D2.1 Dissemination and stakeholder engagement strategy

For information

WP2 Dissemination

26-10-2018

Revision 0.4

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REVISION HISTORY				
Revision	**Date**	**Author**	**Organization**	**Description**
0.1	10-08-2018	Mariana Machado	SPMS	First version
0.2	03-10-2018	Marta Rodrigues	SPMS	Review
0.3	22-10-2018	Marta Rodrigues	SPMS	Global review
0.4	26-10-2018	Margarida Marques Diogo Gomes	SPMS	Final review

Table of Content

Acronyms

Acronym	Description
eHAction	eHealthAction – Joint Action supporting the eHealth Network
eHDSI	eHealth Digital Service Infrastructure
eHN	eHealth Network
EU	European Union
HP	Health Professional
MS	Member State
MS/C	Member State/Country
MWP	Multi-Annual Work Plan
TL	Task Leader
WP	Work Package
WPL	Work Package Leader

Executive Summary

This document presents the eHAction Macro Dissemination Strategy draft and introduces the Macro Dissemination online & offline strategy and the Key Audiences, to inform the MS/C community, looking for orientation and available outputs for further exploitation. Dissemination activities will be oriented:

- **EXTERNALLY** (Health Professionals, Hospitals, Stakeholders, Citizens, European Patient's Forum and the European Cancer Patient Coalition);

- **INTERNALLY** (eHN and therefore the MS of the EU);

- **SPECIFIC** (eHealth stakeholders).

In order to produce a sustainable communication model for the eHealth Network, this dissemination plan will be implemented and managed by a communication team that will set up new ways of engaging participants and the interaction amongst them.

By creating dissemination for awareness of the JA vision and goals, an identified profile will be created within the community of MS/C.

The public dissemination approach aims at the engagement of JA participants' leaders, presentation of institutional advances, as well as the development of instruments for empowering citizens.

Moreover, it will be important that the targeted groups have a deeper understanding of the JA's goals. Thus, JA leaders will be encouraged to, frequently, use common digital tools to inform and support discussion and decision making.

Project workshops will be frequent, and the project outcomes and initiatives will be disclosed and put up for debate via liaison activities.

1.   Objectives

Create a communication strategy designed to accomplish:

- Dissemination of eHAction to all Users;

- eHAction Mission & Ambitions;

- eHAction Priorities;

- Digital Single Market - 3 Pillars;

- Work Packages;

- Dynamic & Engaging Communication Platforms;

- Patient Summary/ePrescription/eDispensation;

- Health data transferability across borders and LOST (Legal, Organisational, Semantic and Technical).

WP2 aims to develop an effective and creative dissemination strategy Online & Offline

This strategy will embrace all users and dissemination channels:

- Internal | Specific | External Communication;

- Online & Offline Contents and Events.

For all the referred different users, the information and platforms should be strategically planned and disseminated, regarding all the eHAction goals and priorities.

2. Contents

2.1   eHAction Priorities

1. Empowering People;

2. Innovative Use of Health Data;

3. Enhancing Continuity of Care;

4. Overcoming Implementation Challenges;

5. eHealth National Policies and Sustainability for Europe.

2.2.   Digital Single Market - 3 Pillars

The third Joint Action is aligned with the 3 pillars mentioned in the Digital Single Market of the European Commission[1]:

Pillar 1: Secure data access and sharing

To facilitate greater cross-border healthcare access, the Commission is building eHealth Digital Service Infrastructure which will allow e-prescriptions and patient summaries to be exchanged between healthcare providers. The first cross-border exchanges are due to take place during 2018, with the aim to have all other EU countries on board by 2020. In the long term, the Commission is working towards a European electronic health record exchange format accessible to all EU citizens.

Pillar 2: Connecting and sharing health data for research, faster diagnosis and improved health

The decentralised European digital health infrastructure will facilitate tailored diagnosis and treatment, allow health services to be better prepared to respond to cross-border health threats, and improve the development and surveillance of medical products.

