



# MS6. Dissemination plan



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## Executive summary

This document is Milestone number 6 of the Joint Action on Health Information (hereinafter referred to as InfAct) with project number 801553. The major outcome expected of InfAct is a sustainable solid infrastructure on EU Health Information through improving the availability of comparable, robust and policy-relevant population health data and health system performance information. Through country collaboration, InfAct streamlines health information activities, reduces the data collection burden and works towards a sustainable and robust data collection in Europe that facilitates and supports country knowledge, health research and policy making.

This document is a guideline for dissemination activities planned in InfAct. This dissemination plan describes the elements that are undertaken to spread and promote the uptake of the results of InfAct. It describes how the project will be shared with stakeholders, relevant institutions, organisations and individuals. Additionally, an overview is provided of the tools used for the dissemination activities.

# Joint Action on Health Information (InfAct): Dissemination plan

## I. Dissemination objectives

InfAct wants to ensure that the activities carried out through InfAct reach their target audience. InfAct aims to spread the information about its activities through publications, meetings, workshops, a website and social media.

The purpose is to (i) raise awareness about the relevance of health information and the need for a sustainable infrastructure among Member States and associated countries, (ii) inform the community about the challenges in EU health information, (iii) engage the community in health information activities, (iv) promote and support the use of the outcomes of InfAct in the community.

The objective of the dissemination and communication activities is to support partners in presenting and communicating the achieved results and to coordinate these activities. The aim is to optimise the value of InfAct activities and facilitating future European uptake.

Communication will be divided in two main pathways: internal and external.

The internal communication refers to the communication within the project team, and with other project beneficiaries and internal stakeholders. The project team includes the WP leaders and co-leaders. The internal stakeholders include the players in the health information landscape who are directly engaged in InfAct activities. The internal communication flow includes communicating within the project team, supporting internal stakeholders and operational functions and related activities, as shown in figure 1.

The external communication refers to the communication with external stakeholders. This includes all stakeholders in the health information landscape and other relevant fields who are not directly implicated in the project, and the general public. The external communication includes establishing relationships with potential future stakeholders and generating dissemination activities, as shown in figure 1.

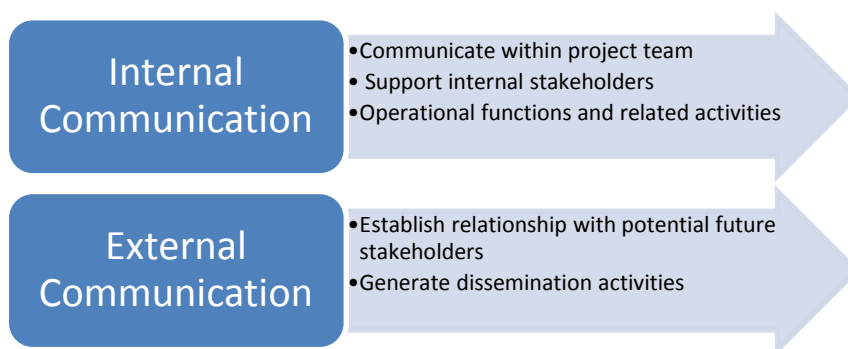


Figure 1: Internal and external communication flow.

More specifically, InfAct communicates with the following external stakeholders:

- Other Joint Actions

InfAct interacts with the other Joint Actions currently taking part in the EU Health Programme. Regular meetings will be organised. A first teleconference took place on the 14<sup>th</sup> of February, 2018. It was an opportunity to receive feedback, share experiences and discuss joint problems and issues. Each Joint Action also presented their project. The next meeting will be at the European Public Health conference 2018 in Ljubljana. In this meeting, experiences will be shared and common issues will be addressed.

- European Commission

InfAct interacts closely with the European Commission. This includes meetings with:

- Expert groups such as the European Expert Group on Health Information and Health System Performance.
- The different Directorates-General: DG SANTE, DG RTD, DG JRC, DG Eurostat, etc.
- The various agencies of the Commission: CHAFEA, ECDC, EMCDDA, etc.

- International organisations

InfAct interacts with different international organisations in the European and international health information landscape. This includes the Organisation for Economic Co-operation and Development (OECD) and the World Health Organisation Europe (WHO). Additionally, InfAct interacts with WHO Europe through a project called the European Health Information Initiative where predecessor BRIDGE Health presented its outcomes. InfAct also disseminates its activities through the International Association of Public Health Institutes (IANPHI).

