

WP2: one year overview

4th Executive Board meeting

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Planned activities during the 1st year

Tasks/ Deliverables	Due time	Deviation	Reasons	% accomplishment	Expected delivery
Communication Strategy (incl reporting back template)	M3	9 months	Integrating outcomes communication training + discussions with WP leads, receiving and integrating CHAFEA and coordinator's comments	85%	M12
Stakeholder mapping & contact database	M3 & M7	1 month & none	Initial delay in Communication Strategy	Both 100%	

Planned activities during the 1st year

Tasks/ Deliverables	Due time	Deviation	Reasons	% accomplishment	Expected delivery
Visual identity (incl logo and templates)	M3	2 months	Decision making process (CHAFEA not included initially)	100%	
Website	M6	1 month	Integrated comments following 3rd EB meeting	Continuous	
<u>Promotional Material</u>					
- Banner	M10	/		100%	
- Pens	M10	/		100%	
- Poster	M10	/		100%	
- Leaflet	M10	/		100%	

Planned activities during the 1st year

Tasks/ Deliverables	Due time	Deviation	Reasons	% accomplishment	Expected delivery
Newsletter	M-36	(3 months)	Focus on other priorities, approval process of concept and content	50%	M12
Press Releases				Continuous	Kick off, CD Summit, Stakeholder Forum
JA-CHRODIS section on EIP-AHA	M12	1-2 months?	New EIP-AHA site being developed	50%	M12
Social Media (Twitter and Facebook)	M5			continuous	

Highlights, hurdles and improvements

- Highlights
 - Website
 - Visual identity + promotional materials
 - Presentations at e.g. Chronic Disease Summit
- Hurdles
 - Low overall/relative budget, spread across partners
 - Slow decision-making process
- Improvements
 - Liaising with JA-CHRODIS Communication Group
 - Most communication tools in place, now a process of applying and refining

WP2 propositions for the future (1)

Build on “tools” developed:

- **Approve and apply Communication Strategy**
 - partners to submit reporting back document end January
- **Continue to improve and update website and relevant tools** (presentations)
- **Continue to improve and be consistent in messaging across WPs**
 - short ‘style-guide’ on intranet
- **Clarifying and improving ‘processes’** (e.g. distributing dissemination costs, ensuring materials reach appropriate partners in a cost-efficient manner, guidelines for publication)
- **Regular production of newsletters**

Request: relevant pictures representing a cross section of EU Society?

- **Translations** (leaflets and possibly newsletter)

WP2 propositions for the future (1)

Develop new “tools”:

- **2 Videos**
 - Together with European Patients’ Forum
 - 1st: introducing JA-CHRODIS, patient perspective, facts and figures on chronic diseases and healthy ageing
 - 2nd: towards the end of JA-CHRODIS, showcasing outcomes and deliverables
- **More promotional material?**
 - Infographics
 - Folders and other ‘give-aways’
- **Webinars in third year**

Suggestions?

The Joint Action on Chronic Diseases and Promoting Healthy Ageing across the Life Cycle (JA-CHRODIS)*



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