YOUNG 50

YOUNG 50 #Stay Healthy – Cardiovascular Risk Prevention

Grant Agreement number: 847130

HP-PJ-02-2018

D2.3
Project Dissemination Plan

Beneficiaries

Country	Name	Acronym
Italy	Azienda ULSS 6 Euganea	ULSS6 Euganea
Italy	Azienda ULSS 4 Veneto Orientale	ULSS4 V. Orient - ProMIS
Luxembourg	Ministère de la Santé	MOHLUX
Lithuania	Viesoji Istaiga Centro Poliklinika	Centro poliklin
Romania	Asociata Aer Pur Romania	AER PUR ROMANIA
Spain	Asociacion Centro de Excelencia Internacional en Investigacion	KRONIKGUNE

Index

Co-funded by
the Health Programme
of the European Union

3

EXECUTIVE SUMMARY

The Dissemination and Communication Plan for YOUNG50 is the main document outlining the communication and dissemination activities that will take place throughout the project.

The WP2 focuses on disseminating project results to care authorities and other stakeholders (scientific and professional community, public health policy makers, general public) in Europe beyond the YOUNG50 consortium who are interested in implementing the good practice in the prevention of CVD. Dedicated project materials are generated to be disseminated through a comprehensive dissemination programme.

Furthermore, a comprehensive dissemination programme is pursued, including various communication means such as a project web site, project dissemination through social, distribution of printed dissemination materials and scientific / non-scientific publications by YOUNG50 partners.

1. INTRODUCTION

Cardiovascular diseases (CVD) are the leading cause of mortality in the European Union causing over 1.8 million deaths per year (EHN Cardiovascular Disease Statistics) as well as a great loss in potential life years. Prevention is increasingly playing a key role in reducing mortality linked to CVD. It is sufficient to consider how mortality rates due to coronary artery disease (CAD) has decreased compared to that of the '80s, especially in high-income countries. Nowadays CAD rates have more than halved compared to those of the '80s in many European countries, thanks to preventive measures, such as effective tobacco control legislation and strategies.

In Italy, over the years, various projects have been developed for the prevention of CVD. In 2013, for instance, the project "organized Cardiovascular risk screening program for active prevention in 50-year-olds" (Cardio 50) was developed, coordinated by the regional coordination of the prevention and control of the diseases of the Veneto region (CCMR Veneto) along with 22 Local Health Authorities of 11 Italian regions.

The objectives of CARDIO 50 were to:
- estimate cardiovascular risk among the 50-year-old population;
- identify persons with inadequate life styles, new cases of hypertension, hyperglycemia and hypercholesterolemia;
- activate an integrated model of assistance to help modify or reduce risk factors among healthy subjects;
- promote interventions to change unhealthy lifestyles;
- increase knowledge and perceptions of CVD risks among the general population.

Starting from the CARDIO5O experience, the YOUNG50 project will transfer this Italian best practice to Lithuania, Romania, and Luxembourg. Its implementation will be divided into 3 phases:
1. **Phase 1:** assessment of the feasibility of its implementation in each Member State (MS) through a situation analysis, adapting it to the local context, with support from the Spanish partner;
2. Phase 2: piloting the YOUNG50 programme in selected regions or cities, with the involvement of health professionals and prevention programs;
3. Phase 3: evaluating the impact of the action and exploring its institutionalization.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

4

In this framework, the importance of timely and effective communication of project activities and results is inherent to the success and overall impact of YOUNG50, and a well-developed dissemination strategy that specifically identifies and addresses the needs of project communication provides a solid framework for dissemination activities.

1.1 Purpose and recipients

One key focus of VIGOUR is to disseminate project results to relevant policy makers and the identified target groups (scientific and professional community, public health policy makers, general public) in the participant MSs and EU level as part of a comprehensive program for health promotion and prevention of cardiovascular diseases.

Timely and effective communication of activities, learning, outcomes and results is crucial for the uptake and ultimate success of YOUNG50.

1.2 Objectives

The main objective of YOUNG50 is to promote the prevention of cardiovascular diseases transferring the Italian screening model CARDIO 50 within the MSs of the European Union. This best practice must be transferred ensuring maximum sustainability and applicability to large sections of the population; the Italian project is in this sense a starting point and will be further improved and perfected in order to guarantee the best results.

In order to transfer the CARDIO50 practice the objective of the YOUNG50 Communication and Dissemination Plan are to:

1. **Identify key stakeholder groups and their dissemination needs.** The Communication and Dissemination Plan will include a comprehensive stakeholder analysis, drawing upon WP2 leader-ProMIS' networks, and relevant links to experts already well established by project partners.
2. **Disseminate to relevant stakeholders and the general public information about CVD the project outcomes, and the potentials and benefits of implementing the YOUNG50 good practice approach.** The aim is to reduce the burden on the health care systems, to relevant policy makers and other stakeholders in the participant MSs and EU level.
3. **Liaise with other ongoing initiatives in order to realise synergies in reaching YOUNG50 goals and widely exploiting its outcomes.** YOUNG50 will support cooperation between the European Cardiovascular Disease community (researchers, professionals and policy makers).
4. **Foster and support the dissemination of face-to-face events and webinars to stimulate knowledge interchange amongst key players**. Throughout the project, YOUNG50 will face-to-face activities and events by ensuring YOUNG50 partners are in attendance, presenting or promoting the project at appropriate events and conferences.
5. **Document experiences gained and lessons learned in appropriate formats for distribution**. Lessons learned throughout the project's life cycle will be published. Improvement will be identified and implemented, since programs will continue operating

1.3 Outcomes

Even if the duration of the project is limited, some initial results can be observed with respect to the target population in terms of people reached, percentages of adhesion to screening and follow-up, and in terms of outcome.

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

5

For instance, YOUNG5O expects:
- An increased percentage of patients who improve the risk class assigned to the screening visit;
- The improvement of lifestyle parameters like diet, weight, smoking, alcohol, physical activity (at least 2 on 5);
- The improvement of at least 1 on 3 clinic parameter as pressure, Cholesterol, hyperglycemia.

The outcomes that will derive from the attainment of these objectives will on one hand enrich the tools of CVD prevention in participating countries, on the other hand directly improve the health of the population screened:
- Best practices exchange between several European countries;
- Identification, analyse and inclusion in the project of several initiatives, programs and educational activities and materials;
- Development of a comprehensive project for healthy lifestyle promotion and CVD prevention and appropriate management of health risk behaviours and biological risks;
- Implementation of the project among beneficiaries both men and women from rural and urban areas of EU countries, increasing their chance for adoption of a healthy lifestyle, primary and secondary prevention of CVD and wellbeing;
- Getting insights into the lifestyle and biological risk factors for cardio-vascular diseases among 50 years old adults;
- Dissemination of results through presentation at scientific meetings and publication in peer reviewed journals.

2. COMMUNICATION APPROACH

The YOUNG50 project Communication Plan aims to attract stakeholder's attention on the project activities and results. The main awareness objectives are to:
- promote the prevention of cardiovascular diseases transferring the Italian screening model YOUNG50 within the MSs of the European Union;
- adapt and export the Cardio 50 screening model to the EU member countries participating in the project (Lithuania, Romania, Luxembourg);
- affect cardiovascular risk factors, given to eight major CVD risk factors, fall into two groups: a) behavioural and b) medical.

An understanding of stakeholders´ interests, drivers and barriers is essential for effective communication and the prioritization of tools for communication. Understanding stakeholder's motivation will enable the consortium to effectively engage, communicate and promote the awareness on risks.

In general, awareness can be increased in different ways, according to the target groups. Therefore, once the identification and classification (analysis) of key stakeholders to be addressed has been developed, will be define the most appropriate knowledge media and tools that could be used to reach all target stakeholders.

In order to guarantee an efficient outreach to the target groups and to ensure good results, the best channels to impact upon the awareness on the different groups will be analysed. In this process, it is important to analyse how this target uses different "online" media such as websites, social media

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

6

Co-funded by the Health Programme of the European Union

or emailing. Moreover, it will be considered "offline" media for disseminating such as leaflets, brochures, posters, and workshop or conference organization.

At the core of the dissemination activities will be the project online presence, bundling all communication activities and delivering co-produced content to the outside world. Elements of the platform will include a blog on the YOUNG50 approach and achievements as well as a section presenting tangible project outputs for download. A central editorial management function will be set-up at the responsible dissemination work package leader with the primary responsibilities' quality assurance of all co-produced web site content.

Social networks will be used to flank communication efforts in order to reach a wider audience and to facilitate the dialogue with relevant stakeholders. For instance, a Twitter feed will be established and a common hash tag for project partners identified. The YOUNG50 dissemination approach also entails classic print elements that still have their place even in a contemporary media mix, when it comes to presenting content in formats that can be physically taken away or used without an internet connection. These materials will be produced on an on-demand basis.

The establishment of a visual identity for the project at the very beginning will include, first of all a logo design.

Image 1 – YOUNG50 project logo

In order to assure a consistent appearance of the project, various templates were professionally designed, including: word templates for project reports, meeting agendas, minutes, news stories, and News Feed/Social Media messages, as well as a power point presentation template, a poster template, and templates for the project leaflet.

