

3rd WP7 meeting
Istituto Superiore di Sanità, Roma
July, 2-3, 2015

Work Package 2 Communication



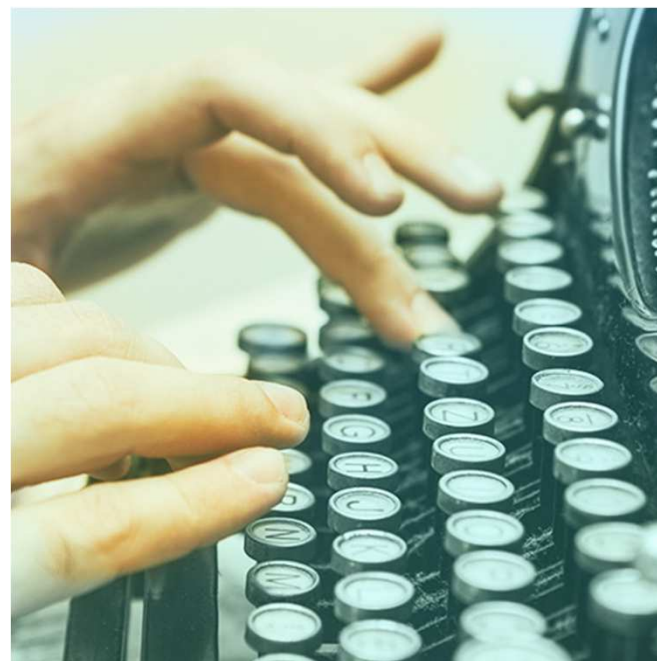
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Communication Strategy as Basis

- The WHY, the WHO , the WHAT and the HOW
- Communication Strategy available on the [website](#) (under Deliverables)
- Work Package leader: EuroHealthNet
- Work Package APs: EPF, EUREGHA, EIWH, ISCIII and Minsal
- “Communication Core Group”: representatives from EB, WP2 and other interested partners

WHY do we communicate?

- Raise **awareness**
- Build **knowledge**
- **Involve** stakeholders
- Encourage stakeholders to **apply** JA-CHRODIS outputs



WHO do we communicate to?

- Stakeholder Analysis and Mapping in March 2014

<u>Interest</u>			
		<i>Low</i>	<i>High</i>
<u>Power</u>	<i>Low</i>	Minimal effort	Keep informed
	<i>High</i>	Keep satisfied	KEY STAKEHOLDER

- WP7: Policy-makers; healthcare, public health, health promotion, disease prevention professionals; patient organisations; researchers

WHAT do we communicate?

- KEY MESSAGES
 - Adapted for each WP and specific audiences
- WP7:
 - 32 million EU adults (8.2%) had type 2 diabetes in 2013, and this number could rise to 38 million by 2035. Diabetes is the fourth most common cause of death in Europe.
 - There are good models across the EU on the prevention and management of type 2 diabetes, that can serve as an example to others and that can also apply to other chronic diseases. JA-CHRODIS aims to identify and share these.
 - More on health promotion, prevention and care needs to be done at the national policy level.

HOW do we communicate?

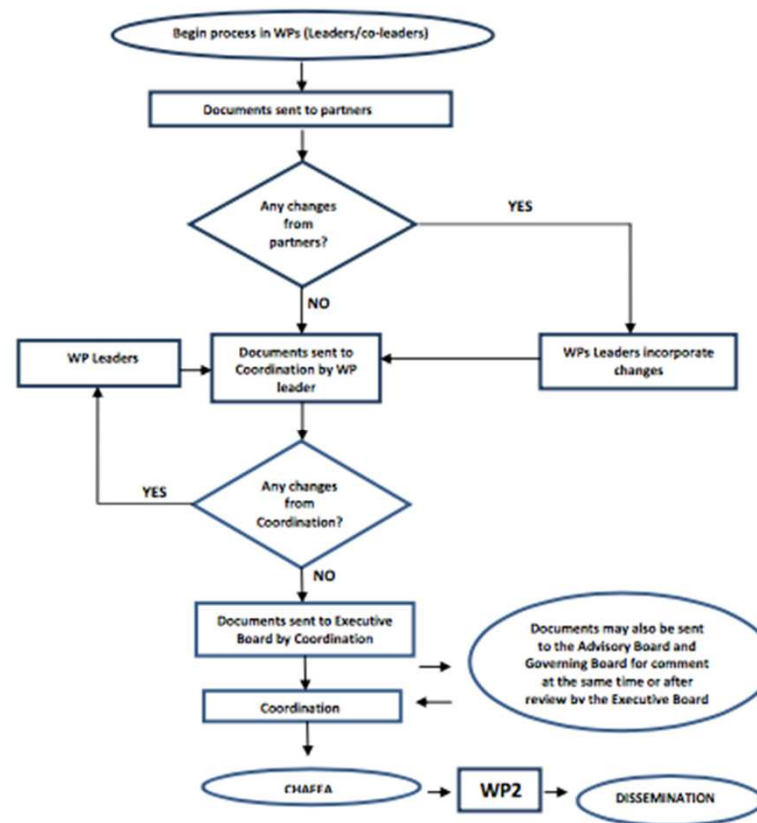
- Visual identity and Word & PowerPoint templates
- Website
- Newsletter and updates (“Latest News”) + database
- Social Media
- Brochures and 13 translations (in progress)
- Press releases
- Poster and roll-up banner
- Promotional materials (pens, writing blocks, conference folders)
- Style guide / spelling document
- Guidelines for authorship (under approval process)
- Video (ready in September 2015)
- Policy-level dissemination strategy (in progress)
- Webinars (planned for 2016) and conferences

YOU can help us!

- Keep us informed
- Update stakeholder mapping document
- Forward the newsletter and updates to your network or invite interested/influential people to subscribe
- Use the press releases on your organisation's website and forward to your network
- Contact us if you need promotional materials
- Fill out reporting back template regularly (next request will go out in Nov/Dec 2015)



Communication Flowchart for Deliverables



Thank you!

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Get in touch!

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The 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).