ICT-2011-288048

EURECA

Enabling information re-Use by linking clinical Research and CAre

Deliverable: D10.3 Initial Dissemination Plan

Due date of deliverable: (01-12-2012)
Actual submission date: (04-12-2012)

Start date of Project: 01 February 2012   Duration: 42 months

Responsible WP: Breast International Group (BIG)-aisbl

Revision: Submitted

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Service	
RE	Restricted to a group specified by the Consortium (including the Commission Services)	**RE**
CO	Confidential, only for members of the Consortium (excluding the Commission Services)	

0 DOCUMENT INFO

0.1 Author

Author	Company	E-mail
Livia Meirsman	Breast International Group (BIG)	livia.meirsman@bordet.be
Danny Burke and Claire Lorimer	eCancer	danny@ecancer.org claire@ecancer.org

0.2 Documents History

Document version #	Date	Change
V0.1		Starting version, template
V0.2		Definition of table of contents (ToC)
V0.3		First complete draft
V0.4		EURECA d version (sent to WP members)
V0.5		Updated version (sent to PCP)
V0.6		Updated version (sent to project internal reviewers)
Sign off		Signed off version (sent for approval to PMT members)
V1.0		Approved version (submitted to EC)

0.3 Document Data

Keywords	Information, Knowledge, Exploitation, Sustainability,

Editor address data	Name: Livia Meirsman
	Partner: Breast International Group (BIG)-aisbl
	Address: c/o Jules Bordet Institute
	                121 Blvd. de Waterloo, 7th Fl.
	                B-1000 Brussels, Belgium
	
	Phone: +32 2 541 3526
	Fax: +32 2 541 3199
	E-mail: livia.meirsman@bordet.be

Delivery date	4 December 2012

0.4 Distribution List

Date	Issue	E-mail
18/09/2012	ToC	WP10 mailing list
09/11/2012	Input for table 1	al_eureca_all@natlab.research.philips.com
20/11/2012	Document Review	al_eureca_all@natlab.research.philips.com

Table of Contents

1 INTRODUCTION

Dissemination is a key element of the EURECA project and should be carefully planned and implemented in order to spread awareness about this European Union (EU) funded project to a wide audience, including possible end-users. This will help guarantee an optimal exploitation of the project results and the long-term sustainability of the EURECA solutions. For these reasons, the EURECA participants have conceived this initial dissemination plan that describes the objectives and foreseen channels for the dissemination of the knowledge generated by the project.

This plan is in compliance with the EURECA Description of Work (ICT-2011-288048) as revised on a yearly basis, the EURECA Consortium Agreement and the Communication Guidelines for Projects/Studies[1] published by the ICT for Health Unit of the European Commission in August 2010. This plan will be revised as the need arises and on Month 36 of the project (D10.8 Final Dissemination Plan).

1.1 Purpose of the Document

The purposes of this deliverable are the following:
- Establish a strategy for internal communication and external dissemination of the project information and results;
- Define the project partners' roles and responsibilities in terms of dissemination.
- Detail the key dissemination tools and their implementation.

1.2 Target Users of the Document

This document is intended to be a reference document for all EURECA partners. It is also aimed at the European Commission (EC) services to report on the management of the information within the Consortium and on the current strategy for the dissemination of project related information. Although it is currently tagged as an internal document, EURECA partners could decide to share it on an ad-hoc basis with groups, which have similar objectives and constraints.

1.3 Evolution of the Document

This document is based on the partners' experience from previous EC projects and on their individual know-how. Nine months into the project, some of the dissemination tools have already been used and others are still to be developed. A final dissemination plan will be elaborated at the end of the grant period to set the basis for the long-term communication strategy of the project.

---

[1] See **Annex 4**

2 GENERAL DISSEMINATION RULES

2.1 Applicable Guidelines

2.1.1 Presentation and Publication Guidelines

In accordance with the EURECA Consortium Agreement (section 4.4.1), any publication related to work done under EURECA shall be sent to the Co-ordinator, Philips, and by the Co-ordinator to the EURECA Consortium participants at the earliest time possible. The latter will have at least 30 days to comment/object to the publication[2].

Any project presentation will be made using the project templates provided by Philips and will have to be circulated for comments to the Consortium participants at the earliest time possible and prior to the meeting.

Presentations and publications must also comply with the following clauses about visual identity and compulsory acknowledgements.

2.1.2 EURECA (Initial) Exploitation Plan

The EURECA (initial) exploitation plan aims to guarantee the valorisation of the EURECA project and the development of the tools generated and identify potential markets and channels for the data and tools that result from the work packages. This exploitation plan, which should be delivered approximately 2 month after the present plan, will build on the present dissemination plan to provide a more detailed overview of the potential user groups and sustainability objectives.

2.2 Visual Identity

This section describes the features that contribute to giving a common visual identity to all dissemination activities allowing for a better visibility and recognition of the project.

2.2.1 Layouts and Templates

Common/similar layouts are used for EURECA dissemination materials. The project colour theme is **green and blue**. Templates for project meeting minutes and PowerPoint presentations were made available at the end of Month 3 of the project (March 2011) by the project coordinator, Philips.

2.2.2 Logos

The EURECA partners were invited to contribute ideas for the project logo and proposals were submitted to a vote in Month 2. The selected logo includes the name of the project ("EURECA") and the representation of a connection between dots/molecules/hubs evoking the concept of connection between "research" and "care" data.

Figure 1: EURECA Logo

In addition to the project logo, the European Commission requires that the logos of the **European Commission** and **eHealth** (see section 2.3) are used on any project

---

[2] For more details about publications, please refer to the EURECA Consortium Agreement (section 4.4.1).

publication and promotional material, as well as on the project's website (see also "4.3 Compulsory Acknowledgements" section).

2.3 Compulsory Acknowledgements and Disclaimer

Any organisation contributing to the EURECA project (within the scope of the EU funded project and beyond) will be clearly acknowledged in all dissemination activities. In particular, the European Commission requires to be acknowledged in the project website home page as well as in the footer of all website pages and on all reports and publicity material such as flyers, leaflets, articles, interviews, press releases, etc. with the inclusion of the following features. It should also be noted that mentioning the amount of funding is not necessary.

a. Acknowledgement Statement:
The following acknowledgement must be added when a partner mentions the project (in any publication, report, article, etc.):

"This project is partially funded by the European Commission under the 7th Framework Programme

b. Website Links (for the EURECA website only):
Inclusion of a link to the European Commission/INFSO section of Europa (http://ec.europa.eu/information_society) under ""European Commission" and a link to FP7 CORDIS ICT website (http://cordis.europa.eu/fp7/ict/) under "7th Framework Programme".

c. Mandatory Logos
The European Commission requires the use of the following logos on any project publication and promotional material, as well as on the project's website.

