



Joint Action on Networks of Expertise

Deliverable number. 2.2

Dissemination Strategy Plan

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DOCUMENT INFORMATION

Author(s)	NHRF, Kronikgune
Deliverable lead partner	NHRF
Work Package	WP2
Task	2.2
Deliverable type	Report
Due delivery date	M6
Actual delivery date	M8
Disseminazioni level	Public
Annex version	13 September, 2022

List of contributors

Version	Author	Partner	Date	Status
0.1	Vasiliki Pletsa	NHRF	31.03.2023	Initial draft
0.2	Sarah Berrocoso Cascallana Irati Erreguerena Redondo	KRONIKGUNE	14.04.2023	Quality check Comments
0.3	Vasiliki Pletsa	NHRF	20.04.2023	Second draft
0.4	Sarah Berrocoso Cascallana	KRONIKGUNE	04.05.2023	Quality check Comments
0.5	Vasiliki Pletsa	NHRF	05.05.2023	Final

Keywords

Dissemination, communication, website, online tools, stakeholders, networking on cancer care

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Executive Summary

The present Dissemination Strategy Plan (DSP) introduces the JANE (Joint Action on Networks of Expertise) project dissemination strategy and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. It will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

In order to achieve the highest possible impact of its activities JANE DSP will focus on maximising the effectiveness and scope of the dissemination and communication activities undertaken in the context of this Joint Action. The JANE website will be the main tool, linking internal to external dissemination, assisted by tailor-made communication tools and channels such as surveys and media. These specific activities will not only address the general public to raise awareness on the project and its achievements, but also target key stakeholders having a relevant role in the field of activities undertaken by the project. Special emphasis will be given to stakeholders such as relevant European networks and actions, patient organizations, scientists and medical oncologists as these players are critical in shaping and launching the new Networks of Expertise (NoEs) on Cancer which is the main objective of JANE.

The JANE DSP has been structured in various sections presenting the dissemination objectives, main players and target audiences, key messages as well as and implementation measures. WP2 (Dissemination) will be in charge of its effective implementation assisted by WP4 (Sustainability) and WP1 (Project Management and Coordination).



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Introduction

1 Context

JANE will shape seven new Networks of Expertise (NoEs) in the cancer field, namely personalized primary prevention; survivorship; palliative care; omic technologies; hi-tech medical resources; one or more complex & poor-prognosis cancer(s); adolescents and young adults (15-39 years at cancer diagnosis) with cancer. The main goals of JANE are:

- 1) to prepare everything necessary to launch the new Networks of Expertise;
- 2) to critically evaluate existing models of current and future EU networking with a view to optimizing the functioning of the new NoEs.

The JANE management as well as structure is able to support the accomplishment of these goals, as the consortium includes partners with experience in all aspects of cancer from most European countries.

The present Dissemination Strategy Plan (DSP), drafted at M6, introduces the EU Joint Action on Networks of Expertise (JANE) dissemination and communication strategy and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. This DSP lists all planned dissemination and communication activities, tools and channels, and matches them with target stakeholder categories and key performance indicators (KPIs). It will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses if needed.

As this Dissemination Strategy Plan outlines the proposed strategy and plan to meet the expectations and needs of the project, it is expected to facilitate the project's implementation and aspires to serving the ambition of JANE to deliver functional, sustainable NoEs. In order to achieve the highest impact of its activities and best contribute to support and strengthen the process towards sustainable NoEs, JANE will focus on maximizing the effectiveness and scope of its dissemination and communication activities. The strategy specified in this document is addressed not only to the general public to raise awareness on the project and its achievements, but also to key stakeholders and groups that are in close collaboration with this Joint Action. Starting from the establishment of regular internal communication, the ongoing activities of the project leading to its main objectives will be disseminated mainly through the website and communicated to specific audiences and key stakeholders via tailor-made tools and channels.

The JANE DSP is developed in the context of WP2 on dissemination and specifically deliverable 2 as outlined in Annex I (Description of the Action-Part A) of the Grant Agreement. The overall Dissemination Strategy Plan is based on the defined internal management rules, methodologies and work plan specified in the Grant Agreement (Article 17-Dissemination, Communication and Visibility).

1.1 Objectives

This document gives an overview and strategy of the aims of JANE and the major purpose of the Dissemination Strategy Plan which is to set up guidelines for the principles and process flow of disseminating and communicating for the project partners in the context of WP2. WP2 will not only identify communication channels according to proper time schedules, but also continuously and proactively analyse the communities and networks of stakeholders, engage

audiences, select targets and focus on key messages. Dissemination activities will be linked and harmonized with the 16 Work Packages (WPs) of JANE, for ensuring maximum visibility, accessibility and impact with special emphasis on raising awareness within the medical community and patient advocacy groups on NoEs that will be developed through JANE.

