



# Dissemination Report 2023

DELIVERABLE 2.3



# EXECUTIVE SUMMARY

During its first year, the Joint Action "Strengthening eHealth, including telemedicine and telemonitoring, in health and care systems for the prevention and treatment of cancer" (eCAN JA - GA 101075326) has sought to raise awareness of its purpose and communicate its objectives in the European context. This deliverable (D 2.3) provides an **overview of the dissemination activities carried out by the eCAN consortium between September 2022 and September 2023.**

The dissemination activities performed, altogether with different tools designed and implemented, are meant to be sources of stakeholders' identification and engagement. The **website** is the channel where all these activities are hosted and it has been designed to be attractive, modern and pleasant to navigate within for the users.

eCAN has participated in or organised fifteen **events**, including congresses, webinars, conferences... to share knowledge and insights on digital health and cancer prevention and treatment. In these twelve months, the project participants have also developed thirteen **training activities and workshops** for internal and external partners.

In terms of **social networks**, the JA is present on six different platforms (LinkedIn, Twitter/X, Facebook, Instagram, TikTok and YouTube), active since January 2023. In addition, the project has joined three **social media campaigns** dedicated to cancer prevention and care.

Aiming at greater visibility among stakeholders, Work Package 2 (WP2) has also conducted **expert interviews** on key topics addressed by the initiative. These conversations provide valuable insights and perspectives into the context of the project and help to highlight some of the health challenges that lie ahead in the EU. In addition, WP2 has produced twelve **news items and press releases**, as well as two **newsletters**.

As this report shows, the eCAN consortium has made significant efforts to spread the word about the project during its inaugural year. The dissemination of these activities is essential in making the objectives of the JA visible and facilitating their achievement. It is therefore important to remember that **science is not finished until it is communicated.**



## Authorship

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**Work Package 2 - Communication**

# OUTLINE

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# WP2 MISSION & OBJECTIVES

The **Communication Work Package (WP2)** has developed an outreach strategy and selected several tools that enable the widest possible diffusion of the progress, recommendations and outputs of the Joint Action.

The dissemination materials produced aim to 1) contribute to set up a network of policymakers, professionals, patient associations, citizens and other relevant stakeholders and 2) to maximise the impact of the project to those audiences through specific information and formats (policy reports, leaflets, newsletters, press releases...) that will be disseminated through the website and

other avenues of communication (such as in-person or online events).

During the **first year of this Joint Action** (September 2022 – September 2023), eCAN has organised and participated in several dissemination activities, from congresses, to conferences, social media campaigns and webinars.

This deliverable (D 2.3) reports on the communication tools and dissemination activities carried out during the first twelve months of the project in accordance to the methods described in the Dissemination and Communication Plan (D 2.2).

## The designed outreach strategy focuses on two main activities



Ensure an effective and synergistic internal and external communication framework to **inform, promote and engage relevant bodies on how to leverage the results of the JA**. The creation of the website together with social networks is a core part of eCAN's dissemination strategy.



**Disseminate the results of this JA among targeted audiences.** Efforts of the dissemination strategy will focus on tailor-made content based on the need of different stakeholder groups.

# COMMUNICATION TOOLS



Figure 1: Updated Dissemination Plan

## Dissemination Plan

The DISSEMINATION AND COMMUNICATION PLAN (D 2.2) is intended to be useful as a practical tool and as a reference framework to effectively and continuously implement, evaluate and improve the impact of eCAN's communication and dissemination activities. It also defines the lines of communication for stakeholders and society and contributes to the achievement of the project's goals.

## Promotional Materials

The LEAFLET (D 2.2) presents the essential aspects of eCAN at a glance: a brief description of the JA, its objectives and the distribution of tasks into Work Packages (WPs), together with the logos of the leaders, the social networks and a short information section.

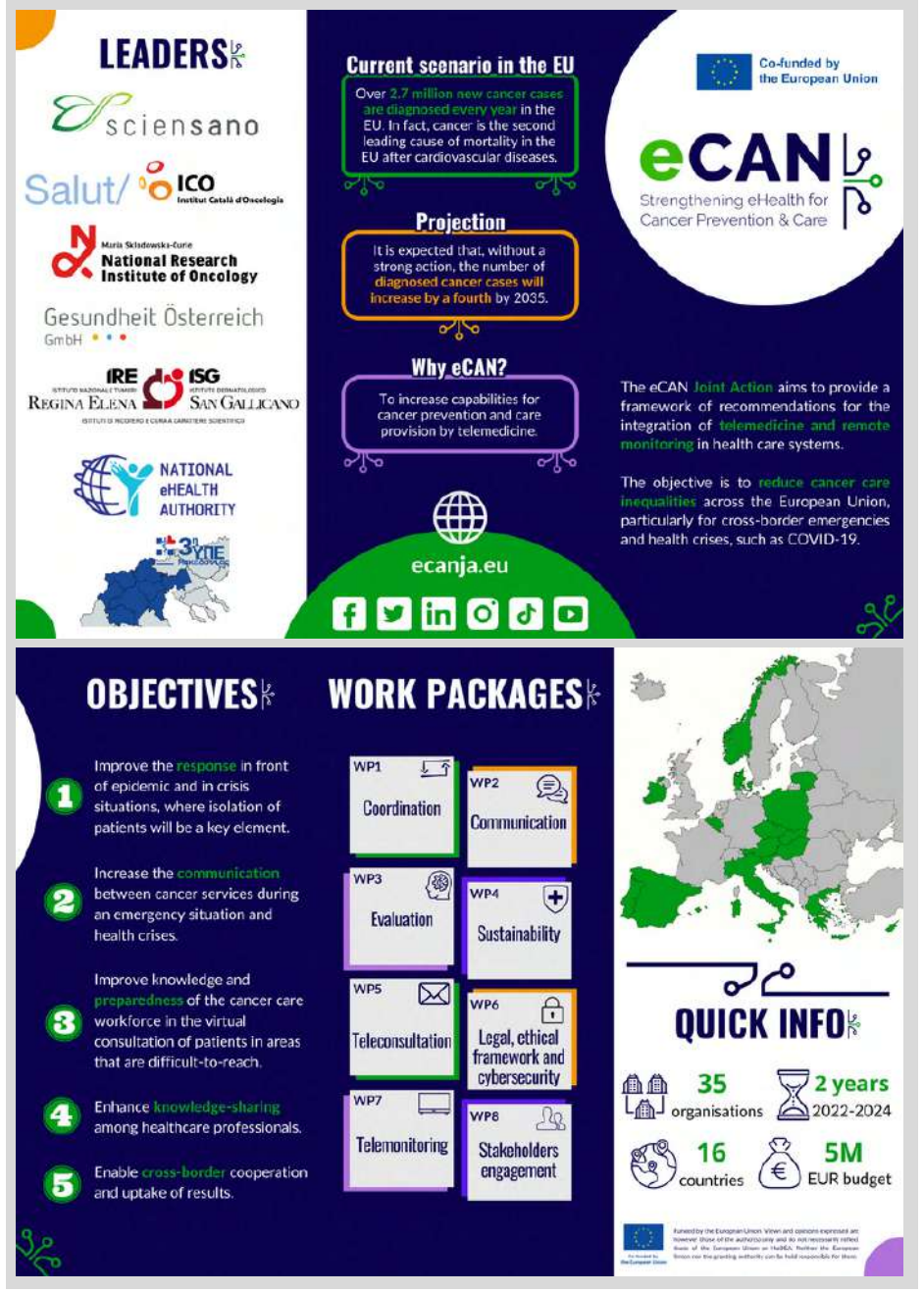


Figure 2: Leaflet

# PROMOTIONAL MATERIALS

On certain occasions, the communication team has also been in charge of designing **BANNERS OR POSTERS** to announce, on social networks and the website, the different activities organised by the entities involved in eCAN. A good example of this is the WP8 workshops, for which a total of four banners were created with the essential information of the virtual meetings. In line with this, such materials have also been created to support social media campaigns.



Figure 3: Poster for the European Researchers Night and banner for eCAN's WP8 workshops

These elements also help to explain, in a visual way, some procedures or information that would otherwise be dense and confusing. This is the case of the **INFOGRAPHIC** "Three steps to get your eCAN activities disseminated", where eCAN participants are encouraged to follow the instructions so that WP2 can register the activities they carry out while assessing whether it is necessary to disseminate them and produce some materials for that purpose.



Figure 4: Infographic "Three steps to get your eCAN activities disseminated"

# BRAND IDENTITY

eCAN BRAND IDENTITY, defined at the early stages of the project, contains elements (such as the logo, colours and fonts) meant to appear in all the dissemination outcomes on this JA. These are featured on the website, social networks, videos and promotional materials, reports, etc. Therefore, its purpose is to ensure visual consistency across all content created for the project.

