

General brief on the WP arrangements

Overview :

Communication and Dissemination

PREGART Kick-off meeting, Addis Ababa 16 Sept. 2019



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The EDCTP2 programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

Work Package 6 – Communication and Dissemination

Some example of logo and claim



Objectives of WP6

- **Disseminate** information about PREGART, its objectives and outcomes
- Facilitate collaboration and **information exchange between stakeholders, scientific communities, patient groups, the general population and international organizations** such as WHO
- **Promote the use of results of PREGART in developing and revising HIV treatment guidelines** for pregnant and breast feeding women
- Create effective bilateral **communication** channels with stakeholders, academia, research and the public as a whole
- **Disseminate the final results (exploitation)** of the project to target audiences like stakeholders, academia and researchers, and the general public



What is dissemination?

Dissemination

- The public **disclosure of the results** by any appropriate means, including **scientific publications**
 - **Transfer of knowledge and results to the ones that can make best use**
 - **Maximizes the impact of research**, enabling the value of results to be potentially wider than the original focus
 - ✓ Essential element of all good research practice
 - ✓ Prevents results from being lost
 - ✓ Strengthens and promotes the profile of the organisation



What is communication?

Communication

- Taking strategic and targeted measures for promoting the action itself and its results to **a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange**
- **Reach out to society as a whole** and in particular to some specific audiences
 - ✓ Is strategically planned and not only ad-hoc
 - ✓ Identifies and sets clear communication objectives
 - ✓ Uses pertinent messages, right medium and means

Work Package 6 – Communication and Dissemination

Communication Vs. Dissemination

| Communication | Dissemination |
|---|--|
| About the project and results | About results only |
| Multiple audiences Beyond the project's own community (include the media and the public) | Audiences that may use the results in their own work e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers |
| Inform and reach out to society , show the benefits of research | Enable use and uptake of results |

Communication through dissemination outputs

Informing about the project

Informing about the results

Making results available for use

Newsletter

Project factsheet, brochures

Social media (blogs, Twitter, Facebook, LinkedIn)

Project website and electronic dissemination

Articles in magazines

Face-to-face dissemination

Conference Presentations

Scientific publications

Policy brief/roadmap

Training/workshops/
demonstration

Sharing results on online repository (research data, software, reports)

Examples

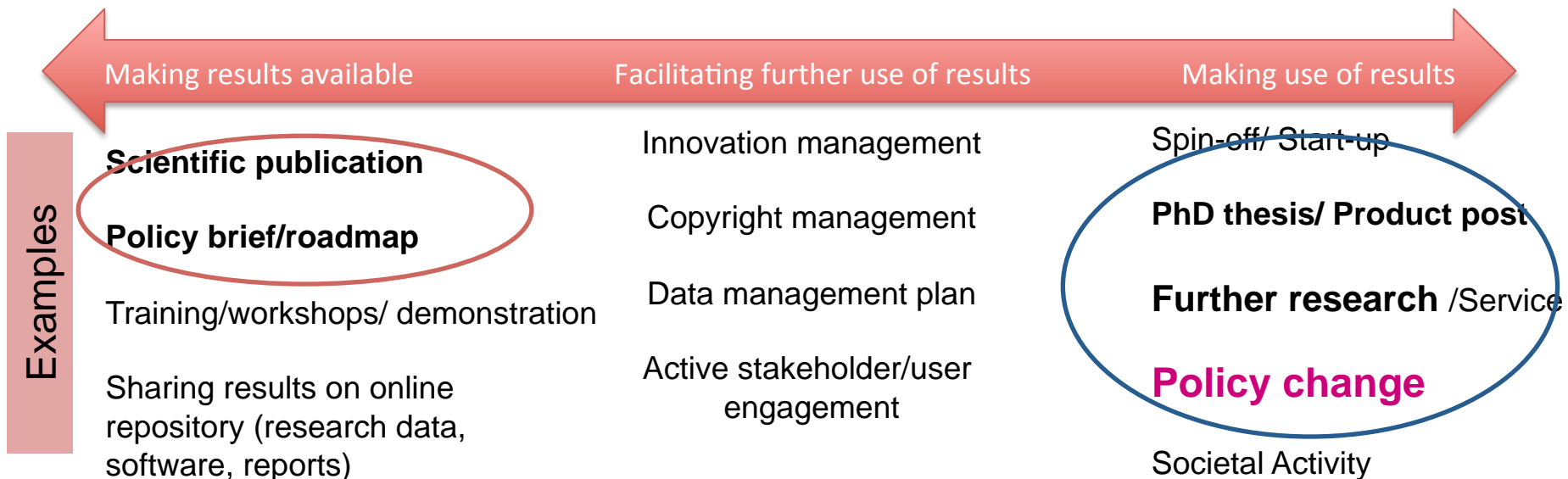
What is exploitation?

