

D3.1 Dissemination Plan

PP-2-3-2016 – EU-VIORMED

European Study on Risk Factors in Mental Disorder and Forensic Care: a multicenter study

[WP3 – Dissemination]	
Lead contributor	P8-UNIMIB
	giuseppe.carra@unimib.it
Other contributors	[Please include all organisations involved in this deliverable] P7-EUFAMI P1-IRCCS FBF

Due date	31 Jan 2018
Delivery date	29 Jan 2018
Deliverable type	R ¹
Dissemination level	PU ²

Document History

Version	Date	Description
V1.0	09 Jan 2018	Draft
V1.1	17 Jan 2018	Comments
V1.2	29 Jan 2018	Final Version

¹ Use one of the following codes:

R: Document, report (excluding the periodic and final reports)
 DEM: Demonstrator, pilot, prototype, plan designs
 DEC: Websites, patents filing, press & media actions, videos, etc.
 OTHER: Software, technical diagram, etc.

² Please choose the appropriate reference and delete the rest:

PU = Public, fully open, e.g. web;
 CO = Confidential, restricted under conditions set out in Model Grant Agreement;
 CI = Classified, information as referred to in Commission Decision 2001/844/EC.

Table of contents

1.	Introduction	3
1.1	Purpose of the Document	3
1.2	Document Organisation	3
1.3	Methodology	3
1.4	Application Area.....	4
1.5	Document Review and Amendment Procedure	4
1.6	Terminology	4
2.	Executive Summary	4
3.	Methods - External Dissemination.....	5
3.1	Goals and Ambitions.....	5
3.1.1	EU-VIORMED Vision and Mission	5
3.1.2	EU-VIORMED Communication Objectives.....	5
3.1.3	Target Audience	5
3.1.4	Key Messages for Audience.....	6
3.2	Branding.....	7
3.2.1	Logo.....	7
3.2.2	Templates	7
3.3	Communication Channels.....	7
3.3.1	Directly Controlled.....	7
3.3.2	Non-Controlled Communication Channels	10
4.	Methods - Internal Communication.....	10
4.1	Mailing Lists.....	10
4.2	Reserved Area	10
5.	Monitoring and Evaluation.....	11
5.1	Performance Measurement	11
5.2	Key Performance Indicators.....	11
5.3	Risks and Assumptions	11
6.	Timeframe.....	12
7.	Conclusions.....	12
8.	Bibliography	12
9.	Annexes.....	13
9.1	Form for Dissemination Activities Monitoring	13

1. Introduction

1.1 Purpose of the Document

The D3.1 *Dissemination plan* aims to present the strategy of disseminating project progress and results to the relevant scientific communities, stakeholders and lay audience, promote the benefits of adopting the EU-VIORMED strategies and raise awareness at the political and decision-making level of its importance. The EU-VIORMED project dissemination will follow four main strategies, in which communication contents and channels are tailored to different target groups:

- Traditional scientific presentations and manuscripts will be presented in scientific conferences and journals;
- Press and media coverage with traditional tools such as press releases, leaflets;
- Promotion of project activities through social networks;
- Dissemination of guidelines and recommendations on the prevention of violent behaviour of forensic patients with Schizophrenia, taking care of updating stakeholders in communities of patients and families, including advocacy groups.

In this frame, the main objective of the dissemination plan is to successfully spread-out EU-VIORMED outcomes across Europe and internationally. In detail, D3.1 will:

- Implement the dissemination strategies through key messages delivered to targeted stakeholders;
- Define the targeted audience to disseminate the project and the project results;
- Plan a list of activities for achieving the aims above;
- Monitor and evaluate completion of activities at project phases.

The widest diffusion of project results will be pursued. To disseminate the project, EU-VIORMED partners will participate in conferences, exploit personal networks and contacts, and write and publish papers and brochures in journals and websites.

1.2 Document Organisation

The deliverable is separated in 9 chapters-sections, The first 2 chapters introduce the reader to the communication strategies of the EU-VIORMED project. Then, methods for main communication and dissemination objectives, messages, audiences, and channels will be presented. Chapter 5 describes monitoring and evaluation methods that will be followed to monitor progress. Bibliography and annexes are reported at the end of the document.

