

# Status Report of Communication 2014

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What have we done? Where are we at?  
What needs to happen?



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).

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Disclaimer: This report has been written by JA-CHRODIS work package 2 (Dissemination) leader EuroHealthNet. April 2015.

## 1. Introduction

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

As one of our first deliverable of the work package for communication (WP2), EuroHealthNet developed the Communication Strategy, which constitutes the road map for all communication and dissemination activities carried out by us and all JA-CHRODIS partners.

Furthermore, as JA-CHRODIS progresses, the work of the communication work package is also evolving with it. In addition to the Communication Strategy, we have set up the visual identity of whole Joint Action. We have also developed the JA-CHRODIS website where partners and external people alike can find important information, outputs, background documents and links and the most relevant news in the area of chronic diseases and healthy ageing. Additionally, as WP2 leaders, we prepare the bi-annual newsletters and monthly updates. We have also produced various JA-CHRODIS promotional material, such as the JA-CHRODIS brochure, introducing the project and its content as well as pens, posters, writing blocks and a roll-up banner.

## 2. Analysis

Part of the aforementioned Communication Strategy was the so called ‘reporting back template’ (Annex 3). This template is an essential tool for evaluating the dissemination efforts of the JA-CHRODIS consortium and can also be used as a planning activity by partners.

To fill out the reporting back template, partners were asked to consider the three main questions of communication (as outlined in the communication strategy): *to whom would you like to communicate, what key messages would you like to convey and how do you communicate these or which tools do you use?* The reporting back template is divided into the following six sections:

- Dissemination (electronically, translation or printing) of JA-CHRODIS materials (e.g. press releases, key publications, leaflet)
- Creation of JA-CHRODIS section on your organisation’s website
- Information on JA-CHRODIS disseminated through your 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 are asked to report under the different sections and are asked to provide some 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 January 2015, we distributed the reporting back template to all 68 associated and collaborating partners, alongside the draft Communication Strategy. For the analysis, we collected all 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. We presented the initial results at the first General Assembly on the 19<sup>th</sup> February 2015.

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 38 associated partners come from 15 different countries, while the collaborating partners cover an extra ten countries. In total, JA-CHRODIS brings together 68 partners from 25 countries.

Country	Associated partners	Collaborating partners	Main Partner	Total
Spain	11	8	1	20
Belgium	3	4		7
Italy	3	2		5
Ireland	4			4
Portugal	3	1		4
France		3		3
Germany	3			3
Lithuania	2			2
Denmark		2		2
Netherlands	2			2
United Kingdom		2		2
Finland	1			1
Cyprus		1		1
Croatia		1		1
Austria		1		1
Malta		1		1
Czech Republic		1		1
Norway	1			1
Bulgaria	1			1
Slovenia	1			1
Latvia		1		1

Sweden		1		1
Estonia	1			1
Greece	1			1
Iceland	1			1
Total	38	29	1	68

Table 1: Organisations per country involved in JA-CHRODIS

## 2.1 Reply

The following two charts (Figures 1 +2) represent the number of replies from partners. Figure 1 shows the number of organisations that have responded via the excel spreadsheet template or simply by email. In total, 35 organisations replied, which represents 51%.

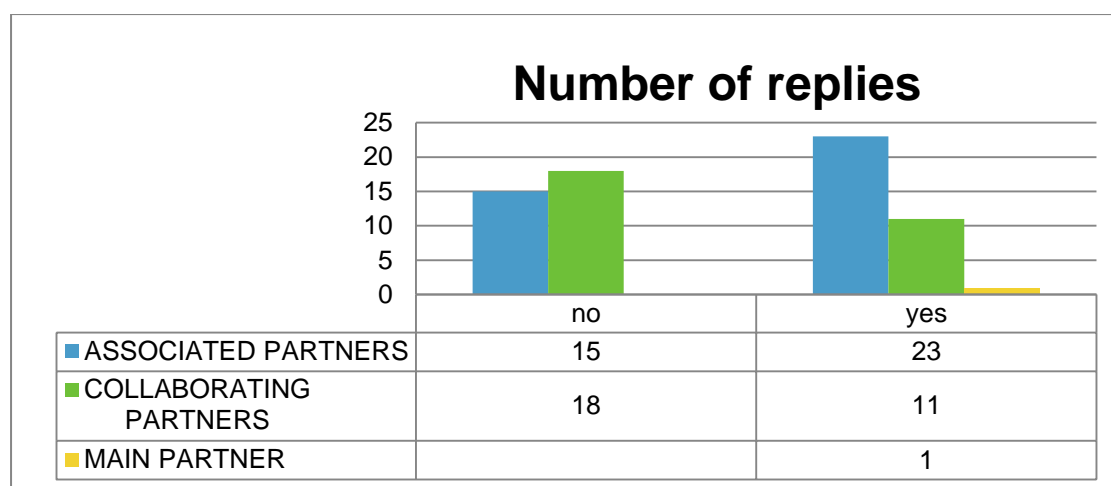


Figure 1: Number of organisations replying to reporting request

Further analysis (Figure 2) reveals that some organisations replied without using the reporting back template. In fact, 12 % of replies were by email. In many of these, the organisations reported that they had not carried out any actions related to dissemination.

