Dissemination of results of JA-CHRODIS
WP2: Dissemination & communication

Network of members & partners

Mission: to contribute to a healthier Europe by promoting health and health equity between and within European countries.

Core activities:

• facilitating capacity building
• research to develop & communicate policy recommendations
• networking and cooperation
“Effective communication is an essential component of professional success whether it is at the interpersonal, inter-group, intra-group, organisational or external level.”
Mike Myatt
Dissemination strategy

- Why are we communicating
- Who – target groups
- What – messages
- How – channels

+ communication plan based on WPs 4, 5, 6, 7 outcomes
Dissemination activities

- Website
- Newsletter
- Monthly updates
Dissemination activities

- Publications
  - Multimorbidity
  - Diabetes

Education and health professionals training programs for people with type 2 diabetes: a review of quality criteria

Silke Kuske¹, Andrea Icks¹, Jelka Zaletel¹, Ulrike Rothe¹, Jaana Lindström¹, Monica Sørensen² and Marina Maggini³, on behalf of the Joint Action on Chronic Diseases and Promoting Healthy Ageing across the Life Cycle (JA-CHRODIS)

¹Heinrich Heine University, German Diabetes Center, Düsseldorf, Germany
²Ljubljana, Slovenia Technology, Dresden, Germany and Welfare, Helsinki, Finland
³Norwegian University of Science and Technology, Oslo, Norway

*Joint first authorship
The Joint Action CHRODIS (JA-CHRODIS) provides evidence to build comprehensive strategies to tackle diabetes and chronic diseases

CHRODIS

Press release

On the occasion of World Health Day. JA-CHRODIS launches policy brief that helps identify the health and consumers
Dissemination activities

Social media

WWW.CHRODIS.EU
Dissemination activities

• Video
Activities in 2015

Type of activities

- Dissemination of materials: 60
- Information on own newsletter, website, etc.: 82
- Information on other websites, newsletters, magazines: 36
- Presentations at conferences/events: 72
- Individual meetings: 17

Total: 267
Activities in 2015

- Communications report 2015

Languages

- English
- Portuguese
- Spanish
- Greek
- Italian
- German
- French
- Lithuanian
- Slovenian
- Bulgarian
- Icelandic
- Dutch
- Swedish
- Irish
- Finnish
- Hungarian
- Maltese
- Norwegian
Promotion

- Promotional materials
  - Posters
  - Standard ppt
  - Brochure (translated into 11 languages)

& give-aways
Promotion at events

- International Meetings & Conferences
- National events of partners
More promotion

- Webinars
  - Tuesday 4 October – General JA-CHRODIS
  - Tuesday 11 October – Health Promotion & Disease Prevention
  - Tuesday 18 October – Multimorbidity
  - Tuesday 25 October – Diabetes
- In addition:
  - 6 December – Patients EPF
  - 13 December – Health Professionals EHMA
# Upcoming... WP2 activities

<table>
<thead>
<tr>
<th></th>
<th>October 2016</th>
<th>November 2016</th>
<th>December 2016</th>
<th>January 2017</th>
<th>February 2017</th>
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</thead>
<tbody>
<tr>
<td><strong>Newsletter + monthly Update</strong></td>
<td>monthly update</td>
<td>monthly update</td>
<td>EHNet to edit and layout → Sending out when PKE is being launched</td>
<td>monthly update</td>
<td>Content delivery by EB (by 15th Jan) + monthly update</td>
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<tr>
<td><strong>Video</strong></td>
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<td>EB to agree / video made by agency</td>
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<td><strong>Website</strong></td>
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<td></td>
<td>EHNet to update with input from EB</td>
<td>EB to provide input</td>
<td>EHNet to implement changes</td>
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<td><strong>Info Sheets</strong></td>
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<tr>
<td></td>
<td>Development</td>
<td>Info-sheets made available</td>
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<tr>
<td><strong>JA-CHRODIS Leaflet</strong></td>
<td>EHNet to update / EB to provide input</td>
<td>EHNet to implement changes + layout + print</td>
<td>Distribution at EPH Conference Vienna</td>
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## Upcoming... WP2 activities

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<tbody>
<tr>
<td>Infograph</td>
<td>Work on content</td>
<td>Infograph made available</td>
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<tr>
<td>‘10 Steps’ document</td>
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<td></td>
<td>EHNet to draft document, input to be received from EB and GB</td>
<td>10 Steps document finalised; laid out</td>
<td>Document presented at Final Conference</td>
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# Upcoming... events

