

DISSEMINATION PLAN INCLUDING PROJECT LEAFLET

DELIVERABLE 2.1 OF THE JOINT ACTION ON STRENGTHENING E-HEALTH INCLUDING
TELEMEDICINE AND REMOTE MONITORING FOR HEALTH CARE SYSTEMS FOR CANCER
PREVENTION AND CARE

DECEMBER 2022

WP 2. COMMUNICATION



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Table 1. eCAN key performance indicators

Glossary of Acronyms

CBHC	Cross-border Healthcare
EBCP	Europe's Beating Cancer Plan
eCAN	Strengthening E-health Including Telemedicine and Remote Monitoring in Health and Care Systems for Cancer Prevention and Care
EU	European Union
JA	Joint Action
MS	Member States
WP	Work Package



1. Introduction

1.1 Context

The Joint Action (JA) on Strengthening E-health including Telemedicine and Remote Monitoring in Health and Care Systems for Cancer Prevention and Care (eCAN) is part of a series of initiatives the EU has launched to support Europe's Beating Cancer Plan (EBCP), which aims at reducing cancer care inequalities across the European Union. It also embraces the EU4Health Programme's objective of strengthening and integrating telemedicine and remote monitoring in health and care systems building on innovative approaches and actions for the deployment of telemedicine. Between 2022 and 2024, the consortium will explore the impact of teleconsultation and telemonitoring by conducting multi-centric pilots in different populations of cancer patients. eCAN will provide a framework of specific recommendations that allow the integration of telemedicine and remote monitoring in healthcare systems to improve effectiveness, efficiency and quality in the prevention and cancer care, particularly for cross-border emergencies and health crises, such as COVID-19. The project involves 16 countries and 35 organisations working in public health institutes, universities, hospitals, cancer centres and patient associations across Europe.

The present Dissemination and Communication Plan aims to be useful both as a practical tool and as a reference framework for efficiently implementing, evaluating and continuously enhancing the impact of eCAN communication and dissemination activities to support the success of the project objectives. It also defines the lines of communication for stakeholders and for society, which will be updated after the conclusion of the stakeholder analysis (Task 2.2.1).

The eCAN dissemination plan considers other consortium work packages, regional and national singularities, as well as partners' communications channels and tools. The plan is led by ICO (Institut Català d'Oncologia/Catalan Institute of Oncology in Spain) as leader of the work package devoted to communication and dissemination; WP2. This plan corresponds to deliverable 2.1 in the project and presents the initial strategy as a vivid document according to the JA progression.



1.2 Methodology and workflow

This JA is structured in eight WPs. The first four are cross-sectional: Coordination (WP1); Communication (WP2); Evaluation (WP3); Sustainability (WP4). The other four WP are related to the core activities: Teleconsultation (WP5); Legal, ethical framework and cybersecurity (WP6); Telemonitoring (WP7); and Stakeholder engagement (WP8).

WP2 considers the communication and dissemination activities as a shared responsibility between all partners, strategically planned to perfuse throughout the whole duration of the project. That is why establishing an organisation of the interrelation between all WPs is necessary. The dissemination strategy depends on a collaborative effort to feed into the work of WP2 for disseminating results and outputs to specific stakeholders. Active input from content-related WP partners is envisaged, not only through their results and deliverables but also by identifying the key audience of their results. Figure 1 shows the general communication workflow, which implies to identify a referent for each WP to guarantee appropriate communication interaction among all participants.