Pillar 3: Strengthening citizen empowerment and individual care through digital services

Digital services can improve chronic conditions prevention and management and allow patients to provide feedback to healthcare providers. Health systems will also benefit from innovative care models that use telehealth and mHealth to address the rising demand for healthcare.

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[1] "Shaping the Digital Single Market." *European Commission*, Digital Policy Development and Coordination (Unit F.1), 25 March 2015 webpage, https://ec.europa.eu/digital-single-market/en/policies/shaping-digital-single-market

2.3. eHAction Work Packages

The eHAction is organised by Work Packages, with different aims:

WP number	Title	Description
1	Coordination	Actions undertaken to manage the action and to make sure that it is implemented as planned
2	Dissemination	Actions undertaken to ensure that the results and deliverables of the action will be made available to the target groups
3	Evaluation	Actions undertaken to verify if the project is being implemented as planned and reaches the objectives
4	Empowering people	Addressing citizens as individuals who should take an active role in their health care process
5	Innovative use of health data	Support the application of good practices in MS/C and provide guidance on practical governance of big data at EU level on handling big data in health
6	Enhancing continuity of care	Addressing MS/C and their health fitness for the eHDSI uptake
7	Overcoming implementation challenges	Addressing transversal enabler issues that cross all previous categories
8	Integration in National policies and sustainability	To ensure the long-term sustainability of the developed body of work by ensuring stakeholder involvement, and integration of its results in national policies

This dissemination strategy is an evolving organism, versatile and adaptable to incorporate new technologies, new medical discoveries and the JA's new priorities.

3. Key Audiences

Partners, Affiliated Entities & Collaborating Stakeholders
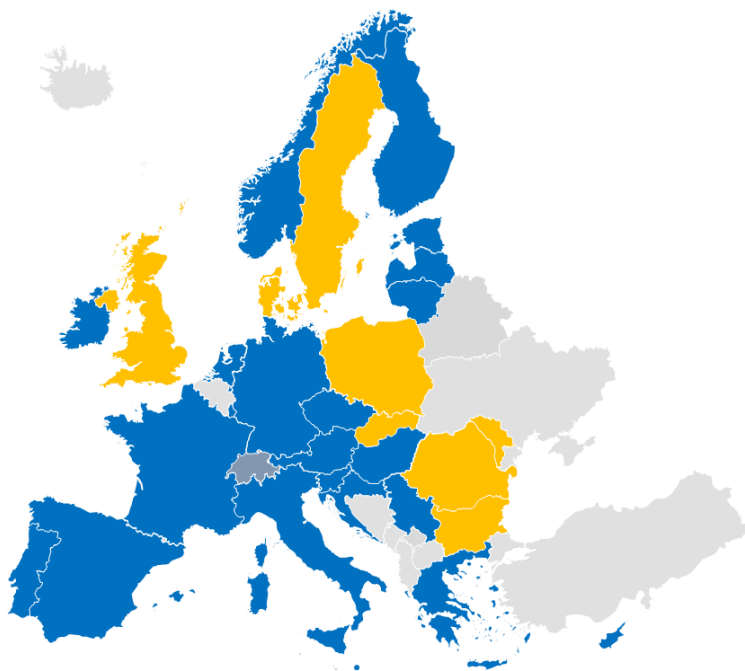
22 Associated partners

- PT, AT, CY, CZ, DE, EE, EL, ES, FI, FR, HR, HU, IE, IT, LT, LU, LV, MT, NL, NO, RS, SI
- 8 Affiliated entities (AT, CY, EL, FR, HU)

8 countries as collaborating stakeholders

- BG, DK, MD, PL, RO, SE, SK, UK

27 EU countries + MD, NO, RS

Partners (40):

- 11 Ministries
- 21 national competent authorities or national executive agencies
- 2 universities
- 4 healthcare providers and healthcare service providers
- 2 health insurance funds

Coordinator:

Citizens

KEY AUDIENCES ARE DIVIDED IN 3 SECTORS - USER CENTRIC CONTENTS

1.   PUBLIC DISSEMINATION

- Newsletters will be produced to be distributed electronically and for website/social media publication;

- Information posted on the website will additionally be subject to a monthly review and updated in addition to a periodic project report in cooperation with other WPs.