1.3 Methodology

According to the Description of Work, P8 UNIMIB in close collaboration with P7 EUFAMI and P1 IRCCS-FBF has developed a dissemination plan along the following steps:

To whom?	The main beneficiaries and target groups of dissemination.
What?	What the consortium should disseminate and promote in order to maximise the impact of the project, both within and beyond the participants and their countries.
How?	The channels, instruments and tools to conceive, design and implement how to expand at large project objectives and results, methods and practices.
Why?	The aim the Consortium likes to achieve through results' dissemination.
When?	The timeline of dissemination and promotion activities, taking into account project progress and achievements.
By whom and with whom?	The person or team in charge of specific dissemination and cooperation activities, taking into consideration partners' skills and expertise.

1.4 Application Area

This document serves as a management tool to define the dissemination and communication framework and guidelines for the project consortium, as well as project partners. It will be used as a reference document to refer to during the project duration, including for regular monitoring and evaluation. Depending on project progresses and external factors, the dissemination plan will be updated and adapted to fit to the needs and to deliver the best possible dissemination for EU-VIORMED.

1.5 Document Review and Amendment Procedure

Quality assurance procedures are envisaged for revision and updating of the document. In case of omissions, mistakes or updating, P8 UNIMIB in close collaboration with P7 EUFAMI and P1 IRCCS-FBF may review this document following consortium and EC approval. In this case, the new version will be uploaded to the EU-VIORMED website and - if requested - also submitted to the European Commission.

1.6 Terminology

Dissemination

Dissemination is defined as “the means through which research results are presented to the public (internal and external)”. This is the term generally used for communication of specific information to a targeted audience or general public, by means of press, TV, radio, and other large-scale media. It can also be associated with the dissemination process and means, and the communication activities at events, such as demonstration events, posters, and procurement lettering and mailing.

Target audience

The term is used to describe the groups of stakeholders interested at some level to the project activities and results. These include the scientific and medical community, lay public, press and media and politicians.

Stakeholder

Any organization or individual being interested in the project or having an interest in the progress and/or outcomes of the project.

EU-VIORMED Communication Network

It includes all the indirectly-controlled communication channels that EU-VIORMED will build to disseminate the project, or else, the communication partners, including relevant organizations, networks, projects and initiatives. These will form a mailing list and will receive dissemination information to distribute further to their channels.

2. Executive Summary

The *EU-VIORMED* Project dissemination activities will aim to make visible the project’s contents and findings, in a plain language, to both scientific and non-specialist audience. This will improve knowledge on the assessment and treatment of mentally disordered offenders, through a better understanding of the highly complicated relationship between mental disorders and the risk of violence. The project dissemination will enable new perspectives in terms of diagnosis and treatment, aiming to improve the quality of forensic care in European countries. The dissemination plan will address local community and the general public selecting appropriate channels for the scientific community and potentially interested stakeholders. Indeed, forensic psychiatry spans an often highly challenging physical and ethical space between the needs and rights of patients, the public and the criminal justice system, and between treatment and public protection. The project will explore what works for these often marginalised patients, their families and their carers, at an operational, clinical and ethical level. Forensic psychiatric services exist in every EU state, but their design, operational models, clinical resources and guiding principles differ markedly.

Thus, we aim to improve awareness on areas of best practice in forensic psychiatric care across Europe, with a particular focus on generating new data on violence and self-harm assessment in a unique international forensic sample. Through a series of interlinked work packages, the project will explore and map those differences, identify risk factors for violence, test new risk assessment tools and detect and share best practices.

The role of responsible communication and accurate informal education will be taken into the greatest account. Recommendations to assist in the planning of services for clinicians, managers, commissioners and politicians will be formulated. Target of dissemination will be threefold: local experts and health staff; policy makers and potential

informal lay stakeholders; scientific community in the field of Mental Health and Forensic Psychiatry. Society in terms of citizens, patients, patients' families and carers, and family associations at a local or national level, will be also a main target for dissemination activities addressed to non-scientific communities. Local panels will be set up including, among others, collaborating stakeholders, representatives of mental health service users, ex-forensic patients, representatives of families, patients groups and associations, healthcare professionals, and leaders in the field of psychiatry, legal and ethical issues in medicine and psychiatry, forensic psychiatry, forensic neuropsychology and psychopathology.

Dissemination strategies and tools will be differentiated according to specific phases and targets, guaranteeing the initiative also after the project's end. Several communication channels will be used to reach specific audiences, including presentations at national and international congresses, publications in scientific journals, relevant leaflets, existing social networks and social-web based tools, Involvement of Stakeholders in meetings.