- 1 LOGOTYPES**  
Different sizes, formats and colours
- 2 COLOURS**  
Shades to identify the project
- 3 FONTS**  
Typographies linked to eCAN
- 4 TEMPLATES**  
Word, PPTX, Minutes, Agenda, etc.
- 5 MAIL SIGNATURE**  
To send messages on behalf of the JA
- 6 WALLPAPERS**  
As background for virtual meetings

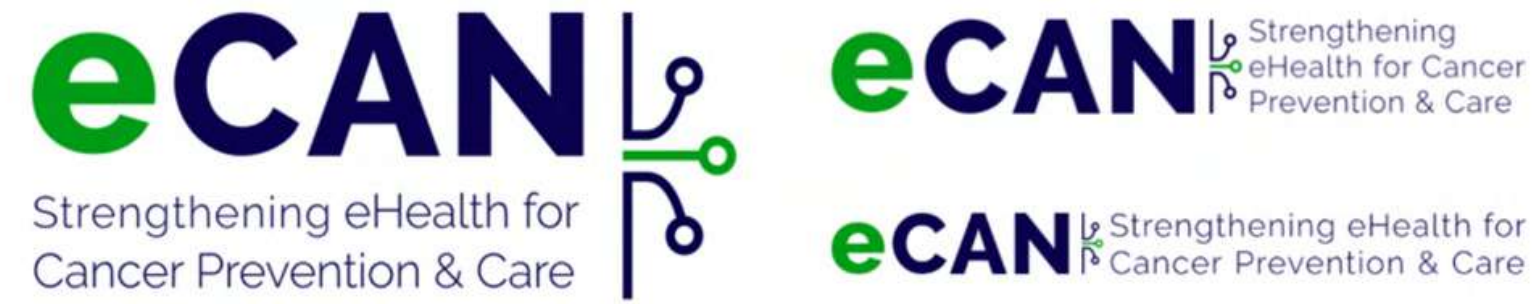


Figure 5: eCAN logos

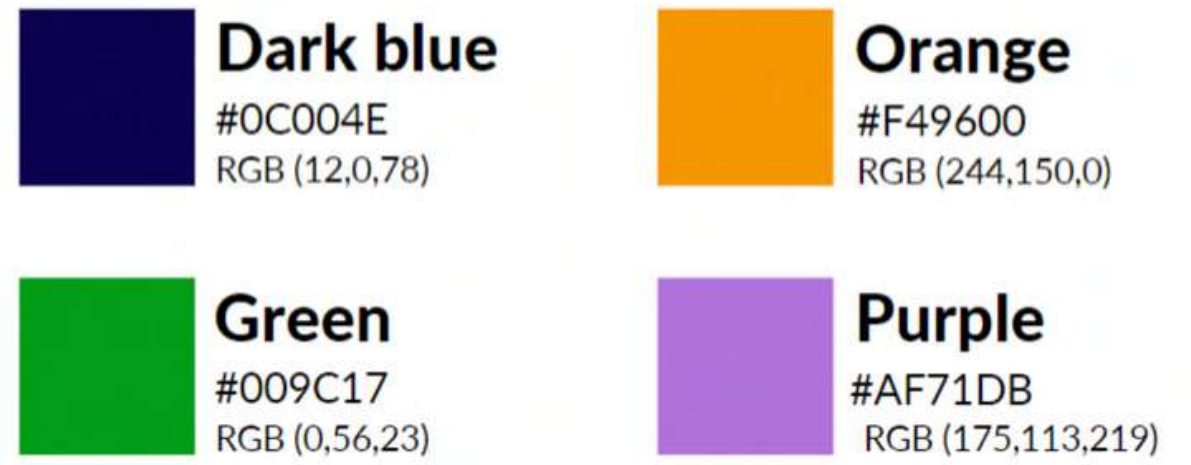


Figure 6: eCAN colours

Name & Surname(s), Degree(s)  
Position  
Participant of eCAN Joint Action  
[ecanja.eu](http://ecanja.eu)  
Follow us!   



This project has received funding from the European Union



Figure 7: eCAN mail signature

# WEBSITE

The **WEBSITE** is a core communication tool for eCAN. It allows to disseminate essential messages to capture the importance of eCAN-related issues, stimulate dialogue and promote knowledge transfer among stakeholders, partners, authorities and the general public.

The site stands as a **baseline for understanding what eCAN is, its vision, its main goals and outcomes.** It covers different sections that provide a holistic view of the Joint Action and highlight the work of the different WPs.

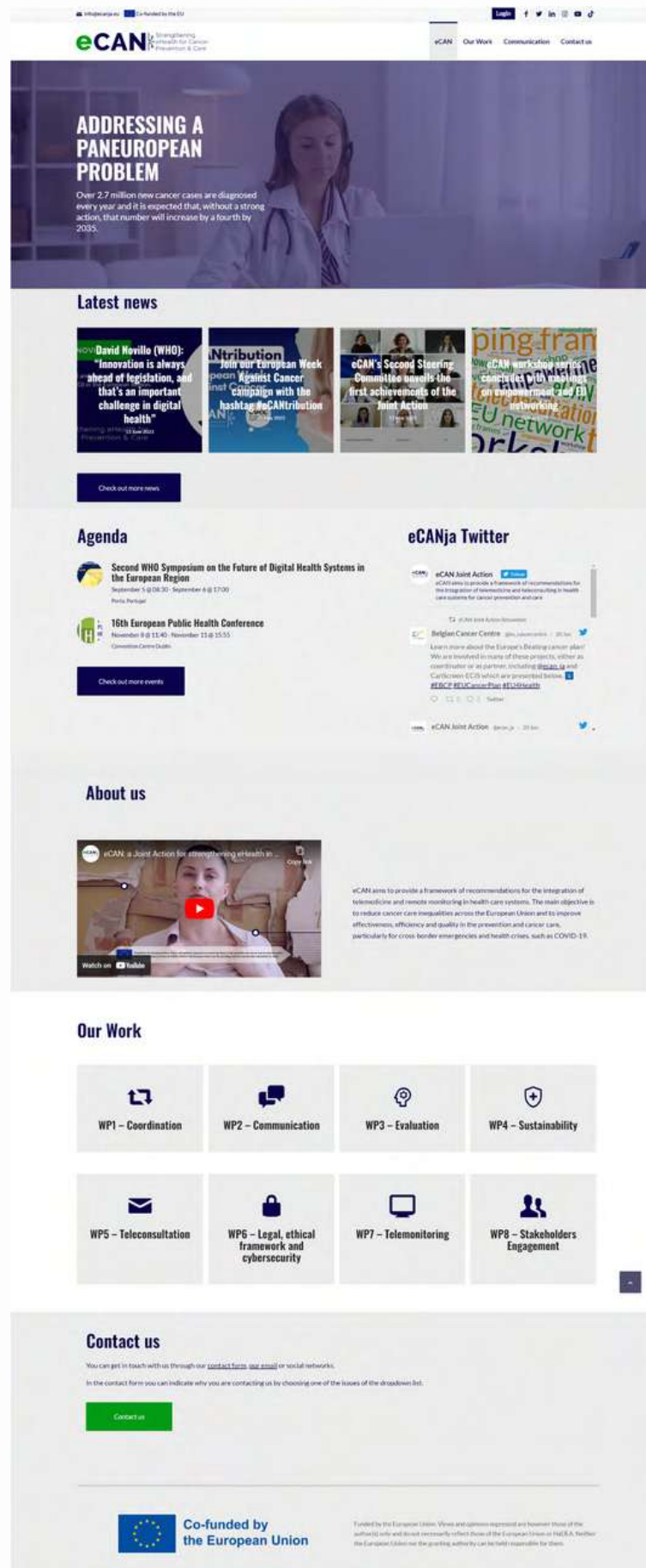


Figure 8: eCAN landing page

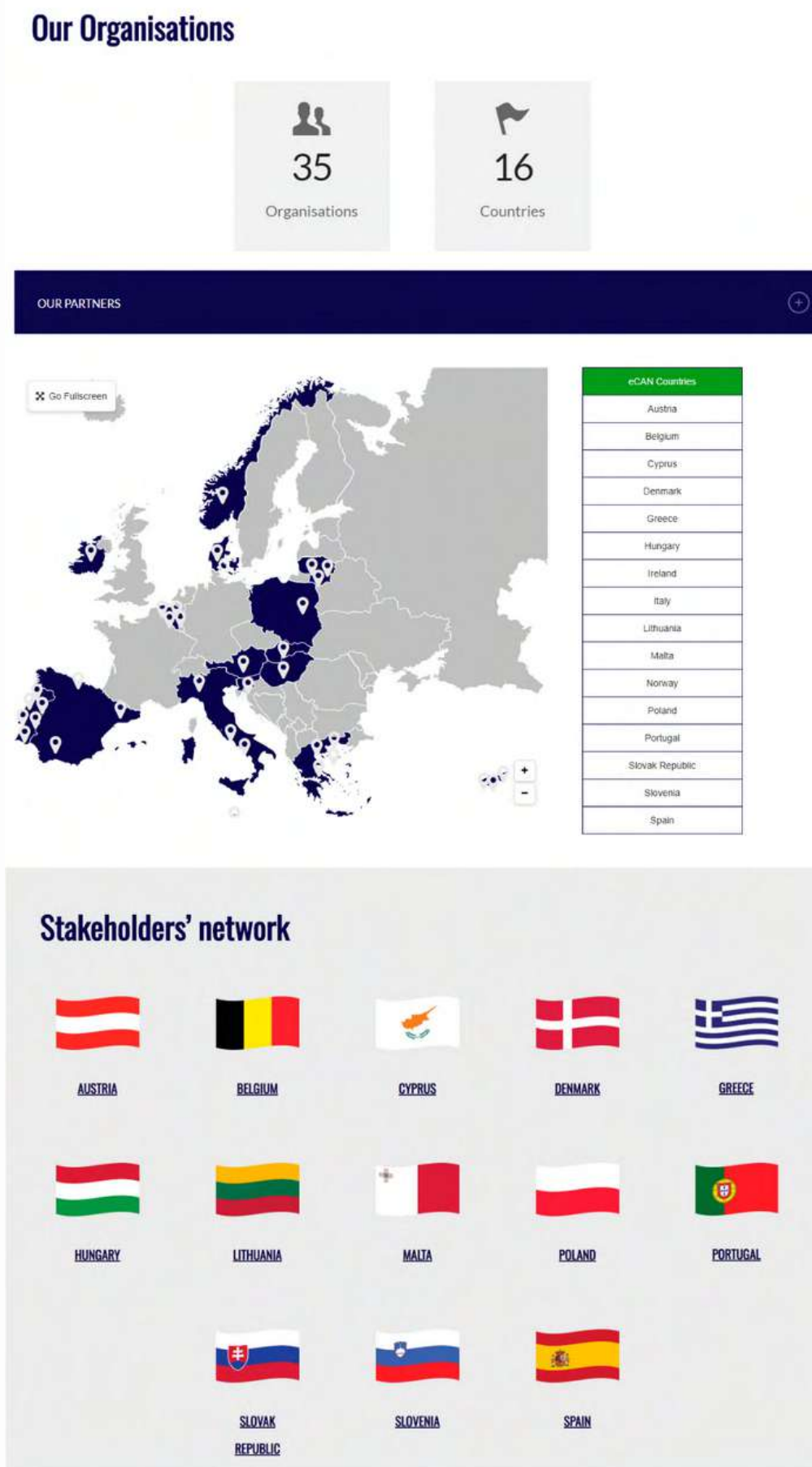


Figure 9: 'Involved organisations' section



# NEWS AND PRESS RELEASES

## Brussels hosts the kick-off meeting of the European cancer project eCAN

The Joint Action aims to help Member States to become pandemic proof, providing a framework of recommendations for the integration of telemedicine and remote monitoring in health care systems. This initiative, framed within the EU4Health Programme, will run until the end of 2024.

