

# COMMUNICATION & DISSEMINATION PLAN

CARE

Common Approach for REfugees and other  
migrants' health



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## 1. EXECUTIVE SUMMARY

CARE-Common Approach for REfugees and other migrants' health project (CARE) is a European project that has received funding from the European Union's Health Programme (2014-2020). The project aims to promote a better understanding of refugees and migrants' health condition as well as to support the adaptation of the appropriate clinical attitude towards refugees and migrants' health needs and in particular towards the health needs of fragile subgroups, such as minors, pregnant women and victims of violence.

The Communication & Dissemination Plan (CDP) of the CARE project arranges all dissemination activities within the project and it provides the guidelines for the dissemination to be followed by all partners. It details the methodology and the tools to be used for the project's communication needs, as well as a detailed timeline to adhere to. It is a working document and can be amended as opportunities arise during the course of the project.

All dissemination activities are designed to:

- Ensure good internal communication amongst partners, with regular updates on progress and achievements;
- Increase CARE project visibility;
- Share and publicise the project's objectives and results.

This Communication & Dissemination Plan gives an overview of the following items:

- Who communicates – the partners
- What to communicate – the message.
- To whom communicate – the audience.
- Why – awareness raising, increase visibility of the project and make its results and deliverables available to the stakeholders and to the general audience.
- How to communicate – the methodology (channels and tools).
- When – timelines.

## 2. DISSEMINATION OBJECTIVES

The overall objective of dissemination is to inform main target groups about the objectives, the evolution, the products and the results of CARE project, in order to

make the results and deliverables available to the target groups and to the wide audience. Dissemination increases also visibility of the project and ensures sustainability beyond the project end.

The key dissemination objectives are:

- To keep stakeholders and partners informed on progress made and milestones reached;
- To share the project's activities, results and added value to relevant stakeholders (health authorities, NGOs, policy makers, and scientific community);
- To promote the project's outputs and results.

The plan will be updated and reviewed by partners throughout the project lifetime as work progresses and new opportunities for dissemination emerge and are identified.

### 3. TARGET GROUPS

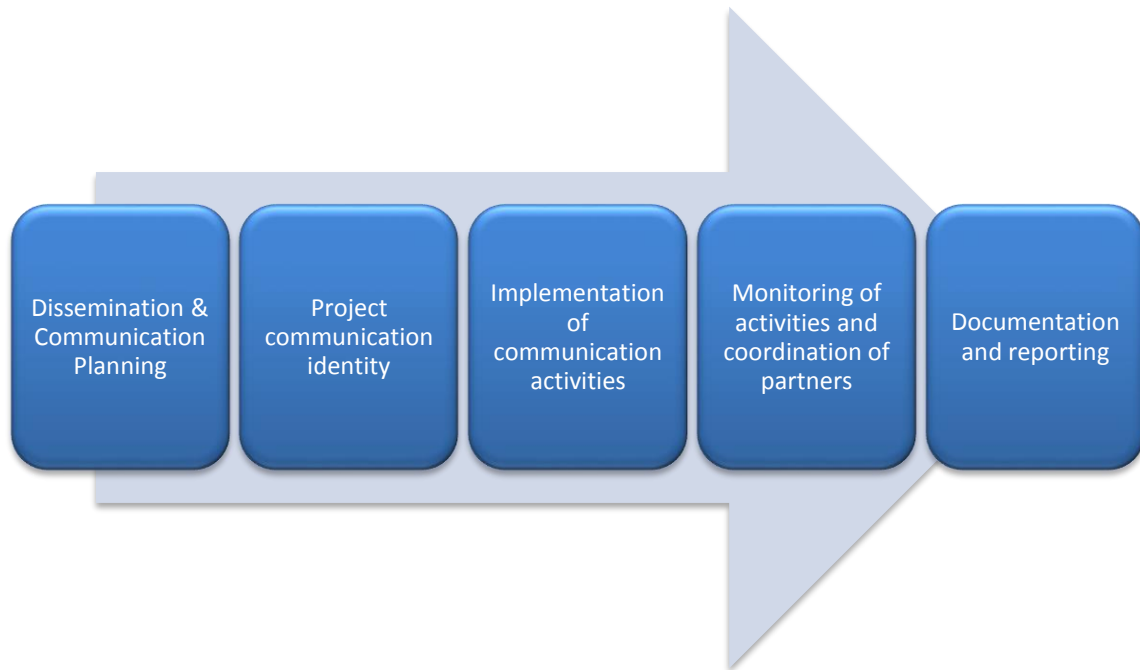
Dissemination activities will be adapted and tailored to each local, national and European target group, including:

- Relevant scientific community
- Policy makers on issues related to refugees and migrants
- Health Policy makers and experts
- Municipalities and local health authorities
- NGOs working on the field
- Health professionals and other operators (such as social workers, transcultural mediators, volunteers)
- General population

A dissemination list (A2) will be generated with the input from all partners, including contact details of potentially interested organizations, experts and professionals as well as media, in each participating country.

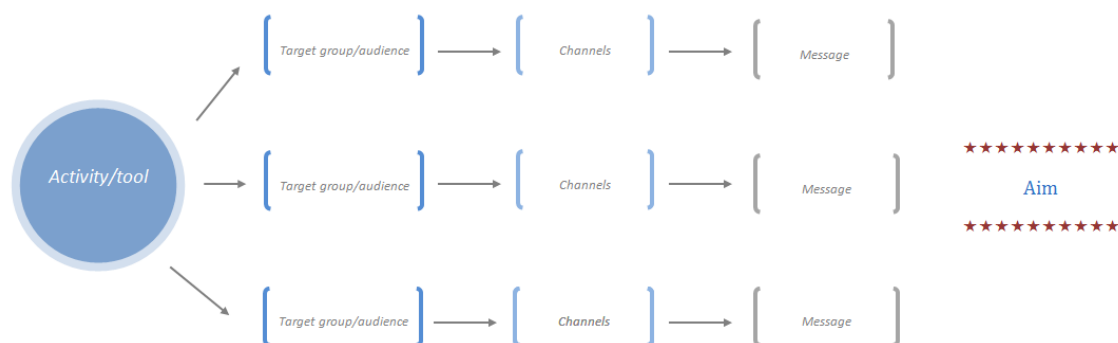
#### 4. METHODOLOGY

In order to meet the objectives of the project's communication needs, a methodology has been designed. For the implementation of this methodology, four steps should be made:



As the project progresses, the dissemination process and action plan will be reviewed and updated by partners and stakeholders as new opportunities arise and are identified. Any other activity initiated or requested by project partners will be included in the action plan and updated through the various communication channels.

The dissemination process aims at stimulating the interest and attention of the health professionals working on the field, the scientific community as well as the policy makers both at national and European level. For that reason, it is important to think about the audience the message is communicated to, as different tactics and tools are needed to reach to the foreseen target group. In general, this is the main structure of every dissemination action:



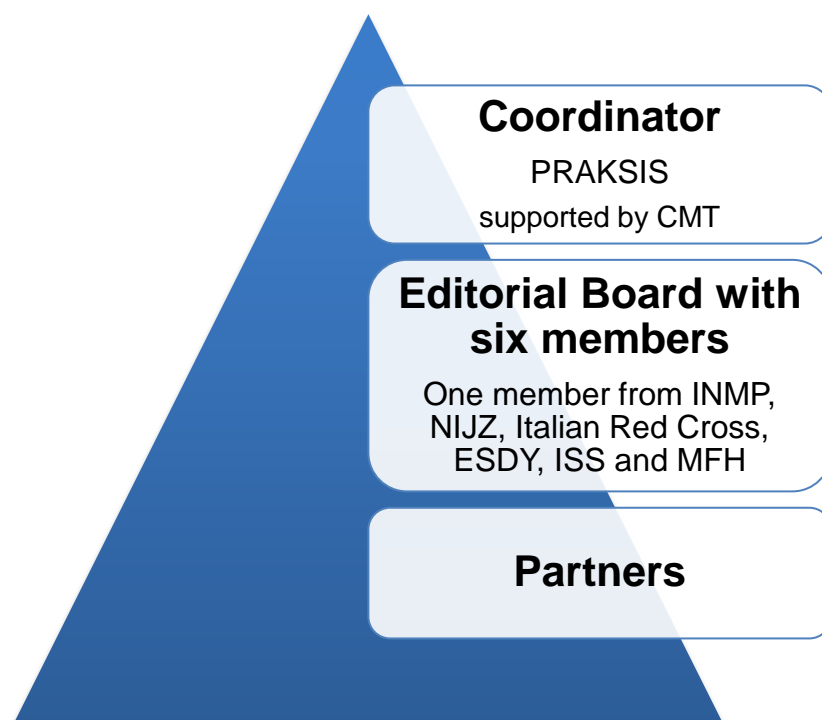
During the project's communication and dissemination actions, and in view of communicating the project to a specific target group, the key message should be regularly checked by the partners. Besides, as the project progresses the communication efforts will become more specific.

### Management Structure / Editorial Board (A1)

All partners should contribute to the development of contents to be used for communication purposes during project's duration. However, an Editorial Board (EB) (A1) should be established in order to advise and monitor the relevance and adequacy of content and messages communicated.

In order to achieve a broad and multichannel flow of informative material and content, the Editorial Board (A1) should be shaped by six (6) members that will be assigned by the leaders of Work Packages 4, 5, 6, 7, and 8 (P1.INMP, P2.NIJZ, P3.Italian Red Cross, P6.ESDY and P10.ISS) as well as P9.MFH. In that way, every leading organization of the vertical packages will be responsible for the constant flow and communication of informative material regarding the activities and achievements of its Work Package. Once a month, every vertical WP leader will have to provide the Coordinator with informative material for exploitation through the communication tools to be used. In order to do so, every WP leader will be entitled to request informative material from other partners of its Work Package.

Therefore, the management structure of the Communication and Dissemination Plan will be as follows:



## Deliverables and Milestones

List of Deliverables						
Deliverable Number	Deliverable Title	Lead beneficiary	Type	Dissemination Level	Due Date (in months)	Comments
D2.1	Communication and Dissemination Plan (CDP)	PRAKSIS (P5)	Report	Public	2	
D2.2	Project Folder	PRAKSIS (P5)	Report	Public	3	The folder will include a press release template on project launch, an informative leaflet, and a ppt presentation template.*
D2.3	Project Website	PRAKSIS (P5)	Websites, patents filling, etc	Public	4	

*\*The folder's materials will be available on electronic and/or print version, with the aim to be easily distributed to all partner agencies for dissemination to their respective networks and stakeholders.*



Schedule of relevant Milestones			
Milestone number	Milestone title	Lead beneficiary	Due Date (in months)
MS1	Approval of Communication and Dissemination Plan (CDP)	PRAKSIS (P5)	2
MS2	Development of project's website	PRAKSIS (P5)	3

## Dissemination Channels

A mix of channels will be used to maximize impact and widespread reach to all target audiences, at local, national and international levels.

### Online

- E-newsletters
- E-mailing (for regular updates)
- Websites (project's own and partners')

### Networks

- Social media
- Partners' network channels (online and offline)

### Events

- Info-days
- Conferences
- Seminars
- Meetings

### Publications

- Scientific publications

### Media/Press

- Press releases for mass media

### Print

- Reports
- Leaflet

## Reporting and documentation

A report on dissemination achievements will be produced for the compilation of all dissemination activities carried out during project's lifetime. It will assess the

outcomes of the different dissemination activities, especially partners' efforts to promote the project in various national/international external conferences, workshops, seminars or meetings. It will also include results of the final dissemination conference in Rome. Information such as conclusions and recommendations for further future visibility of project's network and products will be included, and it will be circulated confidentially to all partners.