A strong corporate design has an impact on the project members and improves the target groups' awareness of the project. It presents a professional image of the project and helps to increase trustworthiness. A uniform corporate identity ensures that the project will be recognized and remembered by its target audiences.

Publications in journals and presentations at conferences are still the mainstay of scientific dissemination, not only because of their tradition but because of the connected elements of publicity and peer review and their key role in the assessment and recognition of academic impact. A six-monthly newsletter will be realised in English language and distributed regularly. All public deliverables will be published on the project's website.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

7

2.1 Communication plan

Appropriate communication campaigns are fundamental for reaching the objective of the YOUNG50 projects.

The project, indeed, already identified some improvements areas of the application of preventive measures so far in the framework of CVDs:

- Organisational difficulties and bureaucratic complications which can be solved by adequate planning and implementation of prevention programs;
- Technological difficulties (e.g. absence or incompleteness of databases useful for mapping the target population for prevention programs);
- Low interest shown by the target population;
- Lack of previous experiences in prevention and/or absence of health personnel with the necessary professional skills which can be overcome through networking and collaborations between health authorities, institutions and associations.

The difficulties listed above describe the importance to address communication and dissemination actions towards different kinds of actors: policy makers, stakeholders, health care professionals and general public/target groups identified.

In order to reach the general aim of the YOUNG50 Project it is important to:

- invite to screening 50 years old people who have not already been diagnosed for CDVs or been referred to treatment;
- promote healthy lifestyles, helps create supportive environments where needed to assist those who would like to change unhealthy behaviours like smoking, eating errors or sedentary habits;
- Communicate with stakeholders – by taking the best opportunities to contact the target groups, YOUNG50 project will foster an easy and open access to knowledge, to be transferred into tackling political health and digital issues;
- Create awareness – raising the awareness of policy and decision makers will encourage them to take effective action;
- Disseminate results – by guaranteeing an effective and permanent visibility of the YOUNG50 project actions and dissemination of its results and outputs.

YOUNG50 project has a number of complementary target groups:

- Scientific and professional community (e.g. societies of general practitioners, pneumologists, cardiologists);
- Public health policy makers, involved in planning and developing activities in health sector and in charge of implementing policies and strategies at different levels of the systems, including those involved in the healthy lifestyle promotion and cardio-vascular diseases prevention and appropriate management of health risk behaviours;
- General public.

In order for YOUNG50 project messages to reach targeted audiences it is very important to facilitate stakeholders to understand the project and trigger their interest. Thus, the YOUNG50 project Communication, Awareness and Dissemination Plan (hereafter YOUNG50 Communication Plan) will focus on key messages providing facts, information, and acting as a guiding principle for target groups focused communication.

The YOUNG50 Communication Plan defines the strategy and the main communication and dissemination tools, to ensure a permanent focus, within the Project, on external information and

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

8

communication on YOUNG50 topics, and to ensure the main stakeholders, as well as the whole society, are aware of topic and management issues.

The YOUNG50 Communication Plan objectives are:

- To communicate with partners and stakeholders in an effective and efficient way;
- To disseminate the target information;
- To raise awareness and advocate on YOUNG50 topics to reduce the burden on the health care system to relevant policy makers and other stakeholders in the participant MSs and EU level;
- To disseminate outcomes and results of the YOUNG50 project, through various channels including (website; social networks; press release, e-newsletter);
- To cooperate with relevant networks related to YOUNG50 topics in order to achieve the maximum dissemination of the project aims and results to the target groups.

YOUNG50 Communication Plan provides the 'forefront' of the project, where taking the outputs and inputs from the work packages establishes contacts and builds relationships with a wide range of stakeholders. It is one of the core pillars in reaching the long-term goal of the project: the creation of a robust and dynamic network of actors (health care professionals and educators, stakeholders and policy makers, organisations with regard to health promotion and chronic disease prevention) that perform the screening, the counselling straight and other services, programs, professionals´ support they can access to target group classes identified.

YOUNG50 Communication Plan describes and provides a strategy, a set of objectives, rules to support and promote effective communication flow, defined communication channels, and efficient dissemination procedures. It will increase understanding within partners and ensure sound management and coordination of dissemination activities through correct flow of information. It will provide a set of dissemination tools which will increase the awareness of the project.

Knowledge dissemination activities are primarily based on running a series of events such as workshops, twinning, study visits, seminars and conferences or participating in other fora and venues where the experiences and the results of YOUNG50 project will be presented. The dissemination and networks activities are implemented also through the participation in other relevant European Networks (such as the European Heart Network, the European Innovation Partnership on Active and Healthy Ageing - EIP-AHA, the European Regions Research and Innovation Network - ERRIN, etc.) and tools, such as Yammer.

3. YOUNG50 COMMUNICATION SYSTEM

YOUNG50 project has established a structured management scheme that allows an agile manageability while harnessing the full potential and capabilities of every partner.

Communication within YOUNG50 project needs to be as clear and uniform as possible. The main communication objectives are:

- To assure that information sent and received to and from partners is efficient and effective;
- To assure that information sent to the media is clear, and will attract their attention, so as to promote the visibility of information;
- To assure that information sent to stakeholders is clear, effective, that it will attract their attention and promote their involvement in the project;

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

9

- To inform policy and decision makers to impact on their knowledge;
- To promote relevant changes needed in EU systems through strategies for cardiovascular diseases, focused on prevention and health promotion, while adopting useful and more efficient ones, to elicit a more effective response to the needs of target groups classified.

It is important to:
- Have a common strategy for the YOUNG50 project presentation to the outside (e.g. press, media, key actors, etc.);
- To develop a toolkit for communication;
- To draft the press releases for publication in local, national and EU media;
- To collect all the material published about the YOUNG50 project during the implementation period.

3.1 Responsibilities among the partners

WP Leader ProMIS is committed to coordinate the following tasks:
- Setting up of templates, dissemination tools and online material laid out in the dissemination strategy;
- support the organisation of events and partner communication activities.
- disseminate directly to target audiences through the website, social media, networks, and conferences (with the support of the project leader and consortium).

The input, contributions, and regular dissemination by the Consortium is necessary to ensure that dissemination activities realise their full potential. The consortium needs to provide ProMIS and ULSS6 with information for the website and news, and they are expected to notify the coordinator and WP2 leader of completed deliverables, publications, and any promotional events. The Consortium also need to forward and further disseminate the information prepared by ProMIS through their communication channels (contact databases, social media, other media channels, and local stakeholders) in order to ensure that existing resources, relationships, and networks are taken advantage of and that the contact to the target groups is strengthened. Finally, the Consortium acts as a direct link to the care authorities and stakeholders. Translations of online documents into the project languages are in charge to the partners' consortium.

3.2 Target groups

YOUNG50 in the proposal stage already broadly explained the the target groups. Moreover, the dissemination plan defines in detail the target groups to be addressed and the channels and content that will be used to reach them has a number of complementary target groups.

The timing for carrying out activities aimed at involving them is described in Annex 3.

1. The first target group is formed by those in charge of implementing interventions of health promotion and prevention at different levels of the systems, including those involved in the provision of health care and support (such as GPs etc.), in the exchange of knowledge and in the education, counselling, health care of different modifiable biological and behavioural risk factors. They are the agents of change who will translate the approaches designed at a macro-level to implementation at the meso- and micro-levels. It represents the operational level and includes relevant stakeholders from both the health and digital sectors (public and private), such

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by the Health Programme of the European Union

10

as practitioners, local associations, local governmental and nongovernmental sectors, researchers, social and healthcare professionals, managers of primary care and hospital services, managed care organisations and associations, hospitals, colleges and academics at EU, national, regional and local level.

Operational level – implementing policy implications organizations include:

- Health organisations, chambers and associations
- Health professional organizations/bodies
- Medical schools, universities and colleges
- Hospitals, Health care centres
- Pharmacies
- NGOs

They are particularly relevant to promote better knowledge, skills and attitudes in order to enable promote healthy lifestyles and broadening the use of clinical preventive services are critical to preserving health, maintaining function and reducing health care costs and long-term care needs. A strong relation with these stakeholders should be built to ensure that the results and outputs of the project are being properly implemented and used by each country/ region.

2. The second target group is formed by policy and decision makers and stakeholders, both from the public and private sectors, involved in planning and developing health care and digital policies and strategies. This target group, stakeholders on political level, is represented by the high policy level national representatives/ national policy bodies, policy makers, who are responsible for decisions in policy making and policy implementation with regard to good health and cardio-vascular diseases prevention, on national and regional levels. These include high level national representative bodies as ministries of health, secretaries of state, public health bodies, etc. They are the key stakeholders to be involved in the project at regional, national and European level.

   Political level – policy makers, decision makers include:

   - Ministry of Health
   - Ministry of Social welfare / social development
   - Ministry of Finance
   - Ministry of Education
   - Public Health Bodies
   - Regulatory bodies
   - EU representatives (such as the EU Parliament members, etc.)

3. The third target group is formed by the EU population in general, patients (particularly 50 year olds). They are the ultimate beneficiaries of the actions and results of the YOUNG50 project.