Figure 1. Communication workflow

On the other hand, some specific communication-related tasks are associated with WP1, WP4, and WP8. These tasks are described as it follows (also see figure 2):

- WP1’s task 1.2. (Knowledge Management) involves providing support to WP2 when including up-to-date news on the JA website, newsletters and the closed section of the JA website (intranet). The intranet aims to be a private space for beneficiaries and affiliated entities, as well as an online document repository.
- WP4’s task 4.1 (Mapping and Relevance of existing initiatives) consists of mapping existing initiatives (governance models, policies and other initiatives as well as educational material) to include them in a dashboard that will appear on the project website. WP2 will be responsible for adding this dashboard to the eCAN website by creating a public resource to allow internet users to explore the existing e-Health initiatives around the Union while enriching the efforts towards the European Health Data Space.
- WP8’s task 8.1 (Ecosystem building and stakeholder engagement) aims to map existing stakeholder networks across EU countries and build a network of stakeholders that actively engages representatives from the quadruple helix (science, policy, industry and society) through a stakeholders’ engagement framework. This objective is strongly related to WP2’s task 2.2.1 (Stakeholders’ analysis), which intends to develop and upkeep a stakeholder network.

COMMUNICATION-RELATED ACTIVITIES

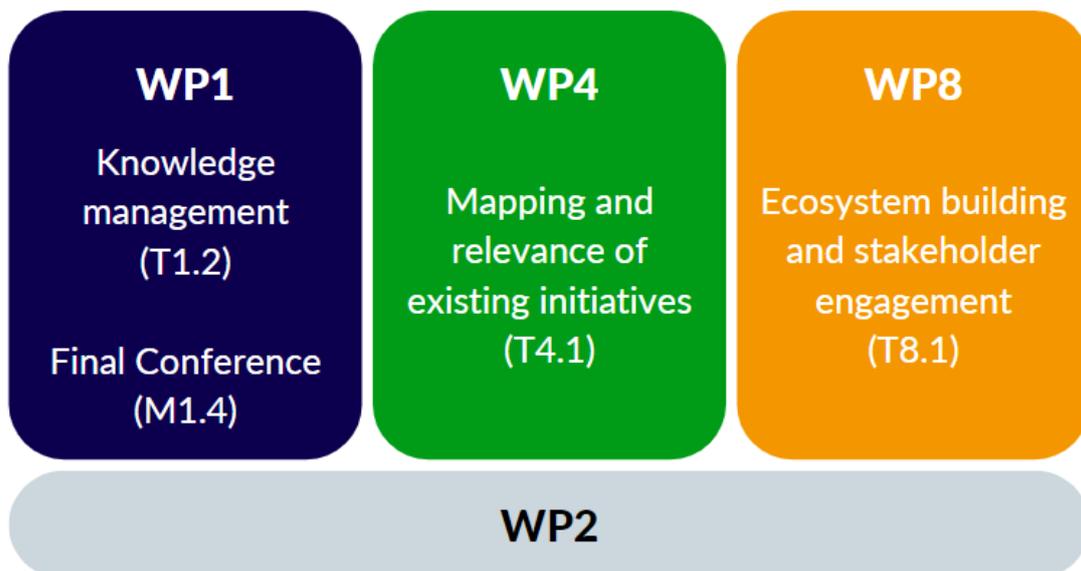


Figure 2. WPs’ communication-related activities

2. Objectives

2.1. Objectives of the Dissemination Strategy

The dissemination strategy will focus on two main activities:

- To guarantee an effective and synergic framework for internal and external communication (main objectives, project structure and outcomes) to inform, promote and engage relevant bodies on how to take advantage of the results of the JA. The creation of the website and social media will become the core part of the dissemination strategy of the JA.
- To disseminate the results of this joint action among targeted audiences. Efforts of the dissemination strategy will focus on tailor-made content based on the need of different stakeholder groups (including policymakers, healthcare professionals and institutions, patient associations, general society, university departments and researchers, industry, biotechnology and e-health companies).

2.2 Objectives of the Communication and Dissemination Plan

The purposes of the Communication and Dissemination plan are:

- To describe and document the overall strategy of communication and dissemination activities of the eCAN project while defining the lines of communication for stakeholders and society.
- To provide a framework for coordinating all partners' activities related to dissemination and communication.
- To ensure high visibility and impact for the project by increasing the chances of linking the JA outcomes, results and findings to all potentially interested parties.