3. Methods - External Dissemination

3.1 Goals and Ambitions

3.1.1 EU-VIORMED Vision and Mission

EU-VIORMED is an observational study employing a case-control and a prospective cohort designs across different Member States in Europe. EU-VIORMED provides new perspective to deliver more accurate means of evaluating treatment programmes and care pathways for mentally disordered offenders and risk of violence in order to improve the quality of forensic psychiatric care for patients across Europe.

The mission of EU-VIORMED is to:

- 1) map forensic psychiatric services differences across EU Member states, attributable to different design, operational models, clinical resources and guiding principles;
- 2) improve awareness on areas of best practice in forensic psychiatric care across Europe, identifying risk factors for violence, testing new risk assessment tools, and;
- 3) acquire a better understanding of the highly complicated relationship between mental disorders and the risk of violence and share best practices.

3.1.2 EU-VIORMED Communication Objectives

Communication and dissemination is an essential strategic element for EU-VIORMED, as it will create not only awareness and support by the targeted audiences, but also momentum among the stakeholders and national communities to explore future milestones relevant for policy makers.

Objectives

The specific EU-VIORMED communication objectives for the project duration are defined as:

- 1) improving knowledge on the assessment and treatment of mentally disordered offenders, making visible the project's contents and finding. This will be achieved approaching local communities and the general public through appropriate channels.
- 2) providing accurate informal education and recommendations in a plain language to assist in the planning of services for clinicians, managers, commissioners and politicians.
- 3) involving local experts and collaborating stakeholders in the communication flow according to specific phases, guaranteeing the initiative also after the project's end.

3.1.3 Target Audience

EU-VIORMED will target audiences not only in Europe, but will extend to all continents. Depending on the phase of the project lifetime, the priority audiences are likely to change. For example, in the beginning of the project EU-VIORMED users from the scientific and medical community will be prioritized, whereas towards the end of the project, the wider public may become the priority audience to target.

Audience that EU-VIORMED will target includes:

- Scientific community in terms of researchers and experts;
- Non-scientific community in terms of general public and citizen scientists;
- Local stakeholders:
 - a. political, policy-related, influential and financial stakeholders;
 - b. users and relatives advocacy groups;
 - c. associations of Forensic Mental Health Professionals;
- Media, scientific journals.

3.1.4 Key Messages for Audience

Communication is the activity of conveying meaningful information: to successfully communicate key messages, EU-VIORMED will deploy strategic means:

- scientific results and applications' developments will be fed in the communication strategy so as to share messages about the added value of EU-VIORMED. As such, the dissemination partners will collaborate with all project partners to share project progress;
- communication will reach-out new users and communities;
- EU-VIORMED will define and communicate shared messages meaningful for all audiences:
- EU-VIORMED messages will be 'audience-specific' and thus vary to address their respective, specific expectations and interest from EU-VIORMED;
- messages will be continuously enriched through the project lifetime to reflect project progress, fast-paced technological advancements and priorities as defined by the project or the external context;
- messages will be adapted to the technical/scientific level of the audience, and where necessary, a 'lay' approach and language will be adopted.

A number of key 'audience-specific' messages are presented below.

Messages / Audience	Non-scientific community	Scientific community	Local stakeholders	Media & scientific journals
Objective 1: Improving knowledge on the assessment and treatment of mentally disordered offenders, making visible the project's contents and findings. This will be achieved approaching local communities through appropriate channels.				
Message 1 Treatments in pathways for forensic and psychiatric care are currently characterised by some strengths and limitations. A feasible synthesis of available information supports clinical decision making, through a critical appraisal process.		X	X	X
Message 2 A variety of potential sources of violence, identified considering the ratio of odds of exposure versus the odds of no exposure, is relevant among psychiatric forensic patients. Risk of violence can be explained using combination of exposures.	X	X	X	X
Objective 2: Providing accurate informal education and recommendations in a plain language to assist in the planning of services for clinicians, managers, commissioners and politicians.				
Message 1 What works for often marginalised forensic psychiatry patients, their families and their carers, at an operational, clinical and ethical level across Europe.	X		X	X

Message 2 The project enables new perspectives in terms of diagnosis and treatment, improving the quality of forensic care.	X	X	X	X
Objective 3: Involving local experts and collaborating stakeholders in the communication flow according to specific phases, guaranteeing the initiative also after the project's end.				
Message 1 The project allows bridging the gap between the needs and rights of patients, the public and the criminal justice system, and between treatment rights and public protection.		X	X	X

3.2 Branding

3.2.1 Logo

A professional web designer has been involved. We were able to choose among different options of logo. In terms of content, the selected logo represent the European nature of the ongoing collaboration. Below the selected logo for the EU-VIORMED project.