Figure 2: European Commission's logo   **Figure 3:** eHealth visual

These logos are available at the eHealth Information centre[3]. They can be increased or decreased their size but you are not allowed to change the length or width only, or to cut a part of the logo or to change its colours.

d. Disclaimer
The following disclaimer must be added when a partner mentions the project (in any publication, report, article, etc):

"Possible inaccuracies of information are under the responsibility of the project team. This report reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein."

---

[3] http://ec.europa.eu/information_society/activities/health/promotion/index_en.htm.

The Commission reserves the right to edit or change the submitted texts (press release, project/study description, monthly focus, success story, etc.) to increase their dissemination potential should this be deemed necessary[4].

---

[4] See **Annex 4** for more information

3 PROJECT SPECIFICITIES

In this section we will outline the project characteristics in terms of project target groups and project partners' potential reach. These two elements will guide us for the definition of a preliminary dissemination strategy.

3.1 EURECA Target Groups

The EURECA team in charge of the EURECA (initial) exploitation plan[5] has identified the EURECA target groups and sorted them around the two activity domains which EURECA aims to impact: care and research. These target groups are as follows:

CARE
- *Care providers* – Physicians, Nurses, Hospitals
- *Private sector / industry* – Consultants, Pharma
- *Care standards organisations* – SNOMED/ ICD, OpenEHR
- *Patients* – Family, Cancer patients, Patient societies / Professional groups
- *Professional societies* – ESMO, ESTRO, ECCO
- *Public health sectors* – National Government, EU, Member States, EMEA

RESEARCH
- *Research executors* – Nurses, Universities, Hospitals, Data Management, Physicians.
- *Research sponsors* – Pharma, Device, Grant recipients, Collaborative trial groups (EORTC…)
- *Research tool vendors* – Oracle, Makro, eCRF
- **Research service providers** – CRO
- *Research supporters* – Charities, Industry, Government
- *Research educators* – Universities
- *Research standards organisations* – GCP, CDISC
- *Patients* – Family, Cancer patients, Patient societies / Professional groups
- *Professional societies* – ESMO, ECCO, ESTRO
- *Public health sectors* – National Government, EU, Member States, EMEA

We believe that the EURECA external dissemination strategy which is outlined in section 4.3, should target these same groups.

3.2 EURECA Consortium

The EURECA Consortium brings together a wide spectrum of expertise, which ranges from technical expertise to clinical institutions. This complementarity will guarantee that the EURECA tools, services and applications will be developed, evaluated and validated by different user groups. In terms of dissemination, this complementarity also offers the possibility to reach different types of professional communities. The below table gives an inventory of the different expertise and possible channels of dissemination available within the EURECA Consortium.

---

[5] André Dekker, Simone Moorman (MAASTRO), EURECA Initial Exploitation Plan (D10.4)

Table 1 EURECA participant's expertise and possible channels of dissemination

Participant	Short name	Expertise	Privileged access to dissemination channels and/or affiliations to other networks
1	Philips	Clinical technology, clinical information systems, information integration, domain modelling, medical imaging, standardization and interoperability	Unspecified
2	FORTH	Post-genomic research and innovative computer methods and tools in the area of medical informatics, ehealth, m-Health, medical imaging bioinformatics.	1. IEEE Computer Society 2. Frederick University, Cyprus 3. Hellenic Society for Computational Biology and Bioinformatics (HSCB 4. Technical University of Cyprus, Cyprus 5. Technological Educational Institute of Crete 6. European projects such as INTEGRATE, p-Medicine, eHealthMonitor.
3	IJB	Clinical care, clinical trials (breast cancer), clinical and translational research, EHR and CT systems, HL7 CDA, SNOMED CT, CDISC, etc.	1. Internal publications: Bordet News; eJCancer Bordet 2. Affiliations: EORTC, IRIS network[6]; OECI[7]

---

[6] http://www.iris-hopitaux.be/
[7] Organisation of European Cancer Institutes (http://www.oeci-eeig.org/)

4	Custodix	Privacy protection and e- security, architecture, SoA, CT and EHR systems standardization	1. Dissemination to the pharmaceutical industry (through customer base and participation in IMI projects) 2. company website; company promotional material (leaflets, posters at fairs and industry events)
5	UdS	Clinical care, clinical trials and clinical research in paediatric oncology, clinical trial management systems, EHR systems.	1. Hospital Website 2. GPOH (Society of German Paediatric Oncology and Haematology) 3. SIOP (International Society of Paediatric Oncology) 4. ENCCA (Network of excellence, EU-funded: European Network for Cancer in Children and Adolescents) 5. P-medicine FP7 project 6. Publications
6	UOXF	Clinical care, clinical trials (breast cancer, bone sarcoma, etc.), clinical and translational research, bioinformatics and data mining, diagnostic prognostic, predicitive markers.	1. University website 2. p-medicine 3. Scientific meetings 4. Scientific Papers
7	FhG	Data mining, statistics, distributed systems, data warehousing, healthcare and research standards, development of CT systems	1. FhG-IBMT homepage 2. Various conferences and papers
8	VUA	Semantic reasoning, semantic web technologies, logic representations, ontologies, medical guidelines, data models	1. Group website http://krr.cs.vu.nl/. 2. Paper presentations in scientific workshops and conferences, 3. Articles in journals 4. Presentations at department meetings called "Workshop Artificial Intelligence (WAI)"

9	BIG	Clinical trials in breast cancer, clinical and translational research, predictive and prognostic models, ethical, legal and regulatory frameworks	1. BIG member groups 2. EORTC (BIG member) 3. European CanCer Organisation 4. (ECCO) 5. BIG Newsletter 6. www.cancerworld.com
10	LUH	Legal and ethical problems of ICT in the healthcare domain	1. University website 2. p-medicine 3. Scientific meetings 4. Scientific Papers
11	Xerox	NLP, information extraction, ontologies, semantic reasoning	1. Publications of work performed for the EURECA project in NLP and IE conferences. 2. Give access to medical text annotation tools through Open Xerox (Xerox portal for Research dissemination)
12	UPM	Biomedical Informatics, Semantic Interoperability, Information Retrieval, Biomedical Ontologies, Biomedical Image processing, Clinico-genomic Data Integration, Cloud Computing, Nanoinformatics	1. University and School of Computer Science website 2. P-medicine, DICODE, INBIOMEDvision and Africa-Build EU projects 3. Scientific meetings 4. Scientific papers

13	MAASTRO	Clinical site specialised in radiation oncology, clinical trials, automatic eCRF completion with EHR data	1. Various project websites – Predictcancer.org – Cancerdata.org – QIN newsletter[8] 2. Peer-reviewed journals 3. Scientific conferences 4. ASTRO/ESTRO/ECCO/AAPM Memberships and conferences[9] 5. W3C HCLS IG (Health Care and Life Sciences Interest Group[10]) mailing list (~600 subscribers) 6. NICTIZ[11] (Platform Patiënt en eHealth) 7. SWAT4LS Workshop[12]
14	eCancer	Dissemination of oncology knowledge	1. ecancer.org, 2. ecancerpatient.org 3. ecancer's south American websites 4. ecancer newsletters, 5. p-medicine project 6. EurocanPlatform project 7. Global cancer conferences

