

Dissemination plan **SPIMEU**

Determinants of successful implementation of selective prevention of cardio-metabolic diseases across Europe: **SPIMEU**

Dissemination strategy

Actions undertaken to ensure that the results and deliverables of the project will be made available to the target group.

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| Start of the project: | May 2015 |
| Duration: | 36 months |
| Work Package: | 2 |
| Name of Coordinator: | NIVEL |
| Name of partner for this deliverable: | University of Southern Denmark, Julius Center, and NIVEL |

August 2015

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The following dissemination strategy for the SPIMEU project should not be seen as a static paper: **It is a “dynamic plan” that can be adapted by all partners to include latest developments and opportunities.** It will be modified over the duration of the project and discussed with all partners at each meeting for update and approval.

1. Objectives:

The ultimate goal of SPIMEU is that all relevant organizations and persons throughout Europe are aware of the toolbox that SPIMEU will develop to facilitate the implementation of selective prevention programs for cardio-metabolic diseases. The dissemination plan describes the steps that SPIMEU will take to ensure that all relevant stakeholders and interested general public will be well informed about the SPIMEU project, its progress, project outcomes and deliverables. It is intended to inform the targeted audiences and policy makers through different channels for the full duration of the project (2015-2018). The development is closely linked to the progress of the project. This dissemination plan is limited to the duration of the study.

SPIMEU will mainly use online tools to communicate with the target groups. Importantly, SPIMEU partners will, as co-owners of the SPIMEU vision, contribute in person to disseminate the results at conferences, seminars and other meetings that are relevant for the uptake of the outcomes, and they will distribute the leaflet of the SPIMEU project.

2. Target groups

For the dissemination of SPIMEU we will distinguish three main target groups. The approach of the different groups will be tailored per group.

2.1 Care providers/professionals

The main target groups will be care providers working in primary care practices and the colleges of primary care professionals. We will already reach 1250 primary care professionals during the project because we will send them a questionnaire (including the leaflet and the link to our website) about their attitudes towards selective

prevention programs and their experience with such programs, and we will inform them about the Toolbox which is going to be developed. This is part of work package 6.

Furthermore, as a part of work package 4, all SPIMEU partners will identify key persons or organizations for selective prevention in all 28 EU member states. These key persons will consist of care providers and policy makers. The questionnaire of WP4 focuses on national and regional selective prevention programs currently available, and will inquire about the degree of implementation and about possible barriers or obstacles for implementation. For both questionnaires reminders will be sent, to optimize response, and thus optimize the number of key-persons aware of the SPIMEU project. Once involved in our project, we will keep these key persons informed about the progress and results through our SPIMEU-newsletters and website.

For optimal professional involvement we will present SPIMEU at different conferences (see below), we will handout the leaflet, and point the audience at the SPIMEU website by mention it, including showing the URL, at every presentation. Next, we will organize an invitational conference in Prague in 2017. The aim of this conference is dissemination of the project and creating awareness of the Toolbox that will be finished by May 2018. Since the number of involved care providers outreaches our capacity for such an invitation conference, we will limit the invitation for this conference to key persons, for example the head of the college of general practitioners from a country.

The dissemination of SPIMEU will primarily focus on this group, the key persons, therefore we will spread all the tools that we will use during the project (e.g. website, leaflet, newsletter, (scientific) publications) to this group.

2.2 Policy makers

Our second target group is policy makers. This will include regional and national policy makers, ministries of Health, insurance companies, national and international societies of professionals in the field of cardiovascular, cardiometabolic disease research, public health and prevention. We would like to inform these people about our study to increase awareness about the SPIMEU project and to inform them about the possibilities for the implementation of a selective prevention program for cardiometabolic diseases in their country. In WP 4 we will also disseminate the questionnaire to policy makers in EU member states, which will inform them about SPIMEU. Once involved in our project, we will keep these policy makers informed about the progress through our newsletters and website. Furthermore we will invite policy makers who are involved in prevention to our invitational conference. This will be at their own expenses.

2.3 Public/society

The last and biggest group is the public. This will, in theory, include the whole target population. To reach the public we will make an information leaflet for laymen at the end of the SPIMEU-project. This leaflet will briefly describe the project and the outcomes (toolbox). This leaflet will be translated in 6-8 main European languages including English and the 5 languages of the SPIMEU partners.

Furthermore the public will passively be informed by updates on Twitter, our project website and for every published scientific article a laymen's version will be available which will be published on the website as well. However this information will only be available in English.

3. Tools

All SPIMEU partners are expected to extensively use all dissemination options and maximize the impact of the deliverables on the target groups on national and international level. For the national level, the native language may be used and English will be used for communication at the international level.