3.2.2 Templates

Templates for text documents and presentations will be produced and made downloadable for all members of the project. Consistent use of templates ensures a harmonised impression for the project and makes it recognisable at a glance.

3.3 Communication Channels

EU-VIORMED findings will be disseminated through different communication channels according to adequate audience at different phases of the project. Experts and staff will be involved allowing a first dissemination within the local community. Non-scientific community will be mainly approached using the project website and social media profiles (e.g., Facebook and Twitter), updated on a regular basis. The European Federation of Associations of Families of People with Mental Illness (EUFAMI) will be primarily involved in these communication strategies. In addition, the scientific community will take advantage of lectures and posters on preliminary and final findings, which will be presented in national and international conferences, and papers on peer-reviewed scientific journals highlighting take-home messages.

3.3.1 Directly Controlled

Directly controlled communication channels are the ones that the project can utilize and can control directly.

- **Website**

The EU-VIORMED website is the main communication tool and the interface for all EU-VIORMED audience.

The EU-VIORMED website will be registered under an .eu domain name and will include two sections:

- 1) The public website will share information on the project, its history, its partnerships, media announcements and also conferences and events. The possibility to register not only individual users but also research organizations or academic institutions will be explored.

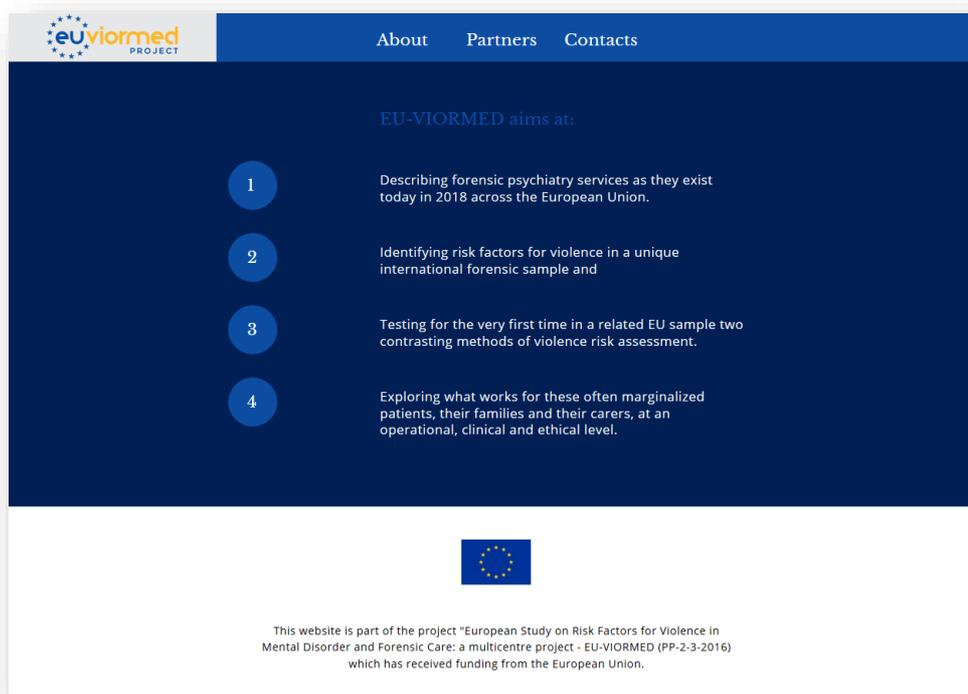
- 2) The reserved area, containing confidential information to share among the project consortium. This includes project meetings' minutes, confidential deliverables and other internal project plans and reports.

Below some screenshots of the homepage of the EU-VIORMED website.

EU-VIORMED website Screenshot 1



EU-VIORMED website Screenshot 2



Accessing the website can take place either through search engines or through other partnering websites. In the first case, EU-VIORMED will ensure that the website is optimized for search engines, as suggested by the EC Communication Best Practices http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html. In the second case, the EU-VIORMED website will be promoted, among other ways, as a link from the websites of other partnering projects, universities, research organizations. EU-VIORMED will reach out to identify and link with such partners, starting from its own partners. Mutual featuring in each other's website will also be sought with partnering projects.