---

[8] http://imaging.cancer.gov/images/documents/QIN-Newsletter-1.pdf
[9] www.astro.org; www.estro.org; http://www.ecco-org.eu/; www.aapm.org/
[10] http://www.w3.org/blog/hcls/
[11] http://www.nictiz.nl/
[12] http://www.swat4ls.org/

15	EuroRec	Quality labelling and certification of electronic health records (EHRs); Repository of functional descriptive (quality) criteria (+1800 criteria, translated in 19 languages); tools for quality labelling and certification services	1. EuroRec network and through its several national ProRec centres 2. EuroRec website (http://www.eurorec.org) 3. Peer-reviewed publications 4. Presentations at conferences 5. Scientific meetings 6. Through other EC/IMI funded projects EuroRec is involved in (e.g. SemanticHealthNet, EHR4CR, Salus, eHealth Innovation, EMIF, Antilope)
16	SIT	Semantic web technologies, semantic reasoning, personalisation, contextualization, recommendation systems, software design and development, user interfaces, web design	1. Izovator (innovation platform care economy), www.izovator.nl 2. izovator Awards ceremony 3. Immovator (cross media network).www immovator.nl 4. Cross-media cafe :presentations 5. TNO website: crossmedia monitor 6. creatieve industie, topsector Life science &health : ww.rijksoverheid.nl 7. Stoneroos website 8. facebook, twitter 9. website demonstrator 10. demonstrator
17	GBG	Clinical trials in breast cancer, protocol development, patient recruitment, surgery, clinical and translational research, predictive and prognostic models, ethical, legal and regulatory, clinical guidelines	1. GBG Newsletter 2. GBG Website 3. GBG Annual meeting (GBG Jahrestreff)
18	NRC	Language-independent text analysis methods, processing of multi-lingual documents	4. NRC Corporate web site 5. NRC Publications Archive

Based on DoW table 2.3)

4 EURECA DISSEMINATION STRATEGY

This section aims to lay the basis of a dissemination strategy based on the analysis of the project (and project partners) specificities which was performed in the previous section 3.

4.1 General Approach and Timing

The communication and dissemination approach of EURECA is implemented at different levels. It is based on solid communication patterns at the level of the project ("*internal dissemination*") and it extends gradually through the channels defined by the EURECA partners (see table 1) to different target users groups ("*external dissemination*") which are sorted by priority in the below figure.
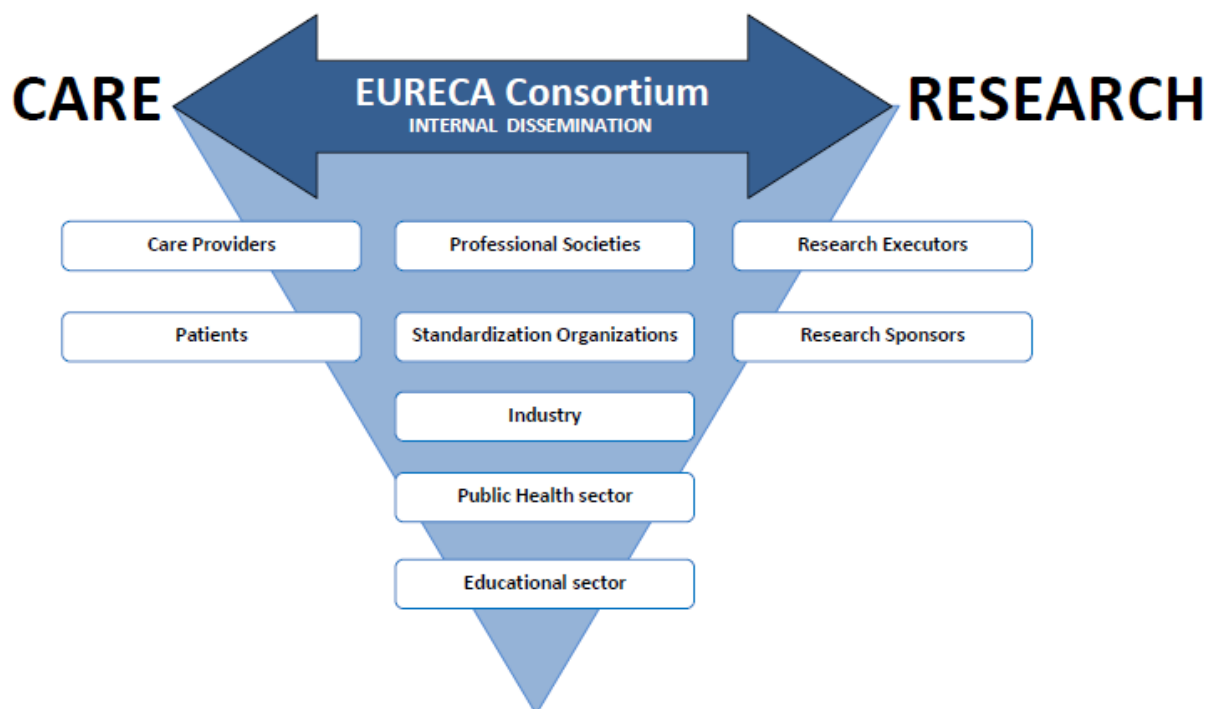

Figure 4: EURECA external dissemination prioritization

While some of the target groups (as defined in 3.1) are specific to the "Care" domain or to the "Research" domain, others are common to both domains. It is hypothesised that EURECA partners will help reaching the target groups that are closer to their own domain of expertise (see Table 1 of section 3.2). The immediate beneficiaries of the EURECA solutions such as the "Care Providers", the "Patients" and the "Research Executors" will be the first target user groups of the EURECA dissemination strategy.

Concerning the timing of our dissemination strategy, three distinct phases of implementation can be identified:
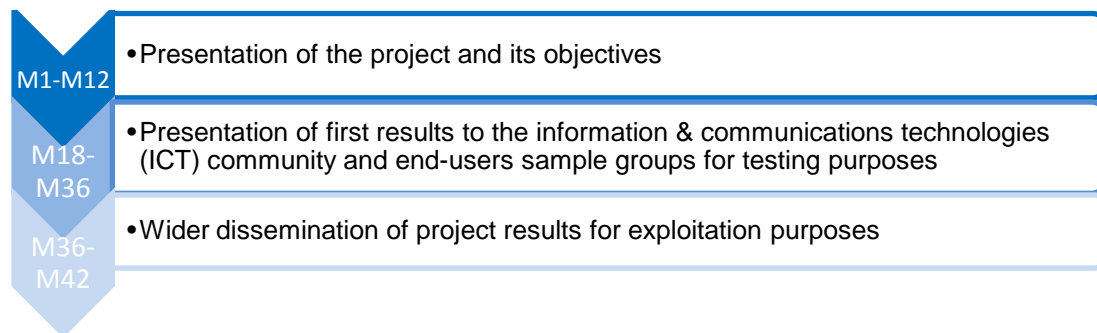
M1-M12	• Presentation of the project and its objectives
M18-M36	• Presentation of first results to the information & communications technologies (ICT) community and end-users sample groups for testing purposes
M36-M42	• Wider dissemination of project results for exploitation purposes