   Population level – those being affected by policy implications, including:

   - Patients associations
   - Carers associations
   - The EU population at large

3.2.1 Language for Communication

The language used in the YOUNG50 project Communication activities should always be carefully targeted to the type of stakeholders it aims to address.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

11

The main stakeholder and target audience for YOUNG50 project is the political level – policy and decision makers:

- Language should be formal, but engaging, catch phrases or slogans that are attractive to the general public should be used, as they would be easier for the policy and decision makers to support and share
- Dissemination material should be short and to the point, as policy and decision makers have a limited amount of time to dedicate to the YOUNG50 project and we need to make maximum impact in very few words
- Medical terms should generally be avoided, as they are complicated so some politicians may find them difficult to understand
- Make written communication look easy to read
- Proof-read your document. It is best to do this some time after you have finished writing it – at least an hour later or preferably 24 hours later;
- Use the visual identification elements for the YOUNG50 project provided in the very first steps of the project (YOUNG50 project logo, EU logo, specific colors, etc.)

The other main stakeholders for YOUNG50 project are at operational level – implementing policy implications organizations:

- After careful consideration for which professional category the communication, awareness, and dissemination material is intended, technical vocabulary, including medical terms, jargon, etc. can be included in the communication
- Make written communication look easy to read
- Proof-read your document. It is best to do this some time after you have finished writing it – at least an hour later or preferably 24 hours later
- Use the visual identification elements for the YOUNG50 project provided in the very first steps of the project (YOUNG50 project logo, EU logo, specific colours, etc.)

The third target group of YOUNG50 project is the population level – those being affected by policy implications.
Clear communication is of the utmost importance when communicating with this category, as it creates a greater connection between the speaker/writer and the audience. The message has to be always simple, clear and understandable:

- Plain language is one important tool - Use everyday language instead of medical jargon or concept words. A plain language document is one in which people can find what they need, understand what they find, and act appropriately on that understanding. Language that is plain to one set of readers may not be plain to others
- Avoid unnecessary jargon, for example, medical terms are complicated and many people find them difficult to understand, or Latin and French expressions
- Define unfamiliar abbreviations and acronyms, or technical terms that cannot be avoided
- Be direct and be personal. Use 'I', 'we' and 'you' in your documents. Use active verbs and try to put the person, group or thing doing the action at the start of the sentence as much as possible. For example, say, "We will decide soon" instead of "A decision will be made soon";
- Keep it simple: limit the number of messages, as a general guideline, use no more than four main messages
- Be consistent with terms. For example, if you call something a standard, avoid later calling it a benchmark, a guideline or a norm
- Make written communication look easy to read

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

12

- Proof-read your document. It is best to do this some time after you have finished writing it – at least an hour later or preferably 24 hours later;
- Use the visual identification elements for the YOUNG50 project provided in the very first steps of the project (YOUNG50 project logo, EU logo, specific colours, etc.)

3.3 Engagement of Stakeholders

The main objective of the YOUNG50 project cannot be achieved without stakeholders support, feedback, engagement, and willingness to implement change.

Identifying and involving key stakeholders and institutions at an early stage is of the utmost importance to the success of the project. The YOUNG50 project seeks the involvement of key stakeholders, with a special focus on high-level political, healthcare providers and decision makers (e.g: Policy makers, decision makers, scientific bodies, citizens organizations, EU Parliament, MSs Parliaments, EU funded networks on related topics).

Therefore, in order to avoid stakeholders losing interest in the project, or have a negative attitude towards it, the YOUNG50 project structure places great emphasis on fostering an active participation from stakeholders. In fact, part of the impact evaluation activities will assess the degree to which the project results will be incorporated into national documents and policies.

EU networks and platforms will be strategic contact tools aimed both at policy makers, professionals and end-users. There they can find hypertexts and information, as well as the project outputs such as the leaflet, the intermediate and final report, the layman report and any published article or communication material. A list of potential networks and platforms will be produced in the very first steps of the project. The list will be updated regularly when new information is available.

The timing for carrying out activities aimed at engaging the stakeholders is described in Annex 3.

3.3.1 Identifying Key Stakeholders

Key stakeholders have the most influence on the project and can have the most impact on policy making and implementation. These key stakeholders are those who also require the most communication. Each partner should identify and then contact their local, regional, national, and EU key stakeholders to obtain their feedback on the level of participation they desire, frequency and type of communication, and any concerns or conflicting interests they have.

There are different practical ways to identify stakeholders:

- Brainstorming – list everybody that you can think of who is, or will be affected by the project, capture every name, organisation or type of stakeholder you can think of
- Generic stakeholder lists – generic lists are a good starting point to identify potential stakeholders
- Previous projects – search documentation from previous projects and/or talk to project teams to identify stakeholders likely to be involved (you may be able to refer to a previous stakeholder map)
- Searching on partners own organisation chart or directory
- Engaging with established networks or coalitions of stakeholders

3.3.2 Stakeholders analysis

A stakeholders' analysis will be performed, to identify context, interests and drivers and fine-tune the communication strategy. The analysis will also highlight the differences at EU level from MS / regional levels and across MS.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

13

Accordingly, stakeholders will be categorized to determine the stakeholders' level of power or influence, plan the management approach for each stakeholder, and to determine the appropriate levels of communication and participation each stakeholder will have on the project.

Stakeholders will be categorized based on their organization, department, and role. Once all stakeholders have been categorized, a power/interest matrix will be used to illustrate the potential impact each stakeholder may have on the project. The analysis will illustrate the concerns, level of involvement, and management strategy for each stakeholder, according to their levels of power and interest on the power/interest chart. It will provide information on stakeholders' strengths, opportunities of change they can promote, and evaluation of the risk factors relating to losing stakeholders interest. The analysis will also highlight perspectives of interaction with stakeholders and possible improvements in communication.

Data will be collected using the following tools:

- Stakeholder list
- Interviews with key stakeholders (the template will be available to all partners)
- Stakeholders questionnaires (the template will be available to all partners)

The interviews and questionnaires templates will be drafted and circulated among WP Leaders for feedback. Partners will approach their own national, regional and local stakeholders after the first stakeholder meeting in each MS. This will guarantee a common methodology and a higher response rate, since partners have a privileged contact with their local stakeholders, therefore will have more power in contacting their organizations. This methodology allows for an efficient comparative analysis.

The results of the analysis will be used to better tune the communication actions within YOUNG50 project.

3.3.3 Stakeholders scheduled meetings - dates

From the outset, partners will identify and contact local, regional, and national stakeholders in their respective institutions and parliaments (virtual and face to face).

This will help creating awareness, fine-tuning the information gathered for the country report and facilitating future acceptance of the recommendations in their country.

In addition, contacts with EU parliament members will also be explored to create awareness, stimulate commitment and disseminate the results of the project.

The word document template will be prepared and will can be used to write invitation letters to stakeholders.

Stakeholders meetings will take place as scheduled in Annex 3 "WP2 GANTT CHART":

1. High level meeting dedicated to policy and decision makers with EU Parliament and Commission to inform them of the aims and activities of the project and foster their engagement in the project;
2. First stakeholder meeting – Each participant partner has to organize a meeting with relevant regional and national stakeholders to inform about the aim and activities of the project and to start creating awareness on the European added value. During this first meeting, partners will seek collecting relevant information, elicit feedback and suggestions;
3. Each participant partner has to organize a meeting with relevant regional and national stakeholders to maximize dissemination at national level, inform about the activities and first results of the project and to start collecting feedback. Subsequent meetings will be organized at key phases of the project when promising results will be available. These events will be any of the following: press conference, workshop, round table, training or a series of

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

14

lectures, depending on their preferences. Any specific dissemination event must be organized according to the common methodology provided in these guidelines;

4. Country specific dissemination event - Each participant partner will also organize a country specific meeting with a broad representation of stakeholders to disseminate key objectives and collect any feedback. These events will be any of the following: press conference, workshop, round table, training or a series of lectures, depending on their preferences. Any specific dissemination event must be organised according to the common methodology provided in these guidelines;

5. The final first key results will be presented to an audience of stakeholders from the participant partners in a forum to receive critical feedback and fine tune the final document

6. A forum to present the final results to key stakeholders will take place;

7. A final conference will be organized in Brussels for dissemination of the project results. It is expected that about 100 participants will attend. The final outcomes and deliverables will be presented to a broad audience of stakeholders, including regional, national and EU key policy makers and MSs representatives. The final conference is the occasion to share the main YOUNG50 project results and to present them to the wider public. Knowledge created during the project life is considered a strategic resource to develop relations, to enhance the internal competencies of regions involved and to foster their innovation in health services.

4. COMMUNICATION TOOLS

The YOUNG50 project Communication Plan provides a set of tools and rules in order to support and promote a correct communication flow among partners and with stakeholders.

Tools can be divided in communication tools and working tools. Each has specific rules to be followed, thus all products will be standardized. Tools refer to meetings, both among partners and with stakeholders.

Face to face/virtual meetings

Virtual and face-to-face meetings will be organized with partners and with stakeholders. Meetings such Kick-off, Project Coordination Committee meetings and Project Executive Committee meetings will be used to gather information and communicate updates on the YOUNG50 project Communication Plan implementation.

These ad hoc meetings will be used to create content for press releases and newsletters too.

