

CHRODIS Kick-off

Communication and Dissemination

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EUROPEAN PARTNERSHIP FOR IMPROVING HEALTH, EQUITY & WELLBEING

EuroHealthNet

The European Partnership
for improving health,
equity and wellbeing

Caroline Costongs
EuroHealthNet Managing Director



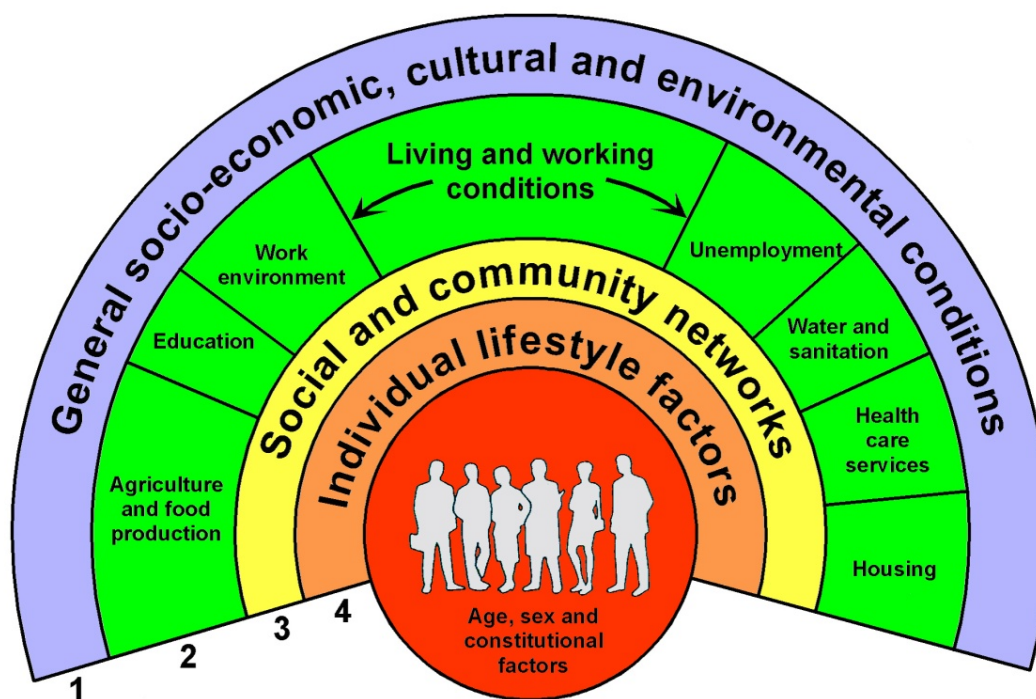
42 members and partners in 27 European countries



| | | | |
|-----------------|---|--------------|---|
| AUSTRIA: | Austrian Health Promotion Foundation | NORWAY: | Norwegian Directorate of Health |
| BELGIUM: | Flemish Institute for Health Promotion and Disease Prevention | POLAND: | National Institute of Hygiene – Public Health Research Institute |
| BULGARIA: | National Centre of Public Health Protection | ROMANIA: | Institute of Public Health Iasi |
| CROATIA: | National Institute of Public Health | SCOTLAND: | NHS Health Scotland |
| CZECH REPUBLIC: | National Institute of Public Health | SLOVAKIA: | Public Health Authority of the Slovak Republic |
| DENMARK: | National Board of Health | SLOVENIA: | <ul style="list-style-type: none"> • National Institute of Public Health • Institute of Public Health Murska Sobota |
| UK: | <ul style="list-style-type: none"> • Department of Health • Kent & Medway NHS • North West Health Office | SPAIN: | <ul style="list-style-type: none"> • Ministerio de Sanidad y Consumo • Universidad de La Laguna |
| ESTONIA: | National Institute for Health Development | SWEDEN: | Stockholm County Council |
| FRANCE: (INPES) | National Institute for Prevention and Health Education | SWITZERLAND: | Health Promotion Switzerland |
| FINLAND: | Finnish Centre for Health Promotion | WALES: | Public Health Wales |
| GERMANY: | Federal Centre for Health Education (BZgA) | IRELAND | Institute of Public Health |
| GREECE: | Institute of Preventive Medicine, Environmental & Occupational Health Prolepsis | MONTENEGRO | Institute of Public Health |
| FINLAND: | National Institute for Health and Welfare | ROMANIA | National Institute of Public Health |
| HUNGARY: | Finnish Society for Social and Health - SOSTE | SWEDEN | Swedish Association of Local Authorities and Regions |
| | <ul style="list-style-type: none"> • Hungarian National Institute for Health Development (OEFI) • University of Debrecen | | |
| ITALY: | Veneto Region | | |
| LATVIA: | The Centre of Health Economics | | |
| NETHERLANDS: | <ul style="list-style-type: none"> • NIGZ: Netherlands Institute for Health Promotion • RIVM: Netherlands Institute Public Health and the Environment | | |

Health Inequalities are persistent and increasing

The Main Determinants of Health



Source: Dahlgren and Whitehead, 1993

- **Mission:** Reducing Health Inequalities
- **Combat NCDs**
- **Health Promotion for sustainable health systems**