Figure 5 Timing (in Month of project) of the EURECA dissemination strategy

4.2 Internal Strategy

Continuous and effective internal communication is key to the success of large international projects such as EURECA. For this reason, internal dissemination must be considered as an essential part of the dissemination strategy as a whole. Internal communication should allow to:

- Keep track of project-related decisions and action points
- Clearly communicate the role and responsibility of each project participant
- Communicate on WP progress
- Disseminate the right level of information to project participants
- Identify problems and provide solutions

4.3 External Strategy

Much efforts will be aimed at promoting the project and disseminating project results beyond the Consortium. The major external dissemination objectives are to:

- Clearly identify the different external user groups that could benefit from the EURECA project results ("the Target Groups") and the best channels of communication to reach them.
- Effectively use these communication channels to present the EURECA project results and tools
- Maintain an open-line with the European Commission (EC) and take advantage of the EC media.
- Establish links and encourage synergies with similar projects and initiatives
- Provide the foundation of a comprehensive exploitation strategy

Details of each dissemination activity/tool are provided in the section 5 ("Dissemination tools and activities")

4.4 Partners' Role in Dissemination

As depicted in section 3.2, the EURECA participants are associated to different professional domains. They should seize this opportunity to disseminate information about the project within their own networks e.g. by posting updated information on the project on their own website and circulating key information such as press-releases and advertising of the one-stop shop for instance. Direct contacts and meetings with Target Groups will also be envisaged.

5   EURECA DISSEMINATION TOOLS

5.1   Overview

The following table provides an overview of the dissemination tools to be used in EURECA.

Table 2 Overview of the EURECA Dissemination Tools

Dissemination Tools	Target Groups	Purpose of Dissemination	Expected Date (if applicable) (Date and/or Month of Project)
Logo	All	Visual identity	M3
Template for meeting presentations	All	Visual identity	M3
BSCW Shared Workspace Server	EURECA Consortium Participants	Project management	M3
Project Wiki	EURECA Consortium Participants	Project management	M3
Project meetings	EURECA Consortium Participants	Project management	Continuous
EURECA public website (http://eurecaproject.eu/)	All	Reach potential users / Identify potential synergies / Raise awareness	M6
EURECA e-Newsletter	All	Reach potential users / Identify potential synergies / Raise awareness	M12, M18, M24, M30, M36, M40
Press Releases	All	Reach potential users / Identify potential synergies / Raise awareness	May 2012 and as additional newsworthy progress is made with at least one annual release to highlight the progress of the project
Publication/Presentation/Posters in/at *scientific* media/events	Care providers, Private sector / industry, standards organisations Professional societies, Research executors, Research sponsors, Research tool vendors, Research service providers, Research educators.	Reach potential users / Identify potential synergies	Continuous
Publication/Presentation/Posters	ICT research community	Reach potential users /	Continuous

in/at *ICT* media/events	Care/Research standards organisations	Identify potential synergies	
Publication/Presentation in/at *general* media/events	All		Continuous
European Commission supported tools	Care/Research standards organisations, Research executors , Professional societies, Public health sectors, Patients, ICT research community	Reach potential users / Identify potential synergies/ Raise awareness	Continuous
EURECA partners individual websites	All	Reach potential users / Identify potential synergies Raise awareness	Effective as from December 2011 - Month 11
ecancer.org and other ecancer websites	Care standards organizations, Research Executors , Professional Societies , Public Health Sectors, Patients and Health Professionals globally	To highlight the news and progress of the EURECA project across multiple platforms on a global basis	Continuous, but with a particular focus towards the end of the project when buy in from the global oncology community will be vital for the success of the project
Eureca Certification Programme webpage on EURECA and EUROREC websites?	Care/Research standards organisations;	Reach potential users / Identify potential synergies	M42
Launching Event at international cancer conference	Care standards organisations, Research executors, Professional societies, Public health sectors, Patients, ICT research community	Reach potential users / Raise awareness	M30
Meeting, teleconferences with patient organisations (e.g., Europa Donna)	Patients	Reach potential users / Raise awareness	M24
Meeting, teleconferences with similar ICT projects	ICT research community	Reach potential users / Identify potential synergies / sustainability	Continuous

Dissemination tools and activities are detailed in sections 5.2 and 5.3

5.2   Internal Dissemination Tools

The project coordinator, Philips, and the participants in charge of the knowledge management work package (WP) have put in place a variety of mechanisms to optimise the communication within the Consortium:

5.2.1   Project Meetings

As detailed in the EURECA Description of Work (Part B) there are several types of project meetings, which are used to share knowledge at the Consortium level:

- Consortium meetings taking place twice a year
- Monthly Consortium "board" teleconferences attended by WP leaders
- WP-specific meetings and teleconferences
- Technical meetings
- Ad-hoc meetings and teleconferences

5.2.2   Project Wiki

EURECA Consortium members use the EURECA Wiki[13] (D7.1), as shown in **Annex 2**, as a database and knowledge management tool. This user-friendly website is structured around the different WP and can be easily developed and modified by any identified/authorised EURECA project participant. WP activities, reports, specific questions about the project as well as any other relevant information are immediately available to all participants. Access is restricted to participants of the Consortium and it is protected by user authentication.

5.2.3   BSCW Document Server

The project BSCW Shared Document Server[14] is used to store and share project documents (e.g., templates, minutes, deliverables). Both the Wiki and BSCW platform constitute the project intranet and are accessible from the EURECA website for project participants.

5.3   External Dissemination Tools

External dissemination designates actions aiming at ensuring the visibility and awareness of the results outside the Consortium borders, i.e., in the clinical scientific community, in the ICT community, in research organisations, in pharmaceutical companies, patient representatives and among the lay public. Some of the tools targeting an external audience are listed below:

5.3.1   Project Public Website

5.3.1.1   Presentation

The project website is live at http://eurecaproject.eu/ (see **Annex 1**). This platform is used to promote the project, to present the project's latest news, to present the project's partners, and the work of the individual work packages. Work packages leaders have been interviewed and these videos are hosted on the website giving visitors a deeper insight into what the project will produce and how the different areas will work together.

---

[13] http://atlas.ics.forth.gr/EURECA/wiki/index.php/Main_Page
[14] http://atlas.ics.forth.gr/bscw

5.3.1.2 Set-up

The website was set up and is hosted and managed using the same servers as ecancer's other platforms. The videos are also hosted using the same streaming platform as the videos currently available on ecancer's other websites.

5.3.1.3 Planning

ecancer will continue to use the website as a platform to disseminate relevant information about the project and to highlight progress and achievements, with monthly updates to the site throughout the length of the project.

