



HEALTHREATS Project

D9 - Dissemination plan

Table of content

1. INTRODUCTION.....	3
1.1 Target.....	3
1.2 Objectives of the dissemination plan.....	4
1.3 Dissemination phases.....	5
2. GENERAL RULES.....	5
3. COMMUNICATION TOOLS.....	5
3.1 Brochures, Posters.....	5
3.2 Press releases.....	7
3.3 Publication of articles.....	8
3.4 Meetings.....	9
3.5 Implementation of the Project web site.....	10
3.6 Virtual Learning Community.....	
3.7 Distance Training	
3.8 Description of the Project on the partners' web site.....	11
3.9 Participation at seminars and conventions.....	11
3.10 Organization of international conferences.....	12
3.11 Delivery of all material to the European Commission.....	13
3.12 Mailing list and newsletters.....	14
4. DISSEMINATION ACTIVITY REPORT.....	15
ANNEX:	
Summary dissemination actions conducted in the first project year	

1. Introduction

The communication and dissemination activity is an important and central part of the HEALTHREATS Project. It is fundamentally aimed to:

1. Distribute the Project and its intermediate and final results;
2. Establish partnerships and co-operative agreements with other projects/ catalysts to maximise dissemination of materials created in this project.
3. Publicise the project by creating posters, leaflets, articles, distributing magazines, participating in trade fairs in the field and developing a project web site where all public project deliverables will be available to any possible interested third party.
4. Organise an international workshop, by month 36, for the presentation of the final results of the project, preparing the ground for project assessment. PDT and DSS demonstrations dealing with the major project case studies will be performed at the workshops. Participation in the workshop will be free of charge. A wide dissemination of the workshop results will be granted through availability of the subject, material and achievements to the public, especially through the project web site.
5. Create the necessary conditions so that other stakeholders can adopt the Healthreats approach in order to manage their plans and services.

1.1 Target

There are different targets for this Project:

- a) Governmental Health Agencies
- b) Universities, Research Institutes, Training Centres
- c) Regional and Provincial Administration Bodies
- d) Local Administration Bodies
- e) ASL (Public Health Institute) and Hospitals
- f) General practitioners
- g) Voluntary Associations
- h) Insurance companies or Health funds

On one hand the Project involves institutions interested in widening their own knowledge and competence in order to manage the crisis in an emergency situation and on the other hand for single workers to know the system in which they are inserted when they will participate in emergency management.

This target can be distinguished in:

1. Primary audience: decision-makers (politicians and managers) and technical experts who assess the Project from an operational and technical point of view;
2. Secondary audience: European, national and regional governments who can create the appropriate legal framework and who have the responsibility for the creation of the infrastructure;
3. Tertiary audience: researchers and academics who will support the Project from a scientific point of view; General practitioners and Voluntary Associations who will know the Project in order to cooperate if necessary.

Table 1 shows how tools can be linked to the target. Two ticks means "interested", while one tick means "possible interested".

Table 1. Correlation of Target Audience and Products

	Primary		Secondary	Tertiary	
	ASL (Public Health Institute) and Hospitals	Regional, Provincial and Local Administration Bodies	Government Health Agencies and Insurance companies or Health funds	General practitioners and Voluntary Associations	Universities, Research Institutes, Training Centres
Brochures, posters	√√	√√	√√		√√
Press release	√	√√		√	√
Scientific papers	√√	√		√	√√
Newspapers articles	√	√√	√	√	
Web site	√√	√√	√√	√	√√
Events	√√	√			√√
Radio/tv appearances	√	√√			√

The Project partners come from different areas: ASL, Hospital, Training Agencies, Governmental Health Agencies, Universities, Research Centres and ITC companies. Every partner has its own group of contacts and links with individuals and organizations that could be interested (at every level) in the Project activity and product. It will be very important to share these contacts in order to optimise dissemination.

1.2 Objectives of the dissemination plan

The plan will have to provide information on the activities carried out and the benefits to society and to the health community in general.

Such a plan will define and detail the strategy and procedures necessary to reach the intent of stakeholders, including participation in relevant international conferences.

Communication with national agencies (including health management and health intervention, civil protection, environmental monitoring) will be established and

maintained throughout the Project, granting visibility and recognition of the project at a national and European level.