These objectives aim to achieve the general dissemination strategy's ambitions and address the need for large-scale awareness among target groups through specific communication tools described in the following sections.



3. Target Groups

WP2 will lead communication activities to ensure a high impact and visibility among policymakers, competent authorities and experts, and the society at national and European levels. This version of the Dissemination Plan includes the target groups this project will focus in. Nonetheless, after finishing Task 2.2.1 (Stakeholders' analysis) by month 6, the lines of dissemination as well as the key messages will be updated and added according to the conclusions of the stakeholders' analysis. New information in this regard will be provided in the second version of the Dissemination Plan by month seven (April 2023), as it is specified in the JA's Consortium Agreement.

Due to diversity among target groups, it is necessary to map out all the potential stakeholders based on specific project objectives. This exercise will facilitate to convey tailored key messages to identified target audiences adequately:

- **Policymakers:** competent authorities at regional, national and European levels that have the potential to ensure ongoing integration of e-health into health policy to continue developing e-health services responding to health systems' needs and health objectives. Relevant ministries or state authorities will be targeted to empower the potential of telemedicine introduction in the health care systems through policy dialogues for cancer. Furthermore, the JA will engage the T12 trio (Spain-Belgium-Hungary) to include telemonitoring and teleconsultation for prevention and cancer care on the EU's agenda in 2023-2024.
- **Healthcare professionals and institutions:** this group includes all healthcare bodies, professionals, institutions and scientific associations. The main goal is to expand knowledge sharing.
- **Patient associations:** it implies all cancer patients' associations at regional, national and European levels. It also includes specific-disease associations.
- **General society:** Data, information and news available in plain language will be essential to boost engagement and increase awareness of the key role of telemedicine and teleconsultation in cancer care and prevention.
- **Industry:** all healthcare-related industry, particularly those companies specialized in eHealth.



- **Media outlets:** Digital and traditional media outlets are useful channels to disseminate eCAN-related content. Considering WPs' workflow and the opportunities of having the media's attention, WP2 will elaborate press releases for national and European distribution, as well as general and specialised media outlets. On the other hand, when in-person events take place (i.e. the final conference), WP2 will invite the media to attend and report them. The main objective is to increase the audience eCAN reaches while creating awareness among the population.
- **Universities and research:** considered as core targets, the main goal is to improve knowledge and to promote their engagement.
- **EU initiatives:** this JA is related to other ongoing EU initiatives (such as EU4H-2021-JA-02: Direct grant to Member States' authorities: support to assist Member States to roll out large-scale human papillomavirus vaccination campaigns; or EU4H-2021-JA-03: Direct grant to Member States' authorities: a network of Comprehensive Cancer Centres: Preparatory activities on creation of National Comprehensive Cancer Centres and EU Networking) that also work in e-health and cybersecurity elements. Thus, sharing reports and results with these initiatives may help to create synergies among JAs while adding value to the continuity of care.



4. eCAN visual identity

eCAN visual identity, defined at the early stages of the project, contains some elements (logo, colours and fonts) meant to appear in all the dissemination outcomes on this JA, such as the website, its social networks, videos and leaflets, reports, etc. Therefore, the [guide's](#) purpose is to ensure consistency across all content created for the project.

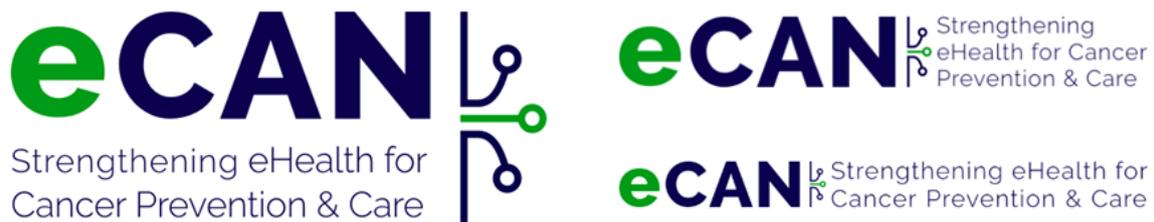


Figure 3. eCAN logo and banners

Regarding the logo (see figure 3), the letter 'e' at the beginning refers to the telematics component of the JA, while the abbreviation 'CAN' shows its link with cancer. The logo pack also includes two different types of banners. One of the banners presents the word eCAN in a larger format while making the size of the sentence 'Strengthening eHealth for Cancer Prevention & Care' smaller. Besides that, banners and logos are available in different formats: on white, black or coloured backgrounds.