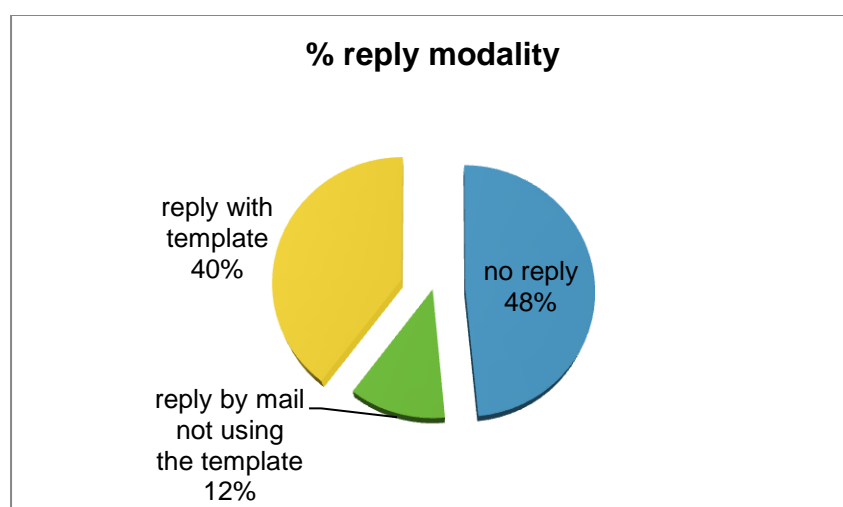


Figure 2: Percentage of reply modality

## 2.2 Activities

Regarding what JA-CHRODIS partners have done in terms of communication, we grouped their responses under each category (as outlined under ‘Analysis’). The table below (Table 2) reflects the kind of dissemination activities that partners undertook and plan to undertake (described by the factor “Status”).

It shows that most of the actions belong to the category “Presentation on JA-CHRODIS at conferences and events” (n=72). Partners report to have given full presentations on JA-CHRODIS or to have at least included some information on JA-CHRODIS in their presentations. The conferences at which partners presented vary in nature in relation to level (most of them took place at the European or national level) and focus (lectures at universities, other projects, specific diseases or other related topics, e.g. prevention or elderly). Some conferences mentioned were organised by a European institution (e.g. the Chronic Disease Summit where Juan Riese presented JA-CHRODIS or the Chronic Disease and Healthy Ageing Workshop), by partners themselves (e.g. EUREGHA General Assembly or the Irish JA-CHRODIS Stakeholder Seminar) or by external stakeholders.

Partners also reported to have communicated about JA-CHRODIS in their organisations’ newsletter, social media or other channels. This most often relates to retweeting JA-CHRODIS tweets or sharing updates on JA-CHRODIS (e.g. the press releases) on their websites and newsletters. 28 of these activities have been carried out in 2014 and 14 have been reported as planned for 2015.

Partners described having undertaken or planned 32 activities relating to the dissemination of JA-CHRODIS materials (e.g. press releases, key publications, leaflet). Some of these activities overlapped with those reported under the previous sections and included links on their websites, articles in their newsletter or the translation of relevant information

12 partners reported individual meetings with key stakeholders, while 9 partners report to have planned such meetings for the future. Most of them refer to meetings with representatives of relevant partner projects (e.g. EIP-AHA or NCD Alliance) or meetings with policy-makers (e.g. Slovenian health attaché).

While partners are officially required to display their participation in JA-CHRODIS and link their website to ours, only 17 report to have already done so. An additional 11 activities are reported under “Information on JA-CHRODIS disseminated through other websites, newsletters, magazines, social media or other channels”.

Number of activities	Status		Total
	completed	planned	Total
Presentations on JA-CHRODIS at conferences and events	49	23	72
Information on JA-CHRODIS disseminated through your organisation’s newsletters, magazines, social	28	14	42

media or other channels			
Dissemination (electronically, translation or printing) of JA-CHRODIS materials (e.g. press releases, key publications, leaflet)	23	9	32
Individual meetings with key stakeholders on JA-CHRODIS related activities	12	9	21
Creation of JA-CHRODIS section on your organisation's website	17	2	19
Information on JA-CHRODIS disseminated through other websites, newsletters, magazines, social media or other channels	6	5	11
<b>Total</b>	<b>135</b>	<b>62</b>	<b>197</b>

**Table 2: Number of activities (completed in 2014 and planned for 2015) under each category**

### 2.3 Language

We also asked partners about the language in which they have disseminated information about JA-CHRODIS (see Table and Figure 3). In some cases, an activity was carried out in different languages, which has led to the double listing of some languages.

In general, English is most widely used (84 activities) with almost half of the partners reporting to have disseminated JA-CHRODIS in our working language. The second most used language is Spanish (n=24, 12%), followed by a number of activities carried out in Portuguese (n=16, 8%). A number of partners reported translating JA-CHRODIS materials or writing articles for their websites or newsletters in their own language. In addition, meetings with individuals or presentations were often made in languages other than English.