5.3.2 ecancer's online platforms

5.3.2.1 Presentation

ecancer manages ecancer.org, an information resource for oncology professionals that attracts 35,000 visitors per month from 191 countries. ecancer.org will be used as a vehicle to promote the news and progress of EURECA to its users as well as through its newsletter which is distributed monthly to 7,000 registered users. ecancer has recently launched a new patient focused website, ecancerpatient.org, that gives cancer patients access to cutting edge information direct from global cancer conferences. In 2013, there will be additional platforms launched in Spanish to give access to the same resources for patients, professionals and the general public in Latin America. These additional platforms will be used to help ensure the global reach of the EURECA project.

5.3.2.2 Planning

The ecancer platforms will be used as appropriate to update the global cancer community on significant progress of the EURECA project with a particular focus on promotion in the later stages of the project in order to support the exploitation of the project.

5.3.3 Newsletter

5.3.3.1 Presentation

Internal and external newsletters will be created to act as a platform to enhance partner to partner communication as well as communicating the progress of the project to an external audience. The internal newsletter will be distributed to internal partners, sharing news and upcoming deliverables and events which will be collated in partnership with the knowledge management WP leader as well as all project partners. The eternal newsletter will focus more on the news and progress the project would like to share with the outside world and will be distributed to users who have signed up to the newsletter on the project website.

5.3.3.2 Planning

Both newsletters will be published every 6 months initially; this will be reviewed as the project develops to react to the amount of information needed to be distributed. The first newsletters will be distributed by the end of Jan 2013.

Table 3 - Foreseen Actions Related to the EURECA Newsletter (suggestion)

Timeline	Action
December 2012	Request contribution from EURECA participants
December 2012	Design of the e-newsletter template

End of Jan 2013	Issue of the first newsletter
Every 6 months	The above actions to organise newsletter content

5.3.4 Posters, Publications and Presentations

In addition to the media listed in Table 1 (EURECA participant's expertise and possible channels of dissemination), we would recommend to use the media listed in Table 4 for dissemination of information about the project (this list is not exhaustive and will be updated in the course of the project):

Table 4 List of Targeted Media for Dissemination

Media	Type of dissemination
On-line publications	• British Journal of Healthcare Computing: (http://www.bj-hc.co.uk) – see example in **Annex 3** • ehealthnews.eu • Knowledge Engineering Review • Journal of Web Semantics, Elsevier • Computers in Biology and Medicine Journal, Elsevier • IEEE Journal of Biomedical and Health Informatics • IEE EMBC Conferences & Journals • Cordis Wire (http://cordis.europa.eu/wire) • Cordis Express (http://cordis.europa.eu/express/) • ICT Results (http://cordis.europa.eu/ictresults/) • eHealth Successful Projects http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm (See also**Table 1)**
Paper Publications	• eHealth Newsletter's http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm. • FP7 Success Story (http://www.euresearch.ch/index.php?id=993) • Cancer World (http://www.cancerworld.com/Home.html) (See also**Table 1)**
Conferences	• Medical Informatics Europe (MIE) conference[15] • HIMSS Europe (Healtcare Information Society)[16] • IEEE International Conference on BioInformatics and BioEngineering (BIBE)[17] • ECCO-ESMO-ESTRO 2013 conference[18] • International Conference on Conceptual Modeling[19] (See also**Table 1)**

5.3.5 Other tools

As mentioned in Table 1, information on EURECA project will also be dissemination via the EURECA partners' own websites.

---

[15] For example : http://mie2014.org/?page=home
16 http://worldofhealthit.org/2013/
[17] http://bibe2012.cs.ucy.ac.cy/
[18] http://www.ecco-org.eu/Conferences
[19] http://www.hkws.org/conference

New mediums and technologies such as RSS feed, social media (twitter, linkedin,etc) will also be envisaged for the external dissemination of EURECA

6   EXECUTIVE SUMMARY

The purposes of this EURECA Initial Dissemination Plan are the following:
- Establish a strategy for internal communication and external dissemination of the project information and results;
- Define the project partners' roles and responsibilities in terms of dissemination.
- Detail the key dissemination tools and their implementation.

The deliverable begins by reminding the general communication principles applicable to the project communication before focusing on the project specificities. The definition of the target groups and internal resources of the EURECA consortium leads to the outline of a dissemination strategy and brings to the forefront the role of each individual EURECA partner in this strategy.

Finally, the EURECA Initial Dissemination Plan details the different methods that have or will be put in place to ensure the appropriate internal dissemination (i.e. the sharing of knowledge within the project consortium) and external dissemination (i.e. communication on the project's research and outcomes); and to therefore guarantee the long term success and sustainability of the project.

7 REFERENCES

1. EURECA ICT-2011-288048 Annex I
2. Communication Guidelines for Projects/Studies (June 2012 edition)
http://ec.europa.eu/information_society/activities/health/docs/guidelines/fp7eHealth-communication_guidelines_projects.pdf
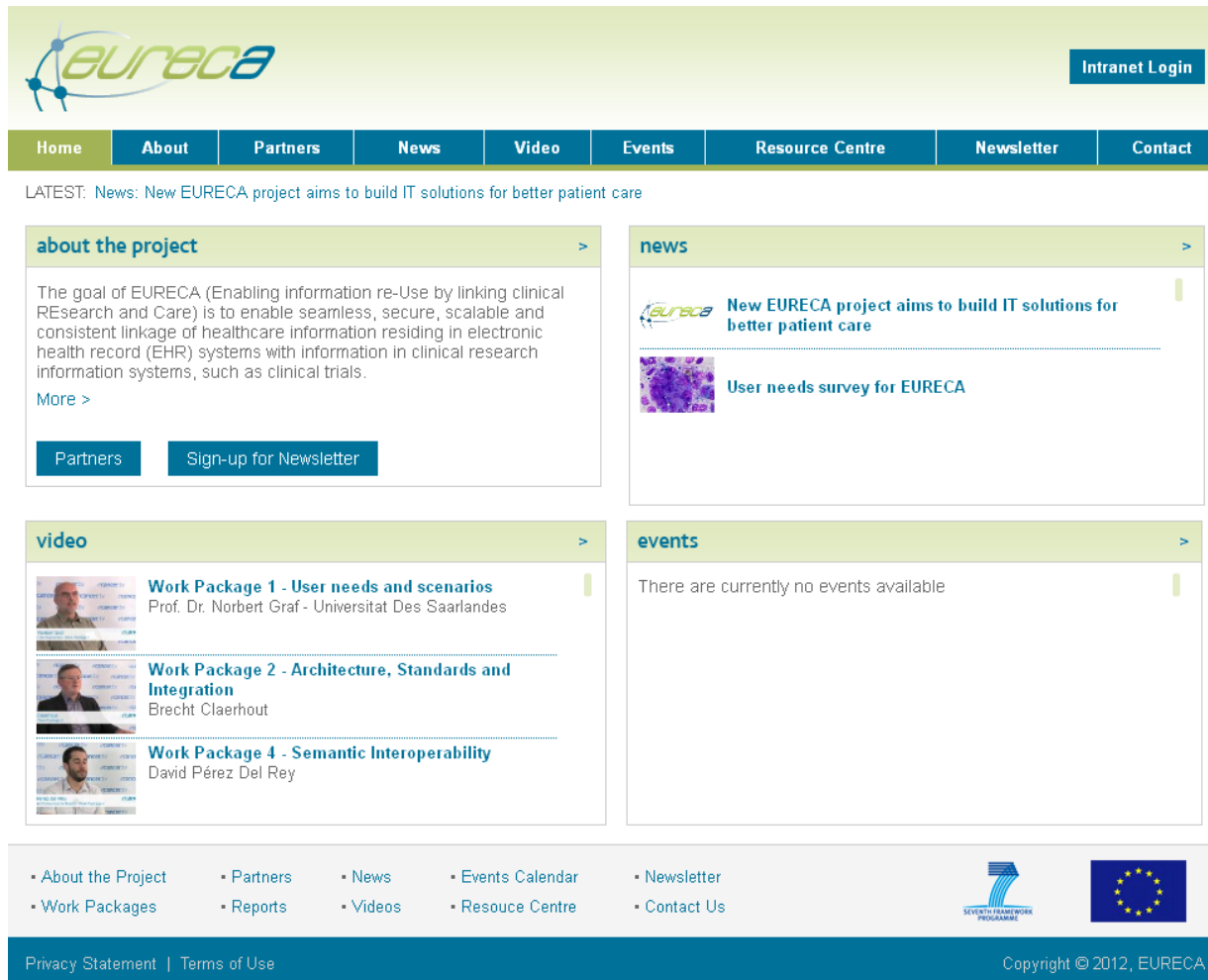3. INTEGRATE Dissemination Plan (FP7 project 270253)