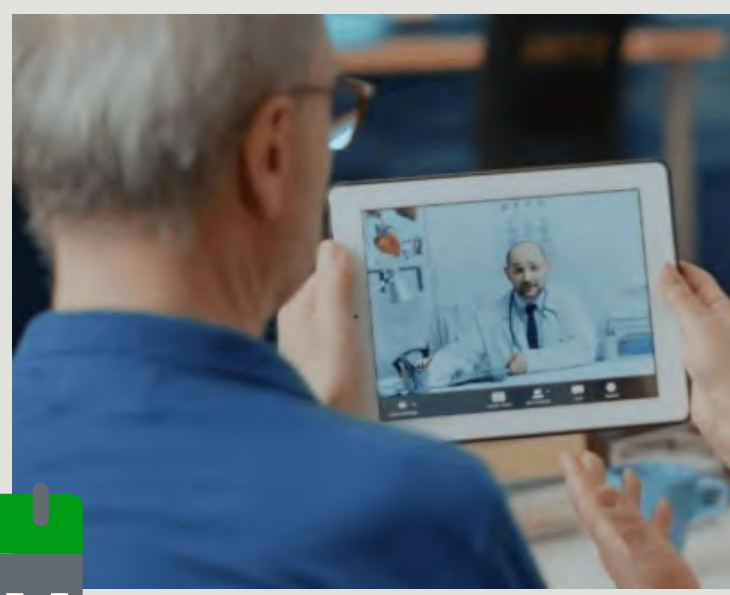


SEP

**NEWS AND PRESS RELEASES** are featured articles and latest news on telemedicine, digital health, teleconsultation, work packages' updates, events, reports or other eCAN content related. Such information also appears on social media and the content is adjusted to different formats.



NOV



## WHO publishes a guide for operating effective telemedicine services

The international report provides an overview of the essential planning, application and maintenance processes for investing in telemedicine and providing financial support to countries that are implementing it. Several eCAN Work Packages will benefit from these tips and recommendations.

# NEWS AND PRESS RELEASES

## The EU4Health programme includes four projects on cancer prevention and care

eCAN, PERCH, CraNE and JANE are the four Joint Actions focused on cancer research included in the EU4Health Programme 2021-2027. All these projects are mostly related to digitalisation and eHealth, the backbones of the Europe's Beating Cancer Plan and the Cancer Mission.



## The Steering Committee Meeting offers a glimpse to eCAN's feature

The virtual meeting for both the beneficiary and affiliated entities has made it possible to review the first steps of the Joint Action and briefly present what is to come. More than 50 attendees have participated in the debate between the Work Package leaders and the rest of the organisations.



## eCAN advocates for access to health prevention and care on World Cancer Day 2023

This 4th of February, World Cancer Day, the eCAN Joint Action joins the three-year campaign #CloseTheCareGap and advocates for providing access to health prevention and care all over the World. Within its frame of work, as a European research project, eCAN is committed to closing the current care gap among EU countries by strengthening eHealth in cancer.

# NEWS AND PRESS RELEASES



## EU Country Cancer Profiles point out large inequalities in cancer mortality rates between and within EU countries

The reports show gender and socio-economic gaps between and within member states, proving the need of comprehensive prevention policies to tackle current inequalities.



## The use of telemedicine skyrocketed during the COVID-19 pandemic

The complicated health situation allowed to overcome regulatory barriers and the reluctance of patients and providers towards telemedicine. According to an OECD report, the number of teleconsultations increased significantly, playing a vital role in maintaining access to care, but only partly compensating reductions in face-to-face care.



## eCAN participants meet to learn how to engage patients and professionals in research projects

The workshop on 'eCAN Community Presentation and Patient Healthcare Professionals Engagement Strategy' gathered 29 participants. The event was organised by The Lab of Medical Physics and Digital Innovation at Aristotle University of Thessaloniki (Greece), WP8 member.

# NEWS AND PRESS RELEASES

## Policymakers' involvement starts the second eCAN workshop led by 3rd RHA of Greece

The workshop on 'Collaboration with policymaking actors: How to maximise the impact of your work' has reunited 26 participants. The aim of the meeting was to share practical strategies for coordinating and implementing effective recruitment and engagement of policymakers.



## eCAN workshop series concludes with meetings on empowerment and EU networking

The workshops on 'Liaison with EU-wide networks: Spread the message across the EU' and 'Empowerment Tips & Tricks for the use of teleconsultation solutions' have reunited 37 participants. The aim of the events was to explore external communication and partnership with stakeholders beyond the eCAN community and to share advice towards the effective empowerment, adoption and use of teleconsultation solutions.



## eCAN's Steering Committee unveils the first achievements of the JA

The virtual meeting for beneficiaries and affiliates entities has allowed to disseminate the first accomplishments of the European project and point out some international events in which eCAN is participating. The gathering has brought together more than 40 attendees.



# NEWS AND PRESS RELEASES

## Join our European Week Against Cancer campaign with the hashtag #eCANtribution

eCAN has created its own campaign for the EWAC to spread the word about how the local/regional institutions that take part in the Joint Action work to improve the integration of telemedicine and remote monitoring in health care systems for cancer prevention and care.



## Experts and policymakers discuss cancer care challenges in a high-level meeting in Barcelona

Experts, policymakers, healthcare professionals and eCAN representatives, along with representatives from other Joint Actions, have attended to the High-Level Meeting Challenges in Cancer Care. The Palacio Real de Pedralbes, in Barcelona, has hosted this event organised by the Spanish Presidency of the Council of the European Commission. The whole meeting has revolved around the importance of providing a comprehensive response to current challenges and opportunities in cancer care at the European Level.



# INTERVIEWS

**INTERVIEWS** with key figures within the EU public health scope are conducted as a communication tool to engage with target groups in different levels, as explained in the **Stakeholders' Outreach Approach (MS 2.2)**. The communication team decided to include **direct dialogues, for communication purposes, with some experts** to adopt a straightforward and proactive collaborative approach and to reduce the existing gap on knowledge sharing among different initiatives, institutions and entities devoted to either digital transformation or cancer care and prevention across the EU.



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Health Economist and Health Policy Analyst at the OECD



**WENDY YARED**

Director of the Association of European Cancer Leagues



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Director of European Regional and Local Health Authorities