Exploitation

- The **utilisation of results in further research activities other than those covered by the action** concerned, such as developing, creating and marketing a product or process, or creating and providing a service
- Make use of the results; recognising exploitable results to their stakeholders
- Concretise the value and impact of the R&I activity for societal challenges
 - ✓ **Can be commercial, societal, political, or for improving public knowledge and action**
 - ✓ Project partners can exploit results themselves, or facilitate exploitation by others (e.g. through making results available under open licenses)

Dissemination Vs. Exploitation

| Dissemination | Exploitation |
|--|--|
| Describing and making available results so that they can be used | Making use of results, for scientific, societal or economic purposes |
| Audiences that may make use of results | Groups and entities that are making concrete use of results |
| All results which are not restricted due to the protection of intellectual property, security rules or legitimate interests | All results generated during project Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity |



Strategies for communication

Strategies for **horizontal communication** to other scientists:

- To project members through a secure internet site
- Through project members to other scientists
- Peer reviewed publications
- Conferences
- Seminars
- Trainings, and
- Workshop

Strategies for **vertical communication** to stakeholders (including WHO, Industry, patient groups, NGOs, etc.):

- Reports and other publications
- Web
- Conferences
- Seminars
- Workshops

Strategies to **Communicate with the Public**:

- The Swedish “Third Task”
- Printed media
- Radio/TV
- Web
- Open Seminars/Lectures



Communication and dissemination tools

- **Project website**

- Info about the projects, update,, results, articles etc
- Infographic, data viz, online journal
- Intranet for internal use and exchange of info.





- ABOUT VISTART ▾
- NEWS AND EVENTS ▾
- ASSOCIATED PARTNERS
- WORK-PACKAGES
- CONTACT
- LOG IN

▶ ABOUT VISTART



The **JOINT ACTION VISTART (GA 676969)**, which is led by the Italian National Transplant and Blood Centres and co-funded within the EU Health Programme (2014-2020), aims to promote and facilitate the harmonization of inspection, authorization and vigilance systems for blood, tissues and cells, ART).

Realised by: **STUDIOWIKI idee**, **STUDIOWIKI PROGETTI PER LA COMUNICAZIONE** (Partner of the CNS in ISS)

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Communication and dissemination tools

- **Project branding: Logo**
- **Social media** (twitter, LinkedIn, Facebook etc.) -> **link with Edctp twitter account;**



Home



Esplora



Notifiche



Messaggi



Segnalibri



Liste



Profilo



Altro

Twitta



EDCTP

9.595 Tweet



Segui

EDCTP

@EDCTP

European–African partnership funding clinical research on poverty–related infectious diseases. Supported by the European Union under Horizon 2020.



The Hague, the Netherlands edctp.org Iscrizione a marzo 2010

565 following 3.563 follower

Seguito da MCO, No Time To Lose e altri

Tweet

Tweet e risposte

EDCTP ha ritwittato



EFPIA @EFPIA · 13 set

Vaccine Innovation: Europe's crucial health [@Pfizer](#) [@VaccinesEurope](#)



PREGART

Protecting mother and baby

Communication and dissemination tools

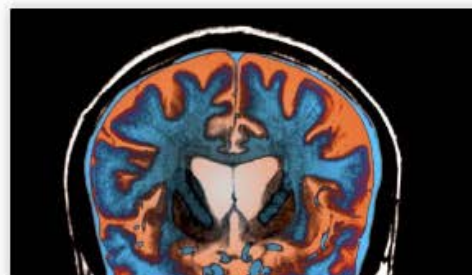
- **Newsletter**, brochures, flyer and slides...



Carnivorous plants can be a source of inspiration for new materials

di **Stefano Zapperi, Caterina La Porta**

5 Sep 2019



Scientists revealed a weak spot of the Huntington's disease

di **Stefano Zapperi, Caterina La Porta**

27 May 2019



Lifepath project

Poverty gets into your skin. The findings of Lifepath Project

18 Apr 2019



Lifepath project

Socioeconomic disadvantage may trigger chronic inflammation



The new book of Elkhonon Goldberg

Creativity and Human Brain

di **Ernesto Carafoli**



Lifepath project

Europe health saved by welfare

di **redazione**

Scientists revealed a weak spot of the Huntington's disease

di Stefano Zapperi, Caterina La Porta



Lifepath project
Poverty cuts life expectancy. The findings of Lifepath Project



Lifepath project
Socio-economic disadvantage may trigger chronic inflammation



The new book of Elkhonon Goldberg
Creativity and Human Brain
di [Elkhonon Goldberg](#)

Communication and dissemination tools

- **Workshops, conferences, participation in forums**
- **Policy Briefs, reports, articles, publications,**
- **And also**
 - **Infographic and Data Viz,**
 - **videos,**
 - **interviews**

Action plan on Science in Society related issues in Epidemics and Total pandemics