The colours chosen for the visual identity are dark blue (#0C004E), green (#009C17) and orange (#F49600) (figure 4). Blue tones are usually associated with confidence. In addition, blue is the representative colour of the European Union. On the other hand, green tones evoke positiveness and orange refers to innovation.



Figure 4: eCAN HTML colour codes

The fonts of eCAN (both free to use) are Oswald Bold for the titles and Lato Regular for the paragraphs and other text elements (figure 5). The two of them belong to sans serif typefaces



families. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability. On the other hand, Oswald is a modern font known for its simplicity and readability.

Oswald Bold
Titles **Lorem ipsum dolor sit amet**

Lato Regular
Paragraphs Lorem ipsum dolor sit amet

Figure 5: eCAN fonts



5. Dissemination and Communication Tools and Channels

5.1 Promotional materials and templates

5.1.1 Leaflet

This four-page document presents the essential aspects of eCAN at a glance: a brief description of the JA, its objectives and the separation of tasks into work packages, together with the leaders' logotypes, social networks and a short information section. Much of the information is linked to sections of the eCAN website.

The leaflet will be one of the main outreach materials for stakeholders or to hand out at events, with the possibility of doing different versions depending on the audience (figure 6).



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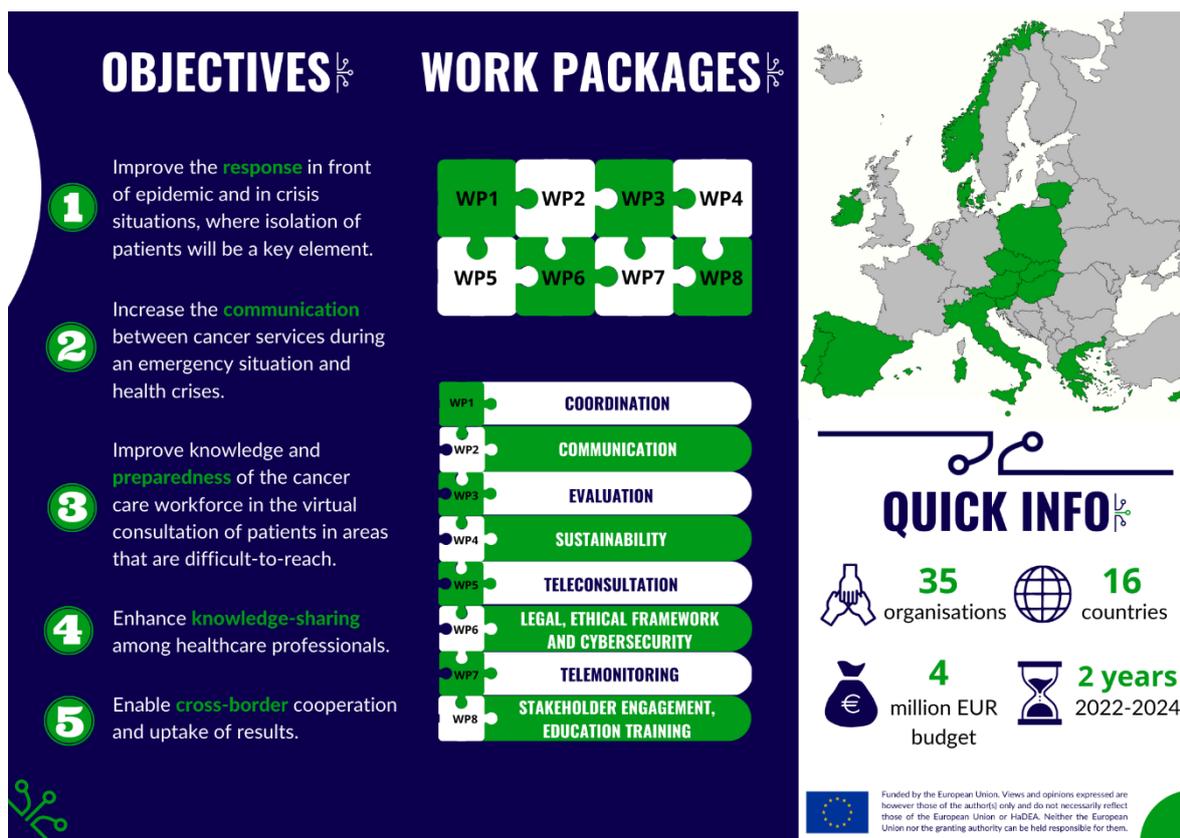