Partners will contribute to the dissemination report through the draft minutes from their external events (Annex I – Dissemination reporting template) that will be sent to CMT (P8) once completed the event, and through a dissemination activity report for the whole project. The dissemination activity form will be sent by CMT (P8) within the second month of the project.

## 5. DISSEMINATION TOOLS

A dissemination list (A2) will be developed by all partners in order to map potentially interested organizations and experts for dissemination purposes (mailing lists, invitation to project events, linkages with project websites etc.). The list will also help to choose the most appropriate tools and methods for each target audience. This will ensure that every stakeholder gets tailored information.

In order to effectively disseminate information about project's progress and results to a wide range of audiences, different tools will therefore be used.

**T1. Logo:** A logo has been designed and should be used on all publications and communications for immediate recognition. This will also allow a greater consistency in the information generated amongst partner organizations.



**T2. Project website:** As the main dissemination tool of the project, the website aims to keep all partners, stakeholders, and the general public informed about the project's progress, and, eventually, provide practical links to all the relevant news, publications, and tools. CMT will be the website's administrator and will propose a domain name, relevant to the project's title. The website's content will be open for all stakeholders and will be regularly updated to include news, requests, achievements and results during the project as well as after its end, thereby enhancing the project's sustainability.

**T3. Partner's network:** Partner organizations and stakeholders are required to include a link of the project's website on their own websites. Taking advantage of their social media network, partners will be asked to post news, publications and photos, providing direct link to the project's website, on their social media pages - if applicable - and encourage their network organizations to do so. This will increase project's visibility and exposure.

**T4. Press Releases:** A first Press Release template on the launch and starting activities of the project (T4.1) as well as a Press Release template following the end of the project (T4.2), on its results and achievements will be prepared. The Press Release template in English will be created by MFH (P9). Then, every participating partner of the WP2, i.e. INMP, NIJZ, CMT, and MFH, as well as CIPH, will be responsible for Press Releases' adaptation to the local context, translation into their mother tongues, as well as its dissemination to the local media.

**T5. Leaflet:** A leaflet will be produced for promotion purposes. It will include information about the project, such as aim and objectives, methods applied, partners involved, and benefits. The English version of the leaflet will be created by CMT (P8). Then, every participating partner of the WP2, i.e. INMP, NIJZ, PRAKSIS, and MFH, as well as CIPH, will be responsible for the leaflet's translation into their mother tongues. The printing costs will be divided on a country basis and will be in charge to a referent partner for each country.

**T6. Presentation:** A PowerPoint presentation will be developed including general information on the project. This presentation will be used by partners as a basic template to build on their own presentations regarding the CARE initiative.

**T7. e-Newsletters:** Three e-newsletters (T7.1, T7.2, T7.3) will be created for the promotion of the project as well as its progress during its twelve-month implementation. The e-newsletters will be published periodically and disseminated to stakeholders through the website and the project's mailing list.

**T8. Info-days:** Info-days will be held during project implementation by every participating partner of the WP2 as well as CIPH, possibly by engaging the National EU Representation Office in each participating Country. These events will aim to present and disseminate project objectives, results and achievements and to

engage all relevant institutional stakeholders in a constructive discussion on policy recommendations or future actions.

**T9. Participation in external events:** A project presentation in the framework of an external event – national or international – such as conferences, seminars, workshops, meetings, should be planned by each partner country. External events also include those organized by the DG Health and Food Safety, CHAFEA, or other EU funded projects. Partners must think about what they would like to communicate and also what their target audience would like to learn from the event. Each partner will report draft minutes from external event participation (see Annex I – Dissemination reporting template) and send it to CMT (P8).

**T10. Final event (A3):** An event (A3/T10) will take place in Rome at the end of the project. A range of stakeholders will be invited, such as health professionals, policy makers etc. This event (A3/T10) will offer presentations of lessons learned from project experience and significant issues emerged. During the event, the partnership will present project's results, distribute project's deliverables in order to promote the need of a common EU strategy on migrants' and refugees' health.