Meetings with stakeholders will be used to communicate news and involve them, to ensure the success of the YOUNG50 project by gaining their support and receiving their input to our activities and deliverables. To this end, two separate documents – the "Guidelines for contacting stakeholders" (Annex 1) and the "Guidelines for organizing meetings" (Annex 2) have been prepared for easy consultation.

E-Mail

The e-mail is the main communication tool within partners and with the stakeholders:

- For a more effective communication flow, in addition to the partner's contact person, the e-mails have to be sent in copy to other subjects such as WP Leader and/or Action Coordinator. Specific communication procedures have been established and are followed. Minutes of the meetings held are shared with partners via email.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

15

In case the e-mail subject concerns financial matters the Action Coordination need to be in copy. In case of communication/dissemination matters the Dissemination Leader need to be in copy.

- An electronic mailing list or email list can be used to contact stakeholders as it allows for widespread distribution of information. It is similar to a traditional mailing list — a list of names and addresses — as might be kept by an organization for sending publications to its members, but typically refers to four things:
  o A list of email addresses;
  o The name and surname of people receiving mail at those addresses;
  o The publications (email messages) sent to those addresses;
  o A reflector, which is a single email address that, when designated as the recipient of a message, will send a copy of that message to all of the recipients.

- Mailing list with potential contacts will disseminate information about the project as well as policy developments and latest developments. It is expected that stakeholders mailing lists will be set up to support communications. The list of recipients will be available to the Dissemination leader.
  Moreover, partners will have their own mailing lists, submitted to different confidentiality rules that possibly forbid them to communicate them but that can be used for the purpose of the project dissemination.

Telephone

The telephone should be considered as an additional communication tool. However, the lack of information traceability makes the phone a less effective communication tool. In this regard, after a phone call, it is advisable to send a summary e-mail, in order to guarantee the trace and share it with all the interested partners.
Phone meetings need drafting of minutes and their approval by participants.

Skype / Google Hangouts/ Doodle

The use of Skype/Doodle/Gotomeeting or similar online tools (e.g. Google calendar) is recommended, as they are accessible to everyone, while offering a free service.
Moreover, since they are software applications, they can be accessed on any "screen" that has an internet connection; this includes PC, laptop and mobile phone.

Gsuite

Gsuite will be used for sharing any kind of document, such as plans/templates/meetings video/photos etc.. , work together in a virtual space and keep all informed about the project implementation, links to other useful websites, start conversations about project issues, etc.

4.1 Working Tools

Partners are advised to use the templates provided by ProMIS for any project deliverable (Annex IV) and activity (Annex V) that will be prepared for YOUNG50 project (internal meeting and stakeholders meetings/thematic workshops/seminars/information days, etc.).

In addition to the official logos, they can also use their own logo.
In particular, the following templates will be prepared:

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

16

- Agenda template;
- Attendance list template;
- Word document template;
- Report for meeting template;
- Power Point Presentation templates.

4.1.1 Agenda

In order to organize an effective meeting, it is recommended to prepare an agenda with the following information:

- Logos – YOUNG50 project official logo and European Commission logo, accompanied by the sentence: "Co-funded by the Health Programme of the European Union";
- Title, place and date of the meeting;
- Time, opening and closing speeches/activities/sessions/etc.;
- List of the topics dealt with during the meeting;
- Time of the speeches/activities/sessions/etc.;
- Name and organization of the speakers (the speeches/activities/sessions/etc., if necessary, it will be divided into one or more sessions/working days).

4.2.2 Attendance list

During each meeting or event organized in the framework of YOUNG50 project, an attendance list has to be arranged in order to carry on a monitoring of the attendance to the project meetings. The organizing partner will use the provided template, but can also include its own logo.

4.3.3 Minutes report and report

Minutes will be required after partners meetings. Report will be required after meetings with stakeholders and on progress of activities.

4.3.3.1 Minutes report

The organizing partner is in charge of drawing it up and send the draft version to all participants for comments, as soon as possible after the meeting. Participants will send any changes or amendments requests within the deadline requested by the sender. If no communication arrives, the draft version becomes definitive.

The meeting minutes need to contain:

- Meeting title;
- Date and place (address) of the meeting;
- Key ideas of what has been said by each participant;
- The decisions taken;
- The deadlines fixed;
- Annexes: Agenda, Attendance list (morning & afternoon session), etc.

4.3.3.2 Report

At the end of each seminar/speaking opportunity/workshop/etc. with stakeholders, the organizing partner is in charge to draft a report. The report has to be of maximum 2 pages and structured in two parts:

1. first part composed by a brief summary of the contents disseminated;

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

17

2. second part, more technical, reporting the main conclusions and results.

The following documents are suggested to be enclosed in the report of the seminar/event/workshop:

- Attendance list (morning & afternoon session);
- Agenda;
- Folder containing the documents distributed to the participants;
- PPT presentations of the speakers;
- Photos of the meeting.

Regarding the time schedule and the report of the meeting, partners are invited to consider the following deadlines:

- Every organizer partner takes photos of the meeting and produces a written report of each meeting and sends them to the stakeholders, as soon as possible after the meeting, for comments;
- Each participant stakeholder will be given a few days at its disposal to send any changes or amendments requested;
- The report sent by the organizer partner is considered as accepted if partners have not objected in writing to it with respect to the accuracy of the draft of the report;
- The official report will be sent by the organizing partner to everyone who was at the meeting and to those people who could not make it, but would like to be kept informed.

The "report template" will be designed so as to be easy to read and the language used will be adapted to the target group – policy makers. Using this template, the partners can translate the English format into their national language and disseminate the results of the project at national level.

The information received will be used to prepare press releases, newsletters and to share progress on online media, social networks and the website. Information will also be analysed in order to prepare evaluation reports, highlight opportunities and weaknesses and advice partners on possible improvements in communication activities.

The required information are:

- Name of partner
- Date and country
- Purpose of action
- Action description
- Channels used
- Target
- Communication material used
- Results achieved

5. YOUNG50 PROJECT DISSEMINATION

Dissemination is about spreading information and news towards the outside to create awareness. It is the process of making the results and deliverables of the project available to stakeholders and

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

18

to the wider audience. Dissemination is essential for take-up, which is crucial for the success of the project and for the sustainability of outputs in the long term.

The main dissemination objectives are:

- To disseminate the project activities and results as widely as possible, but focusing specifically on reaching the target groups;
- To disseminate the target information about the Cardiovascular diseases (CVDs);
- To involve interested stakeholders and to acquaint and make them aware of the implemented activities and of the achieved results in the project framework;
- To disseminate the CARDIO50 screening model for Cardiovascular risk approach framework and roadmap for future health care policies, as well as other outcomes and results of the project, through various channels including (website; twitter; press release, e-newsletter);
- To cooperate with relevant networks related to screening model for Cardiovascular risk issues in order to achieve the maximum dissemination of the project aims and results to the target groups;
- Provide policy-makers, health providers and health managers, evidence-based tools to face the challenge that CARDIO50 screening model for Cardiovascular risk represents to the sustainability of the European welfare state;
- To assure the correct carrying out of the project dissemination activities by partners.

The visibility and dissemination of YOUNG50 project results are guaranteed by the activities and the main communication tools, which are tailored to the target groups.

In order to assure an efficient dissemination and engagement of stakeholders, the project will promote a double channel of dissemination: "offline" (through informative materials and meetings) and "online" (through the YOUNG50 project website, Twitter, Skype etc.).

The project foresees the use of several tools, directed to the optimization of activities and results dissemination, which can be divided into different categories:

- Dissemination material (leaflet, Layman report, publications, etc.);
- Social networks and other online communication means (Twitter, LinkedIn, website, newsletter, etc.);
- Media (newspaper, tv, radio, etc.);
- Events (speaking opportunities);

Each partner needs to identify relevant key stakeholders (policy and decision makers, public authorities, elderly organisations/associations, etc.) in their country and region, in order to contact and involve them in the YOUNG50 project dissemination activities. All partners have to be engaged in the dissemination activities in order to promote the project towards the stakeholders, guaranteeing the spreading of common information, messages and identity.

5.1 Dissemination tools

1. Leaflet
2. Layman report
3. Publications
4. Social Media
5. Website
6. Newsletter
7. Press release template
8. Events

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

19

9. Format of shared documents

5.1.1 Leaflet

This document is useful to sum up the main elements of the project in an attractive and user-friendly way. It synthetically presents the main information about the project (objectives, list of partners, main output).

Leaflets should be presented at external events and disseminated throughout the partner's national area to local/regional and national authorities, social stakeholders, professional associations, and main civil society associations, etc.

Image 2 – YOUNG50 project leaflet

5.1.1.1 Language

- The leaflet has to be drafted in English;
- Each partner can translate the leaflet in their native speaking language if needed to address specific audiences.

5.1.1.2 Format

Its format is an A4 paper sheet that will fold into a Z like shape, printed on two sides.
The flyer electronic versions will be provided. It should be used for electronic dissemination or printed as partners see fit.