Figure 6: eCAN four-page leaflet

5.1.2 Keynote and documents templates

Templates created for this project follow the indications of eCAN visual identity exposed in the previous section. Partners can use them in internal meetings and external events. These templates will be useful to disseminate the project objectives, the progress done by word packages, their main activities and expected results, among other subjects (see figure 7). They will also provide all the information to access the project’s website and its interactive platforms and how to contact the project’s representatives, for example. These materials are accessible and will be regularly updated or modified as the JA evolves.



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Figure 7: eCAN template for presentations

5.2 Website

As mentioned in the previous sections, the website will become the core part of the dissemination of the eCAN project. Through 'https://www.ecanja.eu', this JA will disseminate outstanding messages to encapsulate the essence of eCAN-related issues, triggering dialogue and promoting knowledge transfer among stakeholders, partners, authorities and the general public. It will also be the reference platform for the consortium partners. The online platform will include an members-restricted area, foreseen as a closed space for associated partners and an online document repository.

In general terms, the website will stand as a baseline for understanding what eCAN is, its vision and its main goals. It will encompass different sections that aim to offer a holistic view of eCAN for each stakeholder mentioned above. On the landing page, users will have access to five main sections that will feature an automatic drop-down menu that will pop up when users place the mouse cursor on each of the main sections (eCAN, Our Work, Communication, Contact us and Progress).