# NEWSLETTERS

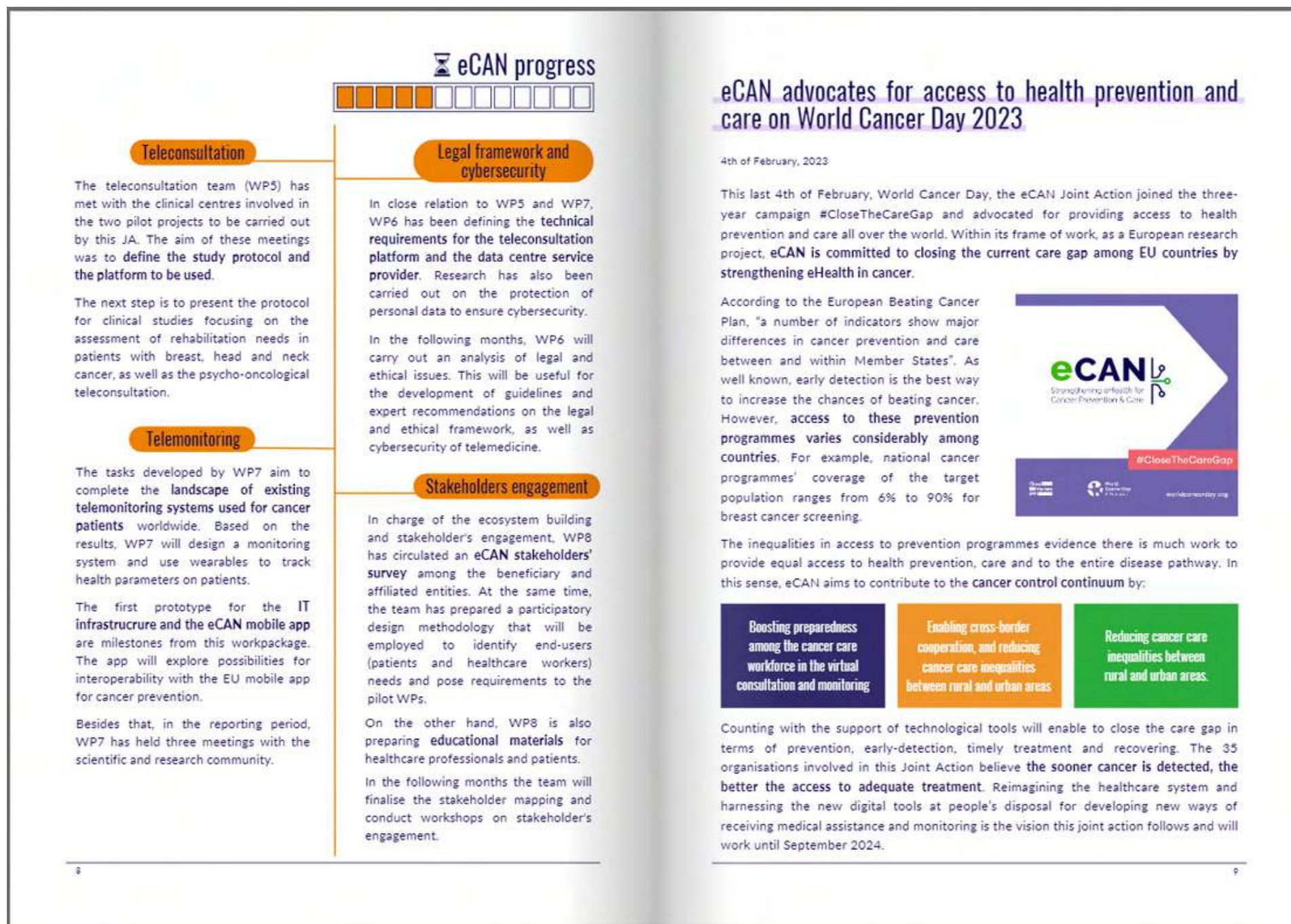


Figure 10: eCAN newsletter #2

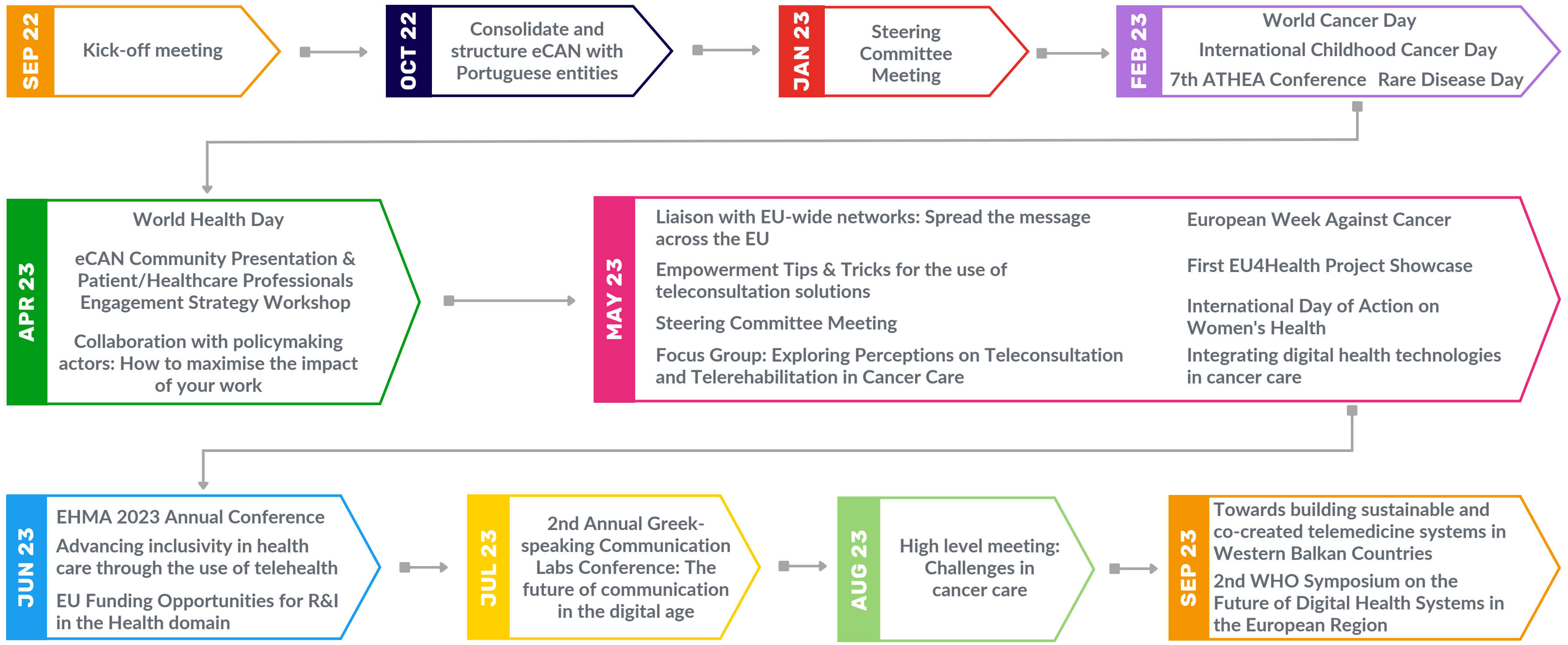
Compilation of news and events related to the activities carried out in eCAN. These documents are intended to highlight and arouse the interest of stakeholders and the public to read and learn more about the JA. The content is not integrated into a regular newsletter template, but into an online magazine/book template that compiles the content of each newsletter.

NEWSLETTERS are available on the eCAN website, with the possibility of downloading them. The estimated frequency of publication is quarterly over the whole life of the project.



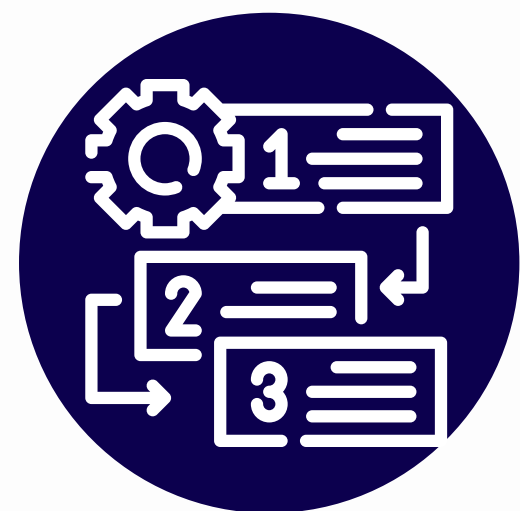
# AGENDA

This section is a **compilation of events** in which eCAN either participates or organises, as well as those that are related to the topics of the JA: cancer, telemedicine, digital health in the EU context, etc. The **AGENDA** is also displayed on the landing page, and it is possible to search for past, current and future events.





# COMMUNICATION IN A NUTSHELL



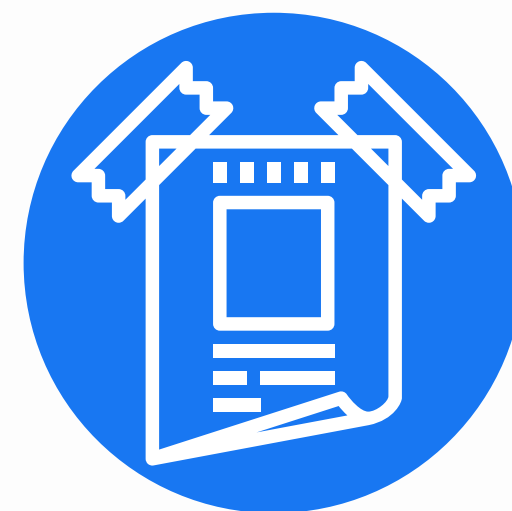
**1**

Dissemination Plan



**1**

Leaflet



**7**

Banners & Posters



**12**

News & Press Releases



**4**

Interviews



**2**

Newsletters



**25**

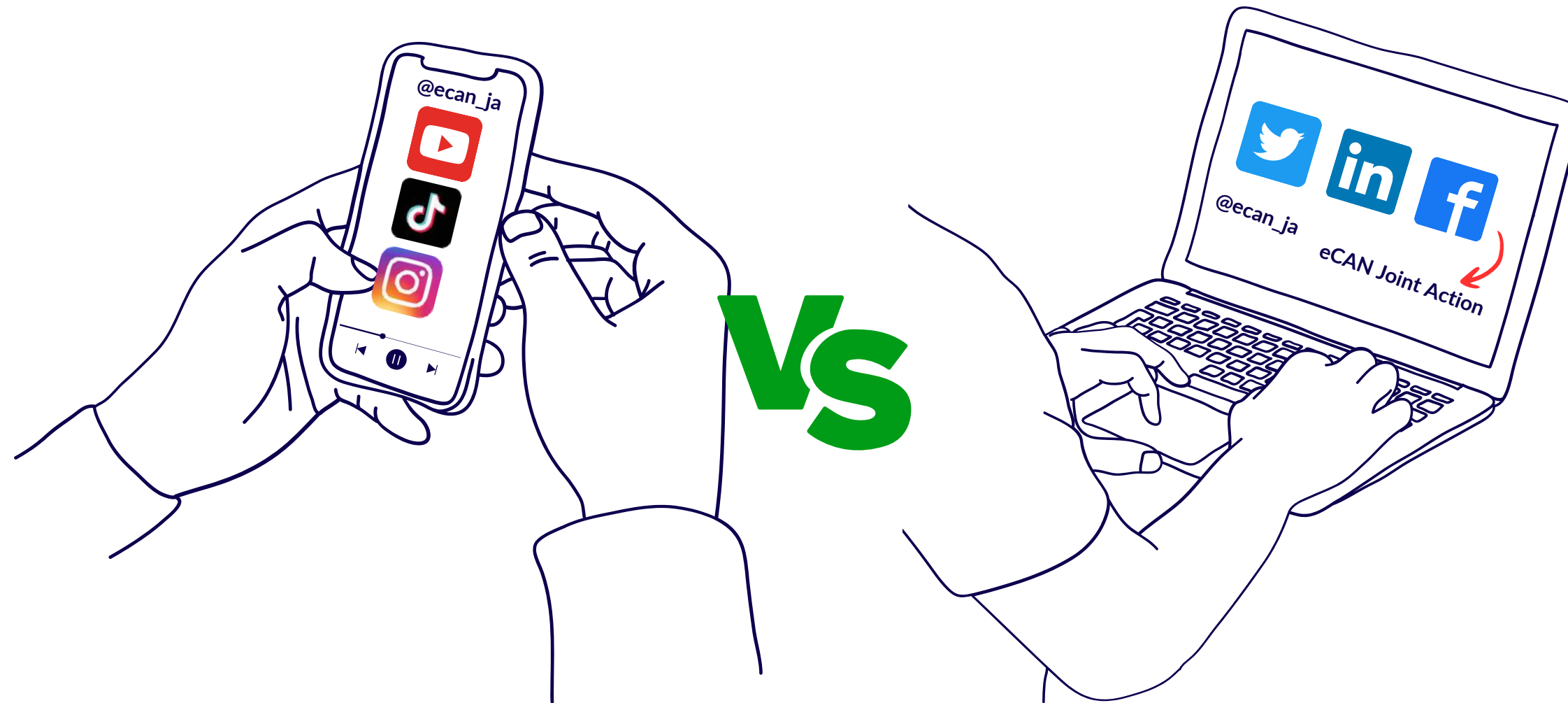
Agenda Events

This data corresponds to the period between the 14/09/22 and the 14/09/23

# SOCIAL NETWORKS



**SOCIAL NETWORKS** profiles were created on Twitter/X, Facebook, LinkedIn, Instagram, TikTok and YouTube at the beginning of 2023. These platforms work differently (in terms of publication rates, types of content and target audiences); hence using the same strategy for all is not suitable for increasing awareness among potential audiences. That is why WP2 has decided to classify its different profiles on these platforms into two categories, written and audio-visual, depending on the content they host.



