Safety and efficacy of Dolutegravir and EFV400 for pregnant and breastfeeding women: a randomized non-inferiority clinical trial

PREG ART
protecting mother and baby

COMMUNICATION AND DISSEMINATION

Launch and investigators' meeting, Kampala 22-24 January 2020

Marco Simonelli
Italian Centre for Global Health - Istituto Superiore di Sanità (ISS)

PARTNERS

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

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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

Examples

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)
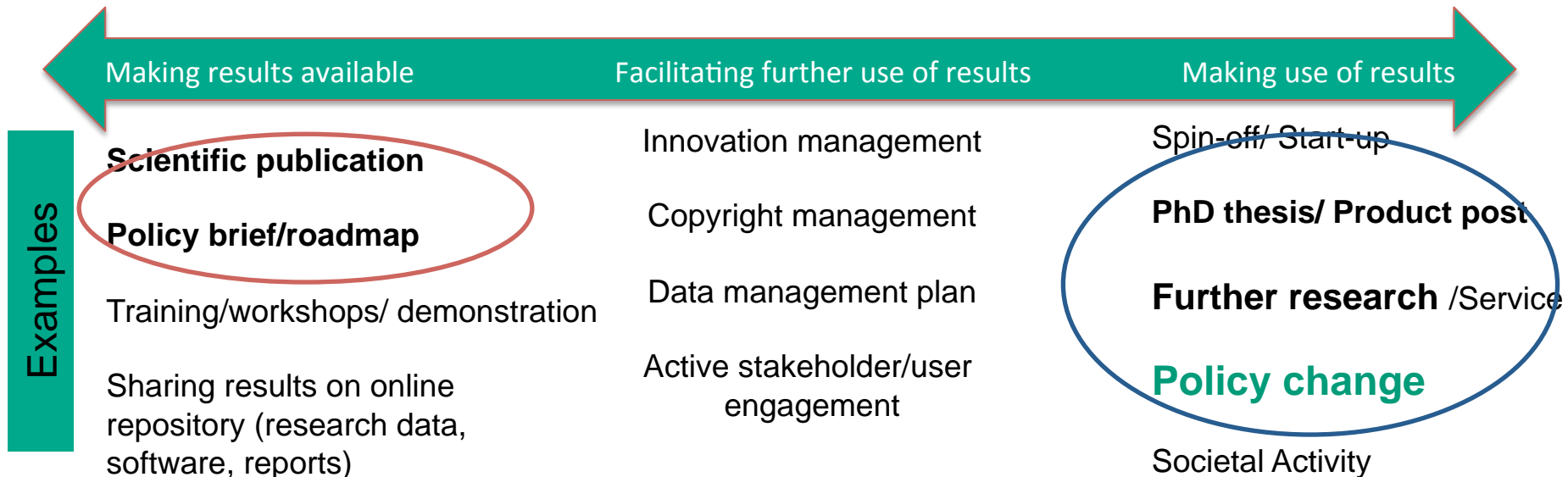
What is exploitation?

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

✓ **Can be commercial, societal, political, or for improving public knowledge and action**

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

Making results available — Facilitating further use of results — Making use of results

Examples

Scientific publication	Innovation management	Spin-off/ Start-up
Policy brief/roadmap	Copyright management	**PhD thesis/ Product post**
Training/workshops/ demonstration	Data management plan	**Further research** /Service
Sharing results on online repository (research data, software, reports)	Active stakeholder/user engagement	**Policy change**
		Societal Activity

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**:

- Printed media
- Radio/TV
- Web
- Open Seminars/Lectures
- **Festivals**

Communication and dissemination tools

Project website www.pregart.eu

- Info about the projects, update, results, articles etc

- Infographic, data viz, online journal

- Intranet for internal use and exchange of info.

