

Status Report of Communication 2015



THIS REPORT 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).

1. Introduction

The EU Joint Action on chronic diseases and healthy ageing across the life cycle (JA-CHRODIS) was launched in January 2014 and runs for 39 months. In the present report, we analyse how, where and what partners communicated about JA-CHRODIS in its second year.¹

We are now in the final year of JA-CHRODIS and most of the work is progressing according to plan (see technical report)². As JA-CHRODIS is progressing, the work of the communication work package is also evolving with it. While the first year saw the establishing of various communication tools and channels, the second year gave more attention to the implementation and use thereof, especially in light of the first results and outputs being realised.

As work package (WP) leaders, EuroHealthNet produces in addition to the contractually agreed bi-annual newsletters also monthly updates. While the newsletters provide a deeper and more meaningful insight into the work of the various content WPs, the monthly updates offer short soundbites to JA-CHRODIS partners and other stakeholders, generating positive feedback from them.

Furthermore, we update the website regularly with relevant news and events as well as all JA-CHRODIS outcomes. The added “Outcomes and Results” section offers added value to website visitors to find JA-CHRODIS results with just one click. The second year of the JA also saw updates to promotional materials such as the leaflet and the poster. The leaflet has been translated into 11 languages in addition to English, based on indicated needs from partners. This work was realised by WP2 partner EUREGHA. Together with the European Patients’ Forum, we have also developed a [JA-CHRODIS video](#), which introduces the initiative, its background, objectives and approaches and was released in September 2015.

To ensure all partners link their respective websites to the one of JA-CHRODIS, we have prepared and shared with all partners a ‘starter text’ that they can use as well as a designed website banner. In addition, we also made two standard presentations (a short and a long version) that partners can use when presenting JA-CHRODIS and that can help align our messages. To unify JA-CHRODIS publications, we have written guidelines for authorship in collaboration with the European Institute for Women’s Health. This document complements the Dissemination Strategy and provides partners guidance when producing articles or reports in the context of JA-CHRODIS.

¹ Interested readers can find the communications report of the first year here (<http://www.chrodis.eu/wp-content/uploads/2015/12/Status-Report-Communication-2014.pdf>).

² Pending approval from CHAFEA

While the work above described was done at WP2 leadership level, all partners in the JA should be involved in communicating about JA-CHRODIS to achieve the maximum impact for it. To this end, we evaluate the communication efforts done by all partners on a yearly basis.

2. Analysis

Part of the Dissemination Strategy, developed in year 1, is the ‘reporting back template’ (Annex 3), an effective tool for evaluating the dissemination efforts of the JA-CHRODIS consortium that can also be used as a planning activity tool by partners. Similarly to the evaluation of the first year’s communication activities, we asked partners to fill out this reporting back template, which is divided into the following five sections:

- Dissemination (electronically, translation or printing) of JA-CHRODIS materials (e.g. press releases, key publications, leaflet)
- Information on JA-CHRODIS disseminated through partners’ organisation’s newsletters, magazines, social media or other channels
- Information on JA-CHRODIS disseminated through other websites, newsletters, magazines, social media or other channels
- Presentations on JA-CHRODIS at conferences and events
- Individual meetings with key stakeholders on JA-CHRODIS related activities

For each activity, partners were asked to report under the different sections and to provide quantitative information as well, such as language, type of audience and numbers reached. This enables us, where necessary, to adapt and strengthen JA-CHRODIS’ communication activities.

In December 2015, we distributed the reporting back template to all 69 associated and collaborating partners. For the analysis, we collected the information supplied by our partners and synthesised the data in a meaningful way. These results constitute the basis to evaluate what has been achieved and what remains to be done.

Table 1 shows the countries and number of organisations per country involved in JA-CHRODIS. It reflects how JA-CHRODIS can have a broad reach if all organisations play their part in dissemination. The 39 associated partners come from 15 different countries, while the collaborating partners cover an extra ten countries. In total, JA-CHRODIS brings together 69 partners from 25 countries.

Country	Associated Partners	Collaborating Partners	Total
Austria		1	1
Belgium		1	1
Bulgaria	1		1
Croatia		1	1
Cyprus		1	1
Czech Republic		1	1
Denmark		2	2
Estonia	1		1
EU-wide	3	5	8
Finland	1		1
France		3	3
Germany	3		3
Greece	1		1
Iceland	1		1
Ireland	4		4
Italy	3	2	5
Latvia		1	1
Lithuania	2		2
Malta		1	1
Netherlands	2		2
Norway	1		1
Portugal	3	1	4
Slovenia	1		1
Spain	12	8	20
Sweden		1	1
United Kingdom		1	1
Total	39	30	69

Table 1: Number of organisations involved in JA-CHRODIS per country, as of 31st December 2015

2.1 Reply rate

In total, 32 partners, 27 associated partners and 5 collaborating partners, reported on their communication and dissemination activities, representing 46% of all the Joint Action's partners.

2.2 Activities

Concerning JA-CHRODIS partners' communication activities, we grouped their responses under the categories outlined in the 'Analysis' section. The dissemination activities that partners undertook are described in the table below (table 2). It shows that partners have been most active in disseminating information on the Joint Action through their organisations' newsletters, magazines, social media outlets or other channels (total number of actions: 82). Most of the activities related to the dissemination of the JA-CHRODIS video, retweeting JA-CHRODIS tweets and including general information or updates on the JA on their respective websites. The activities were carried out in eight languages, covering Bulgarian, Dutch, English, French, German, Italian, Slovenian and Spanish. While 82 actions were completed in 2015, 9 are foreseen for 2016.