This task has major public awareness/communication outlets:

- **eHealth Action website at:** http://ehaction.eu (already online)
- **eHealth Action branding (logo) and key visual** (already set up)
- **eHealth Action social media presence and Social Network's presence:**
  - **Facebook:** https://www.facebook.com/ehealthaction
  - **Twitter:** https://twitter.com/eHAction_3rdJA

2.   SPECIFIC DISSEMINATION – STAKEHOLDERS

Stakeholders play an important role in the further development of eHealth progress. The JA dissemination strategy provides the basis for engaging with stakeholders through their identification, analysis and interaction process.

Stakeholders are invited and strongly encouraged to use deliverables to the best possible effect and to engage in joint activities. WP2 is at the disposal of stakeholders to identify and put into practice ways of reaching the largest possible audience.

The specific dissemination strategy of the JA aims to share the results of the project amongst eHealth stakeholders. The goal is to create engagement in the process of their incremental elaboration & endorsement, whilst achieving wider dissemination.

- The stakeholder's engagement & involvement strategy will provide the means for interaction, discussion of the JA findings and sharing of recommendations;

- With this mindset, it will be suggested and explored through a variety of means, to improve the eHAction meetings and technical event communication according to the stakeholders' specific areas of interest;

- This methodology should be present throughout the course of the action, in order to ensure better results;

- This goal implies the identification of a wide stakeholder audience, the compilation of a contact list to whom information about JA and its advances can be sent, and the development of differentiated and targeted communication approaches for different categories of stakeholders.

Examples for Stakeholders engagement:

- Technical visits at companies and innovation eHealth industries;

- Workshops with the project leads for the current H2020 INNOSUP 1innovation action projects;

- Innovation Technical Staff Talks;

- Expertise & high-level research meetings;

- Network meetings;

- Best practices & knowledge sharing between stakeholders - Semester Reports/Newsletter;

- Creation of White Papers or policy and technology reports.

3.   INTERNAL PROJECT DISSEMINATION

- Internal communication aims for information exchange among project partners and generally ensures a successful implementation of overall project objective;

- It creates an optimal common understanding for the project partners about the on-going activities within different working packages. It fosters the involvement and identification of all project partners since all of them are important multipliers of the project and its results.

This task will include Digital Tools and Training / Education Initiatives:

- Chat
- Skype
- Email
- Web Conferences
- Internet Forums
- Workshops

4. Contents to develop & improve

In this JA, we propose a communication concept, with the desire to reinforce, unify and develop together strategies with the eHAction.

The intent is to create this JA with a more inclusive, engaging and targeted communication.

4.1 eHAction's website: http://ehaction.eu/

Although the website is already online, it needs improvements in terms of User Experience & User Interface.

Since this is the main communication platform, it needs to be constantly monitored. To better identify the contents that need to be added, changed or redesigned, the web platform should be subjected to a functional analysis. Despite this necessity, some improvements have already been identified:

- Information Architecture improvement and content update
- Navigation
- User Interaction \ Experience
- Design specific mock-ups for mobile, so users can view the contents of the website, customized for mobile devices.

4.2 eHAction and Social Network's Presence

Besides regular posts about project activities and news, some advertising should be introduced to engage more users with the project and to direct them towards the main web platform – the website.

Besides the Facebook and Twitter social networks, the project may benefit from an Instagram page.

