

Setting GAAPP Up for Success Across Multiple Workstreams

The Challenge

GAAPP plays an important role in advancing the needs of patients living with respiratory, allergic and atopic diseases, working across a global network of patient organisations, clinical experts, policymakers and industry partners.

Across initiatives including Speak Up for COPD, IRIS and immunisation-focused advocacy, the organisation needed communications that could do more than raise awareness. The work needed to help shape policy conversations, elevate patient and expert voices and turn complex health system issues into clear, compelling messages for decision-makers.

The challenge was to create joined-up, strategic communications across multiple coalitions and workstreams, while maintaining distinct identities, priorities and policy objectives for each initiative.

The Solution

We support GAAPP as communications agency of choice for Speak Up for COPD and as secretariat and communications partner for IRIS and the immunisation work.

Our role combines strategic counsel, coalition coordination, policy communications, advocacy planning, messaging, content development, stakeholder engagement and campaign amplification.

Across these workstreams, we help turn complex policy and health system issues into clear, credible communications that can engage decision-makers, strengthen advocacy and elevate the patient voice.

The work uses communications as a strategic tool for advocacy, helping GAAPP and its partners increase visibility, shape policy conversations and build momentum around respiratory health, sustainability and immunisation priorities.



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