**AUDIO-VISUAL  
SOCIAL NETWORKS**

**WRITTEN  
SOCIAL NETWORKS**

# DISSEMINATION ACTIVITIES

The communication tools previously described are used for disseminating the activities conducted by the eCAN consortium. During the first year of this JA, eCAN has organised or participated in fifteen dissemination activities, including congresses, webinars and meetings and has been involved in three social media campaigns.

Some of the most relevant events in which eCAN has participated or organised are the following. The full list of events is included in this report.



## Kick-off Meeting

The Joint Action “Strengthening eHealth including telemedicine and remote monitoring for health care systems for cancer prevention and care” (eCAN) was presented at the Pullman Hotel of Brussels between the 20th and the 21st of September of 2022. The event paved the way for the eCAN project and gathered representatives from the 16 countries involved, as well as many actors interested in the applications of eHealth, such as the leader of the Europe’s Beating Cancer Plan, Matthias Schuppe, or the past president and chair scientific committee of the European Cancer Patient Coalition (ECPC), Kathi Apostolidis.



## ATHEA Conference

WP3 colleagues presented the eCAN project at the 7th ATHEA Conference (Looking beyond borders: Global health economics). The Austrian team made an oral presentation on “Study protocol: Health economic evaluation of a European eHealth intervention applying cost-consequence analysis and cost-utility analysis”.

# DISSEMINATION ACTIVITIES

## First EU4Health Project Showcase

The eCAN coordinators (WP1) attended the “1st EU4Health Project Showcase” to present this JA in the framework of the implementation of Europe's Beating Cancer Plan and the EU Mission on Cancer. The event took place on 25 May, in conjunction with the launch of the European Week Against Cancer 2023.



## Integrating digital health technologies in cancer care

The 30th of May, the European Parliament event “Integrating digital health technologies in cancer care” was celebrated in Brussels. eCAN colleagues from WP1 participated in a panel discussion titled ‘Stakeholders’ perspective on the role of R&I in the digital transformation of cancer care continuum’.

## EHMA Conference

WP5 and WP6 did an oral presentation at the EHMA 2023 to explain the two clinical trials that will be conducted by the eCAN Joint Action. The intervention was part of a session focused in the use of telemedicine and its challenges and benefits for patients, the health workforce, and health systems.





# 3

## List of eCAN dissemination activities 2022-2023

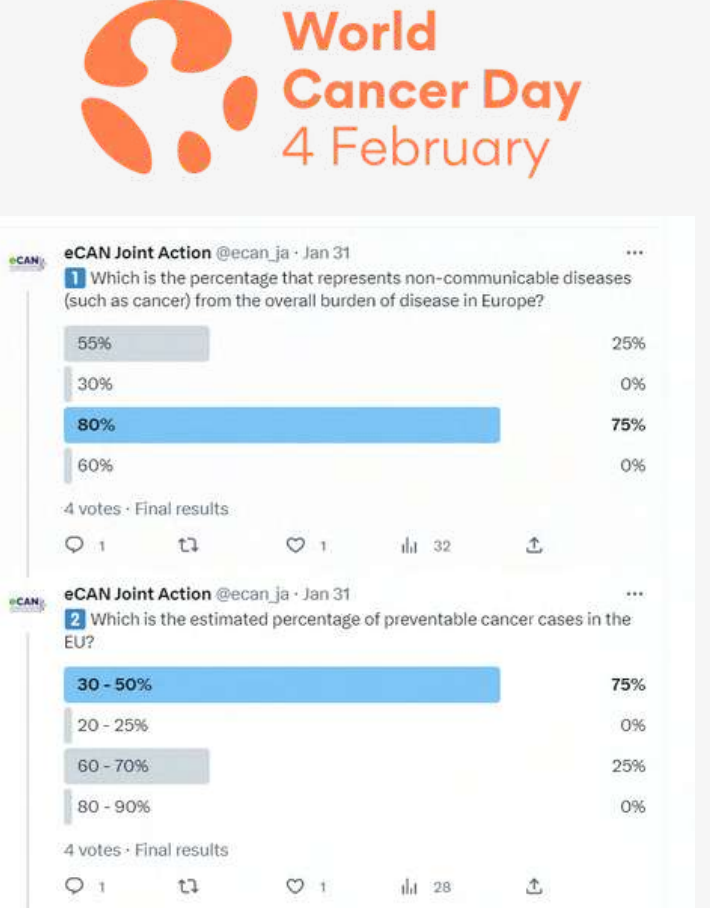
All these activities have allowed to spread the word about the project beyond the eCAN consortium, allowing to broaden the audience of the JA.

Event	Date	Organiser
Kick-Off Meeting	20/09/22	WP1
Steering Committee Meeting	30/01/23	WP1
World Cancer Day Campaign	04/02/23	Union for International Cancer Control
International Childhood Cancer Day Campaign	15/02/23	Childhood Cancer International
7th ATHEA Conference: "Looking beyond borders: Global health economics"	23/02/23	Austrian Health Economics Association
Scientific retreat, IRE Rome	18/03/23	WP5/6
Steering Committee Meeting	11/05/23	WP1
European Week Against Cancer Campaign	25/05/23	Association of European Cancer Leagues
First EU4Health Project Showcase	25/05/23	European Commission
Workshop in presence: Research internationalization	29/05/23	WP5/6
Integrating digital health technologies in cancer care	30/05/23	MEP Stelios Kypouropoulos and H2020 LifeChamps project
EHMA 2023: Health management: sustainable solutions for complex systems	05/06/23	European Health Management Association
EU Funding Opportunities for R&I in the Health domain	29/06/23	National Contact Points (NCPs) Brussels
2nd Annual Greek-speaking Communication Labs Conference: The future of communication in the digital age	01/07/23	Cyprus University of Technology
Summer School: Towards building sustainable and co-created telemedicine systems in Western Balkan Countries	04/09/23	HTWG Konstanz

# SOCIAL MEDIA CAMPAIGNS

## WORLD CANCER DAY

During World Cancer Day, eCAN joined the #CloseTheCareGap campaign organised by the Union for International Cancer Control (UICC). It was decided to make a video advocating for easier access to prevention and care worldwide and a quiz that aimed to spread more knowledge about cancer prevention and care. The video was promoted on all eCAN's social networks, in different formats, while the quiz was only published on Twitter/X and Instagram due to the limitations of the other platforms.



## INTERNATIONAL CHILDHOOD CANCER DAY

ICCD is a global collaborative campaign to raise awareness about childhood cancer, and to express support for children and adolescents with cancer, the survivors and their families. Although eCAN is not specifically focused on this group, the results to be obtained from the JA will also be useful for young cancer patients. The communication team therefore agreed to join this campaign on 15th of February and show its support to the initiative by creating some communication materials for the occasion.



# SOCIAL MEDIA CAMPAIGNS

## EUROPEAN WEEK AGAINST CANCER

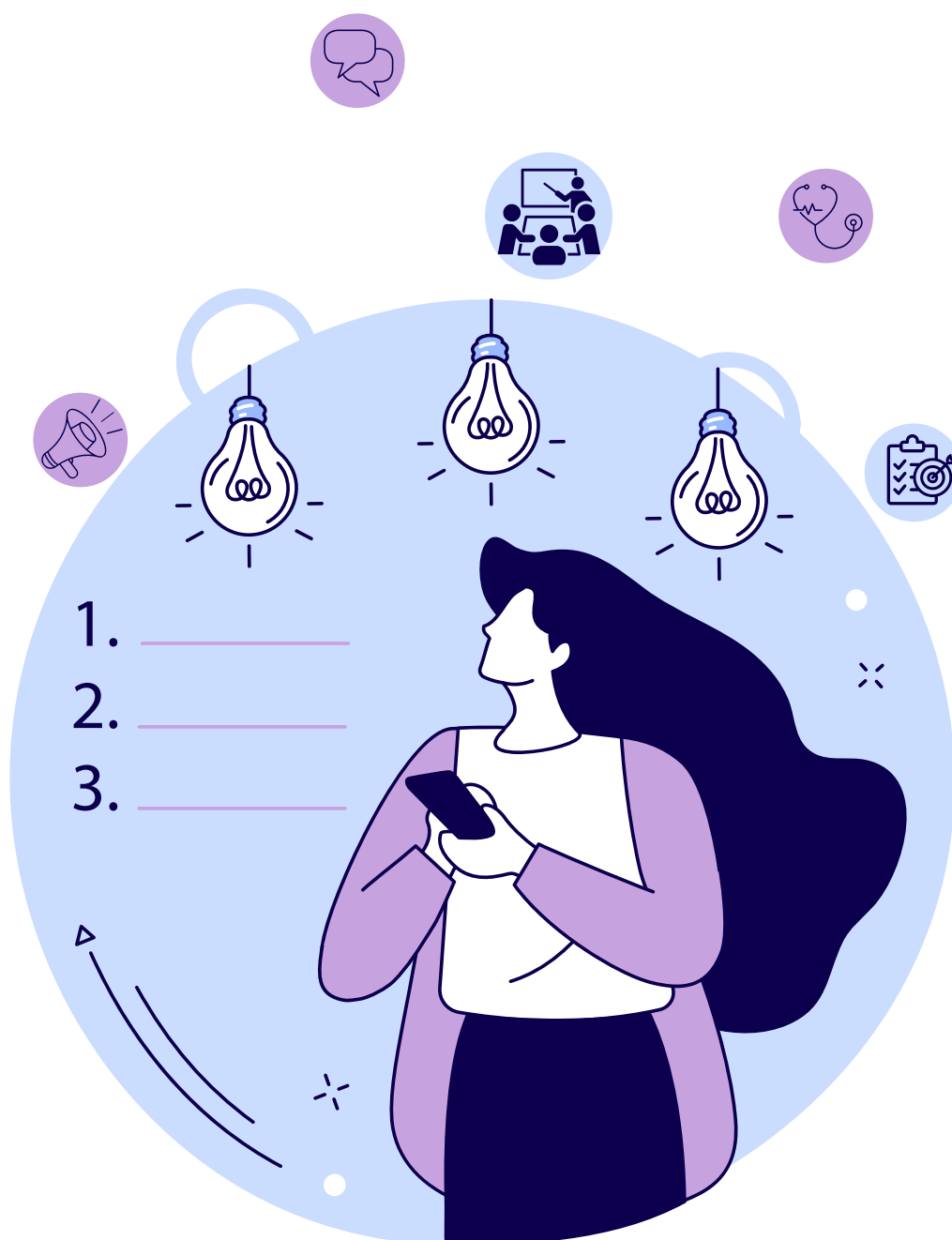
eCAN's coordinator, Marc Van den Bulcke, participated in a series of interviews conducted by the European Commission. These interviews had the aim of putting on the table the needs of cancer patients and the collective work that is ongoing within the European context to improve their lives. The interviews were released the day the EWAC started (25th May), coinciding with the celebration of the 1st EU4Health Project Showcase.

