care (PAPRICA) programs will be targeted, with the role of EAACI being more proactive and increasing the interaction with National Societies.
24. Continued Medical Education (CME) accreditation is steadily expanding and can now be offered through EAACI journal and online media.

## Specialty

25. Continuing efforts to strengthen the Specialty will only be successful if we're bold enough to initiate an open dialog and promote the adaptation of high level curriculums in all European countries.
26. The free movement of **Allergy Specialists** within the European Union will be sought.
27. A close interaction with UEMS will continue towards the above aims. In addition, the Specialty Committee will be strengthened and expanded.

## Communication

28. In order to achieve recognition, improve efficacy and advocate for allergy research and optimal disease management, crisp clear communication is a prerequisite. Our currently active media, print and online, are of high level and will be further optimized.
29. The EAACI websites will be revisited for content, appearance and functionality and made to synergize.
30. Our public campaign will highlight allergy as a major disease and public health issue.
31. An **Allergy Public Rhetoric Observatory**, scanning allergy-related public domain messages, and responding to them, has been initiated and will fully develop, proactively bringing EAACI to the attention of policy makers, patients and the general public. A Task Force or Committee overseeing this activity will develop. This will be linked to collaboration with National Societies.

## Membership

32. The diversity of membership will be analyzed and monitored and tailored solutions will be offered with the purpose of full member satisfaction.
33. An improved membership database will inform membership attraction and retention strategies.
34. National Societies will be empowered with bilateral programs, including guideline development and dissemination, use of the EAACI-UEMS Knowledge Exam, organization of Allergy Schools, Speaker's Support, CME, and collaboration in communication efforts. The National Society Council will be activated with contact points in the Executive Committee and the National Societies.

35. Interest Groups and Sections will be encouraged to develop short and medium term strategies to accomplish their mission.
36. Junior Members will continue to be central in all aspects of the Academy's life, leading specific educational and communication efforts, including a Social Media Network.
37. The Patient Organisations and Primary Care groups will be further supported to develop within the EAACI platform, contributing to our strategic thinking
38. We welcome the inclusion of new groups in the EAACI structure, responding to the developing dynamism of allergic diseases, e.g. **Allergy** and **Healthy Aging, Allergy in the Pharmacy** and more.

### **External Affairs**

39. A systematic and coordinated high-level lobbying will be undertaken at the EU level. Presence in Brussels will be sought. A comprehensive strategy in collaboration with various stakeholders will develop, with the aim of placing allergy higher in the EU agenda at the research, medical education and public health domains.
40. For the last few years, EAACI has been interacting with the European Medicines Agency (EMA) in order to facilitate the market access of safe and effective allergy medications in Europe, particularly in relation to allergen immunotherapy. This valued interaction will continue further.
41. EAACI has a trust relationship and/or bilateral agreements with a large number of external organizations with which strategic partnerships shall be consolidated and expanded. These include, but are not confined to, the AAAAI, ACAAI, CEFCAP, EFA, ERS, ER(hinology)S, ESWI, FOCIS, GARD, UEMS, WAO.
42. Institutions which have developed from EAACI, and in which EAACI is officially represented in their Boards, are GA2LEN and the Clemens von Pirquet Foundation.
43. EAACI will continue supporting communities where educational input is needed, through an international outreach program.

**Nikos Papadopoulos**  
**EAACI President 2013-2015**