<table>
<thead>
<tr>
<th>JA-CHRODIS Conferences/Meetings</th>
<th>October 2016</th>
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<th>December 2016</th>
<th>January 2017</th>
<th>February 2017</th>
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<tbody>
<tr>
<td><strong>20th.-21st:</strong> Final WP7 meeting (Rome)</td>
<td>21st./22nd:** WP5 meeting (Lisbon)</td>
<td>29th:** GB meeting (BXL) including option to join lunch meeting at EP</td>
<td>WP4 reviewer/referee face-to-face workshop (TBC)</td>
<td>???:** WP6 Lithuanian dissemination event (WP leaders to speak?)</td>
<td>???:** WP6 national meeting (Rome)</td>
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<td><strong>Final Conference</strong></td>
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<td>Invitation &amp; registrations</td>
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<td><strong>Other external conferences</strong></td>
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<tr>
<td><strong>10th.-12th:</strong> European Public Health Conference (Vienna)</td>
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## More promotion

- **Workshop at European Parliament 28 November**

<table>
<thead>
<tr>
<th>Session</th>
<th>Presenter/Coordinator</th>
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<tbody>
<tr>
<td>Opening speech</td>
<td>MEP Therese Comodini Cachia (EPP)</td>
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<tr>
<td>Key note speech</td>
<td>MEP Christel Schaldemose (S&amp;D)</td>
</tr>
<tr>
<td>Introduction to Joint Action CHRODIS</td>
<td>Carlos Segovia (JA CHRODIS Coordinator)</td>
</tr>
<tr>
<td>WP 6 Multimorbidity</td>
<td>Graziano Onder/Federica Mammarella</td>
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<tr>
<td>WP 5 Health Promotion</td>
<td>Alexander Haarmann</td>
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<tr>
<td>Delphi process + CHRODIS Platform launch</td>
<td>Enrique Bernal/Ramón Launa</td>
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<tr>
<td>WP 7 Type 2 Diabetes</td>
<td>Marina Maggini/Jelka Zaletel</td>
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<tr>
<td>Good Practice 1 (National plans on diabetes - the example of Slovenia)</td>
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<tr>
<td>Good Practice 2 (Diabetes Prevention in MR Lisbon)</td>
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<tr>
<td>Q&amp;A Session</td>
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<tr>
<td>Concluding remarks and closing speech</td>
<td>MEP Marisa Matias (GUE/NGL)</td>
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</table>
# EP Workshop – Proposed Agenda (2h)

<table>
<thead>
<tr>
<th>Time</th>
<th>Intervention</th>
<th>Speaker</th>
<th>Organisation</th>
<th>Status</th>
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<tbody>
<tr>
<td>11:15-13:00</td>
<td>Registration</td>
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<tr>
<td>11:00-13:10</td>
<td>Opening speech</td>
<td>MEP Therese Comodini Cachia (EPP)</td>
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<tr>
<td>11:10-13:20</td>
<td>Key note speech</td>
<td>MEP Christel Schaldemose (S&amp;D)</td>
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<tr>
<td>11:20-13:30</td>
<td>Introduction to Joint Action CHRODIS</td>
<td>Carlos Segovia (JA CHRODIS Coordinator)</td>
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<tr>
<td>11:30-13:40</td>
<td>WP 6 Multimorbidity</td>
<td>Graziano Onder/Federica Mammarella (WP6 Leaders)</td>
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<tr>
<td>11:40-11:50</td>
<td>WP 5 Health Promotion</td>
<td>Alexander Haarmann (WP5 Leaders)</td>
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<tr>
<td>11:50-14:00</td>
<td>Delphi process + CHRODIS Platform launch</td>
<td>Enrique Bernal/Ramón Launa</td>
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<tr>
<td>12:00-14:10</td>
<td>WP 7 Type 2 Diabetes</td>
<td>Marina Maggini/Jelka Zaletel (WP7 Leaders)</td>
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<tr>
<td>12:10-14:30</td>
<td>Good Practice 1 (National plans on diabetes - the example of Slovenia)</td>
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<tr>
<td>12:30-14:50</td>
<td>Q&amp;A Session</td>
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<tr>
<td>12:50-15:00</td>
<td>Concluding remarks and closing speech</td>
<td>MEP Marisa Matias (GUE/NGL)</td>
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</table>
EP Workshop – Good practice presentations

- **WP5**
  - Diabetes Counselling on Wheels: Early Detection and Counselling on Diabetes for Citizens of Turkish Origin and the Rural Population – Germany
  - Diabetes Prevention and Screening in Vulnerable Populations of the Metropolitan Lisbon Area – Portugal
  - Screening programme in Sweden, Sörmland, that exclusively targets diabetes or targets diabetes as one disease among a complex of other chronic diseases with similar underlying causes.