5.1.2 Layman Report

The YOUNG50 project Layman report has to be a short and attractive document presenting project outputs, activities, and results aimed to give a deepen knowledge of the YOUNG50 project. It has to contain an introduction about the project and a more detailed description of objectives, partners, target groups, activities, results, contact information. The Layman report will also be available on the project web site in PDF format ready to be downloaded; it should also be disseminated by email by all partners. It will be drafted in English and then translated into the YOUNG50 partners languages (Spanish, French, Italian, Lithuanian and Romanian).

300 copies will be printed:

- 50 copies in English;
- 50 copies in Spanish;
- 50 copies in French;
- 50 copies in Italian;

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

20

- 50 copies in Lithuanian;
- 50 copies in Romanian;

5.1.3 Publications

Publishable papers will be produced stemming from the conceptualization work carried out by partners and the ideas presented in the project documents. They will include recommended options for MS that are interested in instituting. They will be produced to try to respond to challenges faced by decision-maker on how to organize CARDIO50 screening model for Cardiovascular Diseases.

Each WP leader and co-leader is responsible for writing at least one publishable paper related to the WP specific results. Once the paper has been published, WP2 will inform all partners and circulate the article for information. The article will also be disseminated through the appropriate tools, such as the website, e-newsletter, etc. and the project related networks.

Each WP leader and co-leader will encourage and support their team in the publication of at least one paper in lay journals or institutional newsletters.

Criteria for selecting the publications where the project will be disseminated:
1. Higher visibility of the journal – the main aim of the project is to focus on policy recommendations, so journals at EU and national level should be considered before the regional and local level
   o Target audience relevant for the project;
   o Articles should be sent to national and international, multidisciplinary peer-reviewed journals dealing with all aspects of the science, philosophy, and practice of public health, such as the European Journal of Public Health;
2. Bibliographic information – the journal should include bibliographic information, more specifically:
   o Titles;
   o Abstracts;
   o Keywords;
3. Quality of content – the journal publishes peer reviewed content. The journals should promote the peer review acceptance process or other form of quality control in order to promote high-quality content;
4. Identification of publications – the journals should have ISSN (International Standard Serial Number) or eISSN (for online journals);
5. Frequency – the publications of journals should appear on a regular basis;
6. Topic of the journal – the journal must be on the frailty topic or a close related topic;
7. Language – the journal must be published in English or one of the MS official languages.

5.1.4 Social Networks

Social networks seek to facilitate open and updated information on the project progress to a broad spectrum of stakeholders and general audience. They will be employed to elicit feedback and comments from key stakeholders; Links to other web-sites will be encouraged.

Twitter and Instagram

Both Twitter and Instagram are a fantastic, convenient and quick way to reach local stakeholders. For all tweets and post use the @YOUNG50_EU handle and the hashtags #europeanproject #young50project #cardiovasculardisease #prevention #stayhealthy.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by the Health Programme of the European Union

21

Other handles can be included, for example: YOUNG50 project partners handles i.e. @promis_staff, @promisalute. Utilise any other stakeholders handles according to your specific organisation, specific area of interest within CVDs and/or your region. If you use hashtags of your city/municipality/region/country it can help to gain a more local audience. i.e #Padua #Spain #Romania #Lithuania etc.

Image 3 – YOUNG50 Twitter profile

Image 4 – YOUNG50 Instagram profile

LinkedIn

LinkedIn is a professional networking site and a community with hundreds of millions of professionals worldwide. Not only does LinkedIn enable you to connect with people you know, it also enables you to connect with people up to three degrees away: this can be a strategic and useful way to reach local, regional, national and international stakeholders.

As your profile is about the prospects you are trying to attract, each partner should use "Advanced Search" and filter by keyword, i.e. geographic location, company.

Moreover, for all original content you write and publish and all the post use the hashtags #europeanproject #young50project #cardiovasculardisease #prevention #stayhealthy and link to YOUNG50 PROJECT.
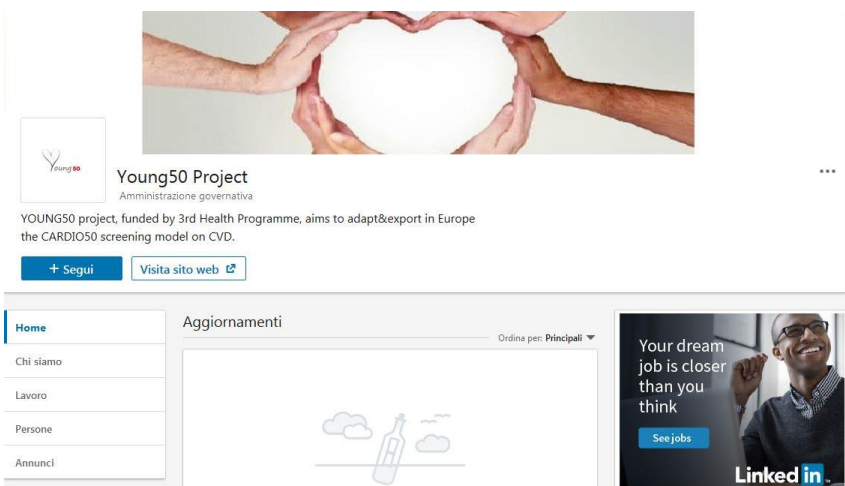

Image 5 – YOUNG50 LinkedIn page

22

5.1.5 Website

The YOUNG50 project website is **www.young50.eu**. The main objective of this tool is to share information, give visibility to the project actions and results achieved, elicit feedback from the stakeholders. In principle, the site will have a private area and a public one.

The YOUNG50 project website will be one of the most important dissemination, and working tool of the project communication strategy. It enhances interaction and dissemination, being available anytime and anywhere, and enormous knowledge capital constantly in progress. The website is ideal to disseminate to stakeholders. It can showcase our success, but in addition stakeholders can access the website any time. They can gather information from the site when they need it rather than having to send it out to them.

The graphical design of the website will be developed in line with the YOUNG50 project Corporate identity. It will be light and pleasant.

It is an informative tool which will contain:

1. Static and descriptive pages (project description, partners description, etc.)
2. Dynamic information pages (news, newsletters, contact details and dissemination materials such as newsletter, Press releases, working documents of the seminars, publications, the YOUNG50 roadmap, etc.). This section will be further divided into three main sections dedicated specifically to the three main YOUNG50 project target groups:
   a. The Political level – policy and decision makers
   b. The Operational level – implementing policy implications organizations
   c. The Beneficiaries level – those being affected by policy implications

Content and language will be carefully tailored according to the specific target audience

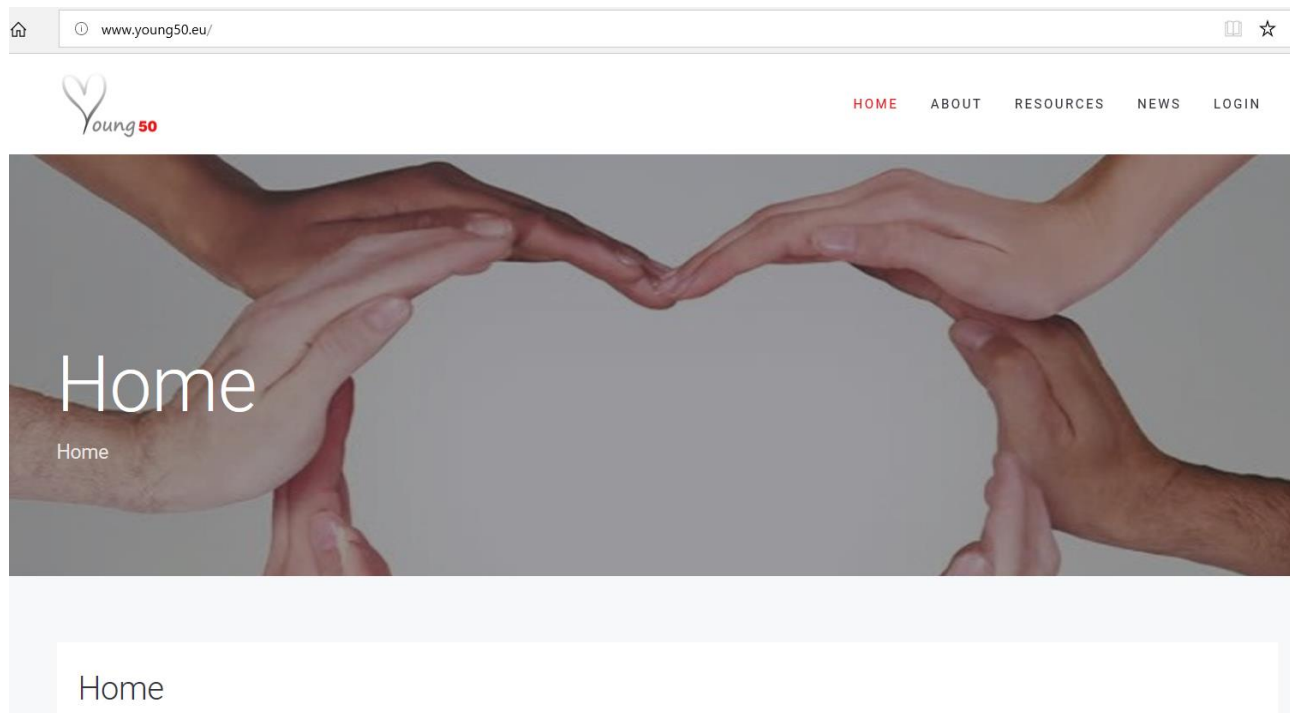3. A partners' dynamic dedicated section.