## #eCANtribution

In the context of the EWAC, eCAN created its own campaign for the occasion under the hashtag #eCANtribution. The aim was to spread the word about how the local/regional institutions that take part in the Joint Action work to improve the integration of telemedicine and remote monitoring in health care systems for cancer prevention and care. In eCAN's social media, and through short videos, some of the partners presented the actions they make to contribute to the main objectives of eCAN.

# TRAINING ACTIVITIES AND WORKSHOPS

During the first year of this project, eCAN participants have organised a total of thirteen training events and workshops.



Event	Date	Organiser
Consolidate and structure eCAN with Portuguese entities	14/10/22	Portugal MoH
eCAN Communication Session 1	27/02/23	WP2
Cancer Research and Innovation Centre (CARIC) Workshop	17/03/23	WP7
eCAN Communication Session 2	17/04/23	WP2
eCAN Community Presentation & Patient/Healthcare Professionals Engagement Strategy Workshop	20/04/23	WP8
Collaboration with policymaking actors: How to maximise the impact of your work	28/04/23	WP8
Liaison with EU-wide networks: Spread the message across the EU	04/05/23	WP8
Empowerment Tips & Tricks for the use of teleconsultation solutions	10/05/23	WP8
Focus Group: Exploring Perceptions on Teleconsultation and Telerehabilitation in Cancer Care	18/08/23	WP8
Foresight Methodology 1	23/05/23	WP4
Foresight Methodology 2	13/06/23	WP4
eCAN Communication Session 3	20/06/23	WP2
Think-aloud sessions	12/07/23	WP8



## WEBSITE

Google Analytics evaluates the performance of the various communication tools used on the eCAN website. This platform is used to track website activity such as session duration, number of visits and the bounce rate of individuals using the site, along with the origin of the traffic data.



This data corresponds to the period between January and September of 2023

## WEBSITE OVERVIEW

The number of visits to the website has fluctuated since the site became active. There is a significant peak during May (coinciding with the European Week Against Cancer) and a drop during the summer break. In contrast, the number of new users is much more stable from January to August. The map on the right displays the origin of the users, showing that eCAN seems to be arousing interest beyond European borders.

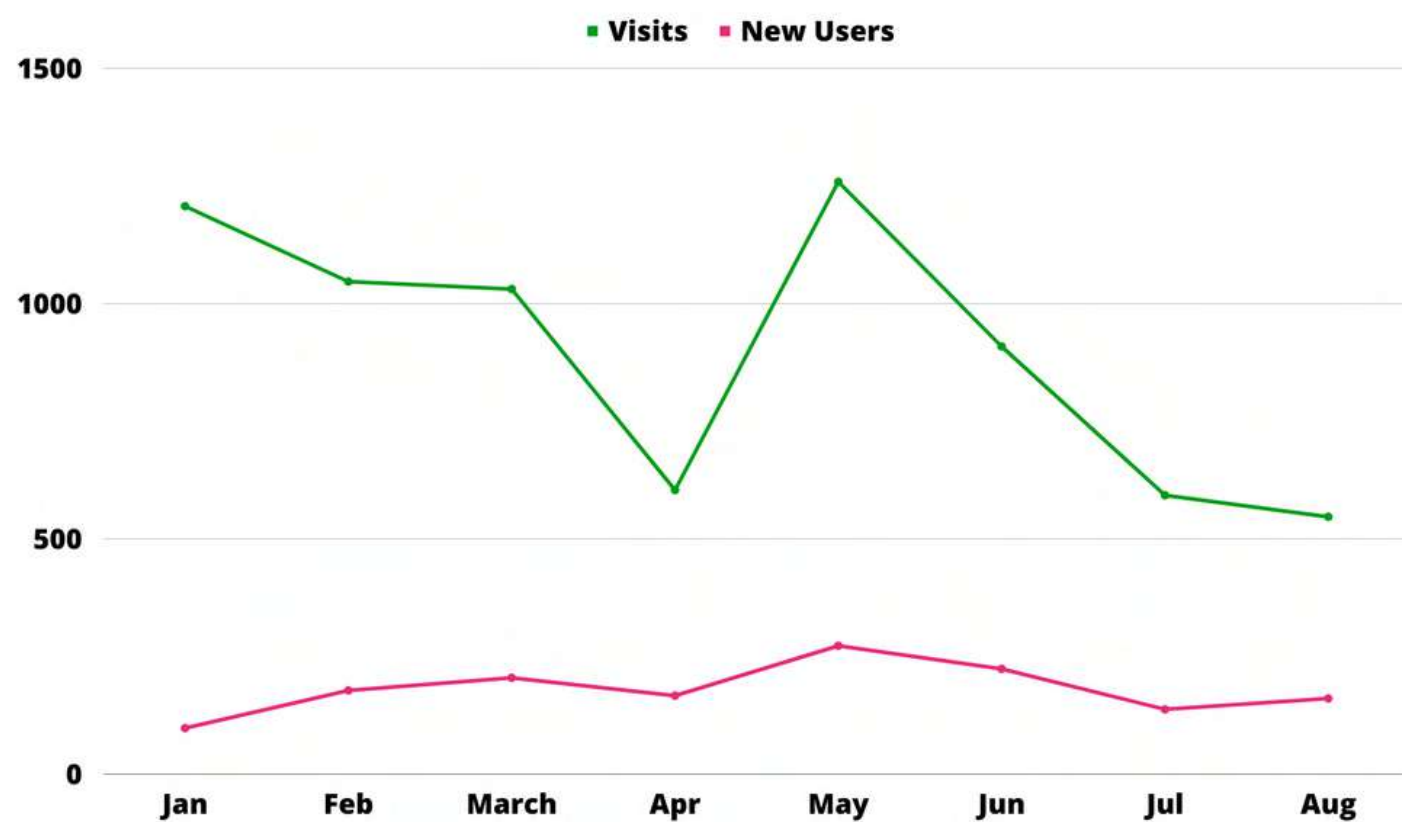


Figure 11: Website's visits and new users

This data corresponds to the period between January and September of 2023

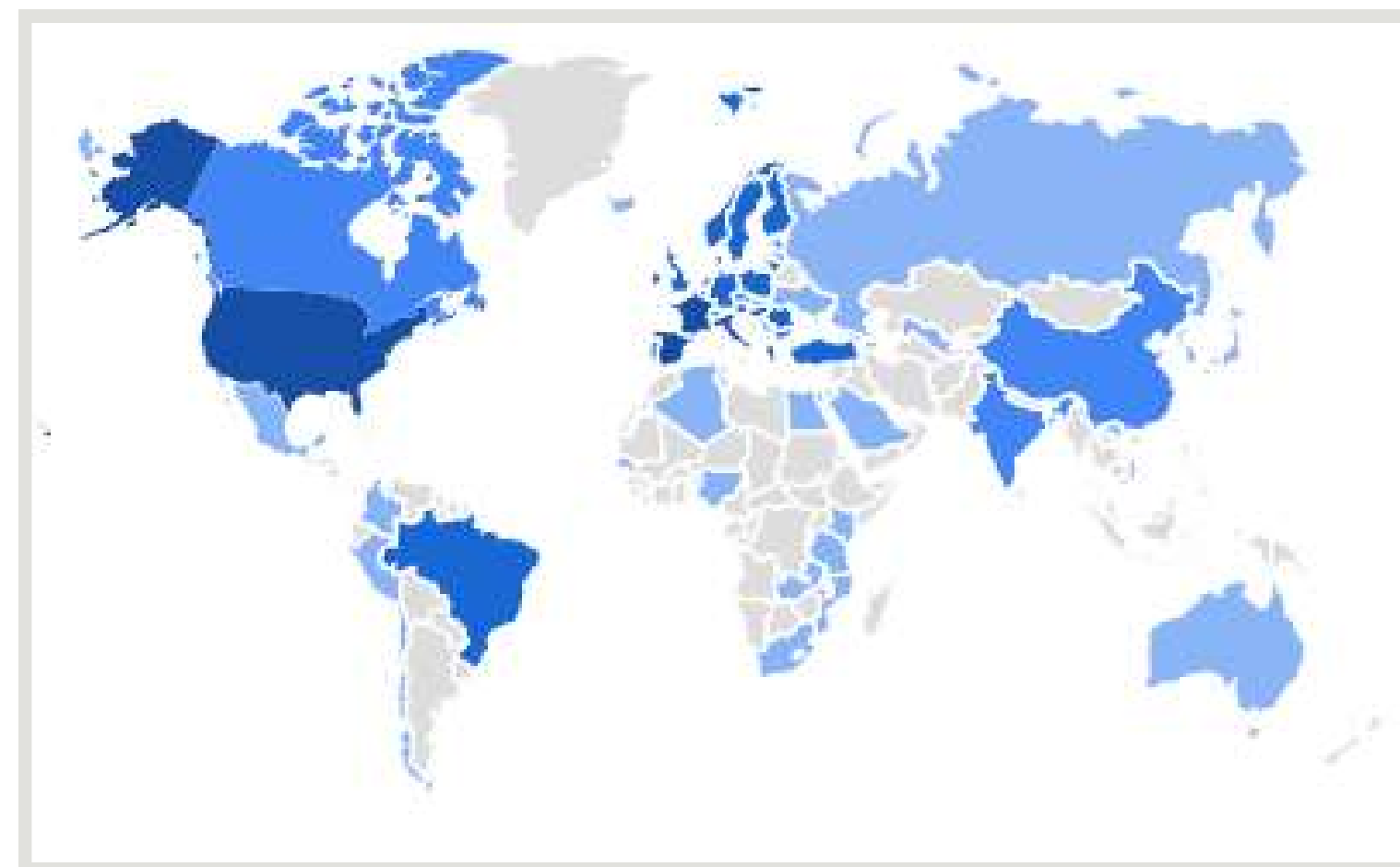


Figure 12: Origin of website users

## SOCIAL NETWORKS

Social media metrics assess the performance of each social media account of the eCAN JA. Followers, posts and engagement and impressions are relevant metrics on LinkedIn, Twitter/X, Facebook, Instagram, Tiktok and YouTube. Engagement refers to all reactions, comments, shares and other interactions users have with content while impressions indicate the number of times the content has been displayed on a screen. The data below shows the performance of these social media channels in the first year of the project.



