

Work Package – 2

Dissemination

Activities update July 2014



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Activities of Work Package 2 in 2014 (so far ...)

- **Tender for Communication Agency**
<http://www.kwitellesplace.be/>
- **Visual Identity & logo**
- **Promotional Materials**
- **Stakeholder Mapping and Analysis**
 - 21 responses
 - Generated contact details for about 700 stakeholders from 11 countries (national level) and about 60 from the European level, for Newsletter



Draft Communication Strategy

- Drafted Communication Strategy, that describes WHY, WHO, WHAT and HOW of communication activities for CHRODIS
- Includes outcomes of interviews (Skype or telephone) with WP leaders 1, 4, 5, 6 and 7 to identify key messages for CHRODIS in general and for each WP separately
- Currently addressing comments from EC & CHAFEA



- Work together to improve initial key messages
- Approval Executive Board, EC/CHAFEA



website & **our roadmap**

Message House

Umbrella Statement

There is great potential to improve efforts to address Chronic Disease in the EU by exchanging, transferring scaling-up good practice.

Key messages

Invest more
in HP and
Primary
Prevention

Move from
vertical to
horizontal care
paths

Learn from
approaches in the
area of diabetes
type 2

*Foundation/Supporting
Proof*

Evidence:

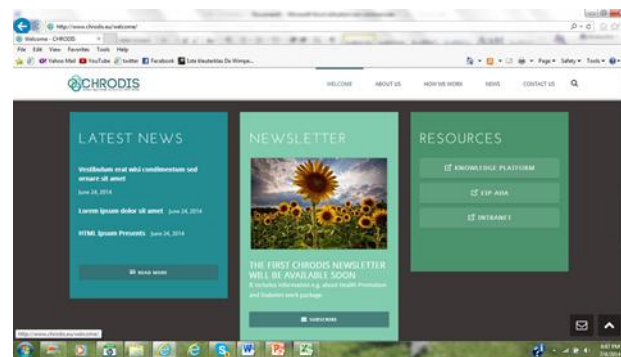
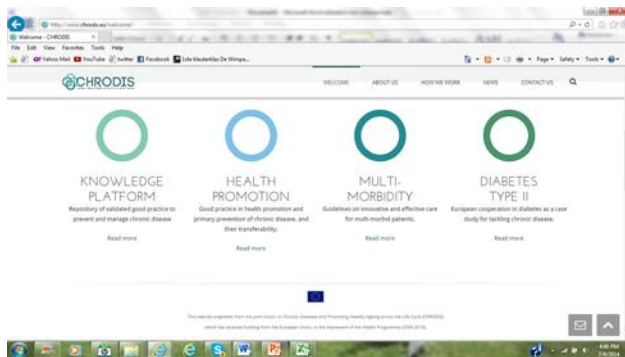
- that it pays off to invest in HP?
- of the benefits of moving from vertical to horizontal care paths?
- that approaches in diabetes type 2 have been effective?

Communication is a responsibility of all partners!

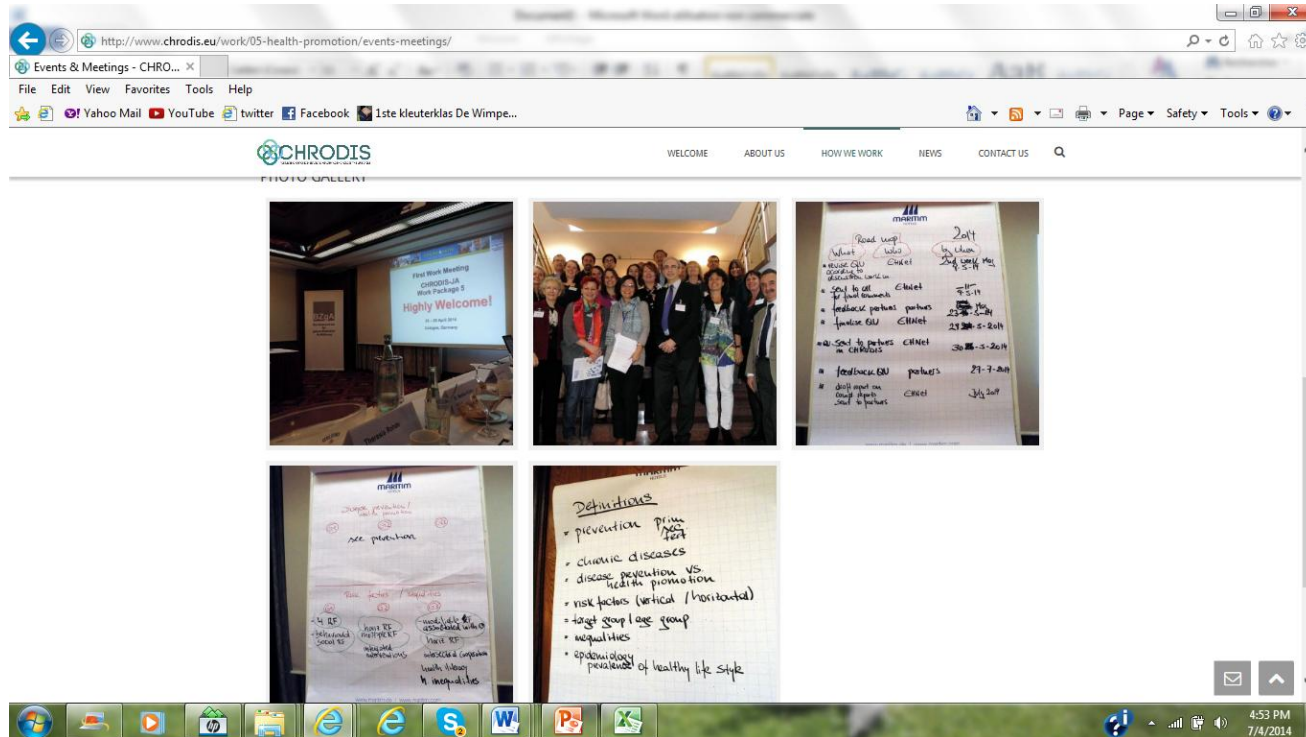
Communication and Reporting Template

Action	Planned for:	Completed on:	Language	Audience	Further Info
Dissemination (electronically, translation or printing) of CHRODIS materials (e.g. press releases, key publications, leaflet)					
Creation of CHRODIS section on your organisation's website					

CHRODIS Website



Please take and send us pictures!



Next Steps

- Finalise the website (by end July), with input from WP 2 participants and Executive Board
- Finalise Communication Strategy (approach/deadline?)
- Produce the first newsletter (September)
Recipients: contacts from stakeholder mapping exercise + EU Chronic Disease participants (around 1000)
- Produce CHRODIS leaflet (by end October)
- Produce first video (by end of the year)
- Present CHRODIS at relevant meetings and events

The Joint Action on Chronic Diseases and promoting healthy ageing across the life cycle (CHRODIS-JA)*

*** THIS PRESENTATION ARISES FROM THE JOINT ACTION ON CHRONIC DISEASES AND PROMOTING HEALTHY AGEING ACROSS THE LIFE CYCLE (CHRODIS-JA) WHICH HAS RECEIVED FUNDING FROM THE EUROPEAN UNION, IN THE FRAMEWORK OF THE HEALTH PROGRAMME (2008-2013)**