The project website will aim to comply with the recommended usability and accessibility standards (e.g. ISO 9241 standard, parts 110 and 111).

- **Dissemination Materials**

The dissemination tools are described in the Technical Annex and are presented in the section 8 'Timeframe' below. Communication tools are selected according to their ability to reach their target, timeliness, accessibility and user-friendliness, flexibility, reliability, credibility and cost effectiveness. The following tools are identified: Project logo and website, Mailing List, Power Point Presentations and posters templates, Project information sheet(s), Scientific articles, Press releases, and Participation to international conferences and workshops.

Audience/Tools	Communication tools	Maximizing exposure
Scientific Community (Researchers, Scholars)	Oral and poster presentations at conferences and congresses Peer reviewed articles Project website	Choice of high-profile meetings and journals Compliance with EC's Open Access Policy
National and international stakeholders (policy makers, users and relatives, associations of professionals)	Project Website Press releases Printed material (leaflets) Final public event	Involvement of high-profile personalities EU-VIORMED partners will contribute to policy related reports
Non-scientific community	Project Website Social media Printed material (leaflets)	Liaison with already active lay interest groups, such as blogs and social networks
Media & scientific journals	Project Website Press releases In-person meetings Printed material (leaflets) Final public event	link with local journals to contribute to Creation of mailing lists of media contacts to disseminate news and articles rapidly to a large number of media contacts

- **Conferences and Events**

EU-VIORMED partners will regularly represent the project and its achievements to conferences, meetings, and other events. Each partner is free to promote EU-VIORMED project, according to consortium agreed strategies. Partners will keep track of events and activities where they represent the project, sharing relevant information with partners. Final conference will be organized involving relevant stakeholders and media.

A list of conferences where EU-VIORMED plans to be represented will be available on the website. This will include at the time of drafting this document the Congress of the Section of Epidemiology and Social Psychiatry of the European Psychiatric Association (EPA) in Wien, Austria, April 4-7, 2018 and the IAFMHS meeting in Antwerp, June 12-14, 2018.

- **Outreach and EU-VIORMED Community**

Reaching out new users, and supporters is a project core activity that will help to build the EU-VIORMED community, maximizing its impact. The EU-VIORMED community will benefit from the new perspectives derived from the project but will also contribute to its value, feedback and knowledge.

Benefits for EU-VIORMED community members include:

- Regular information and news on EU-VIORMED progress and new resources (leaflet and project website);
- Information on professionals training sessions organized by the project team;
- Information on conferences;
- Networking, EU-VIORMED will help to connect each other community members, in order to promote collaborations and shared knowledge and best practices (e.g., international collaborations and career improvement).

Benefits for EU-VIORMED project include:

- Promote awareness on EU-VIORMED to a larger audience (EU-VIORMED community members further disseminate to their communities);
- Contribute to developing tools and services useful for the infrastructure (e.g. through recognized, voluntary, community-based contributions);
- Other on-demand services.

- **User Communication and Feedback**

Regular updates of social media accounts will engage community members. They will be able to provide adequate feedbacks directly through the use of social networks platforms, posts, likes, and re-tweet.

3.3.2 Non-Controlled Communication Channels

Non-controlled communication channels include other related networks, initiatives and organizations.

- **Existing Communication Channels and Public Relations**

EU-VIORMED aims to capitalize on the experience, resources and contacts already available from community initiatives, in order to reach a larger audience and avoid duplicated activities. As such, EU-VIORMED aims to establish mutually acceptable partnerships on communication with relevant organizations, networks, projects and initiatives. EU-VIORMED will identify international scientific initiatives and projects with similar goals, also considering national initiatives related to the scope of EU-VIORMED.

4. Methods - Internal Communication

For effective dissemination, it is important to establish internal communication channels early in the project. Good project dissemination relies on solid organization and clear communication among partners, so that:

- The project is disseminated systematically without missing out on important events;
- Every partner is kept up to date with current activities;
- Everyone involved can easily find dissemination materials available for download, for distribution at events.

4.1 Mailing Lists

Dedicated mailing lists will be set up for each area of the project (i.e., (i) all members of the consortium, (ii) WP leaders, (iii) PIs and Coordination Team, (iv) Research Assistants for the clinical studies, (v) Advisory Board members) networking area, service activities, joint research, project management, and consortium communications), considering number of potential subscriptions.