The general objectives are to:

- Raise awareness – provide appropriate visibility and showcase the benefits of JANE to the stakeholders;
- Connect - evaluate existing models of EU networking, such as European Reference Networks (ERNs) and ongoing Joint Actions (i.e. Innovative Partnership for Action Against Cancer (iPAAC) Joint Action, European Network of Comprehensive Cancer Centres (CraNE) to optimize the functioning of the new NoEs taking Europe’s Beating Cancer Plan into account;
- Contribute – enhance partners’ interaction, pave the way to the launch of calls for expressions of interest of potential participants in NoEs;
- Promote - disseminate JANE’s outputs and results to all interested communities;
- Inform – Ensure the regular presence in online channels, events and conferences.;
- Engage - Receive input and feedback from the medical community, stakeholders and various target groups such as influential patient organizations (ECPC, ECL), WHO, DGs, PanCare, OECI etc., researchers and policy makers.

1.2 Interaction with other Work Packages in the project

The JANE DSP needs the proactive involvement of all WPs. Thus, WPs leaders will be asked to report all main documents, policy papers and recommendations produced by JANE WPs and TTFs to be communicated via topic-oriented sections of the JANE web portal and related communication tools. This will support JANE management and internal communications in collaboration with the JANE coordination team (WP1) but also assist in the work of WP4 (Sustainability). It will specifically focus dissemination strategies on sustainability and transfer of knowledge derived from key outcomes and recommendations of the project, which will be developed in close collaboration with WP4 (Sustainability). Intensive engagement of all target groups and audiences can be reached by making communication easy to understand, a task to be undertaken in close collaboration with WP4 in the context of T4.3. Policy Board and policy dialogues (KG, TTFs, WP2, INT) in particular.

The implementation of the JANE DSP has to take into account the work carried out in WP3 (Evaluation) to verify whether the project is being implemented as planned in order to reach its objectives, especially in the context of T3.1. Process Evaluation (CIPH, INT, all partners), and be adjusted accordingly.

Also, special attention will be paid to the crosstalk with WP16 – TTF5 - Patient Involvement since this TTF is focusing on developing strategies to improve patient empowerment and engagement through European health care cancer networking.

2 Procedures and workflow

Work Package 2 (WP2) “Dissemination”, as described in the JANE DoW, foresees key communication actions in order to raise scientific and public awareness on JANE’s progress and promote the project’s results and goals. As already mentioned, the ambition of this Joint Action is to bring about new Networks of Expertise on cancer able to function effectively, building on previous and ongoing EU networking experiences, and finding solutions rooted in the European

oncology community. In order to ensure a highly efficient dissemination of scientific information at the European level, WP2 has the following tasks:

- Plan, build and maintain the JANE website
- Prepare the JANE Dissemination Strategy and Communication Plan
- Organize the JANE final conference

All partners will be asked by WP2 to register and inform on the target audiences and stakeholders they would like to address at first place. The list will be enlarged with European key players by the partners involved in WP2 implementation. All target audiences and stakeholders included in this list will be informed by e-mail correspondence about the JANE website and ongoing activities as well as its main goals by M10 and called to contribute to specific activities. This communication will be renewed on a regular basis depending on the feedback received. Therefore, systematic public information will be disseminated through internal and external dissemination routes, mainly through the project's web-portal, as detailed in the key sections below.

2.1 *Target audiences*

Making communication easy to understand and user-friendly is a critical step to induce intensive engagement of all target groups and audiences. This task is already supported by the website's architecture/content and assisted by WP4 as well as all partners.

An ongoing stakeholder analysis will be completed by M9, analyzing the target groups and developing key messages and communication channels for each of them. The target groups to be addressed are:

- Comprehensive Cancer Centres (CCCs), European Reference Networks (ERNs), other networks;
- Patient advocacy groups;
- Scientific societies, collaborative research groups, industries;
- Policymakers at the level of the EU and MSs;
- Potential partners of the upcoming NoEs;
- General public.

Depending on the target group, tailored dissemination activities will be designed by M12 to communicate the project developments and outcomes.

2.2 *Internal dissemination*

All partners, especially the WP leaders, will be called by NHRF (WP2 leader) to inform about their meetings, progress and activity outcomes, network-planning as well as all other issues related to their tasks, on a regular basis. The management meetings and coordination of meetings will play an important role in this internal interaction. All this information will be mostly communicated and updated through the dedicated pages of the JANE website (The Project, News), designed to support this dynamic interaction, in particular.