Followers	<b>188</b>
Posts	32
Engagement	349
Impressions	7604



Followers	<b>86</b>
Posts	95
Engagement	1243
Impressions	18505



Followers	29
Posts	29
Engagement	157



Followers	<b>42</b>
Posts/Stories	69
Engagement	161



Followers	<b>30</b>
Posts	23
Engagement	325
Impressions	10887



Subscribers	<b>7</b>
Posts	7
Engagement	4
Views	173

This data corresponds to the period between January and September of 2023

## SOCIAL NETWORKS

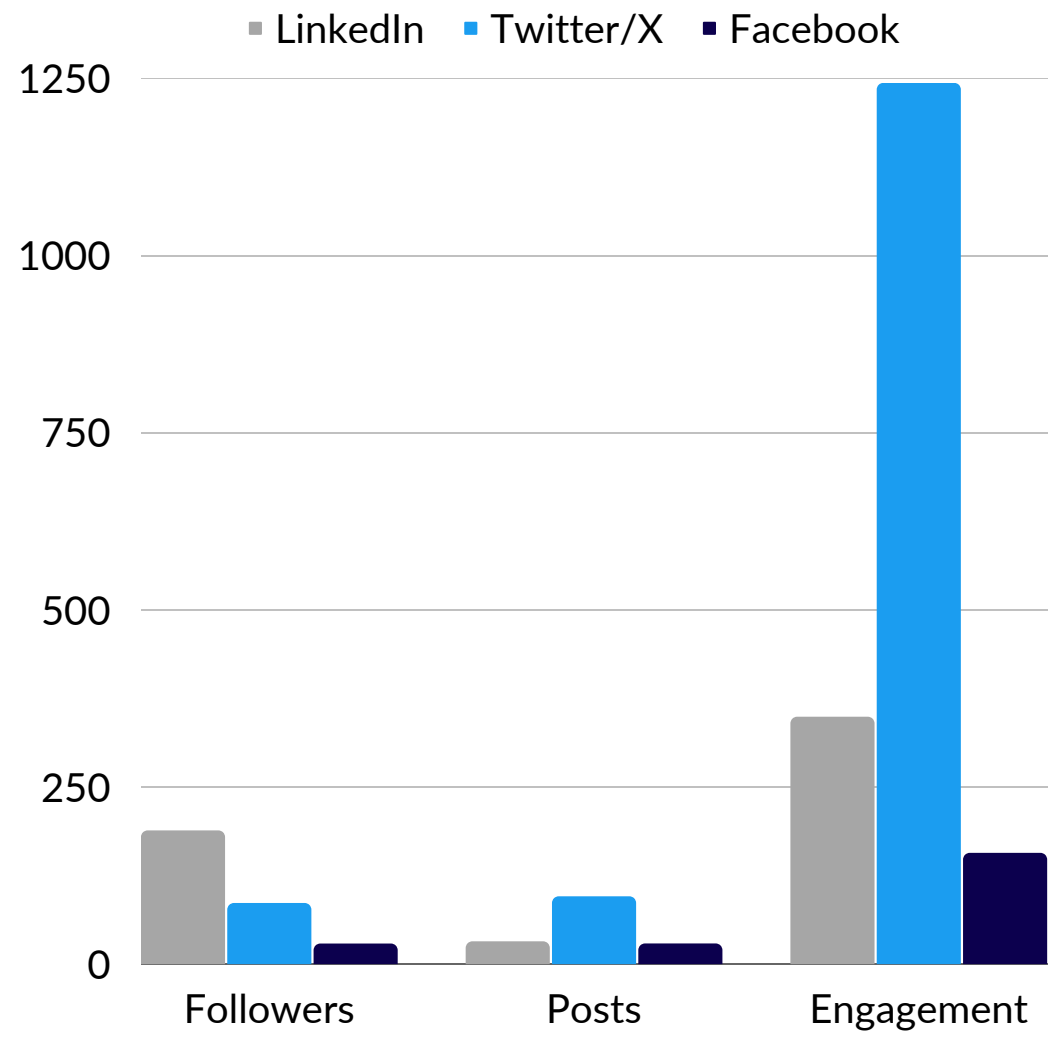


Figure 13: Number of followers, posts and engagement on LinkedIn, Twitter/X and Facebook

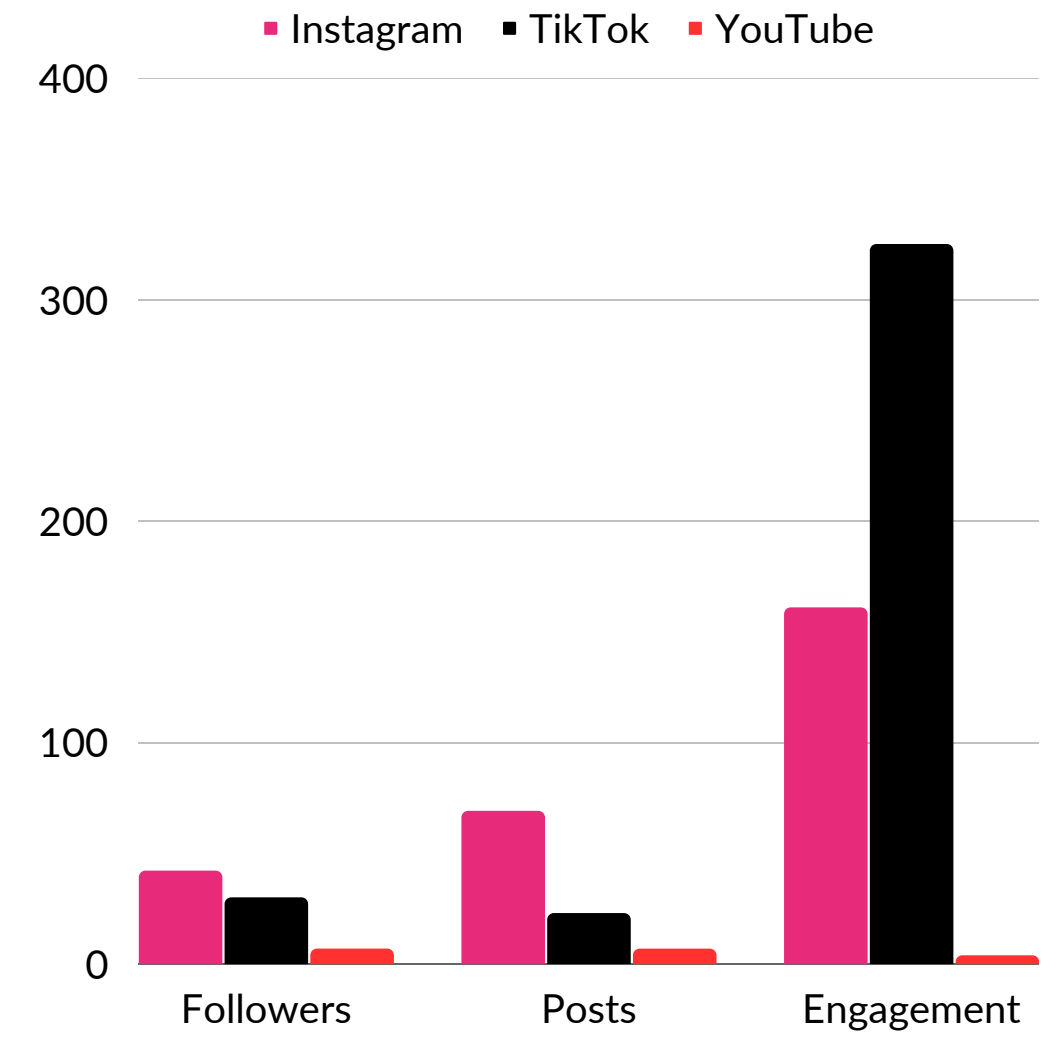


Figure 14: Number of followers, posts and engagement on Instagram, TikTok and YouTube