Partners also reported to have presented JA-CHRODIS or to have at least included some information about JA-CHRODIS in presentations at conferences and events. These conferences took place both at European and national level, and varied in relation to focus (lectures at universities, other projects, specific diseases or other related topics, e.g. prevention or elderly). Some conferences were organised by partners themselves, institutions or other stakeholders. Presentations were held in ten languages. 72 actions were completed in 2015, whereas other 7 are planned for 2016.

Compared to the previous year, partners have doubled the number of completed activities, from a total of 135 completed actions in 2014 to 267 for 2015. Notably, dissemination activities of JA-CHRODIS have increased.

Activity	Status		Total
	Completed in 2015	Planned for 2016	
Dissemination (electronically, translation or printing) of JA-CHRODIS materials (e.g. press releases, key publications, leaflet)	60	6	66
Information on JA-CHRODIS disseminated through your organisation's newsletters, magazines, social media or other channels	82	9	91
Information on JA-CHRODIS disseminated through other websites, newsletters, magazines, social media or other channels	36	1	37
Presentations on JA-CHRODIS at conferences and events	72	7	79
Individual meetings with key stakeholders on JA-CHRODIS related activities	17	0	17
Total	267	23	290

Table 2: Number of activities (completed in 2015 and planned for 2016)

2.3 Language

Partners were also asked about the language of their communication activities about JA-CHRODIS. In some cases, activities were carried out in different languages, leading to the double listing of some languages.

Generally, English is the most widely used (n=136) with more than half of the partners reporting to have disseminated JA-CHRODIS in this language. Portuguese is the second most used language (n=35, 13%), followed by Spanish (n=25, 9%). Overall, the Joint Action has been communicated in 18 languages throughout 2015.

Language	Number of activity
English	136
Portuguese	35
Spanish	25
Greek	18
Italian	16
German	11
French	11
Lithuanian	11
Slovenian	9
Bulgarian	7
Icelandic	6
Dutch	3
Swedish	3
Irish	2
Finnish	2
Hungarian	1
Maltese	1
Norwegian	1

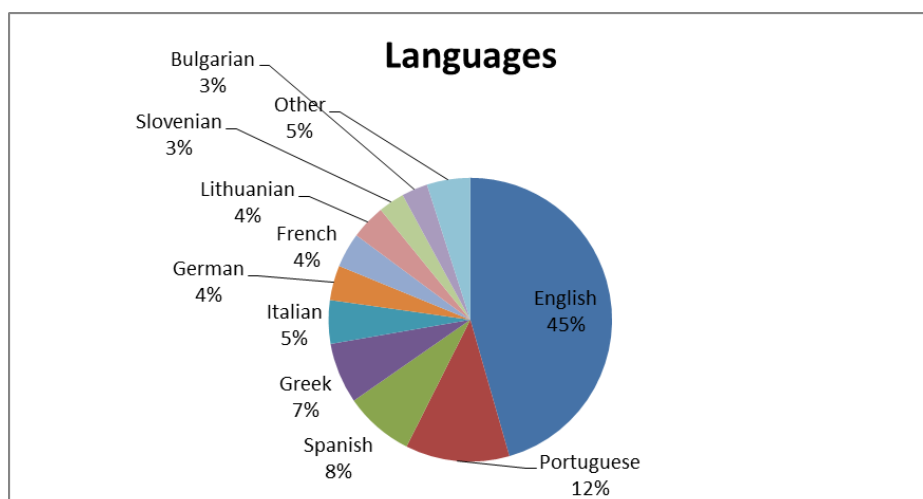


Figure 1: Percentage of activities per language

Table 3: Number of activities per language

3. Conclusion

JA-CHRODIS communication efforts kicked off in 2014 with the production of the communication strategy, the visual identity, the website and various other promotional materials. In 2015, those efforts were further implemented and strengthened with the activities described above.

The analysis of activities showed that partners appreciate content provided by WP2 leaders that they can share and use. To get a more accurate picture of the dissemination activities, however, more partners, in particular associated partners, need to respond to our request and submit their dissemination reports. The audience size or the number of recipients were

almost never included in partners' responses, so it is hard to give specific quantities on these issues.

The present analysis of 2015 communication activities enables us to improve and adapt our efforts to increase the impact of our communication work. 2016 will see the implementation of further plans and products to help JA-CHRODIS achieve its full potential. The content work packages are finalising their major deliverables and products, thus our communication efforts will focus on those. For instance, we are reshaping the website to give more attention to those products and press releases are planned for major outcomes. In addition, we are planning to produce another promotional video to highlight the JA-CHRODIS products and its main deliverable, the Platform for Knowledge Exchange. The maintenance of the JA-CHRODIS website, social media channels and contact database are part of our everyday work. We are planning two newsletters (focusing on multimorbidity and the PKE respectively) in 2016 and a last one at the beginning of 2017 and in addition the monthly updates in the other months.

One milestone, to be achieved by EuroHealthNet in 2016, is the organisation of JA-CHRODIS webinars. We plan to hold these webinars in the second half of 2016 and they will feature each of the content work packages.

In 2016, we are also stepping up JA-CHRODIS' visibility in terms of conferences. Major European health conferences have been identified and WP2 together with WP1 leaders are coordinating the attendance and planning of sessions. More JA-CHRODIS specific events and meetings are planned as well. For example, WP2 partner EUREGHA will organise a JA-CHRODIS session during the EU Open Week at the Committee of the Regions in October 2016. EuroHealthNet is looking into possibilities to present JA-CHRODIS outcomes to Members of European Parliament and other policy makers.