

WP2: Dissemination

1st Advisory Board meeting

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Brussels, Belgium



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Objectives of WP 5

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 (M1-M13)

Deliverables:

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

Milestones:

Stakeholder mapping, guidance document, contact database, Promotional Materials (Brochure, Poster, Banner, Pens etc)

Links to EIP-AHA Portal

FIRST YEAR ACHIEVEMENTS (M1-13) – Partners

- **Outcomes of partners' reporting on year 1 dissemination**
 - 34 responded (51%) out of which 26 (39%) have engaged in dissemination activities
 - 43% English, 12% Spanish, 45% in 11 other European languages
 - 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
62 actions planned so far for 2015
 - ***For immediate improvement:*** only 13 partners (19.1%) are currently linking from their website to the JA-CHRODIS website → Targetted emailing.

FIRST YEAR ACHIEVEMENTS (M1-13) – 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

NEXT STEPS

- **Complete information on website for APs, CPs, GB and AB**
- Start to disseminate monthly **JA-CHRODIS Updates** as of March 2015
- Short (2 min) animated **video** introducing JA-CHRODIS, with EPF (EB to revise draft 'scenario' early March);
- Make sure all partners have **link to our website** on their's
- Launch efforts to develop a JA-CHRODIS **strategic plan for dissemination at political level**
- **Translate JA-CHRODIS brochures into all partner languages** and add to website (under 'About us);
- **Add general presentation on JA-CHRODIS** and other relevant dissemination tools to website

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



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* This presentation arises from the Joint Action addressing chronic diseases and healthy ageing across the life cycle (JA-CHRODIS), which has received funding from the European Union, under the framework of the Health Programme (2008-2013).