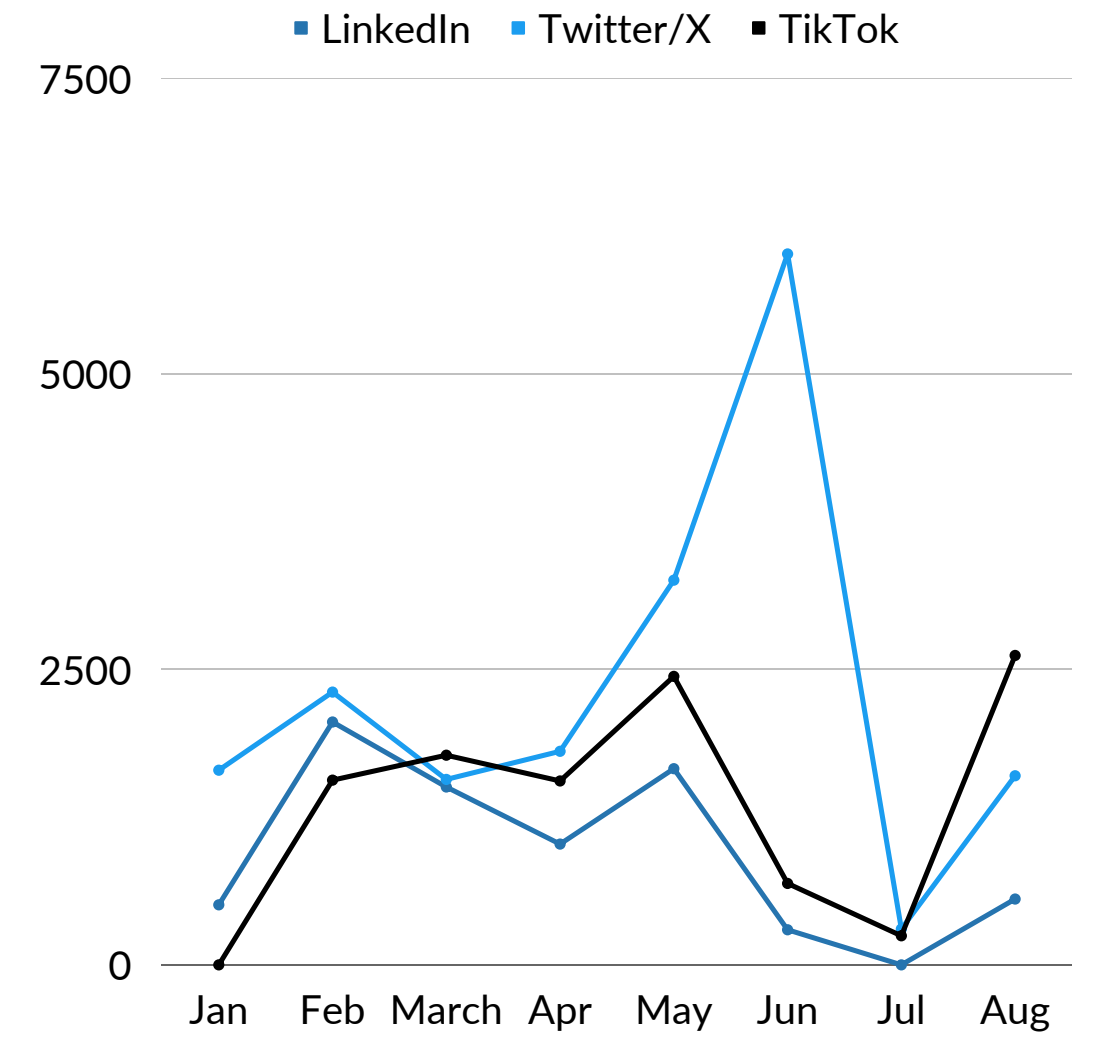


Figure 15: Number of total impressions on LinkedIn, Twitter/X and TikTok

These graphs describe the key performance indicators in terms of followers, posts, engagement and impressions for all eCAN social networks. There are significant differences between the results for the written platforms (LinkedIn, Twitter/X and Facebook) and for the audio-visual platforms (Instagram, TikTok and YouTube).

This data corresponds to the period between January and September of 2023

# FOLLOWERS AND ENGAGEMENT

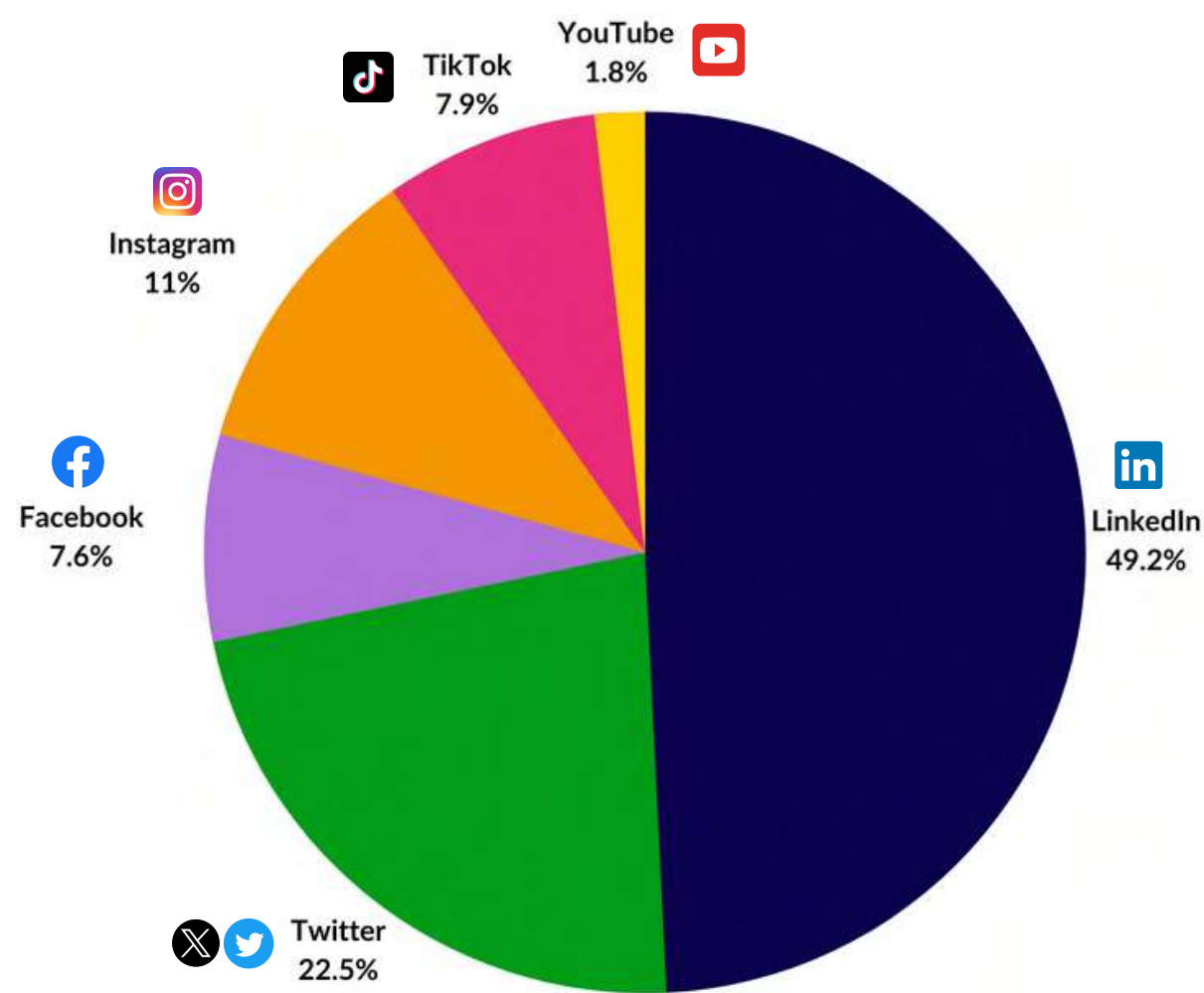


Figure 16: Distribution of followers

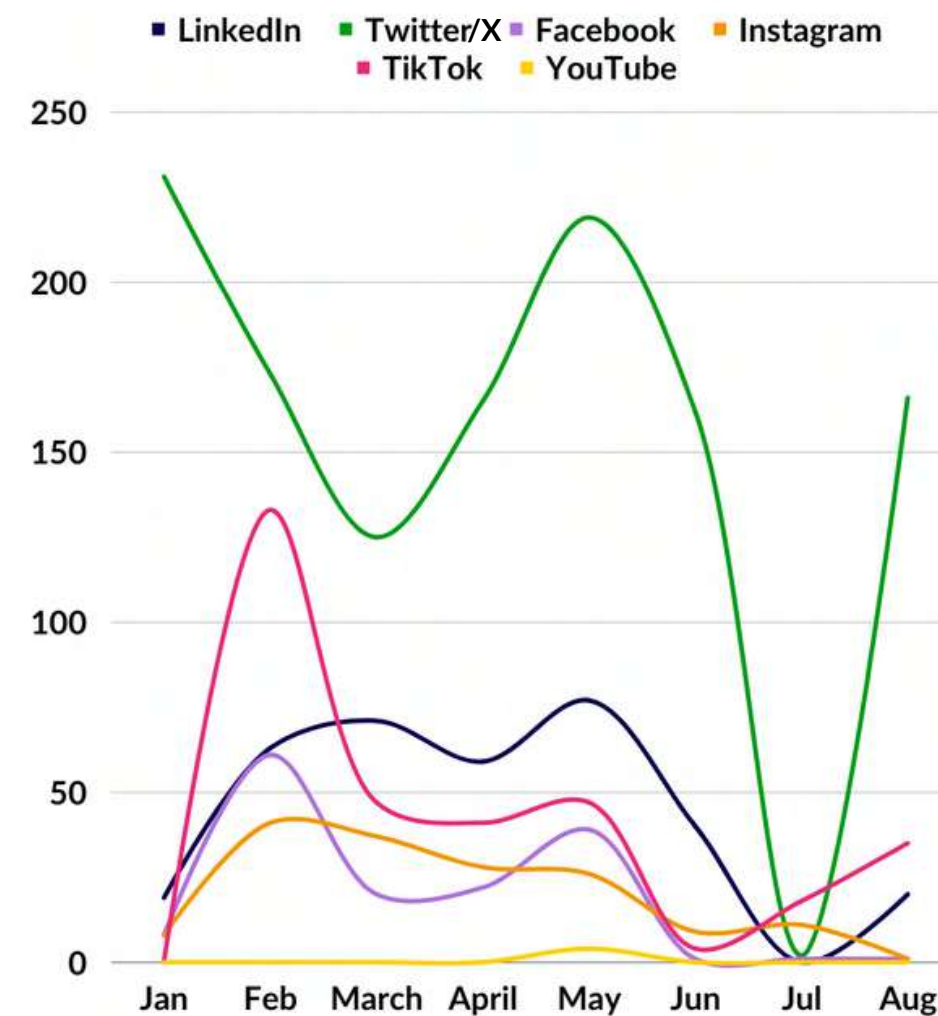


Figure 17: Engagement variability

These graphs describe the distribution of followers and the engagement variability for all eCAN social networks. Differences in engagement variability can be appreciated among the diverse platforms by month.

This data corresponds to the period between January and September of 2023



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FOLLOW US!



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