**T11. Scientific publications:** The Editorial Board (A1) may propose to the Scientific Board, through the Steering Committee options for scientific publications during and after the end of the project, regarding project's outcomes and conclusions as well as participating partners.

**T12. Final report (A4) (short version):** A layman version of the final report (A4) (delivered at the end of the project) will be produced for the wider audience, including potential future target groups. As a shorter version of the final report (10 pages max), it will highlight the key findings and learnings from the project and can be easily disseminated to stakeholders.

The following table gives an overview of the actions to be followed by each partner:

Month number	Starting Month	Ending Month	Deliverable (D)/ Tool (T)/ Action (A) number	Deliverables/ Tools/Actions	Target groups	Objectives	Channels	Leading organization(s)	Comments
M1	April 2016	March 2017	T1	CARE logo	Stakeholders, general public	To allow a greater consistency in the information generated amongst partner organizations	All channels	INMP (P1)	The logo has already been designed and agreed among the partners.
M2	May 2016	March 2017	D2.1	Communication & Dissemination plan	Partners	To set the communication and dissemination strategy that should be followed by all 15 partners.	Plan	Praksis (P5)	The CDP should be finalised and agreed among all partners.
From M2	From May 2016	March 2017	T9	Participation in external events	Stakeholders	To support and endorse the project's visibility among all relevant stakeholders.	Presentations	All partners	A project presentation (based on the PPT template - T6) in the framework of an external event - national or international - such as conferences, seminars, workshops, meetings, should be planned by each partner country.
M3	June 2016	March 2017	A1	Editorial Board (EB)	Partners	To ensure a broad and multichannel flow of informative material and content.	Email/e-conferences	Praksis (P5)/CMT (P8)	The EB will be shaped by 6 members that will be assigned by the leaders of Work Packages 4, 5, 6, 7, and 8 as well as MFH. Specifically, <u>INMP (P1), NIJZ (P2), Italian Red Cross (P3), ESDY (P6), ISS (P10) and MFH (P9).</u>
M3	June 2016	June 2016	D2.2	Project Folder	Partners	To spread consistent information on the project.	Multiple (T5.1, T6, T7, T5.2)	CMT (P8)	Including Press Release Template 1, Leaflet, and Presentation (in English language).
M3	June 2016	June 2016	T4.1	Press Release Template 1	General public, Stakeholders, local press	To communicate the project's launch, objectives, aims and first results achieved.	Folder, press, project website, e-mail, social media	MFH (P9)	Every participating partner of the WP2, i.e. INMP, NIJZ, CMT, and MFH, as well as CIPH, will be responsible for Press Releases' adaptation to the local context, translation into their mother tongues, as well as its dissemination to the local media.
M3	June 2016	June 2016	T5	Leaflet	Stakeholders	To promote the project's aim and objectives, methods applied, partners involved, and benefits.	Folder, project website, events	CMT (P8)	Every participating partner of the WP2, i.e. INMP, NIJZ, PRAKSIS, and MFH, as well as CIPH, will be responsible for the leaflet's translation into their mother tongues.
M3	June 2016	June 2016	T6	Presentation	Stakeholders	To provide consistent information on the project in a well designed and agreed manner.	Folder, events	CMT (P8)	This presentation will be used by partners as a basic template to build on their own presentations regarding the CARE initiative.
M3	June 2016	July 2016	T7.1	e-Newsletter 1	Stakeholders	To promote the project's progress and achievements.	Email, project website	CMT (P8)	The e-newsletters will be published periodically and disseminated to stakeholders through the web site and the project's mailing list.
From M3	From June 2016	March 2017	A2	Dissemination list	Partners	To help disseminate the project's messages to all the target audiences.	Database	CMT (P8)	A dissemination list will be generated with the input from <u>all partners</u> , including contact details of potentially interested organisations, experts and professionals as well as media, in each participation country.
M4	July 2016	March 2017	D2.3 / T2	Project Website	Stakeholders, partners, general public	To keep all partners, stakeholders, and the general public informed about the project's progress, and provide practical links to all the relevant news, publications, tools, results and outputs.	Website	CMT (P8)	The content will be regularly updated by the leading organisation according to the content provided by the <u>Editorial Board and the partners</u> where necessary.