## II. Target groups

InfAct's dissemination has different target audiences. However, given the overall aim of InfAct, the target groups are first of all the Ministries of Health and the Ministries of Research within the MS.

More general, as InfAct contributes to better access to existing knowledge and expertise, the target groups are:

- Decision-makers: qualitative information for evidence-based decisions in health and in the domains affecting health and affected by health, health(-related) research, international comparison and learning through exchange and priority-setting;
- National public health agencies, research agencies and health or national statistics offices: EU-comparative data, higher data quality, better information to support policy continuity over long periods, larger study populations and cohorts, enhanced data access and research capacity;

- Healthcare providers: Inform of and exchange about good practices, develop standards.
- Researchers: facilitate access to high quality EU-comparative data;
- Citizens: improved health and wellbeing, patient's outcomes and experiences, reduction of inequality;
- Administrators and data providers: reduction of administrative burden by harmonisation and reduction of duplication, improved training capacities;
- Funders: better return on investment from research and routine data systems, optimised funding allocations.

### III. Communication tools

#### A. Internal Communication

The members of the project consortium need to be well informed about the progress of the project. Communication needs to be timely and transparent. For this purpose, InfAct uses the tool OpenLucius: <https://workspace.inf-act.eu/>. It is a collaboration platform where partners of the project can communicate. Different groups are created based on the work packages, messages can be exchanged, files can be uploaded, a calendar can be managed with the meeting list, etc.

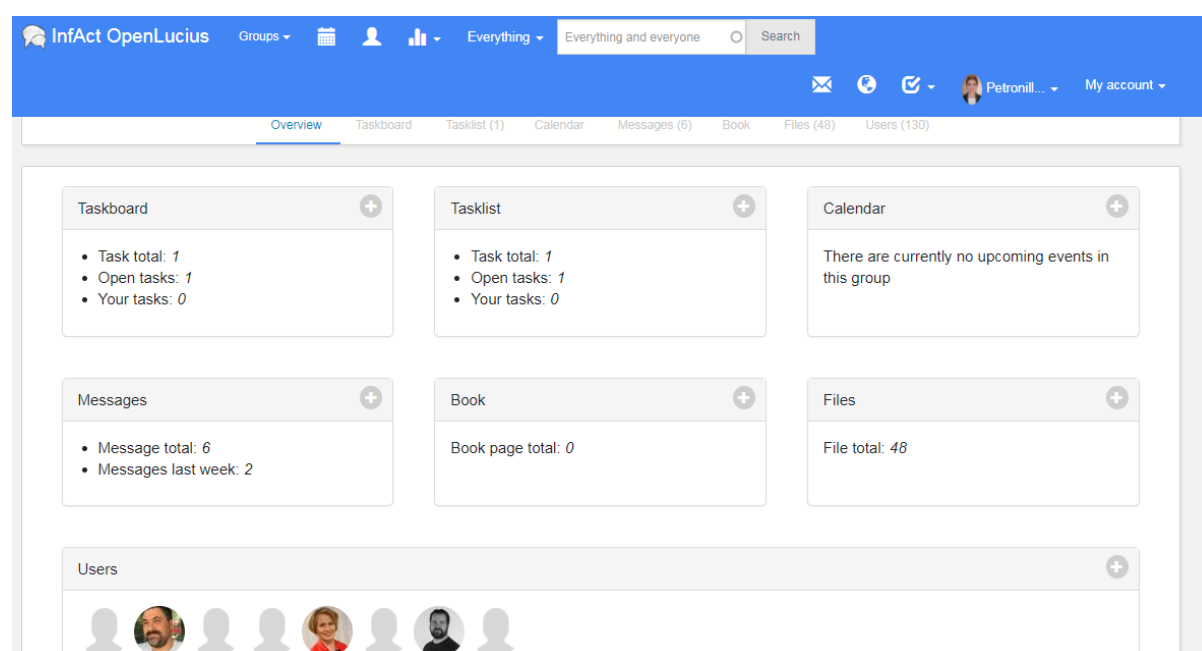


Figure 2: Screenshot of OpenLucius platform where project participants can share information.

Additionally, a central email address has been created for all communication with the Coordination Team: [infact.coordination@sciensano.be](mailto:infact.coordination@sciensano.be). The Coordination Team encouraged all work packages leaders to create generic email addresses for communication within their work packages.