2.1 SPIMEU website

For central communication on the project, SPIMEU has developed a website: www.spimeu.org. This website contains information in English on the outlines of the SPIMEU project, objectives, partners, progress, deliverables, publications and important contact information. This website will be updated on a frequent basis. All relevant milestones, deliverables and other issues that are of relevance such as presentations at conferences, publications and relevant meetings with stakeholders will be posted.

2.2 Newsletters and news on the homepage

SPIMEU will publish an English newsletter every 6 months containing digital information regarding the progress and relevant outcomes. In case of very relevant intermediate outcomes, SPIMEU may release more frequent newsletters. The newsletter will be published on the SPIMEU website and send by e-mail to key persons. The SPIMEU website will include the option to register for the mailing list and registered users will be alerted by email.

All SPIMEU partners will have an active role to disseminate these newsletters through their national network by adding the content or link of the SPIMEU newsletters to local (regional/national) newsletters of relevant parties and organizations.

2.3 Information leaflet

SPIMEU believes that online dissemination should be supported by information material to be handed out in strategic places and media outlets. For this reason, SPIMEU has developed an information leaflet containing information on the project

outline and goals. The leaflet is meant to inform about the SPIMEU project, and aims to seduce relevant people and organizations to visit our website or to contact us in other ways.

The leaflet contains basic information about SPIMEU and seeks to promote the project aims. It can be distributed as a printed version or as an online version (PDF). It is written in English and translated to Greek, Czech, Dutch, Danish and Swedish.

The leaflet will be distributed during the entire length of the study (2015-2018) for example at conferences, meetings and workshops as a printed version. In addition, SPIMEU partners will send this leaflet to all parties that are considered relevant to our project. We will send the leaflet at least to care providers/professionals (Target group 1), to policy makers (Target group 2), and to all other practices and professionals such as national organizations for primary care and public health and to organizations involved in prevention of cardiovascular and cardiometabolic disease.

2.4 Press releases

Important milestones and results from the SPIMEU project will be disseminated in (inter)national press releases. Before dissemination of a press release all SPIMEU partners will be given the ability to react on the text. NIVEL, as coordinator of the project, will be responsible for the final version of the press release. However every SPIMEU partner will be asked to disseminate the release (if necessary after translation)

2.5 Other online tools

SPIMEU will post relevant milestones, deliverables and developments of the program through a twitter account that will be operated by Denmark. Further, SPIMEU partners that communicate through other online methods such as Facebook or Linked-in are invited to share developments and newsletters by adding a link to the SPIMEU website.

4. Identification of relevant organizations and key persons

On international level, several healthcare organizations (see the list at the end of this document) are involved in cardio-metabolic prevention. Some of our SPIMEU partners are involved in these organizations or have direct contact with key persons in these organizations. If appropriate, SPIMEU partners will contact their national contact persons for more relevant stakeholders and to inform them about the SPIMEU project by our website, newsletters, leaflet and in person by SPIMEU partners.

As mentioned before, the most important group to inform is the group of the care providers who are the main target group of SPIMEU.

For further dissemination each SPIMEU partner will provide a list of relevant contact persons and organizations.

5. Presentation at conferences, workshops and meetings

All partners will participate in conferences and meetings related to the topic and aim of the SPIMEU project. Partners will ask the conference organizing committee if the leaflets could be distributed. At a later stage, all partners will present their ongoing work and results in form of presentations (oral or poster), discussion groups, round table meetings or policy dialogues. All SPIMEU partners will contribute to these occasions. See table 1 for an overview of relevant meetings.

6. Invitational conference

SPIMEU will organize an invitational conference in Prague in 2017, covering the SPIMEU subject and related topics. The aim is to improve the final Toolbox by adding information regarding experiences, barriers (financial or practical) and solutions discussed during this conference. The summary of this meeting and presentations will be posted on the SPIMEU website and incorporated in the final Toolbox.

7. Workshops and meetings/policy makers

This section is to be further determined. The optional Advisory board could play an important role in this and is on the agenda for the next meeting of the steering committee. Data of these meetings could be mentioned here with a plan how to use these experts/ policy makers for the dissemination, and may be added to table 1..

8. Publication Strategy

The SPIMEU findings will be disseminated to the scientific and health policy community through papers published in different kind of journals. As we have a broad target group, the publications will be aimed at different journals and indifferent formats in order to address the various audiences.

SPIMEU will publish an international paper on the protocol and program. Translated versions of this paper can be published in national journals in the participating countries for further dissemination of the program. All SPIMEU related publications will be posted on the website.

