

Discussion Group 1

Dissemination and outreach

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Discussion Questions

- How can we improve our dissemination activities?
- How can we improve dissemination at political level?

Comments and suggestions

- Produce monthly updates
- Partners to link their website to our's
- Complete contact info on website
- Additional simple information (e.g. A4) or infographics for Partners to take to meetings
- Refine the reporting back template & make it more precise
- Provide coaching (e.g. webinars) and media training towards the end
- Link and align to WHO Europe Health 2020 agenda and other
- Exploit the reach and the potential of the partnership
- Ask partners to update their stakeholder list

More comments and suggestions

- Dissemination at political level
 - EU-level
 - Identify secretariats of the intergroups at EP and CoR (heart, cancer, diabetes)
 - EIP-AHA, B3 group
 - Meetings with Permanent Representations
 - National level
 - Identify and work through stakeholder groups (e.g. patient groups) that have links with national parliaments

While external stakeholders can only become directly engaged in the JA towards the end (PKE), we should make this opportunity visible now.

Next Steps

- Complete partnership contact info
- Produce monthly updates
- Translation of brochures
- Possible production of A4 and infographics
- Revise reporting back template and ask partners for updated stakeholder lists
- Map possible entry points for political dissemination (EU, national, regional)
- Explore possibility of trainings (general dissemination and media)

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



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