Moreover, the Coordination Team assures good communication with the project partners by organizing regular meetings. Teleconferences are organized frequently based on the needs for discussion. Steering Committee meetings are organized seven times throughout the project with the work package leaders and work package co-leaders. Finally, General Assemblies are organized three times during the lifespan of the project to communicate with all partners in the project.

Table 1: Overview of internal meetings

Overview internal Meetings			
WP	Date	Name meeting	Participants
1	06/03	Steering committee meeting	WP leaders and WP co-leaders
1+5+7	06/04	Discussion and organisation of the work on Task 5.1 and WP7	Leaders and co-leaders
1+6	27/03	Discussion on work in WP6	Leaders and co-leaders
1+4	10/04	Discussion on timeline of WP1, 4 and 7	Leaders
1-10	11/04	Discussion on mission, vision and framework, EUPHA and WP8	Leaders and co-leaders
1-10	20-21/09/2018	Steering committee meeting II	Leaders and co-leaders
1-10	27-28/02/2019	Steering committee meeting III	Leaders and co-leaders
1-10	25-26/09/2019	Steering committee meeting IV	Leaders and co-leaders
1-10	13-14/02/2020	Steering committee meeting V	Leaders and co-leaders
1-10	11-12/06/2020	Steering committee meeting VI	Leaders and co-leaders
1-10	20-21/01/2021	Steering committee meeting VII	Leaders and co-leaders
2	TBD	Meeting with leaflet developer	WP2
2	TBD	Meeting with promotional video	WP2
5	24/05/2018	Alignment of task activities between 5.2 and 5.3	WP7
5	TBD	Alignment of task activities between 5.2 and 5.3	WP5
6	27/04/2018	WP6 kick -off TC	WP6
7	15/05/2018	Meeting with WP leaders and co-leaders	WP7
7	TBD	WP7 kick-off meeting TC	WP7
7	TBD	Discussion with regards to webplatform	WP7
7	TBD	Update meeting with partners	WP7
8	11/04/2018	Agreement and alignment with JA coordination on Task 8.1 and T8.3 activities	WP8
8	20/09/2019	F2F 1st annual WP8 meeting	WP8
8	TBD	F2F 2nd annual WP8 meeting	WP8
8	TBD	F2F 3rd annual WP8 meeting	WP8
10	08/05/2018	Teleconference Kick-off	Leaders and co-leaders

## B. External communication

External communication is carried out by using various tools such as meetings, scientific articles, conference presentations, social media, fact sheets, websites, press releases etc.

### 1. Visual identity

The dissemination work started by developing a strong and appealing visual identity to reach as large an audience as possible, keeping in mind that InfAct should grow an interest from the scientific/health community in Europe and especially its policymakers in- and outside the health arena. The more and better the outcomes of InfAct are known, the larger the support will be for a continued investment in a sustainable and standardised health information management approach, not only during InfAct, but also beyond the duration of the project with the setup of a European Research Infrastructure Consortium on Health Information for Research and Evidence-based Policy. Visual identity includes the development of the project logo, a layout/colour scheme for presentations, publications such as project information leaflets and posters, a website and a banner.

A logo was created for InfAct. To provide some continuity with BRIDGE Health some elements of the logo of BRIDGE health were maintained.



Additionally, templates were created for the reports and the PowerPoint presentations. This allows for all partners to use the same visual identity.

All this material is made available for all the beneficiaries through the OpenLucius.

### 2. Website

A website has been created for InfAct. It is divided in 4 sections: home, about us, work packages and publications. The about us section provides information on the background, the content, the governance and the team of the project. The work packages section explains the different work packages and the institutes that lead and co-lead them. The publications section includes any relevant publications, reports, as well as the outcomes of BRIDGE Health. The aim is to have 100 hits per month on the website and 300 when a special report or newsletter is published.



Welcome to the webpage of InfAct (*Information for Action!*), the Joint Action on Health Information. It is a 36 months project funded by the European Commission. It builds on the BRIDGE Health project and other initiatives in health information. The project was launched in March 2018. It includes 41 partners in 27 EU and associated countries.

Through country collaboration, InfAct streamlines health information activities across Europe. It builds towards a sustainable and solid infrastructure on EU health information and strengthen its core elements based on capacity building, health information tools and political support. Read more about our mission and vision [here](#).