1.3 Dissemination phases

In every phase of the Project there are key aspects that will have to be taken into consideration and will have to emerge in the dissemination.

In the first phase, when the partners draw up an analysis of the normative and methodological state-of-the-art in Europe, in terms of best practice in health and Crisis Management procedures and DSS systems, the dissemination will aim:

- to spread information about the Project objectives
- to involve all stakeholders.

In the subsequent phases when training modules and the DSS are tested, the priorities for dissemination will be:

- to promote the state of advance of the Project
- to spread information about the Project results
- to promote the communication tools available.

2. General rules

According to a shared program, every partner will have to:

1. Provide the logo of their own organization and all references that are useful for dissemination activity;
2. Contribute to the Project promotion and to dissemination results, deciding which of the tools suggested by the WP 2 leader they intend using;
3. Forward to the WP2 leader the dissemination material used in order to revise the dissemination plan and to the editorial board for the publication on the web site.
4. The editorial board will decide which material will be available to the public and which material only to the partners in the restricted area.

3. Communication tools

3.1 Brochures, Posters

Objective

To communicate briefly and sufficiently the purpose of the Project and to provide information about the partnership.

Target

People present at European, National and Local conferences, workshops and meetings.

Level of interest of the Project target

High

General aspects

Using a standard and shared format, every partner draws up a version of the brochure in its native language.

The format of the brochure is the same for all partners.

Contents

On the first page the European Commission Logo;

On the first page the "Project Healthreats" Logo;

On the last page the Partners Logo;

Introduction to the Project based on the following:

- the problem
- the project
- the project objectives
- the work plan
- the results
- the project web site

Where

At important conferences, workshops and other events.

Indicators

Number of distributed copies.

THE HEALTHREATS BROCHURE

Azienda Sanitaria Locale della Provincia di Brescia
 E' una delle componenti del Sistema Sanitario Regionale della Lombardia. All'interno del sistema, che pone al centro la persona, l'ASL agisce in un'ottica di solidarietà, con piena autonomia gestionale, nel rispetto dei principi e delle linee di indirizzo della programmazione regionale.
 La sua missione è di essere garante della salute dei propri cittadini. A tal fine le sue strategie sono orientate ad individuare i bisogni di salute, garantire i livelli di assistenza attraverso l'esercizio delle funzioni di Programmazione, Acquisto e Controllo, favorire la partecipazione dei soggetti rappresentativi delle comunità. Il contesto in cui agisce l'ASL della Provincia di Brescia è caratterizzato da alcuni significativi elementi di complessità: un territorio composto da aree eterogenee sotto il profilo geografico e socio economico, un elevato numero di amministrazioni comunali, n. 164 per un totale di 1.071.035 abitanti, un bilancio di esercizio 2006 di € 1.431.770/1000.
 Negli ultimi anni l'ASL di Brescia ha promosso molteplici azioni in merito alla gestione della crisi, lavorando su livelli diversi: organizzativo e formativo interno, di individuazione di soluzioni gestionali, di coinvolgimento di partner esperti nel settore, che le hanno permesso di acquisire notevole competenza. A livello organizzativo interno è stato inizialmente predisposto un Piano di Continuità Assistenziale che comprende la descrizione dei livelli direzionali e di responsabilità nella catena del comando che viene attivata in caso di emergenza, la raccolta delle procedure e delle matrici di priorità per guidare e facilitare le azioni per ridurre i tempi di intervento, la definizione dei rapporti con le altre istituzioni per consentire una condivisione del modello manageriale. Le azioni successive hanno visto da un lato la creazione di un sistema di supporto decisionale integrato per la gestione delle crisi, sulla base del quale il management preposto può attivare le decisioni strategiche e presidiare gli interventi operativi, ed in contemporanea la realizzazione di un percorso formativo per crisis manager per l'acquisizione di una preparazione specifica nella gestione della crisi.