2.3 *External dissemination*

JANE puts emphasis on effective communication with parties outside the consortium, in particular the target groups mentioned above in 2.1. All partners will be called to identify target groups, communities and authorities while at the same time we will pro-actively reach out to all these target groups and communities at national and European level, in an effort to identify the players most interested in the output of the project. To this end a dedicated page has been designed in the website (Get involved), but they will be also reached through participation in key meetings and organization of special dissemination events. Clustering of multiple interactions and reports around the thematic “seeds” included in the project will foster further interactions, facilitated by networking. This will make the transfer of knowledge among stakeholders and other target groups seamless and continuous. In line with the obligations regarding dissemination of results and achievements, WP2 will ensure continuous, complete and highly visible public relations activities to the various target audiences identified. This includes the provision of all public documents, materials and tools described in the next section.

A mailing list including all (beneficiaries, affiliated entities and stakeholders involved) will be continuously used to share communications relevant to all partners. Main documents, policy papers and recommendations produced by JANE WPs and TTFs will be communicated via the JANE web portal and related communication tools. Time plan of the JA activities, on-going work of WPs/TTFs and published deliverables will be presented through such on-line pathways and simultaneously by means of disseminating events, conferences and workshops. Intensive engagement of all target groups and audiences can be reached by making communication easy to understand and user-friendly, a task to be undertaken in close collaboration with WP4 and KRONIKGUNE in this case.

2.4 *Dissemination Tools and Channels*

- Project website: A user-friendly JANE website (<https://www.jane-project.eu>) hosted by the National Hellenic Research Foundation server has been designed and launched. It will serve as the main contact point for external users and will include general information and updates on the progress of the project. It is actually, an e-publishing platform, providing main documents, policy papers and recommendations produced by all Work Packages and Transversal Task Forces through “The Project” page, and also an interactive tool enabling all users to actively search information through “News” and “Get Involved” in the project activities depending on their interest.
- Project electronic newsletter/bulletin: communicated through the JANE website and also partners’ web-portals. E-newsletters will be published every 6 months, linked to key topics, activities of individual WPs and/or TTFs. Stakeholders will be able to register and receive the newsletter through the website.
- Social media: The consortium has decided that the website should not include an account for social media, rather each of the partners should use their own national social media accounts for providing information on the JANE Joint Action. However, the website is adapted to mobile phone & tablet use, friendly to social media and google search as well as compatible with the WCAG 2.0 protocol. It is also SEO friendly in order to be better promoted through the Google search engine.



- Media: encouraging and supporting
 - Press releases
 - Articles
 - Advertisements
 - Interviews
 - Any other types of coverage (e.g., TV or radio)

- Events:
 - JANE Final Conference.

As mentioned above, WP2 will identify communication channels according to proper time schedules, but also continuously and proactively analyze the communities and networks of stakeholders, engaging audiences, selecting targets and focusing tailor-made key messages. The dissemination strategy will also include:

(1) mapping and analyzing contents and targets of all JANE WPs and setting up a roadmap for the communication of main items and topics;

(2) network surveys and optimization of communication channels and contents according to target audiences (special attention will be paid to influential patient organizations [ECPC, ECL], WHO, DGs, PanCare, OECI etc.) and the health professionals, while target groups will be followed up during the implementation of the project;

(3) specifically focusing dissemination strategies on sustainability and transfer of knowledge derived from key outcomes and recommendations of the project (developing them in close collaboration with WP4). All this can be managed through communication maps covering all key deliverables and outcomes of the JANE WPs/TTFs. As mentioned already, these maps will connect reporting from WPs leaders with on-line reports on the JANE portal.

2.5 Communication tools

In the context of WP2, a logo reflecting the main concept of JANE has already been created and disseminated to all partners. Power point word document templates have been disseminated accordingly. As next step, a brief outline of the progress of the project so far, in the form of press release, will be composed based on the WPs' leaders input and the interim 6-month report. This document along with the E-newsletter will be updated every six months to support all partners' dissemination and communication efforts. An effort will be undertaken by WP2, in collaboration with WP1 and all WP leaders, to create a promotional video of the project.

2.6 Scientific events

Some of the most effective possibilities for disseminating knowledge are based on the partners' own initiatives, for example, in the course of attending meetings, self-organized conferences, workshops, training sessions, seminars and self-published websites, publications, press releases, multimedia CD-ROMs, TV etc. The benefits of disseminating knowledge on the consortium's own initiatives are evident: the participants are free to decide on the framework, matters and ways of presenting the knowledge, and can additionally systematically advertise within the target group, always within the rules established by the Grant Agreement.

Dissemination will also take place within third party activities, e.g. in speeches, presentations and information booths within conferences, exhibitions, training sessions organized by third parties (conferences organized by national, regional or European authorities etc.).

Indicative examples could be:

- Oncology Days PROMOTING CANCER COORDINATION AND QUALITY IN EUROPE, organised by the Organisation of European Cancer Institutes, Paris ,June 14th - 16th 2023
- Events organised by the European Cancer Patient Coalition (<https://ecpc.org/news-events/>)
- ESMO Conference 2023 (<https://www.esmo.org/meeting-calendar/esmo-congress-2023>)
- SIOPE annual meetings (<https://siopeurope.eu/>), etc.