Language	Number of activity	%
English	84	43%
Spanish	24	12%
Portuguese	16	8%
Croatian/English	12	6%
Greek	11	6%
Slovenian	9	5%
Bulgarian	7	4%
Spanish/English	6	3%
Lithuanian	4	2%
Dutch	4	2%
Italian	4	2%
(blank)	3	2%
Swedish	2	1%

German	2	1%
Greek/English	2	1%
Portuguese/English	1	1%
French/English	1	1%
Italian/English	1	1%
English/Bulgarian	1	1%
Estonian	1	1%
English, French, Spanish, Dutch	1	1%
English, French, Spanish, German, Italian, Greek	1	1%
<b>Total</b>	<b>197</b>	<b>100%</b>

Table 3: Number of activities per language

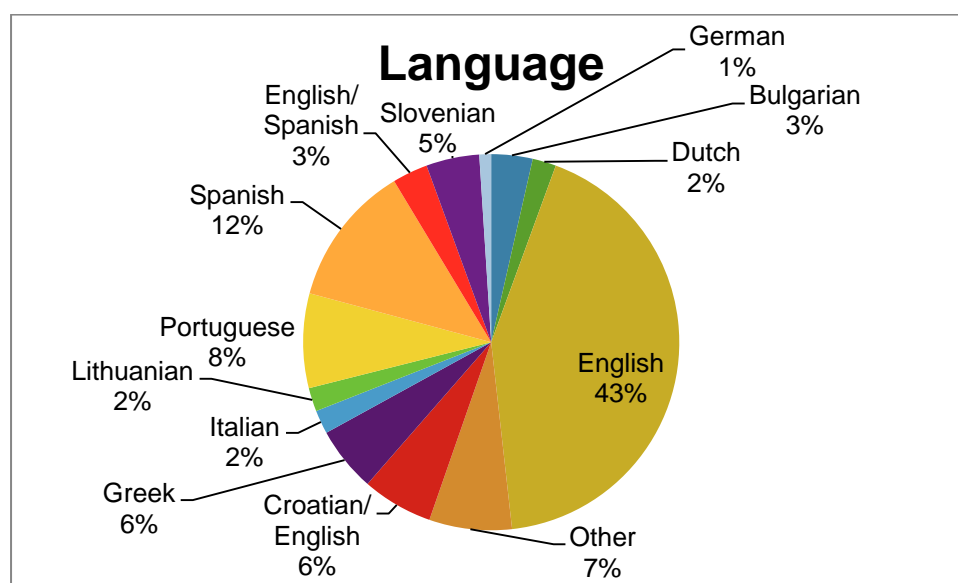


Figure 3: Percentage of activities per language

### 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. 2015 and 2016 will see the implementation of these plans and products to help JA-CHRODIS achieve its potential. The evaluation of the communication activities of partners over the course of 2014 enables us to adapt our efforts and improve our impact.

During the General Assembly on February 17, 2015, EuroHealthNet held a discussion group on communication. Partners actively engaged and provided us with useful feedback and tips to us. It was mentioned, that it might be useful to make the reporting back template more elaborate, i.e. add more specific questions as this tells partners what they ought to do. In



addition, the analysis revealed that the activity sections are too similar. More specific questions would help. Additionally, to get a more accurate picture of the dissemination activities, more partners, in particular associated partners, need to respond to 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 analysis of activities showed that partners appreciate **content** provided by WP2 leaders that they can share and use. Together with the European Patients' Forum, we are also producing an **awareness raising video** that will focus on the first outcomes that have been produced by JA-CHRODIS partners.

Another way of engaging more partners in JA-CHRODIS dissemination is to ensure they link their organisation's website to the JA-CHRODIS website. As WP2 leaders, we are therefore preparing a '**starter text**' that they can use as well as a designed **website banner**. We are also preparing a **standard presentation** that partners can use when presenting on JA-CHRODIS and that can help align our messages.

Now that the first set of JA-CHRODIS outputs are being produced, dissemination at political level, i.e. to policymakers on EU, national, regional or local level, can be more fruitful. For that reason, we will initiate a draft strategy on stepping up **political communication** at the European level. Work package leaders will also help develop a draft strategy to improve dissemination of relevant outputs at the scientific level.

In addition, dissemination on national level requires translated materials. Currently, we are, with the help of EUREGHA, coordinating the **translation of the brochure**, which contains all basic information on the JA. It can be printed and will be available for download on the website. The video being produced in collaboration with EPF will also be translated (subtitles) into a selection of EU languages.

To heighten the visibility of JA-CHRODIS to external parties, EuroHealthNet is now producing **monthly updates** with recent developments, products, publications and events in addition to the contractually agreed **bi-annual newsletters**. Another collaborator to increase JA-CHRODIS' visibility is the **EIP-AHA** and collaborations between these initiatives has been established and will be maintained