9. Deliverables

| Planning tools (per year) | | |
|--|--|---|
| Year 1 | Year 2 | Year 3 |
| Website Twitter Leaflet Newsletter (every 6 months) | Website & twitter Up-to-date Newsletter (every 6 months) | Website & twitter Up-to-date Newsletter (every 6 months) |
| WP 4 Network with key-persons | WP 6 network care providers and population | (Scientific)publications |

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| Scientific publications | Invitational meeting | Workshop on conferences (if appropriate) |
| Press release(s) | Workshops on conferences (if appropriate) | Presentations at international conferences |
| | Presentations at international conferences | Toolbox - publication |
| | Scientific publications | Press release(s) |
| | Press release(s) | |

Group 1 Care providers/professionals**Group 2 Policy makers****Group 3 Public/society**

| Overview deliverables dissemination plan | | | | |
|--|---|--|---|--|
| What | Target group | Tools/where | Who (coordination) | When |
| General information | 1+2+3 | Website www.spimeu.org | NIVEL and University of Southern Denmark | 2015-2018 |
| SPIMEU leaflet (English and 5 translated versions) | 1+2+3 | Leaflet on paper and digital and PDF | University of Southern Denmark (editing) All SPIMEU partners (dissemination) | Ready September 2015 Distribution 2015-2018 |
| Newsletter | 1+2 (+3) | Website and e-mail | University of Southern Denmark in close collaboration with NIVEL/Julius | Every 6 months |
| Twitter | All interested followers who subscribe to our Twitter account | Twitter account @SPIMEU | NIVEL/Julius (Anne-Karien de Waard) and Denmark | Continuous proces |
| Presentations | 1+2 | (International) Conferences | All SPIMEU partners, coordinated by University of Southern Denmark | 2015-2018 (exact dates unknown) |
| (Scientific) publications | 1+2+3 | Scientific journals, magazines | All SPIMEU partners | Various |
| Milestones, presentations | 1+2+3 | Website | University of Southern Denmark in close collaboration with NIVEL | Continuous process |
| International | 1+2 | Prague | Prague | 2017 |

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| conference with stakeholders | | | | |
| Workshops at conferences | 1+2 | e.g. at WONCA or other conferences, organize a workshop around SPIM | All SPIMEU partners, coordinated by University of Southern Denmark | 2017 |
| Posting of relevant publications on the website | 1+2+3 | SPIMEU website | Responsibility of all SPIMEU partners to inform NIVEL on each new publication Coordinated by NIVEL | Continuous process |
| Press release(s) | 1+2+3 | Press release sides | Responsibility of all SPIMEU partners, coordinated by NIVEL | Continuous process |

Supplementary information

| Possible stakeholders SPIMEU | | |
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| Institution | Contact person | City and country |
| EUROPREV network http://europrev.woncaeurope.org | Dr. Mateja Bulc (chairperson) | Ljubljana, Slovenia |
| EFPC (European Forum for Primary Care) www.euprimarycare.org | Mr. Diederik Aarendonk (coordinator) Ghent, Belgium | Ghent, Belgium |
| WHO European Observatory for Health Systems and Policies www.euro.who.int/en/aboutus/partners/observatory | Mr. Josep Figueres (director) | Brussels, Belgium |
| WHO Europe | http://www.euro.who.int/en/health-topics/disease-prevention | |
| EGPRN (European General Practice Research Network) www.egprn.org | Dr. Jean Karl Soler (chair of the Executive Board) | Attard, Malta |
| EUPHA (European Public Health Association) www.eupha.org | Prof. Walter Ricciardi (president of the Executive Council) | Rome, Italy |
| EPHA (European Public Health Alliance) www.ephpa.org | Mrs. Emma Woodford (interim secretary general) | Brussels, Belgium |
| WONCA | Michael Kidd, President | |
| WONCA EUROPE 2016 | | Kopenhagen |
| EPCCS (European Primary Care Cardiovascular disease Society) | | |
| IFIC (International Federation of Integrated Care) | | |
| Euro Health Net | http://eurohealthnet.eu/ | |
| CHRODIS (Joint Action on Chronic Diseases) | | |
| EUSPR (European society of prevention research) | http://euspr.org/mission-statement/ | |
| European Observatory on Health Systems and Policies | http://www.euro.who.int/en/about-us/partners/observatory | |
| South-eastern Europe health network | http://seehn.org/ | |
| European Chronic Disease Alliance | http://alliancechronicdiseases.org/ | |
| HEPA Health enhancing physical activity | Via WHO http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity/contact-us | |
| ESC (European Society of | http://www.medscape.com/viewarticle/462539 | |

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| Cardiology) | | |
| European Society of Atherosclerosis (EAS) | http://www.eas-society.org/ | |
| European Society of Hypertension (ESH) | http://www.eshonline.org/ | |
| European Society of General Practice/Family Medicine (ESGP/FM) | ? WONCA? | |
| European Association for the Study of Diabetes (EASD) | http://www.easd.org/ | |
| European Heart Network (EHN) | http://www.ehnheart.org/ | |
| International Society of Behavioural Medicine (ISBM) | http://www.isbm.info/ | |
| International Diabetes Federation Europe (IDF-Europe) | http://www.idf.org/regions/europe | |
| ASPHER (association of schools of public health) | http://aspher.org/ | |