Communication and dissemination tools

Social Media - Twitter
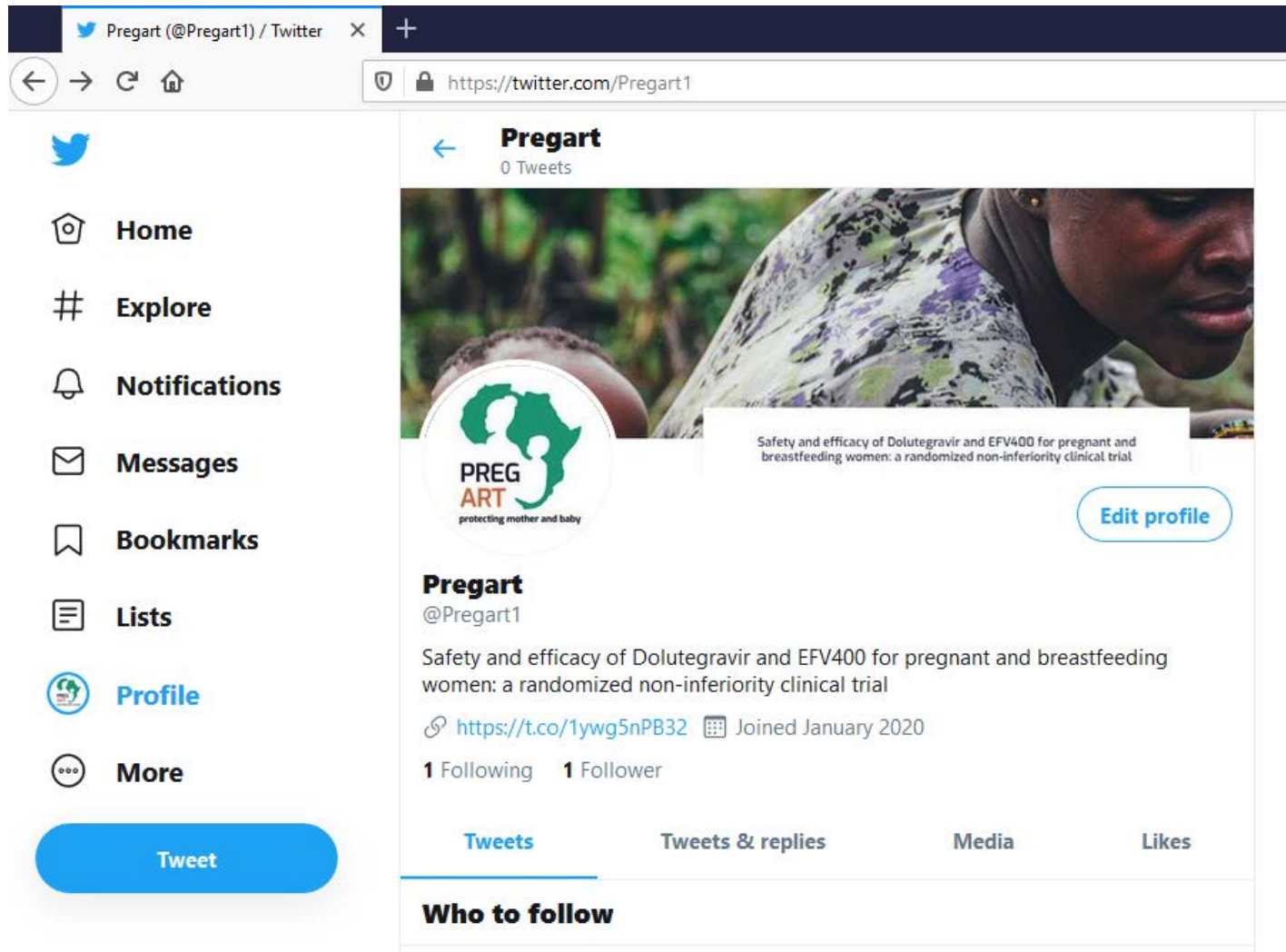
Social media (twitter, LinkedIn, Facebook etc.) **-> link with Edctp twitter account;**

Communication and dissemination tools

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

Communication and dissemination tools

- **Workshops, conferences, participation in forums, Festivals….**

- **Policy Briefs, reports, articles, publications,**

- **And also …..**

  - **Infographic and Data Viz,**

  - **videos,**

  - **interviews**

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IL FESTIVAL DELLA SALUTE GLOBALE

NEXT EDITION: 2 - 5 April 2020

SUSTAINABLE DEVELOPMENT GOALS   SUSTAINABLE AGRICULTURE
LARGE EPIDEMICS   INEQUALITIES AND RIGHT TO HEALTH   FOOD
DISEASES TO COME   ENVIRONMENT AND HEALTH   GREEN ECONOMY
FUTURE OF HEALTHCARE   CLIMATE CHANGE   HEALTHY CITIES
INNOVATION IN PHARMACEUTICS AND ACCESS TO TREATEMENT
FRONTIERS OF MEDICINE   INTERNATIONAL COOPERATION
HUMAN MOBILITY   DIGITAL HEALTH

THE FIRST EDITION IN NUMBERS

66 Italian speakers
40 events in the main programme
83 speakers in the main programme
17 international speakers
132 speakers
5,500 attendees
14 events in the partner programme
49 speakers in the partner programme
22 live streaming events

Global health is the key to happiness and productivity and is a human right.