4.2 Reserved Area

To facilitate collaborative work among partners, a reserved area within the project website is under construction. All partners will receive a username and password for the “sign in” link. The aim of this area is to provide a safety

environment to share and store relevant documents, templates for dissemination tools, agenda of past and future teleconferences (together with past minutes and agendas).

Moreover, the “dissemination” page will contain all dissemination materials produced by partners during past events (slides presentations, lay-press articles, etc.) which can be further updated for other initiatives.

5. Monitoring and Evaluation

5.1 Performance Measurement

Promoting sustainability in the long-term and contributing to facilitate future work, the project dissemination evaluation will examine the progress of planned activities, as stated in the objectives, but also unintended results. Performance evaluations will deal with correct use of resources and users’ feedback about communication materials. Performance measurement methods include Google analytics to monitor website statistics, traffic and dissemination effectiveness, showing how visitors find the site, how they browse and use it (http://www.google.com/intl/en_uk/analytics/index.html)

5.2 Key Performance Indicators

For each objective the following table reports the indicators to be used:

Operational Level/Indicators	Output Indicators
Outcome 1 Increase the number of EU-VIORMED supporters among non-scientific community contributing to ‘citizen science’	No. of EU-VIORMED Communication Network’ members Trends in the EU-VIORMED website visits Social networking: no. of followers of the Project (reactions and likes) No. & ranking of participants to EU-VIORMED events No. of expressions of interest for EU-VIORMED by researchers or groups No. of printed and distributed leaflets
Outcome 2 Increase awareness among the scientific community and stakeholders on EU-VIORMED value and impact,	No. of conferences where EU-VIORMED is presented and No. of posters and presentations in conferences Impact factor of relevant publications and audience of target of selected scientific journals No. of press releases in lay media No. of liaisons with academic institutions
Outcome 3 Continuously improve services and enhance users’ ownership of the infrastructure by establishing a 2-way dialogue between users and EU-VIORMED	User Satisfaction survey

5.3 Risks and Assumptions

The communication risks are associated to the consequences of a communication activity going wrong and what can be done to prevent or mitigate this. The following risks and mitigation strategies are suggested:

Risk	Probability / Impact / Severity	Mitigation
An audience not specialized in forensic psychiatry has difficulty understanding EU-VIORMED project	High/High/Critical	Use plain language, real examples Language is adapted to different contexts, and audience’s needs
External communication is not successful despite the efforts	Medium/Medium/Major	Sufficient resources are allocated Regular monitoring & evaluation Proactive and direct communication with users to establish positive word of mouth
Harmful events for the reputation of EU-VIORMED or breach of ethics	Low/High/Minor	Adopt strategies to increase users’ perception of quality

		Proactive communication with media and research networks Establish ethics policies
--	--	---

6. Timeframe

Following detailed described steps, the timeframe of the EU-VIORMED communication activities are portrayed in the Gantt chart below:

WP3- Dissemination Cronogramme (P8-UNIMIB; P7-EUFAMI; P1 IRCSS FBF, all partners)																																									
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36					
Activities	Milestones	Deliverables	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20			
3.1 Dissemination Plan and Set-up of the Project Advisory Board (Months 1-3)	M3.1 Dissemination materials available	D3.1 Dissemination plan D3.2 Leaflet D3.3 Website																																							
3.2 Dissemination (Months 3- 36) -website update -social media -conferences and congresses (e.g., in 2018 C1: EPA-SOCPYSY, Wien; C2: IAFMHS, Antwerp)																																									
3.3 Organization of the project final conference (Months 24-36)	M3.2 Final project conference	D3.4 Layman's version of the final report																																							

7. Conclusions

This document sets the framework for best disseminating the EU-VIORMED results to the defined targeted stakeholders. Ensuring a consistent communication and representation strategy to the stakeholders as well as establishing a positive word of mouth experience among users is of foremost importance. Collaboration among project partners for sharing of results and building on dynamicity and adaptability are key words for successful project dissemination. Visual Presentation of the EU-VIORMED Website, EU-VIORMED Logo, and poster will be soon available according to technical experts offers and requirements.

8. Bibliography

- EC Directorate-General for Research by Giovanni Carrada (2006) 'A scientists survival kit to communicating science' Belgium
- FP7 Projects: Communication Best Practices
http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html