8   ANNEXES

8.1   EURECA public website (D10.2)

8.2   INTEGRATE wiki (D10.1)

8.3   EURECA presentation on the British Journal of Healthcare Computing

8.4   European Commission's Communication Guidelines for Projects/Studies
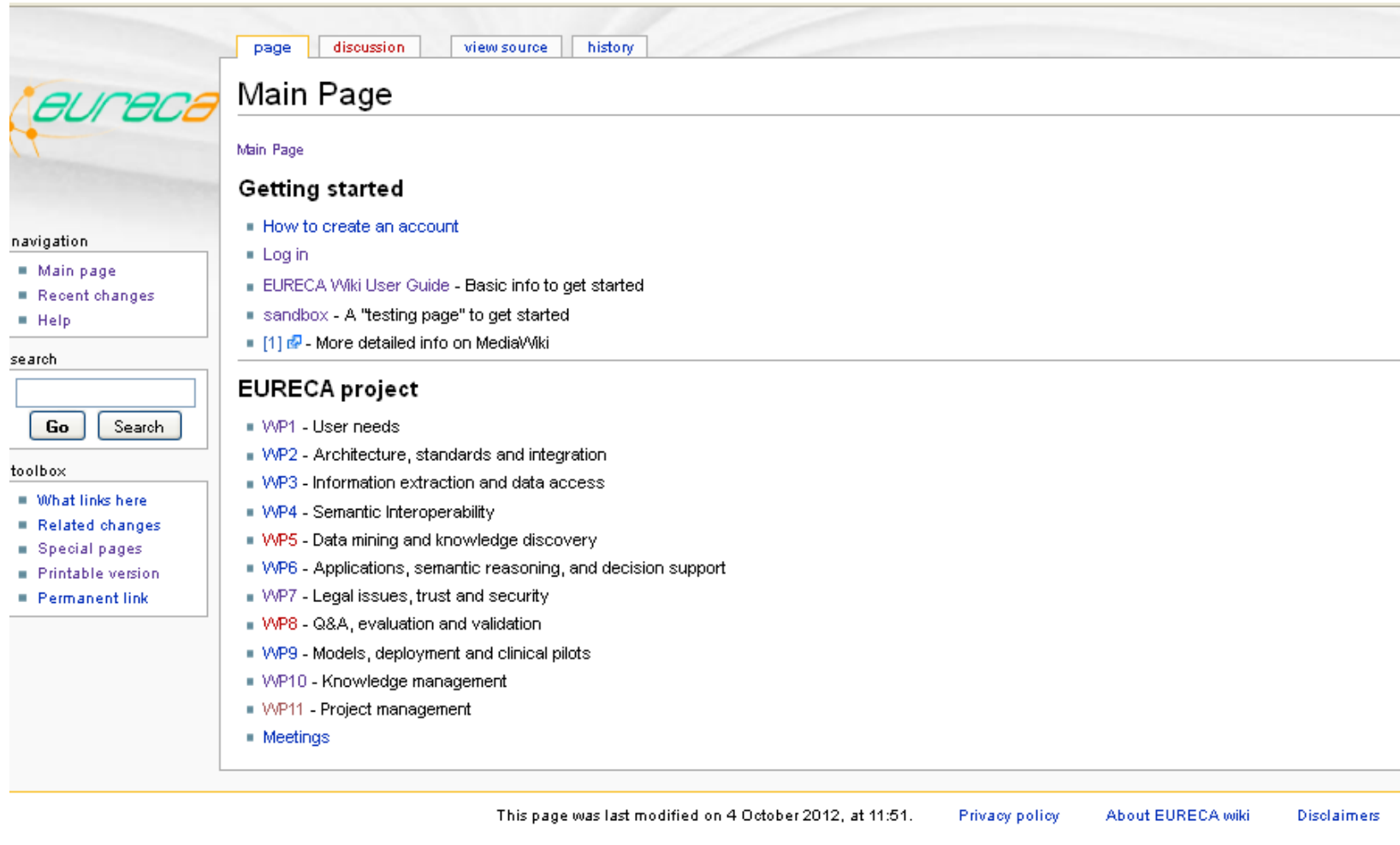
Annex 1: EURECA public website (D10.2)

Annex 2: INTEGRATE wiki (D10.1)

Main Page

Main Page

Getting started

- How to create an account
- Log in
- EURECA Wiki User Guide - Basic info to get started
- sandbox - A "testing page" to get started
- [1] - More detailed info on MediaWiki

EURECA project

- WP1 - User needs
- WP2 - Architecture, standards and integration
- WP3 - Information extraction and data access
- WP4 - Semantic Interoperability
- WP5 - Data mining and knowledge discovery
- WP6 - Applications, semantic reasoning, and decision support
- WP7 - Legal issues, trust and security
- WP8 - Q&A, evaluation and validation
- WP9 - Models, deployment and clinical pilots
- WP10 - Knowledge management
- WP11 - Project management
- Meetings

This page was last modified on 4 October 2012, at 11:51.   Privacy policy   About EURECA wiki   Disclaimers

navigation
- Main page
- Recent changes
- Help

search
Go Search

toolbox
- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

Annex 3: EURECA presentation on the British Journal of Healthcare Computing

British Journal of Healthcare Computing®

News   Views   Events   www.bj-hc.co.uk

Newsletter

Email address

» Subscribe

vox pop

Expert comment. Inside views.

bj-hc.co.uk/voxpop

EURECA project will improve links between healthcare records and clinical research

01.06.2012   Tweet 0   Share 0

[Eindhoven, Netherlands/ Medicine] - EURECA is a European project that aims to build software solutions to improve interoperability among healthcare data systems, such as clinical trials and electronic health record systems. Standing for 'enabling information re-use by linking clinical research and care', the project's objective is to close the gap in the ability of these systems to deliver knowledge and insight back to the researchers, clinicians and patients they are intended to support.