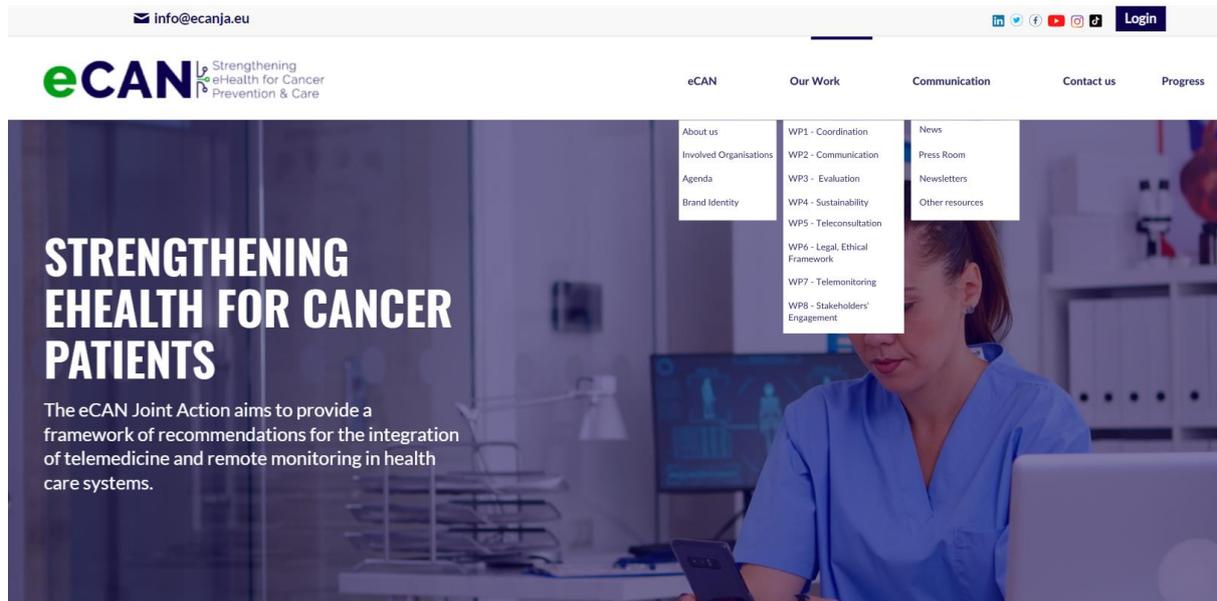


Figure 8: eCAN website's landing page.

Although figure 8 shows three different drop-down menus at once, each of them corresponds to three of the main sections. Starting from the left: the first column will pop up when the user places the mouse on 'eCAN'; the second will pop up when the mouse points at 'Our Work', and the third will show up when the cursor points at 'Communication'.

- **eCAN:** A section that primarily encompasses the eCAN's mission and vision, as well as an explanation of the governance system of this JA. The website will display a dashboard that fulfils WP4's task 4.1 (Mapping and Relevance of existing initiatives), consisting of mapping existing initiatives (governance models, policies and other initiatives as well as educational material) from partners and stakeholders. All this information will be gathered in 'Involved Organisations' section. The dashboard, meant to be a public resource, will allow internet users to explore the existing e-Health initiatives around the Union while enriching the efforts towards the European Health Data Space. The last subdivision will be for eCAN agenda (events, workshops, webinars, relevant dates, etc.).
- **Our work:** This section will gather all the info related to each work package. It will contain a brief introduction of WP's role, information about their work, news related to their results/achievements and any other content that may be relevant for the website's users to understand work packages.
- **Communication:** News, newsletters and other written and audio-visual resources will be at the users' disposal and aim to fulfil the objectives explained in section 2.1 of this

document. This section will also include a pressroom, designed to respond to media outlets' needs. In this online repository, journalists and other communication professionals will find press releases, the brand identity package (including logos, banners, templates, etc.), audio-visual resources about eCAN events, interviews, and others. WP2 will be in charge of creating all video and written content related to this section. The team's communication experts will be provided with the needed technical tools in order to design and develop professional content adapted to the different platforms eCAN will work with.

- **Contact Us:** This section will include a contact form so that users may ask for information or address questions. This space may also offer the possibility to provide feedback regarding the project, the website or any other concern that might appear. Users should fill in a form. The information will arrive in a corporate email from eCAN (managed by WP2).
- **Progress:** This section is essential for the project. 'Progress will gather all the conclusions the different work packages reach and the final report. At the website is first launched, this tab will not be visible to the public, but once WPs start presenting some progressive results, this section will be open. The main idea is to improve the user's experience while navigating through the website, displaying the most relevant information and increasing the chances to communicate eCAN's objectives efficiently.

5.3 Social Networks

Social networks work differently (in terms of publication rates, types of content and target audiences); hence using the same strategy for all of them does not seem suitable for increasing awareness among potential audiences.

That is why eCAN classifies its different profiles on these platforms into two categories: main and support platforms. Twitter, Facebook and LinkedIn belong to the first group, while Instagram, YouTube and TikTok belong to the second.

The main social networks are so named because they are the ones that will present the highest frequency of posts. Thus, the idea is to guarantee a minimum number of publications on these platforms. In this sense, the flow of information generated by the project and its partners is relevant and will influence the weekly/monthly amount of posts, that will be flexible.