Image 6 – YOUNG50 website homepage

The YOUNG50 project will have a freely accessible shared area where news about the up-coming activities organized in the framework of the project

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

23

can be stored in order to increase their visibility. It is a comprehensive and dedicated knowledge sharing platform representing a virtual meeting and e-learning space where partners can share, communicate and collaborate together to enhance synergies among other EU or national initiatives and visibility of the project results.

5.1.5.1 Consortium partners reserved area

Each partner can directly update and contribute to the content's definition of the website, thanks to a reserved area, where each partner can enter using a password. In this way, each partner can upload the final version of the deliverables produced.

The reserved area will have different kinds of users:
- Member: the person who have access to all the published topics he has signed up for, with the possibility of signing up for (or is enrolling in) further topics;
- Website Manager: the person who also have access to the client management platform, in order to manage user enrolment, create topics and upload master documents;
- Administrator: the person who have full rights in terms of the client management platform and configuration.

In practice, the different user types differ only in terms of rights relating to accessing and using the client management platform.
This section includes several tools:
- Documents: master documents (principal documents) and other document resources can be associated to each topic;
- Events: they can be associated to each topic, such as meetings between partners for topic discussion, project milestones and so on.

5.1.5.2 Content of the website

All partners are regularly involved in the drafting of contents and updates contributing to the production of material for the website and other communication tools and will contribute to the development and execution of the strategy, on the basis of their specific areas of expertise and their respective countries.
Each WP leader and co-leader will encourage and support their team in the publication of at least one paper in lay journals or institutional newsletters and make them available on the project website:
- All published scientific articles, papers in lay journals, etc. will be open access on the project website;
- Any other scientific and results dissemination from project presented in scientific events like: posters, conference abstracts, oral presentations, etc. will be open access on the project website;
- All main YOUNG50 project findings are uploaded on the website offering stakeholders tools to improve their actions in the health and digital systems;
- News and events provided by the Consortium in relation with CARDIO50 model for Cardiovascular Diseases, even if these news items are not the result of the project activities, will be published on the website.

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

24

5.1.5.3 Dissemination of the website

The project website should be visible in any communication and dissemination tool, for example at the end of emails to invite stakeholders or to send information to the media.

All partners will promote the YOUNG50 project website by putting the link in their institutional home page and are invited to have a dedicated section for the YOUNG50 project on their own institutional websites in their national language. This will present the project, upload the main results reached locally and promote local events. They will be responsible to set it up, to update it and for its contents. However, the dedicated section should have a link to the official website Also, key websites on similar topics will be approached to link to the YOUNG50 project website, in order to enhance dissemination.

5.1.5.4 Language of the website

The main information of the website, as other main dissemination tools, such as the leaflet and final layman report, will be produced in English and translated into languages of MS represented in the project.

5.1.6 Newsletter template

The newsletter design will be produced, when the WPs results are ready to be disseminated. It will be issued at least every 6 months. It will also disseminate information on events, both of YOUNG50 project and of general interest for Cardiovascular Diseases. It will highlight interesting links and inform stakeholders on progress of activities. The template will be designed so as to be easy to read and the language used will be adapted to the target group. Using this template, the partners can translate the English information into their national language and disseminate the updates and results of the project at national level.

5.1.7 Press release template

Press releases aim to present interesting news about the project, in order to drag the attention of journalists and encourage them to draft articles on the subject. Press releases should announce the project progress or an important achievement.

All project members are expected to contribute to the dissemination of the results:
- At least one press release in each MS participating to the of YOUNG50 project must be issued every six-months;
- If partners cover different areas in their respective countries, each of them should issue six monthly press releases, so as to achieve maximum national coverage.

Press-releases will be issued at least on the following occasions:
- Project kick-off meeting;
- Launch of the workshops dedicated to policy makers and other stakeholders;
- Launch of main workshops of WP partners;
- Results available at stakeholders meetings;
- Final YOUNG50 project event in Brussels.

Format and content of the press release:
- Logos;
- Date;
- Attractive headline;

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

25

- Clear and strong first paragraph summarizing the essential key message to be conveyed;
- Other paragraphs to develop the issue;
- Contact details for more information.

Language of the press release:
- Should be adapted to the scale: no jargon, facts and people, case studies;
- English language is used for press releases disseminated at European level;
- Consortium partners can use national languages for local and regional dissemination.

Timing is important:
- Press releases dedicated to an event have to be published very shortly after the deadline, meaning they will need to be prepared and validated before the event occurs, with only minimal changes to make when the event is finished;
- Press releases to announce the coming up of an event, have to be published at least one week before the event takes place;
- Press releases to announce results, outputs, or breakthrough have to be published very shortly after the final results, outputs, or breakthrough have been achieved.

5.1.7.1 Press-Kit

The press-kit is an important tool that can be used for each YOUNG50 project presentation, for the requests of information by interested journalists, for dissemination activities during seminars, events or meetings. The press-kit is a dynamic collection of documents that will be implemented during all the project duration.

The Press-Kit contains:
- The YOUNG50 project leaflet;
- The YOUNG50 project summary with main information;
- The latest newsletter;
- Articles published on the local or national press (if relevant);
- Photos (if any);
- Other relevant information available on the subject, such as: statistic and numeric data, surveys on specific themes, etc.

5.1.7.2 Press conference

News of real interest about the YOUNG50 project might need strong press coverage to raise awareness and the organization of a press conference is therefore recommended. A press conference should be organized if there is interesting material and information to disseminate to the journalists: the implementation stage of the project is not enough to catch journalists' interest; there must be a clear and significant progress to show (e.g. presentation of the website, state of art documents issue, meetings in a given country, etc.).

5.1.7.3 General timing and organization

The organizing partner must set up the date and time to avoid conflicting events to take place at the same moment. They should get the interest of the local and regional media by contacting them directly (if possible, by phone) and explain them the point of the project and of this particular step that requires a press conference.

The organizing partner is advised to send the invitation with all the facts at least 12 working days in advance if it is a local/national event and send reminders 7 working days and then 2 working days before the press conference is scheduled to take place.

The press kit must be available in electronic and paper format during the press conference. Do not forget to have a media attendance list. Ad hoc press conferences and dedicated media campaign will be organized by partners for the Final Conference.

5.1.7.4 Media identification

Partners should identify in their own country some media contacts to which they could send newsletters, press releases and articles. General media could have a wide coverage, but they may miss the target audience. Instead, specialized media may prove more appropriate to focus on the audience's interest. It is recommended that each partner member creates a mailing list for their local/national media contacts (newspapers, radio, tv, etc.).

5.1.7.5 How to contact journalists

With the view to gain the cooperation of journalists, it is important to develop relationships with them. It is also important to give them concrete and interesting information for their articles. Try to find out their story interests, work processes and deadlines, and be as helpful as possible. However, do not inundate journalists with too much information and do not be too pushy. Think of long term relationships, not short term coverage.

Get to know your local media and find out what kinds of stories interest them. You can call or email them, but it might be even better to develop more personal relationships. When you do have news, try to organize interviews for them with key people from the project.

5.1.8 Events

Dissemination actions to spread information will take place at different selected events and will be supported by a series of documents such as the ppt template, the poster template, the leaflet, the layman-report, policy briefs and publications. Speaking opportunities (scientific conferences/forums/workshops, health fairs, collaborative events with other projects, parliamentary events, etc.) offer the possibility to reach target groups through the participation of events organized by other key actors. These events provide networking opportunities and excellent occasions to disseminate and capitalize on the YOUNG50 project findings. In order to give a major visibility to the project, it is important that each partner, who has budget for this activity, participates to other events, besides the project ones, at local, national or international level, that will be identified during the project implementation as representing good speaking opportunities. The costs for the participation to this kind of events can be accounted to YOUNG50 project on the respective Beneficiaries budget.

Those partners who have not budgeted for this activity should nonetheless make the maximum exploitation of each opportunity to present, at no extra cost, to a wide public as possible and to the public authorities the project and its results, contributing, in a decisive way, to the project contents dissemination.

5.1.8.1 Selection Criteria

Partners are encouraged to participate in international seminars and conferences to promote the project. Participation in local stakeholder meetings where the target audience is relevant to YOUNG50 project is recommended.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

27

Criteria for selecting other events where the project will be disseminated:

1. Quality – the level of interest of the topic and appropriateness for the meeting are the primary selection criteria;
   a. Audience – preference should be given to events dedicated to the YOUNG50 project first target group, i.e. policy and decision makers and second target group, i.e. those in charge of implementing the health and social care policies and strategies at different levels of the systems;
   b. Topic of the conference – the conference must be on the topic of Cardiovascular Diseases, etc., or a close related topic;
2. Bibliographic information – the conference should include bibliographic information, more specifically:
   a. Titles
   b. Abstracts
   c. Keywords
3. Quality of content – the conference publishes peer reviewed content. The conference proceedings should promote the peer review acceptance process or other form of quality control in order to promote high-quality content:
   a. Identification of publications – the conference proceedings can have an ISBN (International Standard Book Number), for one-time conferences, or ISSN, for periodical conferences;
4. Frequency – the conference should appear on a regular basis - be a well renowned one. The YOUNG50 project can be disseminated in conferences at first edition if the target audience is relevant for the project purposes;
5. Active participation – the participating member should have an active participation in the conference (presentation, poster, workshop);
6. Location of the conference – the location is preferred to be in one of the Member States participating to the project;
7. Organizer — is it an individual or an organization? Are they renowned?