2.7 Evaluation (KPIs)

The dissemination and communication activities will be evaluated continuously to measure the success of the strategies outlined in the JANE DSP. The evaluation method will involve:

- Monitoring the content of the website and newsletters;
- Using questionnaires following workshops and conferences;
- Discussions about the use of dissemination channels and materials amongst partners.

Critical KPIs will be the number of website visits per month, the number of newsletters and press releases published per year, the number of publications per year as well as the number of contacts through the “Get involved” page of the website per month and, most importantly, the number and expertise of stakeholders who will get involved in the project’s activities reflecting the enlargement of the consortium towards the enhancement of sustainable NoEs on cancer.

The dissemination/communication activities and relevant KPIs are summarized in the Table below as follows:

Action	Key objectives	KPI	Target
Website	Function as the communication platform for all partners, present key findings and achievements, support project visibility	Unique page views	10,000
Newsletters	Communicate the developments and achievements of JANE to larger audiences	Number of issues	4
		Number of registrations	500
Press releases	Communicate the developments and achievements of JANE to larger audiences	Number of releases	2
Publications	Policy brief	Number of issues	5

	Peer-reviewed scientific publications	Number of publications	5
Participation in external events	Ensure JANE's visibility in the relevant community	Number of contributions to third party events	15
Stakeholders involved	Attract and recruit additional key stakeholders to enlarge and support the JANE consortium	Number of stakeholders	20

2.8 The EU Emblem (JANE Logo)

As dissemination partner, NHRF will survey and respect the EU rules with regards to JANE logo as outlined in Article 17 of the Grant Agreement. NHRF will respect the right to use the EU Emblem and ensure that any dissemination activity related to the specific actions (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the specific grants displays the EU Emblem and include following text:

“This [insert appropriate description, e.g. report, publication, conference, infrastructure equipment, insert type of result, etc.] was funded by the EU4 Health Programme (EU4H)”.

Furthermore, NHRF as dissemination partner will take care that the EU Emblem has prominence when displaying with another logo and give guidance to JANE partners on the use of the logo (which can be used by the partner without first obtaining permission from the Agency, however, solely for the purpose above). NHRF will also survey that any communication activity with respect to the specific action, in whatever form and or by whatever medium, must specify that it reflects only the author's views and European Commission is not liable for any use that may be made of the information contained therein.

2.9 Scientific Publications

Dissemination activities including, but not restricted to, publications and presentations are governed by the provisions outlined below.

Prior notice of any planned publication/dissemination activity, with a copy of it, shall be made to NHRF and JANE Coordination 30 days before the publication/dissemination activity. Any objection to the planned publication shall be made in writing to any party concerned within 10 days after receipt of the notice. If not resolved through discussion, the Executive Committee will ultimately be involved in the decision-making process. If no objection is made within the time limit stated above, the publication is permitted.

If foreground Information / Intellectual Property or Background Information / Intellectual Property of another party is needed for publication of a student degree thesis, approval for use shall be obtained from the appropriate party owing such rights or affected by the use. The approval of the relevant parties shall be sought at least 30 days before the latest date of which the contents of the planned publication can be altered. For the avoidance of doubt, no such



publication will be made without such approval of a party who would be adversely affected by that publication. Approval shall not be unreasonably delayed or withheld.

3 Synergies with ongoing initiatives

JANE will seek to enhance current links and synergies with other stakeholders or similar initiatives. The main concept is to create synergies, share resources and avoid work duplication. Therefore, WP2 will support all these synergies by using all above mentioned dissemination tools and channels and/or elaborating specific tools if needed. Particular emphasis will be given to the synergy with the ongoing initiatives of European Network of Comprehensive Cancer Centres (<https://crane4health.eu/>) and ERNs EURACAN (<https://euracan.eu/>), PaedCAN (<https://paedcan.ern-net.eu/>) and Genturis (<https://www.genturis.eu/>).

4 Conclusions

The JANE Dissemination Strategy Plan aspires at interconnecting the partners and the approaches applied in the context of the project in order to capitalize on all efforts. This will facilitate the communication of JANE's key message, which is to pave the way for effective, sustainable Networks of Expertise on Cancer, to as large audiences as possible. The main tool for the implementation of the strategy is the JANE website. Nevertheless, proactive communication will be maintained with all partners and target audiences so that they can get as mobilized as possible towards the project's main goal is a critical parameter for DSP's successful implementation. Hence, WP2 being in charge of Dissemination in the context of JANE will undertake this task as soon as possible based on input provided by all WPs, in particular WP1, WP3 and WP4.



Revision History

Version no.	Date of Issue	Author(s)	Brief Description of Change
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