The focus domain oncology

Oncology has been selected as the focus domain for EURECA because of the incidence of cancers, the complexity of data collected and of the therapy

Communication Guidelines for Projects/Studies

JUNE, 2012

These Communication Guidelines aim at helping YOU, Project/Study Coordinators and Partners, to raise awareness about your work.

A good communication raises awareness and visibility about your project/study and can bring it to the attention of useful contacts.

The ICT for Health unit (eHealth) is here to help actively promoting your project/study to maximise its impact.

Your hard work should be recognised!
Let people know about it!

●●● **ICT for Health**

eHealth

Website: http://ec.europa.eu/eHealth

European Commission

eHealth: Project/Study Promotion

Table of Contents

How eHealth helps you promoting your project/study (YOU)

The ICT for Health unit (eHealth) supports its funded projects and studies by promoting their activities at European level. Effective promotion depends greatly on the *quality* and *quantity* of material you provide to us.

We can help you to increase the outreach and impact of your project/study, disseminate experiences and good practices, identify potential partners and attract investors. This is what we can do to help **YOU**:

Website – Blog – Social Media

The ICT for Health unit is well represented on ec.europa.eu, the website presenting the European Union (in brief and in detail), various activities and the Digital Agenda for Europe portal. We can post information about **YOU** on our 'Project/study' section. The better the quality of the material you send us, the more exhaustive the information on Europa.eu will be. Being on Europa will increase your overall 'search engine rankings', which is related to the number of links your site has. The eHealth website (http://ec.europa.eu/ehealth) features a "News" section, so please send us all relevant information for publication. Attach photos or audio-visual material whenever possible.

Other good promotional channels for **YOU**:

③ **Facebook**, **Twitter and Youtube**: Create an account, follow ICT for Health on twitter.com/EU_ehealth, facebook.com/ehealthinfso and http://www.youtube.com/user/eHealthInfso. We will follow you back and your information might then be published in our **EU eHealth Daily** newspaper (http://paper.li/EU_eHealth/1317734444). FYI *eHealth Week* is also present on Twitter, Youtube and Facebook channels.

③ **Cordis** Wire, an online news wire that gathers information sent to them by European innovation and research stakeholders http://cordis.europa.eu/wire/ and Cordis Express, a weekly briefing on European Research and Innovation http://cordis.europa.eu/express/

③ **ICT Results**, an online editorial service promoting the results and ongoing activities of ICT-related research projects funded by the E.C. (http://cordis.europa.eu/ictresults/). A meeting place for companies of all sizes, public service providers, media and info relays, investors, the research community and the citizen.

③ **ePractice** (http://www.epractice.eu), which highlights **best practices** and concrete results from projects/studies. Registering there will take you a few minutes - you will then be able to submit cases, news, events, videos, post comments, etc.

Monthly Focus and Success Stories

Each month we feature an eHealth "Monthly Focus" on a project, study, event, etc. The 2-page document presents latest important activities, news, achievements, results, etc that is highlighted in the Europa newsroom, disseminated via the **eHealth newsletter, Twitter and FB accounts, the eHealth Infso Daily** and sent to specific interested media. A project/study is only featured after its first positive technical review and the choice is based on the consortium's capabilities to communicate the project/study's goals and achievements. Previous issues: http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm.
H1 is publishing regular **"Success Story":** 2-page document to highlight Project's impressive achievements, "discoveries", important publication, etc. (at the end of a successful project)

eHealth Projects Communication Guidelines

eHealth Newsletter

The ICT for Health unit produces a bi-monthly newsletter which is sent electronically to its subscribers and disseminated in print at events, workshops and conferences (data June 2012: over 7.300+ subscribers). Send us your news, results, achievements, events, workshops that you find relevant or that you are organising in relation to your project/study.

Conferences, Workshops and Exhibitions

We organise and are involved in many events and workshops. Often the best way to explain "eHealth" is through **YOUR** achievements! Sometimes, we invite project/study to participate in exhibitions or to make presentations. Often the EC refers to good project/study examples in its presentations (by the unit but as well by N. Kroes or R. Madelin) and stands. Provide us with regular updates, with key data on objectives and benefits provided by your project/study to allow us highlighting **YOU**.

eHealth Publications and Audiovisual material

A portfolio compiling 2-page presenting each project/study (containing project/study description, logos, images, details and links to additional relevant information) is produced and updated regularly following the new calls. From this portfolio individual PDFs are also made available on the eHealth website for your use. Soon, a dynamic ID-card (with official contract data, your logo, pictures, journalistic description of project) will also be available on Cordis.

This **2-page ID-Card** describing your project/study should be **YOUR** "business card", quick and cheap to edit, update and disseminate. We can also help to distribute it via websites, to our visitors at conferences and exhibitions. (See guidelines in Annex II – page 10).

Projects producing good visuals/demos are welcome to contact info@epractice.eu for upload on www.ePractice.eu. Flag us when you have good visual material: it will increase the chances to be approached by Euronews-Futuris to realise a video-report of the project (see DIAdvisor http://www.euronews.com/2012/01/11/over-hygienic-parents-could-be-cause-of-diabetes/ or HAMAM http://ec.europa.eu/information_society/newsroom/cf/itemlongdetail.cfm?item_id=4970).

ICT for Health owns a **YouTube account** where your videos can also be uploaded: http://www.youtube.com/user/eHealthInfso. Your videos are then shown during conferences.

Other interesting way to get support:

Innovation Relay Centres - Your local support

The IRCs are a network of local agents who have the task of helping to foster innovation by providing practical help. Since the launch of IRCs in 1995, 68 have been created, covering all EU Member States and some other European countries. Most IRCs are themselves network based, being composed of a consortium of partners thus ensuring easy geographic accessibility.

your local IRC may include:
- o Inward and outward technology transfer
- o Promotion of the dissemination and exploitation of research results o Stimulation of the capacity of companies to adopt new technologies o Promotion of transnational innovation initiatives
- o Provision of information on Innovation Actions of the Commission

http://cordis.europa.eu/marketplace/local_support.htm

How can YOU later implement, deploy, bring your results to the market:

Technology MarketPlace

Connecting People to Technology: Publicise your research results which require further development or exploitation support. Requests can concern technologies as well as processes, methodologies or know-how. The Results database is operated by the European Commission as part of CORDIS (Community Research and Development Information Service). Submitting information to the Results Database is free of charge and you can submit as many different requests as you wish. However, your data will only be accepted if you are seeking some form of active collaboration for the exploitation of your findings. http://cordis.europa.eu/marketplace/home.html

eHealth Projects Communication Guidelines

Always acknowledge receipt of European Commission funding in all your publications, publicity material, etc   **3 / 11**

Tips to communicate on your activities more effectively

Communicating actively your activities, research achievements, etc. will make a difference by bringing your news to a varied audience, the European Institutions, public bodies, broad business, research and medical communities, and the media.