5.1.8.2 Power Point Template

A standard presentation in Power Point of the YOUNG50 project will be provided in 3 formats:

1. An initial page where to put the title of the event and the date;
2. A subsequent page where to insert content;
3. A final page where to put "thank you" and the contact details of the speaker.

The template represents a model for the Consortium partners, in order to be able to present the main issues of the project to different public or at internal event or meeting they attend, besides the meetings foreseen by the project, so as to guarantee a common project image. (See Annex V).

5.1.8.3 Poster presentation template

The poster presentation template will be prepared when needed and should be used by partners when disseminating YOUNG50 project data and results in scientific conferences or policy forums. By using the same template and visual identity elements, a visual identity for the YOUNG50 project at European level will be created. A poster presentation template will be provided when needed, so that each partner may adapt it to their national context.

5.1.9 Format of shared documents

All documents directed to stakeholders, and in general to the outside, should preferably be in PDF format (Portable Document Format). The use of this format is recommended because it guarantees the original lay-out, does not allow changes or amendments on the text by the addressees and so it is the most sure and reliable format for documents sharing.

6. MEASURING THE COMMUNICATION STRATEGY'S IMPACT

Measuring the impact of the communication strategy in the short term is difficult. Part of the impact evaluation activities will assess the degree to which the project results will be incorporated into national documents and policies.

Dissemination activities will be monitored and measured. At each consortium meeting, partners will be asked to report on dissemination activities carried out or planned. According to this information, the monitoring and evaluation process will be reviewed to ensure the strategy remains on track and that problems can be ruled out quickly.

Ongoing evaluation highlights success factors as well as gaps and barriers; through its flexibility, it allows the dissemination planning and activities to be better adapted to the project objectives, target groups and stakeholders' needs and to respond to possible shifting circumstances. The evaluation is based on a set of qualitative and quantitative indicators, which collect information about the impact in accordance with the objectives of the project. Feedback stems from different sources:

- Internal feedback from project partners, gathered through observations during consortium discussions and from questionnaires that each project partner needs to fill out;
- External feedback, which is gathered through short questionnaires handed out at each dissemination event;
- The data gathered through project activities e.g. monitoring the website clicks etc. A list of possible indicators is included in Table 1.

It will be easier to assess the potential impact of the communication strategy by measuring the number of reactions towards the project dissemination:

- 150 stakeholders contacted
- 50 stakeholders that respond to us
- 20 stakeholders contacted for one to one interview
- 40 stakeholder attending country specific meetings
- 300 contacts in mailing list
- 50 messages sent to mailing list
- 40 press releases disseminated during the project - 5 at least per MS
- 1000 press kit disseminated
- 2 articles appearance in press and media

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

29

What	Indicator
Dissemination strategy	Use of planning meetings to gain feedback from Consortium on dissemination activities
Target groups and stakeholders	Interaction with of target groups, stakeholder engagement
Communication message	Effectiveness of messages
Website	Traffic, appearance, ease of navigation, search trending, comments - Periodic use of google analytics for visits, downloads
Social media	Number of members on LinkedIn, comments on discussions, twitter followers, tweets using #tags, etc.
Networks	Number of members, composition, geographic spread, regularity of interaction
Newsletters	Circulation, hits, downloads
Deliverables	Downloads/page views; reports; project integrate tools
Events	Number of events attended, feedback from delegates, target audience reached, etc.

Table 1 – Possible indicators for evaluation

Annex I - Guidelines for contacting stakeholders

Knowing Your Audience
When communicating with anyone, one of the most important aspects of successful conversation is knowing who they are. Find out about them by what they read i.e. newspapers/ journals, what they watch, where they watch it and what online platforms they use. When it comes to motivating stakeholders to engage in the YOUNG50 project: think global and act local.

How
Brainstorming with your colleagues is fundamental to determine who are the relevant stakeholders for the project. Moreover, you could take a look into previous projects documentation, and/or talk to project teams to identify stakeholders likely to be involved.

YOUNG50 Key stakeholder mapping tool
Each partner should identify and then contact their local, regional, national and EU stakeholders to obtain their feedback on the level of participation they desire, frequency and type of communication, and any concerns or conflicting interests they have.
The use of YOUNG50_ Key stakeholder mapping tool provided by ProMIS aims to guide you identifying stakeholders and gathering information from them.

Stakeholder Consultation
Stakeholder consultation is about engaging with relevant stakeholders and choosing the most efficient and effective engagement approach. Ways to engage YOUNG50 project stakeholders include: Conferences/large meetings; Lectures; Workshops; Focus groups; Leaflet; Website; E-newsletter; Online collaboration; Skype calls or similar social media; Teleconferencing; LinkedIn; Twitter; Existing platforms; Press release.

Communication tools
Virtual and face-to-face meetings with key stakeholders will be organised in the participating MSs at the start of the project and at other key dates to inform and create awareness. The following tools, as described in the YOUNG50 project Communication Plan, can be used to invite relevant stakeholders:
- Face to face meeting by organizing and participating to meetings and events;
- E-mail – the e-mail is the main communication tool;
- Telephone. The telephone is considered an additional communication tool. However, the lack of information traceability makes the telephone a less effective communication tool. Therefore, after a phone call, it is advisable to send a summarizing e-mail, in order to guarantee their trace, send the Agenda, and to remind the stakeholder of the main topics discussed;
- Skype (or similar virtual systems);
- Paper mail – formal letters of invitations are appropriate for High level stakeholders, such as EU Parliament/Commission members, Committee of the Regions members, etc. The formal letter should then be followed by e-mail reminder and telephone follow up.

Engaging Stakeholders
Engaging with relevant stakeholders and choosing the most efficient and effective engagement approach is of the utmost importance to reach the aims of the YOUNG50 project, especially since

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

31

one of the indicators of performance we will be evaluated by is the % of stakeholders contacted and also on the % stakeholders that respond to us.

Each of the following approaches has pro and cons when it comes to engaging with stakeholders. Therefore, these approaches will be combined and different channels will be used, as appropriate to the interest and influence of the particular stakeholder audience (i.e., stakeholders falling into the least important category need only be engaged through the website or e-newsletter, as it would be a waste of resources to include them in a focus group).

Seminar/Workshop

In occasion of meetings, seminars or workshops, a working programme, i.e. a meeting agenda, has to be arranged. The meeting will be held in an established meeting place that needs to be big enough to accommodate everyone comfortably, but not too big. It can be very disempowering when you have hired a huge hall and only twenty people turn up. Ensure the venue for your meeting is accessible (e.g. can someone in a wheelchair, or with hearing difficulties participate as easily as possible?).

Round Table/Focus group

Round tables/Focus groups can provide quality information needed and ensure that those key people feel involved and listened to. Difficult stakeholders can be included in these groups if these meetings are well facilitated.

A focus group is based on a relatively small number of people who have been selected to discuss a single topic. The group needs to be large enough to generate rich discussion, but not so large that some participants are left out.

The group is led through an open discussion by skilled moderators/facilitators (normally one moderator and one assistant moderator) who assists the discussions using a topic guide and may record the session to ensure that information on all opinions is captured.

The moderator's goal is to generate a maximum number of different ideas and opinions from as many different people in the time allotted. The session is best held in neutral territory to ensure that the surroundings do not influence the outcomes of the session. The ideal amount of time, to set aside for a focus group, is anywhere from 45 to 90 minutes. Beyond that, most groups are not productive.

This method of consultation is useful at the start of the process or to obtain feedback at key points. However, it takes more than one focus group (three or four) to produce valid results; therefore, it is not the best consultation tool for the stakeholders of YOUNG50 project. But it can be used within a different consultation tool, such as a meeting with an established group.

Stakeholder Interviews/one to one meeting

To fully understand an issue and draw out a particular stakeholder's perspective, the most influential stakeholders may be interviewed. This is a great opportunity to gather intelligence and to build rapport. However, interviewing is going to take up a lot of time so this engagement technique will only be used for the most important issues and with the most influential stakeholders (e.g. the local MP or councillor). In fact, the most important groups of stakeholders that may not initially be particularly interested, they may really benefit from involvement in one to one interviews and this might be the only way to fully involve them.

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by the Health Programme of the European Union

32

E-newsletters/Email/Leaflet/Press release

A number of stakeholders may fall into the least important category, as they are not highly influential, but they should still be kept informed. Emails, e-newsletters, press releases, and leaflets reach a wide audience. They can raise the profile of the project and give an opportunity to showcase successes. In the e-newsletters the appropriate conferences, congresses and publications to ensure the widespread dissemination of the messages coming out of the project will be highlighted.

Each partner is responsible for the awareness and dissemination on their local and national media (newspapers or other relevant papers, radio, TV, etc.). At least one press release every 6 months will be issued in English and can be translated by each partner in their own language.