Month number	Starting Month	Ending Month	Deliverable (D)/ Tool (T)/ Action (A) number	Deliverables/ Tools/Actions	Target groups	Objectives	Channels	Leading organization(s)	Comments
From M4	From July 2016	March 2017	T3	Partner's network	Stakeholders, general public	To promote the project, its news and progress.	Partner's network websites and social media	All partners	Partner organizations and stakeholders are required to include a link of the project's website on their own websites and social media pages.
M8	November 2016	December 2016	T7.2	e-Newsletter 2	Stakeholders	To promote the project's progress and achievements.	Email, project website	CMT (P8)	see comments for e-Newsletter 1
			T8	Info-days	General public, Stakeholders	To present and disseminate project objectives, results and achievements and to engage all relevant institutional stakeholders in a constructive discussion on policy recommendations or future actions.	Events	INIMP (P1), CIVI (P8), NIJZ (P2), CIPH (P13), MFH (P9)	The info-days will be held during the project implementation by every participating partner of the WP2
M8	November 2016	November 2016	T8.1	Info-day in Italy				INIMP (P1)	In cooperation with all Italian partners
M11	Feb 2017	Feb 2017	T8.2	Info-day in Greece				CMT (P8)	In cooperation with all Greek partners
M11	Feb 2017	Feb 2017	T8.3	Info-day in Slovenia				NIJZ (P2)	
M11	Feb 2017 (23/02/2017)	Feb 2017 (23/02/2017)	T8.4	Info-day in Croatia				CIPH (P13)	
M11	Feb 2017 (28/02/2017)	Feb 2017 (28/02/2017)	T8.5	Info-day in Malta				MFH (P9)	
M12	March 2017	March 2017	T4.2	Press Release 2	General public, Stakeholders	To map the project's progress, results and achievements.	Folder, press, project website, e-mail	MFH (P9)	see comments for Press Release Template 1
M12	March 2017	March 2017	T7.3	e-Newsletter 3	Stakeholders	To promote the project's progress and achievements.	Email, project website	CMT (P8)	see comments for e-Newsletter 1
M12	March 2017	March 2017	T11	Scientific Publications	Stakeholders	To develop the project's outcomes and conclusions.	Multiple	INIMP (P1)	The Editorial Board may propose to the Steering Committee options for Scientific publications during and after the end of the project, regarding the project's outcomes and conclusions as well as participating partners.
M12	March 2017	March 2017	A3 / T10	Final Event	General public, Stakeholders	To offer presentations of lessons learned from the project experience and the significant issues that have emerged.	Event	INIMP (P1)	A final conference will take place in Rome at the end of the project.
M12	March 2017	March 2017	A4	Dissemination report	Partners	To report all dissemination activities carried out during the project's life-time.	Report	Praksis (P5)	Partners will contribute to the dissemination report through the draft minutes from their external events that will be sent to CMT once completed the event, and through a dissemination activity report for the whole project.
M12	March 2018	March 2018	T12	Final report	General public, Stakeholders	To highlight key findings and learnings from the project	Multiple	INIMP (P1)	A layman version of the final report will be produced and aimed at the wider audience.

## 6. OBLIGATIONS FOR EU VISIBILITY

Recognition of EU's contribution/involvement has to be mentioned in all communication and dissemination material such as press releases, leaflet, project website, etc.

Unless the Agency requests or agrees otherwise, any communication activity related to the action (including conferences, seminars, information materials such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major results funded by the grant must:

- a. display the EU emblem, and
- b. include the following text:

*"This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] is part of the project / joint action '717317 / CARE' which has received funding from the European Union's Health Programme (2014-2020)"*

When displayed in association with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Additionally, any communication activity related to the action must indicate a disclaimer for the exclusion of the Agency/Commission's responsibility:

*"The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."*