Policy development

Project participation

Networking

Communication

EuroHealthNet

The European Partnership for
Improving Health, Equity and Wellbeing

PHASE

The European
Platform for Action
on Health & Social
Equity

HPE

Health Promotion Europe

The European Network
for Health Promotion

CIRI

The European
Centre for
Innovation,
Research &
Implementation in
Health & Well-being

The EuroHealthNet Secretariat, Executive and General Councils

CHRODIS

WP 2 Deliverables and Milestones

EuroHealthNet's Team:

Ingrid Stegeman, Cristina Chiotan, Anna Gallinat

Deliverables

- Dissemination Strategy including guidance, reporting back doc (M 3)
- Visual Identity (M 3), promotional materials: leaflet, posters (M10)

- CHRODIS website (M 6)
 - To be linked with WP4 Platform for Knowledge Exchange (on-line help desk, clearinghouse)

- Bi-annual newsletter (M 36)
 - Content provided by the coordinator, WP leads and EuroHealthNet
 - EU developments and updates on other JA's and on EIP AHA

- Webinars (M 36) *final project year*
 - Discussion of general outcomes and share good practices
- CHRODIS section on EIP AHA (M 12)

Milestones

- Stakeholder mapping (M3)
- Guidance Document (M3)
- Internal Contact Database (M7)
- Promotional Materials, i.e. leaflets and posters (M10)
- CHRODIS section on EIP-AHA Portal (M12)

Dissemination Strategy

WHAT (key message)

do we want to disseminate/communicate to

WHOM (audience)

WHY (purpose)

HOW (method) and

WHEN (timing)?

What – Key Messages

➤ What will be disseminated:

Public deliverables: clearinghouse with practices in chronic care, on-line help desk with expert consultants, tools and information, recommendations to improve prevention of diabetes, recommendations on health promotion/diseases preventing practices, report final conference

Scientific community: Reports and common guidelines for care pathways for multimorbid patients

To whom – Audience

Stakeholder mapping:

- Policy makers at EU, national and regional level
- Caregivers, Patients organisations,
- Researchers, Public health practitioners,
- GO and NGO organisations working in health promotion and diseases prevention
- International organisations, **etc.**

Internal contact database

Why – Purpose

- **Dissemination:** process of making results and deliverables of CHRODIS available to key stakeholders and wider audience
- **Communication and Dissemination Strategy:**
 - How CHRODIS will share outcomes with stakeholders, institutions, organizations, and individuals
- **Sustainability & Transferability**
 - CHRODIS is limited in time, dissemination strategy should focus on transfer of knowledge and processes needed for transferability, future take-up, upscaling, and follow-up

How – Methods and Channels (I)

- Visual Identity
logo= keep it simple, clear and catchy
- Templates
 - Word
 - Power Point
- Website (including Platform of knowledge exchange)
- Newsletters
- Webinars
- Conference presentations, **etc.**



How – Methods and Channels (II)

- Website
 - **Public Section** providing General info on CHRODIS, news, published reports, project meetings and activities;
 - **Partner's Section** (restricted) for participating organisations (associated partners) for monitoring purposes;
- Linked with WP4 : Platform for Knowledge Exchange (clearinghouse, online help desk)

Aims and objectives

➤ RAISE AWARENESS

- ...of the existence of CRHODIS, its structure, partners, aims and objectives
- ...of the results, findings and outcomes

➤ IMPROVE UNDERSTANDING

- ...of the topic
- ...make the link with decision makers, PH community, researchers, etc.
- ...of the situation at EU level and within MS

➤ TAKE ACTION

- ...sharing of knowledge, experiences
- ...influence policy processes and developments

Suggestions for Partners' Involvement

- To keep us **updated** about the work done (ex: workplan per WP)
- **Input** to the stakeholder mapping and database
- **Regular** provision of **informational material** for website, presentations, abstracts, factsheets, key events, *including for the EIP AHA section*
- **Dissemination** of outcomes and results, press releases
- To **link to the website** (and other online resources) and encourage other stakeholders to join/participate
- **Contribution** to the final conference

When – Timing

- Establish calendar of events (M 3), yearly workplan for dissemination;
- Strengthen the role of partners and monitor all dissemination activities (guidance notes for partners, reporting back- doc);
- Identify opportunities for communicating results and engaging stakeholders – involving all partners

Key moments and peaks

- Website launch and press release **June 2014**
- Relevant conferences and other EU meetings - **tbd**
- Clearing House – **December 2015**
- On line help desk – **June 2016**
- Recommendations for prevention of diabetes – **June 2016**
- Recommendations on health promotion/diseases prevention practices –**December 2016**
- Final conference report –**December 2015**

Immediate Steps

- **Dissemination Strategy** including guidance, reporting back doc (M 3)
Input from WP leads on the dissemination opportunities/activities for your WP's
Deadline: end of February
- **Visual Identity** (M 3),
Proposed logo's begging of February - required input from WP leads by the end of February
- **Stakeholder mapping** (M 3) and analysis (?)
- required input from WP leads by the end of February
- **CHRODIS website** (M 6)
Selection of the Comms agency, further input from WP4 and Coordinator

Discussion Points

Questions....

Thank You !

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