On the other hand, for the support of social networks, the rate of publications will be lower because these platforms will help us to bring together the audio-visual content that eCAN produces and, at the same time, explore more pioneering formats (such as TikTok).

Regarding the content of the posts, Twitter, Facebook and LinkedIn will feature diverse information (always from a European scope) about cancer, telemedicine, eCAN's partners and affiliated entities and cancer patients' associations. Of course, there will also be room for announcements and dissemination of webinars, workshops, meetings, newsletters, interviews, and others. Moreover, to ensure no shortage of content may occur, (inter) national days related to cancer or ephemerals of researchers or events in the history of this disease and telemedicine will be considered.

On the other hand, the own made content for Instagram, YouTube and TikTok will be more focused on audio-visual resources, with videos, infographics or posters. The posts for these platforms will summarise or complement the content made in the main social networks. In brief, this second group of platforms will serve as a library for mostly everything published in the first social network group.

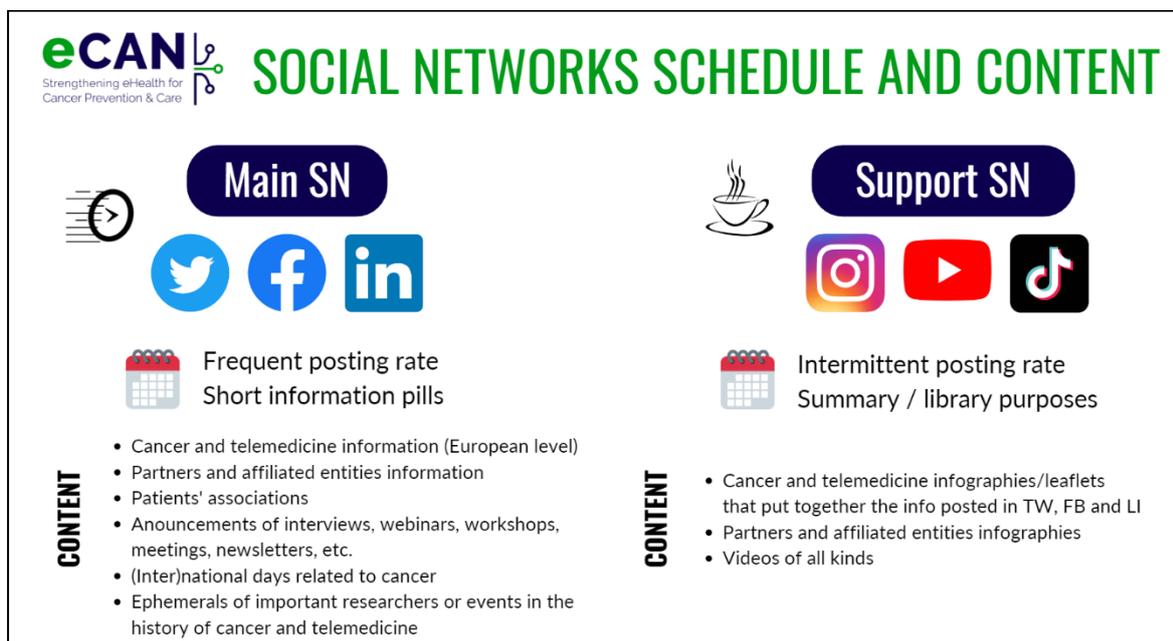


Figure 9: eCAN social networks plan



5.4 News

eCAN will accurately provide truthful information about telemedicine, teleconsultation, specific work packages, events or other eCAN content related through the website. Such news will also appear on social media and the content should be adjusted to different formats.

When considered, the news will be shared with regional, national and European media outlets that may help promote this JA and its achievements. In this case, the news will be press releases.

5.5 Press Room

The pressroom will allow media outlets, journalists and other communications professionals direct access to written and audio-visual material related to this JA. The eCAN newsroom will gather press releases, the virtual identity package (including logos, banners and templates), a dedicated media gallery, and contact information from WP2 communication officers.