- **WP7**
  - Lessons learnt from the implementation of Slovenian National Diabetes Plan (which was presented and debated at the European Parliament Diabetes Working Group in 2011 - a nice follow up after 5 years of successful implementation
  - Practices on prevention and health promotion (ex. CURIAMO HEALTHY LIFESTYLE INSTITUTE - University of Perugia, Obesity, Diabetes, Cardiovascular Diseases, Osteoporosis, and Healthy Ageing)
  - Italian project IGEA (solutions for coordination of care)
Final Conference

ADDRESSING CHRONIC DISEASES AND HEALTHY AGEING ACROSS EUROPE
Towards better prevention, management and care

27 - 28 FEBRUARY 2017 / THON HOTEL BRUSSELS CITY CENTRE

WWW.CHRODIS.EU
How can the outcomes be taken up?

To answer questions like: What have we produced? How can the outputs be of help to stakeholders, policymakers, patients, professionals? How can they be used and taken up?

• 13:30-14:00 Registration and Coffee
• 14:00-14:30 Welcome by Carlos Segovia, JA-CHRODIS Coordinator
• 14:30-15:45 Parallel sessions – WP4 and WP6
• 15:45-16:15 Coffee
• 16:15-17:30 Parallel sessions – WP5 and WP7
Joining forces and moving forward to address chronic diseases across Europe

To answer questions like: What are we doing? What else needs to be done or how can it be done better? What can be done to reduce the burden of chronic diseases across Europe?

Moderator: Clive Needle, EuroHealthNet – morning sessions

9:30-11:00 Session 1 – Addressing the chronic disease challenge in Europe

WHAT? Welcome & Keynote speeches - High-level representatives addressing the chronic disease challenge, and how JA-CHRODIS can be linked to other plans and initiatives in Europe

Dr. D. Jesús Fernández Crespo; Director Institute of Health Carlos III (ISCIII), Madrid, Spain
European Commissioner V. Andriukaitis (confirmed, timing tbc)
Zuzana Jakab, Regional Director, WHO Europe
Angel Gurria, Secretary-General, OECD

11:30-12:30 Session 2 – How can policy makers use the JA-CHRODIS results to (plan to) address the chronic disease challenge and ageing society?

WHAT? Presentation of the 10 steps; Round-table moderated discussion: opening statements (3-5 mins) and panel discussion

Launch of “10 Steps to address the chronic disease challenge” – Carlos Segovia, JA-CHRODIS Coordinator
Names tbc, Health Ministers from 4-5 countries (tbc)

12:30-13:30 Lunch
Final Conference – agenda 28th February

- **13:30-15:00 Session 3 – Making the link: How can we better integrate health promotion in comprehensive healthcare?**
  - David McDaid ([https://twitter.com/dmcdaid](https://twitter.com/dmcdaid))
  - Ricardo Baptista Leite
  - Panel discussion with David McDaid and Ricardo Baptista Leite

- **15:30-16:45 Session 4 – How does JA-CHRODIS leave its mark, including examples in practice?**
  - Mieke Rijken, NIVEL, The Netherlands: Dutch implementation of the JA-CHRODIS multimorbidity care model
  - Helen McAvoy, HSE, Ireland: Potential next steps to implement the Well London Programme (UK) in Ireland
  - (Name tbc), Serbian Ministry of Health: Setting up a pilot national chronic disease plan using the tools prepared in JA-CHRODIS
  - Carlos Segovia, Rokas Navickas, Coordinators of the next Joint Action on Chronic Diseases: Presentation of the next Joint Action

- **16:45-17:00 Concluding Remarks**
  - Xavier Prats Monne, Director-General DG Sante
  - Carlos Segovia, Coordinator of JA-CHRODIS
See you all in Brussels in February!

Thank you
The Joint Action on Chronic Diseases and Promoting Healthy Ageing across the Life Cycle (JA-CHRODIS)*

* 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). Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of in the information contained therein.