Social Media

Twitter and Instagram

Both Twitter and Instagram are a fantastic, convenient and quick way to reach local stakeholders. For all tweets and post use the @YOUNG50_EU handle and the hashtags #europeanproject #young50project #cardiovasculardisease #prevention #stayhealthy.

Other handles can be included, for example: YOUNG50 project partners handles i.e. @promis_staff, @promisalute. Utilise any other stakeholders handles according to your specific organisation, specific area of interest within CVDs and/or your region. If you use hashtags of your city/municipality/region/country it can help to gain a more local audience. i.e #Padua #Spain #Romania #Lithuania etc.

LinkedIn

LinkedIn is a professional networking site and a community with hundreds of millions of professionals worldwide. Not only does LinkedIn enable you to connect with people you know, it also enables you to connect with people up to three degrees away: this can be a strategic and useful way to reach local, regional, national and international stakeholders.

As your profile is about the prospects you are trying to attract, each partner should use "Advanced Search" and filter by keyword, i.e. geographic location, company.

Moreover, for all original content you write and publish and all the post use the hashtags #europeanproject #young50project #cardiovasculardisease #prevention #stayhealthy and link to YOUNG50 PROJECT.

Conferences & Events

A great way to communicate the project is to utilize any platform when you or your colleagues are speaking at different conferences & events. This can also be done by networking if you are solely attending a conference. All partners should contribute to the identification of key events they believe the project should be represented in getting the YOUNG50 project message out to interested stakeholders.

Branding

For all written, online or printed material always ensure you use the YOUNG50 logo and you must also include the EU Health Programme logo and disclaimer. You will find both logos and guidance in the YOUNG50 project drive folder. When using these logos make sure you don't distort them. Send them to ProMIS staff if you need assistance

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

Co-funded by
the Health Programme
of the European Union

33

Annex II - Guidelines for organising meetings

Meetings planning and preparation

- ✓ Time needs to be carefully planned considering the needs of the target group
- ✓ the venue needs to be easily accessible and big enough to accommodate all participants comfortably, but not too big, as it can be very disempowering
- ✓ Invitations containing the Agenda must be sent some days in advance. They need to encourage people to get involved and clearly state the purpose of the meeting
- ✓ Invitations will be sent by email and followed some days later by telephone contact to ensure maximum participation
- ✓ Invitations need to include all the important details: where, when, what the purpose of the meeting is, who is organising it and contact details, including a telephone number;
- ✓ The purpose of the meeting will be clearly displayed (e.g. on flipchart paper) in a clear and concrete sentence at the beginning of the meeting.

During the meeting

- ✓ Seating should be arranged in an inclusive way, so that everyone can see one another (circles are best for this but aren't suitable for all groups)
- ✓ Everyone will be welcomed as they arrive. Introductions will be made
- ✓ At the beginning of the meeting, everyone should introduce themselves: to say a bit about themselves or why they are there, not just giving their names
- ✓ Everyone will have a copy of the agenda
- ✓ Participation will be encouraged at all times so that everyone can get involved and contribute to the meeting.

Ending the meeting

- ✓ The meeting should finish on time (unless everyone's agreement to continue is obtained);
- ✓ Inform on a date, time and venue for the next meeting;
- ✓ Everyone will be thanked for turning up and contributing.

After the meeting

- ✓ A report will be written and approved
- ✓ The approved report will be sent to all participants and to those people who could not attend, but would like to be kept informed.

Annex III - WP2 GANTT CHART (da cambiare)

YOUNG50 #STAYHEALTHY

WP2 GANTT

ID task	Task	ID Activity	Activity	Type	Start	Finish	R	A	C	I
2.1	Communication & Dissemination Plan	2.1.01	Preparation of the communication strategy and C&D plan (D2.3)	A	01/05/2019	09/08/2019	ProMIS-ULSS4		ALL	
2.1	Communication & Dissemination Plan	2.1.02	Partner dissemination activity report template	A	15/06/2019	30/09/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.1	Communication & Dissemination Plan	2.1.03	D2.3 Quality Check	A	12/08/2019	23/08/2019	ULSS6	ULSS6	ProMIS-ULSS4	ALL
2.1	Communication & Dissemination Plan	2.1.04	DELIVERABLE - PROJECT DISSEMINATION PLAN (D2.3)	D	12/06/2019	31/08/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.2	Website and social media interaction	2.2.01	Project Website setting up (D2.2)	D	01/05/2019	31/07/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.2	Website and social media interaction	2.2.02	Social Media setting up and updating	A	01/08/2019	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.2	Website and social media interaction	2.2.03	Contributions from all partners for dissemination activities	A	01/08/2019	30/04/2022	ALL	ALL	ALL	
2.3	External communication and information material	2.3.01	Promotional material template	A	01/05/2019	30/09/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.02	Logo	A	01/05/2019	31/07/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.03	Promotional material for events, project results, websites, newsletter, ….	A	01/06/2019	30/04/2022	ALL	ALL	ALL	
2.3	External communication and information material	2.3.04	DELIVERABLE LEAFLET (2.1)	D	01/07/2019	31/07/2019	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.05	Contribution to translate outputs (All)	A	01/07/2019	30/04/2022	ALL	ALL	ALL	
2.3	External communication and information material	2.3.06	Dissemination activities and plans reporting (quarterly basis)	A	01/10/2019	30/04/2022	ALL	ALL	ALL	
2.3	External communication and information material	2.3.07	6-monthly newsletter	A	01/10/2019	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.08	D2.4 Quality Check	A	15/03/2020	31/03/2020	ULSS6	ULSS6	ProMIS-ULSS4	ALL
2.3	External communication and information material	2.3.09	1st C & D REPORT (D2.4)	D	01/04/2020	30/04/2020	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.10	D2.5 Quality Check	A	15/03/2021	31/03/2021	ULSS6	ULSS6	ProMIS-ULSS4	ALL
2.3	External communication and information material	2.3.11	2nd C & D REPORT (D2.5)	D	01/04/2021	30/04/2021	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.12	D2.6 Quality Check	A	15/03/2022	31/03/2022	ULSS6	ULSS6	ProMIS-ULSS4	ALL
2.3	External communication and information material	2.3.13	FINAL C & D REPORT (D2.6)	D	01/04/2022	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.14	LEAFLET (D2.7)	A	01/04/2022	30/04/2022	ALL	ALL	ALL	
2.3	External communication and information material	2.3.15	D2.8 Quality Check	A	15/03/2022	31/03/2022	ULSS6	ULSS6	ProMIS-ULSS4	ALL
2.3	External communication and information material	2.3.16	LAYMAN VERSION OF FINAL REPORT (EX. SUMMARY) (D2.8)	D	01/04/2022	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.3	External communication and information material	2.3.17	INTERIM MONITORING OF THE DISSEMINATION PLAN - Milestone 3	M	01/04/2020	30/04/2020	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.4	Events and media campaigns	2.4.01	Participation in international events	A	01/08/2019	30/04/2022	ALL	ALL	ALL	
2.4	Events and media campaigns	2.4.02	Production of communication material and publications	A	01/05/2019	30/04/2022	ALL	ALL	ALL	
2.4	Events and media campaigns	2.4.03	Publication of press releases	A	01/05/2019	30/04/2022	ALL	ALL	ALL	
2.4	Events and media campaigns	2.4.04	Promotion of synergies with other external initiatives	A	01/05/2019	30/04/2022	ALL	ALL	ALL	
2.5	Stakeholder meetings and Final Conference	2.5.01	Strategy for the identification of the stakeholder groups	A	01/07/2019	30/09/2019	ULSS6	ProMIS-ULSS4	ALL	
2.5	Stakeholder meetings and Final Conference	2.5.02	Yearly meeting with key local, regional & national stakeholders	A	01/09/2019	30/04/2022	ALL	ALL	ALL	
2.5	Stakeholder meetings and Final Conference	2.5.03	Organisation of dissemination events	A	01/04/2021	30/04/2022	ALL	ALL	ALL	
2.5	Stakeholder meetings and Final Conference	2.5.04	Assistance in organising dissemination events (commom methodology)	A	01/04/2021	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	
2.5	Stakeholder meetings and Final Conference	2.5.05	Final Conference in Brussels	A	01/11/2021	30/04/2022	ProMIS-ULSS4	ProMIS-ULSS4	ALL	

Annex IV - YOUNG50 deliverable template

"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 (CHAFEA) 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"

Co-funded by
the Health Programme
of the European Union

www.young50.eu
This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] was funded by the European Union's Health Programme (2014-2020)

1

Co-funded by
the Health Programme
of the European Union

www.young50.eu
This report is part of the project "847130 YOUNG50" which has received funding by the European Union's Health Programme (2014-2020)

36

Annex V - YOUNG50 template (Agenda, newsletter, press release, powerpoint, …)

Co-funded by
the Health Programme
of the European Union

www.young50.eu

1

TITLE

Young50

PARTNER
LOGO

TITLE

Young50

PARTNER
LOGO

www.young50.eu

This report is part of the project "847130 YOUNG50" which has received
funding by the European Union's Health Programme (2014-2020)

38