The main goal is to place information at the disposal of media professionals and, therefore, increase the chances to be reported by digital and traditional means. In this way, the possibilities of arousing awareness, spreading knowledge and getting visibility have the potential to increase.

5.6 Newsletter

The newsletter is a collection of fresh news and highlighted articles related to the work and activities carried out during the project life. These documents aim to highlight and arouse the interest of the stakeholders and audience to read and inform more in-depth about eCAN. In this case, the content will not be integrated into a newsletter's template, but into an online magazine/book template that will gather the content of each newsletter.

For newsletters' dissemination, eCAN will not use massive mailing to reach our audience. Massive mailing requires the collection of emails from potential readers, but eCAN's poll of stakeholders encompasses a diversified audience that could not be reached through this method. In this case, newsletters will be available online, on the eCAN website, offering the possibility of being downloaded. At the same time, a link to eCAN's newsletter will be posted



on eCAN's social media channels to increase the number of readers and to offer other ways to access the document.

The frequency of the newsletters will depend on the available information and project results. However, WP2 will develop at least an initial and final publication (at the start and the end of the project's life).

5.6 Events and Workshops

Given the fact that many patients and healthcare professionals are not aware of the full benefits of e-Health, telehealth and its implications in improving cancer care and overall quality of life, one of the main goals of the dissemination strategy is to bring targeted audiences together to interact (through events, webinars or workshops). To spread the word about telemedicine development and teleconsultation methods' potential, WP2 will support the dissemination strategy of such events, while counting on other work packages that may attend to or organise them. The communication tools will include social media campaigns via patient organisations and through the social media channels of this JA.

From a communication point of view, eCAN will ensure the final conference is aligned with the dissemination strategy. If a series of pre-event and post-event activities may occur, those should include the creation and promotion of the event through the website and social media channels as well as the post-event report.



6. Evaluation (KPIs)

Communication and dissemination activities will be monitored through a set of key performance indicators (KPIs) to assess their effectiveness and formulate changes to the plan if necessary. The evaluation of these actions will determine the degree of achievement for the communication objectives and the relationship between the outcomes obtained and the efforts made to reach those goals.

The proposed Key Performance Indicators (KPIs), to be outlined with WP3, are the following:

Dissemination Tools	KPI	Measure
Website	Number of sessions / year	500
	Bounce rate (%)	55
	Average time spent (min)	1:30
Leaflet	Visitors and downloads	100
Events	Number of conferences, workshops and other events	8
Social Networks	Total posts for all main SN (TW, FB, LI)	250
	Total posts for all secondary SN (IG, YT, TikTok)	80
	Total followers for all main SN (TW, FB, LI)	300
	Total followers for all secondary SN (IG, YT, TikTok)	100
	Total interactions for all main SN (TW, FB, LI)	200
	Total interactions for all secondary SN (IG, YT, TikTok)	100
Newsletters	Number of publications	6
	Number of readers	50
Press releases	Number of publications	12
	Number of readers	75
Mass media	Number of coverages in specialised and general media	2

Table 1: eCAN key performance indicators



7. Conclusions

This Communication and Dissemination Plan describes the strategy, plan, methodology and main activities to be developed during this two-year project. The document is a live tool and will be adapted, adjusted and updated accordingly with the project's needs throughout its development.



There are three main goals for the eCAN dissemination strategy:

- To define the lines of communication for stakeholders and society,
- To provide a framework for coordinating all partners' activities related to dissemination and communication,
- To ensure high visibility and impact for the project.

In order to achieve these goals eCAN will need to build the capability of correcting, enhancing, and revising the communication and dissemination strategy. The contribution of all partners will be important for developing internal and external communication activities. Constant information flow and interaction between WP2 and the other WPs will be essential to ensure a high impact and visibility for this JA among policymakers, competent authorities and experts, and society at national and European levels. The communication tools and channels are the means to achieve the Communication and Dissemination Plan's objectives mentioned above.