ASL Azienda Sanitaria Locale della provincia di Brescia www.asl.brescia.it

ASL Azienda Sanitaria Locale della provincia di Brescia

EUROPEAN COMMISSION

SEC - Secretaria d'Estratègia i Coordinació - Departament de Salut de la Generalitat de Catalunya www.gencat.net/salut

Health & Consumer Protection Directorate-General

PHEA

LASER Laser Soc. Coop. www.laserbs.net

IAITI - Instituto Agilis de Inovação em Tecnologia de Informação SA www.inovacao.net/iaiti

JSI - Jozef Stefan Institute <http://kt.ijs.si>

CIL - C International Limited www.cinternational.co.uk

UNIBS - Università degli Studi di Brescia www.unibs.it

RSDM - Romanian Society for Disaster and Emergency Medicine

ACB - Associazione Comuni Bresciano Servizi S.r.l. www.acbservizi.it

Institut za varovanje zdravja Republike Slovenije www.ivz.si/

Azienda Ospedaliera "Spedal. Civili di Brescia" www.spedalivillibrescia.it

Argonet ARCONET - Argonet S.r.l. di Milano www.argonet.it

Progetto HEALTHREATS 2007/2010

Gestione delle crisi determinate da minacce sanitarie

Healthreats

www.healthreats.eu

Progetto co-finanziato dalla Commissione Europea attraverso la Public Health Executive Agency

<p>la PROBLEMATIC</p> <p>L' Organizzazione Mondiale della Sanità ha lanciato un chiaro allarme nel rapporto 2007 su "Un futuro più sicuro: la sicurezza sanitaria pubblica globale nel XXI secolo". Ora, più che mai, nella storia dell'umanità la sicurezza sanitaria pubblica globale dipende dalla cooperazione internazionale e dalla disponibilità di tutte le nazioni ad agire in modo efficace nell'affrontare nuove emergenti sfide. Il Rapporto sottolinea l'importanza che tutte le nazioni implementino infrastrutture sanitarie pubbliche capaci di raggiungere il massimo livello di sicurezza sanitaria. In quest'ottica si inserisce la gestione delle crisi determinate da minacce sanitarie, problematica affrontata dal progetto Healthreats.</p> <p>La crisi, intesa come evento che minaccia il funzionamento di una organizzazione interferendo con le normali attività e compromettendo il benessere e la sicurezza della comunità, costituisce un problema di notevole rilevanza per ogni settore, ma assume particolare importanza per le Aziende Sanitarie, garanti della tutela della salute dei cittadini.</p> <p>Approfondire le cause ed analizzare, sotto il profilo organizzativo e delle risorse disponibili, i diversi ambiti aziendali, può portare alla identificazione di percorsi di correzione ed adeguamento, così da poter rispondere ad eventi non previsti.</p>	<p>il PROGETTO</p> <p>H HEALTHREATS è un progetto promosso da un consorzio internazionale, coordinato dall'IASL di Brescia e parzialmente finanziato dalla Commissione Europea, nell'ambito del programma Salute Pubblica. HEALTHREATS intende sviluppare soluzioni integrate e mirate ad aumentare la capacità delle istituzioni sanitarie europee di rispondere in modo efficiente e coordinato alle minacce sanitarie.</p> <p>Il risultato del progetto sarà un pacchetto che include Processi, DSS (Sistema di Supporto nelle Decisioni) e Formazione, in breve PDT, che sarà testato in Italia, Slovenia, Romania e Spagna. All'interno di HEALTHREATS il sistema di supporto sarà un software capace di assistere i manager, responsabili di decisioni strategiche, per il lancio di interventi operativi atti a fronteggiare minacce per la salute, in particolare la pandemia influenzale.</p> <p>In seguito verrà pianificata la diffusione del pacchetto in altre regioni europee.</p>	<p>il PIANO DI LAVORO</p> <p>P il piano di lavoro del progetto HEALTHREATS prevede le seguenti fasi principali:</p> <ul style="list-style-type: none"> • Analisi dello stato dell'arte a livello europeo, in termini di normative legate alla sanità, migliori pratiche, metodologie, gestione delle crisi, valutazione dei rischi e sistemi di comunicazione oltre che di sistemi di supporto alle decisioni. I principali sistemi internazionali vengono interessati, identificando il possibile trasferimento, l'applicabilità e la replicabilità delle migliori pratiche. • La definizione e generalizzazione dei requisiti del sistema HEALTHREATS, attraverso la descrizione degli scenari applicativi, l'identificazione ed analisi delle esigenze e del potenziale di applicazione del sistema. • La mappatura, revisione e reingegnerizzazione dei processi dettagliati che includono comunicazione e processi decisionali per la gestione delle minacce sanitarie. Vengono definite le procedure per la gestione della catena di comando e del recupero dello stato normale. • La progettazione dell'architettura software e lo sviluppo del DSS. Il sistema si focalizza sulla distribuzione delle funzioni di sistema tra livelli e sulla definizione dei protocolli di comunicazione. • Il trasferimento della conoscenza all'interno della comunità HEALTHREATS, attraverso sessioni di formazione per dipendenti delle autorità sanitarie e la creazione di una Comunità di apprendimento virtuale, con lo scopo di rendere più forte i processi di trasferimento delle conoscenze quali l'apprendimento, l'insegnamento, la promozione e la disseminazione. • La valutazione delle performance del sistema HEALTHREATS e il successo di ogni componente, attività, obiettivo raggiunto, in modo quantitativo ed obiettivo, definendo parametri specifici, misurandoli e confrontandoli con i risultati attesi.
<p>Healthreats</p> <p>Copia degli studi prodotti, dei principali risultati e maggiori dettagli sono disponibili sul sito del progetto:</p> <p>www.healthreats.eu</p>	<p>gli OBIETTIVI</p> <ul style="list-style-type: none"> • Lo sviluppo di un pacchetto PDT integrato, che combini processi con sistemi di supporto alle decisioni e formazione per la gestione delle minacce sanitarie. • L'ottimizzazione della gestione delle crisi e delle reazioni alle emergenze sanitarie. • Il supporto al processo decisionale strategico ed operativo per affrontare minacce sanitarie. • La definizione di strategie sanitarie integrate e inter-settoriali che assicurino un alto livello di protezione sanitaria. • Un'ampia copertura geografica attraverso una cooperazione effettiva tra organizzazioni nei settori della Sanità e delle Tecnologie dell'Informatica, in diversi Stati Membri. 	