Jeffrey Sachs

PADOVA 5 • 6 • 7 aprile 2019

www.festivalsaluteglobale.it

In line with the Horizon 2020 strategy

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

Infographic & Data visualisation

Realised by: ZADIG Communication, https://www.zadig.it/

Apply

ASSET
SHARE AND MOVE TO FACE NASTY BUGS

HOME   THE PROJECT ▾   STORIES ▾   RESOURCES ▾   OUTPUTS ▾   MEDIA ▾   ACTION PLAN   DATAVIZ   CONTACTS
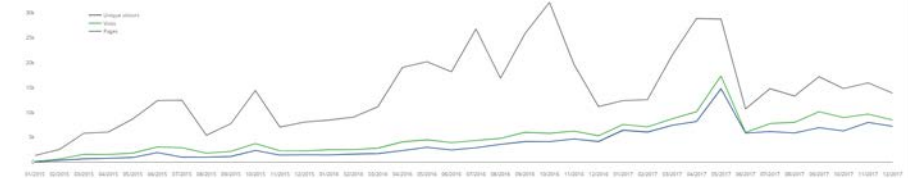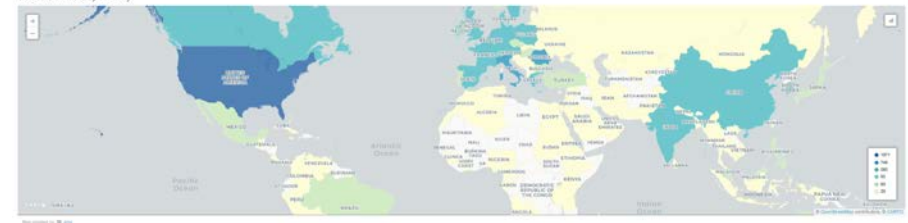
HOME
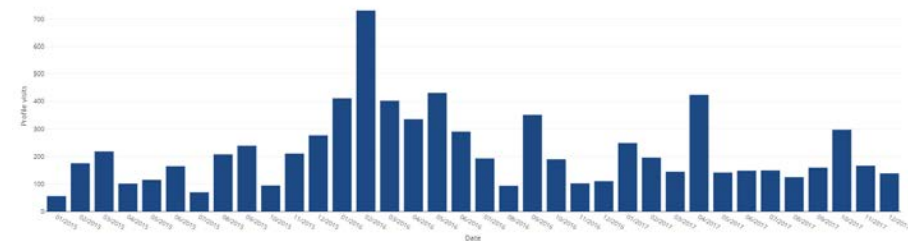
The importance of collaboration between scientists and policy-makers

SHARE

@ f t in ▾ 8+ ♥

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
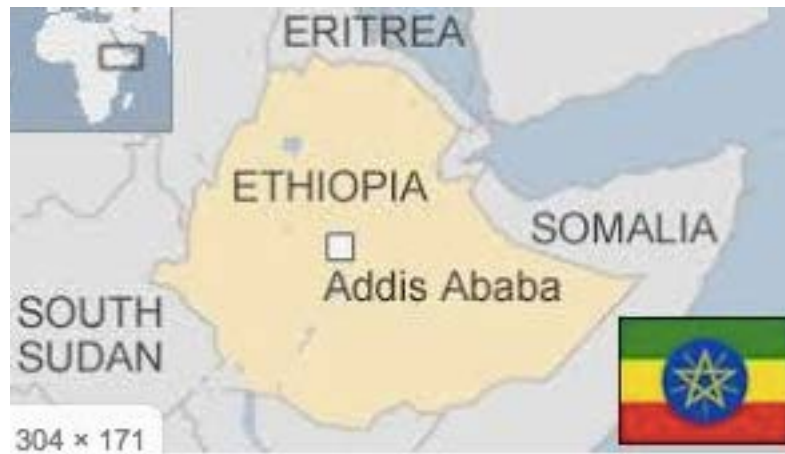Vaccination

TAGS
VIDEO
SCIENCE-IN-SOCIETY
VACCINES

The importance of collaboration b...

Guarda più tardi   Condividi

videos, interviews

Communication and dissemination tools

Informing about project | Informing about results | Making results available for use

Newsletter

Press release

Project factsheet, brochures

Social media (blogs, Twitter, Facebook, LinkedIn)

Project website

Videos, interviews

Articles in magazines

Exhibitions/open days/guided visits

Conference presentation

Scientific publication

Policy brief/roadmap

Training/workshops/ demonstration

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

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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