

WP2: Dissemination

2nd Stakeholders' Forum

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Main Objective of WP 2

To ensure the visibility of JA-CHRODIS and that its results and deliverables are made available to the main target groups: (i) policy makers (ii) health care professionals and health care managers and (iii) other interested stakeholders like care-givers, patients and researchers.

Deliverables and Milestones

Deliverables (EuroHealthNet + Comms group)

- Visual identity
- JA-CHRODIS website
(www.chrodis.eu)
- Communication Strategy
- Newsletters
- Webinars (final year)



Milestones:

Stakeholder mapping, guidance document, contact database, Promotional Materials (brochure, posters, banner, pens etc)

Links to EIP-AHA Portal

+ All Partners

- Presentations at conferences and events,
- Print media (articles) and press releases
- 2 videos
- social media

First year achievements - partners

Partners' reporting

- **34 responded (51%) out of which 26 have engaged in dissemination activities**
- **135 actions completed since M1**
Actions = dissemination of information through e.g. own newsletters, translation and dissemination of press releases, info on JA-CHRODIS on own websites, presentations at conferences and events, individual meetings
- **43% English, 12% Spanish, 45% in 11 other European languages**
- **62 actions planned so far for 2015**

Report on year-one dissemination activities available by early March

First Year Achievements – Stats

- **Website** (recording since November 2014)
 - 3700 sessions overall (persons visiting more than one page)
 - 45% returning visitors
 - Average session duration 3:45 mins, returning visitors stay longer, session duration increased in 2015 compared to 2014
 - 22% Belgium, 21% Spain
 - Most visited sites: Homepage, About Us, Meetings, Newsletter
- **Twitter**
 - 176 followers
 - Average: 2.3 tweets per day, 18 tweets per month
 - 52% of tweets get retweeted (EIP-AHA, EuropeActive and IDF most)
 - Tweets about JA-CHRODIS outcomes or with pictures/questions work best

Stakeholder Involvement

- www.chrodis.eu with coordinator's and all WP lead contact details

Tools:

- JA-CHRODIS brochures available in different languages
 - Presentation and a slide on JA-CHRODIS
 - twitter
- **Newsletters, Monthly Updates**
- **Platform for Knowledge Exchange (PKE)**

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



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