3.2 Press releases

Objective

To involve the press, and therefore a wider public in the events related to the Project activities, increasing the participation in the events.

Target

Not specific.

Level of interest of the Project target:

Low.

General aspects

At least three days before the event, every partner who welcomes an event, draws up an official press release and sends it to the most important national and local newspapers. The day following the event a final press release will have to be written. All the press releases have to contain the links to the Project web site.

Contents

Pre-event press releases

A standard introduction to the Project, the partners and information about the public at the event;

A clear description of the event, emphasizing the relation between the Project

activities and the country.

Post-event press releases

A standard introduction of the Project, the partners and information about the participants in the event;

A short and clear description of the event and the decisions taken;

Information regarding the subsequent Project meetings and events.

Number

4/6 press releases (2/3 before and 2/3 after).

When

Before and after every important events throughout the Project.

Documents for the reports

Copies of newspapers and journals.

Indicators

Number of press releases printed throughout the Project.

3.3 Publication of articles

The articles are written to be published in daily newspapers or in magazines addressing a vast public or in daily newspapers, magazines, proceedings of conferences, scientific journals, dealing with specific topics or those related to the Project.

All articles and information appearing in newspapers or journals will be published in "News" area in the Project web site and will update reports on our activities.

a) Articles in non specialized press

Objective

To disseminate the description of the Project and some key aspects of its activities.

Target

Not specific.

Level of interest of the Project target

Low.

General aspects

The articles have to be short, clear and easy to understand, because they are addressed to the general public with no specific knowledge in the field.

Contents

Presentation of the key aspects of the Project;

Attention paid to important aspects of the Project activities or to the results obtained by the Project at that stage;

Information about Project partners;

Web address, Project and e-mail addresses of partners.

b) Articles in specialized press**Objective**

To spread the state of art of the Project work plan, intermediate and final results through the scientific community.

Target

Public involved in the Project area of interest.

Interest of the target for the Project

Very high.

General aspects

The articles explain the themes of the Project to experts. The language and the topics discussed are very specific.

Contents

Analytical description of the Project, problems met and solutions adopted;
Detailed description of the results obtained in the different phases of the Project;
Description of the partnership and tools used in the Project;
Web address, Project and e-mail addresses of partners.

When

Throughout the Project.