### InfAct workspace

[Click here to log into OpenLucius](#)

### Subscribe to our newsletter

Email Address

First Name

Last Name

Figure 3: Screenshot of the InfAct website homepage

### 3. Leaflet

A leaflet will be developed introducing InfAct to the relevant stakeholders and the general population. The leaflet will include general information on the background of InfAct, the activities, the expected outcomes, and the partners included in the project. The leaflet will serve as a 'business card' and will be disseminated at conferences and meetings.

### 4. Promotional video

To enhance underline and communicate visibility of the need for a sustainable European Research Infrastructure Consortium on Health Information Infrastructure for Research and Evidence-based Policy and to attract attention of MS, policymakers and the scientific/health community, a promotional video or digital animation is commissioned. It will outline key options such as the European Research Infrastructure Consortium on Health Information for Research and Evidenced-based Policy. The WP2 (Dissemination) partners defines the content of the video and contributes to the script development.

### 5. Social media

Media information will include press releases about important events or developments in the project. Project partners will be encouraged to distribute press information released by the Coordination Team to their press distribution lists at national level.

A twitter account (@JA\_InfAct) has been set up and is linked to the website. The aim is to have 200 followers by the end of the project.

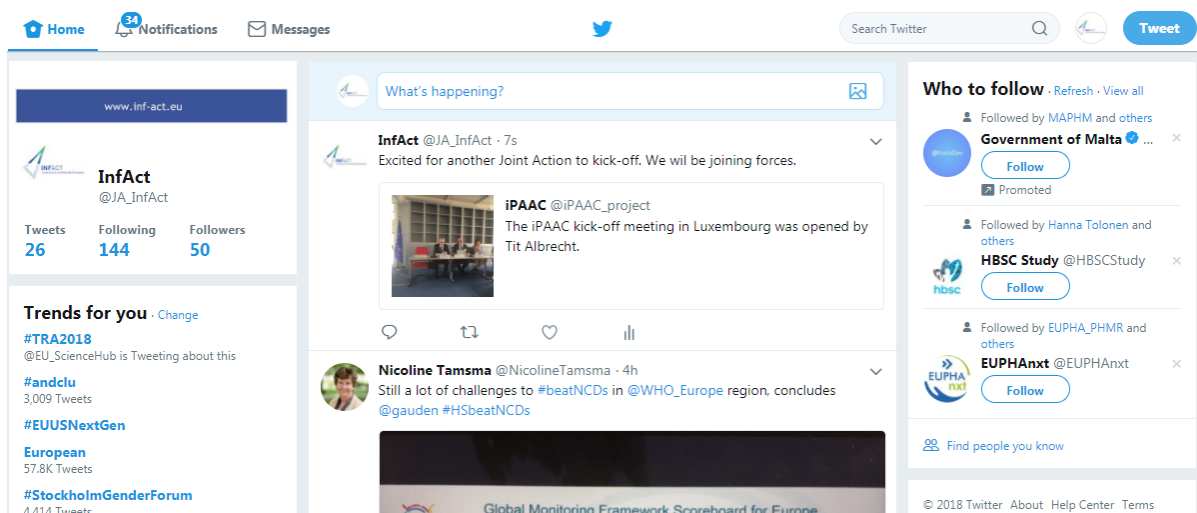


Figure 4: Screenshot of the InfAct twitter homepage.

## 6. Meetings

Various meetings are organised to disseminate the activities carried out by InfAct. An overview of the meetings is provided in table 2.

Table 2: Overview of external meetings

Overview external Meetings			
WP	Date	Name meeting	Participants
1	07/03/2018	Kick-off meeting	A variety of stakeholders are invited
1	12/02/2018	Joint Action coordinator meetings	Joint Action leaders
1	12/03/2018	Meeting with Belgian Federal Public Service Health Food Chain Safety and Environment	Daniel Reynders Chair of ECDC's Management Board
1	13/03/2018	Towards a health research and innovation cloud	Horizon 2020 projects
1	15/03/2018	Presentation of the HIREP-ERIC	Programme Committee DG RTD
1	19-20/03/2018	WHO European Health Information Initiative	Members of WHO EHII
1	09/04/2018	Present InfAct at Euro-Peristat meeting	Euro-Peristat members
1	10/04/2018	Meeting with ECDC to discuss strategy	Maarit Kokki
1-10	26-27/09/2019	General Assembly meeting II	All partners and stakeholders
1-10	21-22/01/2021	General Assembly meeting III	All partners and stakeholders
1-10	Nov 2018	EPH 2018	General scientific audience
1-10	2019	EPH 2019	General scientific audience
1-10	2020	EPH 2020	General scientific audience
4	Feb 2019	Assembly of Members (AoM) Meeting	International organization representatives+ WP leaders and co-leaders