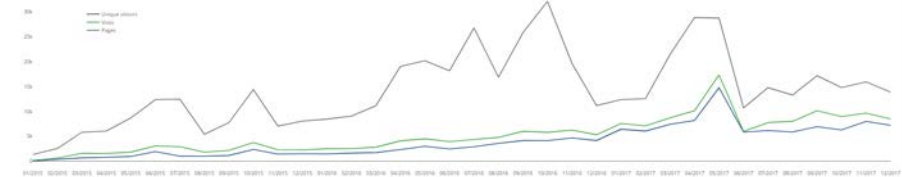
Infographic & Data visualisation



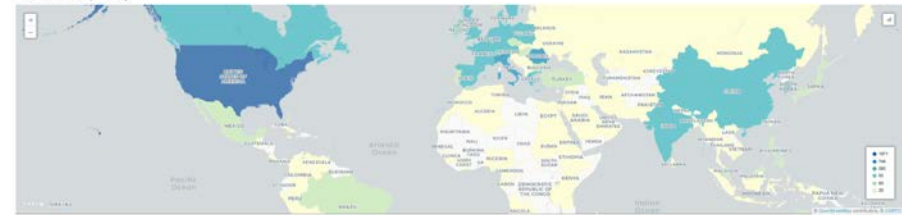
Asset analytics

This page shows the trend in the number, type and geo-localisation of visitors to the **Asset website**. Similarly, it displays statistics on the main **social media** managed by the project.

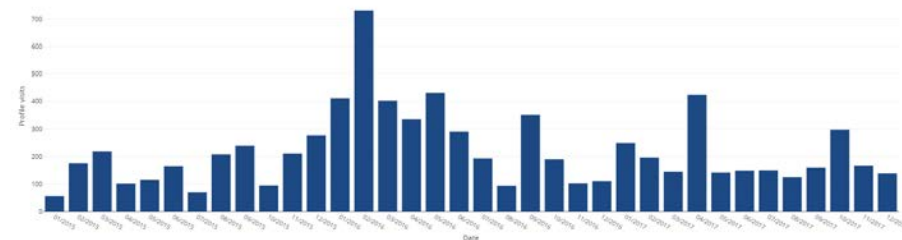
Website general report



Website visitors by country



Twitter profile



The importance of collaboration between scientists and policy-makers

SHARE



December 11, 2017

We are going to face important challenges in public health and we need to improve the collaboration between scientists and policy-makers. Walter Ricciardi, President of the Italian National Institute of Health, explains why science-in-society is not just a slogan but a key perspective for citizens, scientists, healthcare workers and politicians.

Target

- Citizens
- Decision Makers
- Healthcare Professionals

Topic

- Policy
- Stakeholders
- Vaccination

TAGS

- VIDEO
- SCIENCE-IN-SOCIETY
- VACCINES



videos, interviews



Private area



Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence

home project people documents human rights media centre flu a to z search



SHARE AND MOVE TO FACE NASTY BUGS

Tell Me: the interview

According to Peter Doherty and Rolf Zinkernagel, Nobel Prize in Physiology or Medicine, we are much better prepared for pandemics now than in the past. But uncertainty is still an issue.



Peter Doherty and Rolf Zinkernagel
Nobel Prizes in Physiology or Medicine

videointerviews >>

EXPERTS ON THE NEWS

Primary Care Online Course

Online Ebola Course for Primary Care Staff

New Framework Model

Practical Guide for Health Risk Communication

Proposal for a new integrated Pandemic Threat Index

Social Simulation Model

viewpoint >>

A close look at Ebola

Planning a clinical trial in order to test a possible treatment for Ebola. This is the reason that brought Roberto Satolli – physician and journalist, director of Zadio and

TELL ME Conference

Bridging theory and practice for effective communications during infectious disease crises



4-5 December 2014
Venice, Italy

deliverables >>

D1.7 Population behaviour in epidemics summary report

D1.1 Behaviour in epidemics /

in the midst of the Ebola epidemic, we have carried out a distance learning for general practitioners that has deserved a mention from the EU.

Realised by:

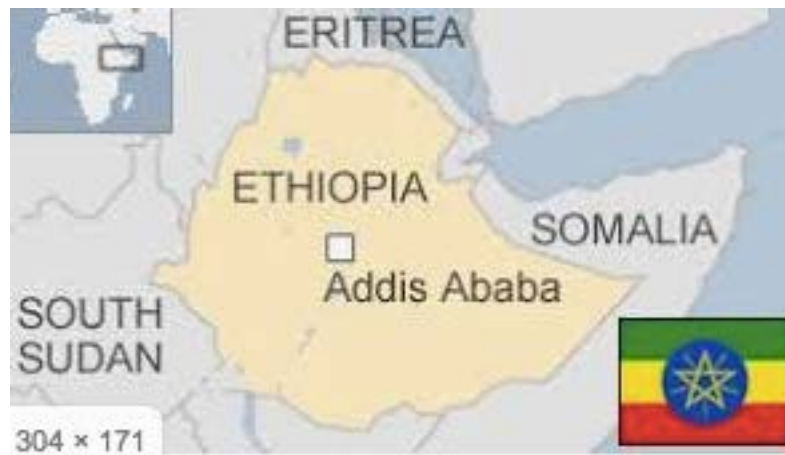
ZADIG Communication,
<https://www.zadig.it/>

Communication and dissemination tools



Dissemination and communication - locally

- Activities towards local population
- Printed Media: production of material to be distributed locally and in local languages
- To involve TV and radio (locally)
- Media press





THANKS