Material for the reports

Copies of newspapers, journals and conference proceedings involved.

Where

All the partners countries.

Indicators

Number of articles published during the Project.

3.4 Meetings

Objective

To share and spread information about methods, techniques and experiences of the Project.

Target

Representatives of Project partners.

Level of interest of the Project target

Very high.

General aspects

These are internal technical meetings for the actors involved in the Project and, therefore, the material used is the typical technical material of every project (reports, assessment grids, monitoring forms, etc.).

Contents

Project development;
Problems met and solutions adopted;
Intermediate reports.

Number

4 meetings.

When

Throughout the Project.

Material for the reports

Images and reports.

Where

All partners countries.

Indicators

Time sheet, reports.

3.5 Implementation of the Project web site

Objective

To offer a meeting point to the community and a mechanism to reach the wider public and to disseminate the achievements arising from the Project through Web pages, documents and a newsletter. The core parts of the portal will be in English, links to the local pages of beneficiaries web sites in national languages will be added as well.

Target

Generic and experienced public.

Level of interest of the Project target

Medium.

General aspect

The web site will be implemented throughout the Project with the contribution of all the partners. An editorial board will assess the material to publish on the site (both in the section accessible to the public and in the restricted one). The language will be English.

Contents

Home page
Healthreats project
Partners
News and Events
Documents
Links
In the Press

Number

Numerous news up-dates.

When

Throughout the Project.

Material for the reports

Reports of all the significant activities for the duration of the entire Project. Up-dated versions.

Where

Internet.

Indicators

Implementation plan of the web site, number of contacts.

3.6 Virtual Learning Community

Objective

In the Project Web site, a Virtual Learning Community will be established in order to foster knowledge transfer processes and to promote dissemination of Project final results.

Target

Consortium members
Health authorities' employees.

Level of interest of the Project target

High.

General aspects

The VLC model will be constructed, comprising the organisation and management, content and methods, communication and social aspects, forms of structure, rules, standards and guidelines.

Contents

Training material concerning the key aspects of the Project
Issues of Training meeting.

Material for the report

Video
Presentation in Power Point.

Where

Project web site.

Indicators

Documents Number
Users Number.

3.7 Distance Training

Objective

Training materials will be disseminated concerning the different phases of the project in order to increase the knowledge and dissemination of project results among the subjects involved to local level in the crisis management.

Target

General practitioner

Pediatric general practitioner

First-aid station

Voluntary staff

Direction of health structure: hospital, nursing home.

Level of interest of the Project target

High.

General aspects

This training and dissemination model will be adapted by each partner involved in the experimental phase according to their local situation and to the Unit where they're testing the experimentation. These training and dissemination tools will be loaded on web site of interesting partners and will be offered through DVDs to they who work to local level.

Contents

Training material concerning the key aspects of the Project:

- Knowledge and management of pandemic emergency characteristics;
- Knowledge and use re-engineering system model as response to pandemic emergency;
- DSS requirements knowledge.

Material for the report

Training packages to load in the interesting partners website.

Dvd

Booklet

Where

State involved in the experimental phase, as planned by project.

Indicators

Document number

Users number

Geographic covering level of elaborated material.

3.8 Description of the Project in the partners web site

Objective

To spread knowledge of the Project and its related activities to those interested in the activities carried out by the various partners.

Target

Not specific public but localized in the partners countries.

Level of interest of the Project target

Medium.

General aspects

A short test, easy to understand.

Contents

A short description of the Project;
Tables, work plans;
Link to the official Project web site.

Material for the reports

Web page.

Where

Internet.

Indicators

Implementation plan; number of contacts.

3.9 Participation in seminars and conventions

Objective

The Project can also be promoted by participating in meetings organised in the contest of other projects or by accepting invitations to speak in conferences and conventions.

Target

People working in Health Agencies interested in Crises Management of pandemics.

Level of interest of the Project target

High.

General aspects

Using their own net of relations to local, national and international level, every partner will decide autonomously in which events to participate.
Every partner will also decide the most efficient procedures for the dissemination of the information.

Contents

Posters, brochures and images that illustrate the main interests of the Project such as:
Partners logo;
Project logo;
Images and photographs of the activities;
Project description;
Activities carried out;

Results reached;
Address of the major Institutional contacts, such as the European Commission;
Web address and e-mail addresses;
Link to the partners official web sites.