4.3 Communication Supporting Materials (online & offline)

- An advertising brochure explaining the eHealth Network Action and its review during the project, to keep it updated and available for download from the site;
- Short videos to present to the public the project's aims, results achieved and final reports (subtitled in the official languages of the countries involve;
- Quarterly newsletters, available for download on the website;
- Press releases (promoting and summarizing the main activities of the project);
- White Papers explaining each action, available for download on the website;
- Infographics are more visual, making communication easier and inclusive;
- Press Kit.

4.4   eHealth Action Branding Guideline

- Design an Online and Offline eHAction brand guideline;

- The logo and key visuals have already been set up, although more graphic elements need to be implemented;

- The eHAction visual identity should be modular, but also coherent on all platforms and communication elements, both online and offline.

The dissemination strategy methodology must also contemplate the initiation, development and implementation of the visual identity and its contents, already developed for the eHAction, by the SPMS Communication Department.

For all users, the platforms and information should be strategically planned and disseminated, for all the eHAction aims and priorities, and the specific subjects and targets.

eHAction WP2 | Macro dissemination_Strategy Schedule

DELIVERABLES	MILESTONES
INTERNAL DISSEMINATION REPORT M36	

INTERNAL DISSEMINATION REPORT M36

- D2.1 Dissemination and Stakeholder Engagement Strategy (M6) - NOVEMBER 2018
- **D2.2.1 Internal Dissemination Report I (M12) - MAY 2019**
- D2.2.2 Internal Dissemination Report II (due in M24) - MAY 2020
- D2.2.3 Internal dissemination Report III (due in M36) - MAY 2021

- M5 (M2.1.2) Dissemination and Stakeholder Engagement Strategy **for Approval** (due in M07) - DECEMBER 2018?
- M7 & M8 (M2.2.1) Internal dissemination Report I (M6 | 12) - NOVEMBER 2018 | MAY 2019
- M9 & M10 (M2.2.2) Internal dissemination Report II (M18 | 24) NOVEMBER 2019 | MAY 2020
- **M11 & M12 (M2.2.3) Internal dissemination Report III (M30 | 36) NOVEMBER 2020 | MAY 2021**

EXTERNAL DISSEMINATION REPORT M36

- D2.3.1 External dissemination Report I (due in M12) - MAY 2019
- D2.3.2 External dissemination Report II (due in M24) - MAY 2020
- D2.3.3 External dissemination Report III (due in M36) - MAY 2021
- **D2.4 (MD.1) Leaflet / Booklet (M3) - AUGUST 2018**
- D2.5 (MD.2) Layman (General) version of the final report (M36) - MAY 2021
- **D2.6 (MD.3) Web-site (PU/CO - M3) - AUGUST 2018**

- **M2.1.1.1 Positioning report task 2.1 eHealth Action website (M01) ? é necessário fazer**
- M2.1.1.3 Positioning report task 2.1 eHealth Action project social media presence (M06) - NOVEMBER 2018
- M4 (M2.1.1) Draft Dissemination and stakeholder engagement strategy (due in M06) - NOVEMBER 2018
- **M2.1.1.4 Positioning report task 2.1 Communication supporting materials (M12) - MAY 2019**
- **M6 (M2.1.3) Final for adoption D2.1.4 (M08) ?**
- M13 & M14 (M2.3.1) External dissemination Report I (M6 | 12) NOVEMBER 2018 | MAY 2019
- M15 & M16 (M2.3.2) External dissemination Report II (M18 | 24) NOVEMBER 2019 | MAY 2020
- M17 & M18 (M2.3.3) External dissemination Report III (M30 | 36) NOVEMBER 2020 | MAY 2021

NOTE

The month M1 is June from 2018

COLOR

AUGUST 2018 (M3)   \\   NOVEMBER 2018 (M6)   \\   MAY 2019 (M12)   \\   NOVEMBER 2019 (M18)   \\   MAY 2020 (M24) \\ NOVEMBER (M30) \\ MAY 2012 (M36)