4	Sep 2019	Assembly of Members (AoM) Meeting	International organization representatives+ WP leaders and co-leaders
4	Oct 2020	Assembly of Members (AoM) Meeting	International organization representatives+ WP leaders and co-leaders
4	Sep 2020	Policy dialogues	international organization representatives+ WP leaders and co-leaders
10	24-25/05/2018	F2F kick off meeting WP10	WP leaders and co-leaders and a variety of stakeholders
1-10	3-5/10/2018	Gastein annual conference	General scientific audience
1-10	2019	Gastein annual conference	General scientific audience
1-10	2020	Gastein annual conference	General scientific audience

## 7. Presentations at conferences

InfAct beneficiaries will participate in the annual European Public Health conference, reaching over 1000 people working in public health. WP2 partners will prepare contributions and invite others to contribute. One or more workshops will be proposed every year. WP2 will seek collaboration with the EUPHA section on Public Health Monitoring and Reporting and collaborative stakeholders such as WHO, OECD, the European Observatory on Health Systems and Policies, and DG Sante to organise at least one 1-day EPH pre-conference. In 2018, focus will be on methodology. In 2019 and 2020, the focus will shift to results and perspectives for the future. WP2 partners will also participate actively (by organising sessions) in other conferences with high political visibility such as European Health Forum Gastein (one meeting) and in other international meetings related to health information.

## 8. Publications

WP2 will coordinate the writing, editing and publication of:

- an information leaflet (for stakeholders and people interested in public health and information management)
- a Fact Sheet (disseminating highlights of the JA, for distribution to a wider audience, including policy briefs prepared by WP4)
- peer-reviewed scientific articles
- the Technical and Scientific Description of the European Research Infrastructure Consortium on Health Information for Research and Evidence-based Policy and its statutes (see WP7)
- a layman version of the final report

The reports from InfAct will be posted on OpenLucius and the website.

All publication resulting from InfAct will refer to InfAct in the list of authors. It will also have the following acknowledgement: This research has been carried out in the context of the project '801553 / InfAct' which has received funding from the European Union's Health Programme (2014-2020). In the updated dissemination report a list will be provided with planned scientific publications.

## 9. Policy dialogues in WP4

WP4 (Integration national policies and sustainability) will organise policy dialogues (3 Assembly of Members, 4 meetings and 3 workshops). The aim is to create awareness and acceptance among decision-makers on innovative actions to improve EU health information systems.

The Assembly of Members (AoM) will be composed of senior level representatives of EU Member States and European Economic Area (EEA), national public health and research authorities. In addition, the AoM members will invite international public health/health care and research representatives to participate as international organisations. The role of the AoM is crucial, since it will make decisions on a future EU health information system infrastructure and on integrating InfAct's outcomes into policies. Furthermore, the AoM will provide political guidance on the activities of InfAct.

Additionally, WP4 is organising meetings with heads of National Consortia (developed in WP7), WP leaders and EU/international partners. The meetings will be organised over 2 days to minimise travel budget:

- a. Two half-day meetings of National Consortia (M18, M30);
- b. Two half-day meetings of National Consortia and EU/international organisations (M18 and 30);
- c. Two half-day workshops with National Consortia and WP leaders (M18, M30);
- d. One workshop on how to integrate evidence into HI systems with all participants mentioned in a-c, together with the Health Evidence Network (HEN) (M18).

The expected outcomes for sustainability translate InfAct results and innovative outcomes into policies and decision-making at MS/regional and international/EU-level (WHO-OECD). These activities will be performed in line with the Health Evidence Network (HEN), the EVIPNET network, the e-Health network, EGHI, HSPA, and the "Action plan to strengthen the use of evidence, information and research for policymaking in the WHO European Region" presented in the 66<sup>th</sup> session of the WHO Regional Committee for Europe in September 2016. Additionally, fact sheets will be developed and used in these meetings, reporting on the main outcomes of the Joint Action (collaboration with WP2, 5-10).

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