When

Throughout the Project.

Material for the reports

Brochures, photographs, presentations in powerpoint; reports, every document that can be useful.

Where

At local and national level.

Indicators

Time sheets, reports.

3.10 Organization of International Conferences

Objective

Presentation of the final results of the Project, in view of assessment of the Project.

Target

Specific attention will be paid to the identification of society stakeholders and policy makers who will be relevant to the adoption of project results, in order to support the development of special actions targeting to motivate them to sustain the deployment of project results.

Level of interest of the Project target

Very high.

General aspects

In order to promote the participation in the event, every partner will use their network of contacts at local, national and international level.

PDT and DSS demonstrations about the principal project case studies will be performed in the workshop. Participation in the workshop will be free of charge. A wide dissemination of the workshop results will be granted through public availability on the subject, material and achievements, especially through the project web site.

Contents

Presentation of the Project and the partnership through presentations (for example power point);
Brochures and other informative material distributed.

3.11 Deliverable of all material to the European Commission

Objective

On one hand, the delivery of the Project products to the European Commission is a

specific duty for the partners of the Project.

On the other hand, sharing the Project products with the European Commission allows the dissemination of the Project and its most important aspects.

Target

European Commission, Public Health

Level of interest of the Project target

Very high/Institutional

General aspects

All the Project products will be collected and sent to European Commission within the established times.

Contents

Monitoring and assessment of the activities;

Training Material;

Dissemination of the products (brochures, posters, CD ROMs etc.).

Material for the report

Project products and reports.

Where

European Commission.

Indicators

Reports.

3.12 Mailing list and newsletters

Objective

To contact agencies and organizations interested in the Project scopes and arguments;

To have a direct communication with the manager of every agency involved.

Target

Agencies and organizations directly interested in the Project.

Level of interest of the Project target

Very high.

General aspects

Sharing a mailing list of all people and organizations that it could be useful to be in contact with.

We will organize the mailing list through the web site. In the restricted access area, all the contact addresses will be found.

The newsletter will be in English and Italian (and translated by other partners in their own native language at their own expense).

Every newsletter will be written with the support of the partner and the coordinator.

Contents

European Commission logo;
Partners logo;
Project logo;
Images and photographs of the activities;

Introduction of the Project based on the following topics:

- the problem;
- main objectives of the Project;
- aim of the Project;
- activities carried out;
- results acquired and products created;
- addresses of institutional contacts, such as the European Commission.

Web address and e-mail addresses of contact;

Address of the partnership.

Every important information related to the crises and emergencies management.

When

Throughout the Project.

Material for the reports

Text of e-mail and newsletters sent out.

Where

All the countries involved in the Project.

Indicators

Number of the addresses collected, number of newsletters released.

4. Dissemination Activity Report

All the programmed activities have to be recorded and processed on a database.

This database can be interrogated chronological and must present all the details of every activity.

All the information collected will have to form the dynamic and exhaustive archives of the dissemination activities, that will be a good reference point for other activities that will have to be kept in the countries of the partners.

The charts can be filled in directly through the Project web site, where the database can be consulted. In order to optimize the queries and the results, all the records will have to be written in English.

Here is an example of a dissemination activity report sheet:

Example of a dissemination activity report sheet

Healthreats Project Dissemination Activity Report Sheet

DATE	
COUNTRY	
PLACE	
PARTNER	
INITIATIVE	
ROLE IN THE INITIATIVE	<input type="checkbox"/> organizer <input type="checkbox"/> speaker <input type="checkbox"/> other...
AREA OF THE INITIATIVE	<input type="checkbox"/> pandemics <input type="checkbox"/> sanitary emergencies generally <input type="checkbox"/> public health <input type="checkbox"/> other
INTEREST for Healthreats Project	
NUMBER OF CONTACTS	
USEFUL CONTACTS	
HOW TO REACH USEFUL CONTACTS	
COST OF INITIATIVE FOR THE PARTNER	
COST PER CONTACT	
LINKS TO INTERNET WEBSITES	
WHAT HAS BEEN DONE FOR/DOWNLOADS	
NOTES	