③ **Press Releases - At the launch of your project/study and later to communicate its achievements**
Press releases are requested from all new projects/studies when they sign the contract. They are published on the eHealth website, disseminated via the monthly eNewsletter and will be sent to news agencies and targeted media as appropriate. They may be a basis for other dissemination activities. A press release should be simple as it should be disseminated to journalists at newspapers, news agencies, magazines, radios, TVs, online publications and blogs. Think about who might be interested in your project/study and create/update your list of media contacts, including local, national, mainstream or specialised media.
Ê *See Annex I, page 9 for tips on writing press releases.*

③ **Project/Study Logo - within 2 months from the start of the project/study** Every project/study should create a project/study logo within two months from the start of their contract. Your logo should be clear, simple and be tailored to your project/study. Some tips to create your logo:
o Do not use Word Art or Clip Art.
o A logo should have a minimum resolution of 300 dpi (dots per inch).
o Industry standard file formats for graphical logos include tagged image file format (.TIF) and Encapsulated PostScript (.eps).

③ **ID-Card – Project/study Description (within 2 months from the start of the project/study)**
The ID-Card is an easy, simple document to quickly prepare and update; it is an important tool to present your project/study. The ID-Card should be simple, easy to read and to understand. The reader can be a local high school student, a politician, a journalist, a potential investor as well as a scientist.

The ID-Card should outline:
o Main objectives of the project/study
o Added value: Why is your project/study needed? What makes it interesting?
o The activities
o The expected outcomes – personalise it by telling a little story where readers can identify themselves

Ê Use real life examples to illustrate the difference your project/study can make (invent one if needed). Interesting figures and graphics can also help to explain your work (not too many).
Ê Include the logo and the website in your project/study's ID-Card.
Ê Examples of existing ID-Card descriptions can be found at:
http://ec.europa.eu/information_society/activities/health/research/index_en.htm

Ê *See Annex II, page 10 for guidelines on how to prepare an ID-Card.*

③ **Website - within 2 months from the start of the project/study**

Every project/study should create a website within two months from the start of their contract. Register it for at least two years after the end of the project.

Tips to create/update your website:

o Keep it **simple** – remember that **you have to maintain it**

o **Keep it up to date**! It is of no interest if the information are old and and the latest news are not included. Remember to post all your press releases, event announcements and articles

o **Do not start from "scratch"**: you can use an existing "content management system", a platform which can make your job much easier. Many are open source (and free to use) and have active communities to support users

o Your **audience** is international (usually English speaking), but **also local** – consider language translation whenever possible. Make sure all content is proof-read.

o **Avoid jargon:** using acronyms and terms which can be understood only by specialists will make your communication less effective and understandable by a wide audience. Keep your language plane and simple.

o **Register on the .eu domain**: it establishes your **European identity** on the Internet. It is **available to 500 million Europeans in 27 countries**. A .eu address is less anonymous than a generic domain. The .eu registrars and EURid, the .eu registry, provide customer support in most European languages.

o To animate your website (at least at the beginning of the project) please integrate our RSS feed http://ec.europa.eu/information_society/newsroom/cf/generaterss.cfm?n=15&tpa_id=23 in a News column.

③ **Social Media**
o If you create a twitter account, please follow us EU_eHealth and we will follow back and add you in our list of twitter projects.

③ **Photos and Graphics**
"*A picture is worth a thousand words*" Photos and graphics can illustrate very well the impact of your project/study and its concrete applications. Try to use images and graphics/charts as much as possible (see the different publications produced by/on previous projects/studies in http://ec.europa.eu/information_society/activities/health/downloads/index_en.htm).

③ **PowerPoint Slides**
o Making reference to EC funding programme is compulsory (use the European Commission new logo and/or the FP7 logo available at http://ec.europa.eu/information_society/activities/health/promotion/index_en.htm).
o Provide us with a slide presenting your project. It will be incorporated into our relevant presentations given at various conferences and workshops so your project/study can reach a wider audience.

③ **Success stories**
Throughout your project/study lifetime, there may be events or achievements that you would like to publicise. This is especially important at the successful end of your project/study. Do not forget to send us your "success story": they will be used by the EC officials (including Vice-President and Commissioner for Digital Agenda, Director Generals, Directors, etc) during their various presentations with concrete examples of results achieved by projects funded and we will publish it on our website/Newsletter and promote it via ICT Results, Cordis, and other channels (see examples on http://ec.europa.eu/information_society/activities/health/research/index_en.htm).

③ **Project/study workshops/events**
If you organise workshops/events to disseminate the results of your project/study and to seek commitment from potential users and investors, please inform us: we can publicise them on our website.

You can also explore ways of cooperation with ePractice.eu http://epractice.eu/en/epracticeworkshopsinfo in organising "Co-branded" or "Assisted" workshops.

③ **Brochures, leaflets, newsletter**
You may want to produce some additional documentation. These tools are also good to raise awareness about your project/study by disseminating at workshops, seminars, etc. A regular newsletter can also help you to inform your constituency and the media about your advances. The ICT for Health unit can support your dissemination efforts by publishing news items on Europa and disseminating them via our eNewsletter and to targetted media.

③ **Videos**
You might want to produce a promotional video to demonstrate the impact of your project, when it has a strong visual component.
Do not forget to send them to us or the link of it and we will add them to our YouTube accounts: http://www.youtube.com/user/eHealthInfso; http://www.youtube.com/user/eHealthWeek

③ **Additional promotional items**
Contact your Project/Study Officer in case you plan to produce any additional promotional item(e.g. CD-ROM, gadgets, branded give-away items) to enhance the visibility of your project/study: we may be able to help you by disseminating them at conferences, workshops, visitors, etc.

Elevator Speech … 'When less is more'

An elevator pitch is as essential as a business card, it will be the overview presentation of your project/study. You should be able to deliver it in the time span of an elevator ride (for example, **thirty seconds and 90-130 words maximum**). It should be a concise, carefully-planned and well-practised description about your 'e-service' that will grab the listeners' attention and make them want to know more.

X **Know your audience** - You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to.

X **Know yourself** - Before you can convince anyone, you need to define precisely what your project/study is offering, what problems/issues it can solve and what benefits it brings to your audience
Answer the following questions relating to your project/study:
1. What are its key strengths?
2. What adjectives come to mind to describe it?
3. What is it your project/study is trying to "sell" or let others know about it?
4. Why is your consortium interested in the company or industry your audience represents?

X **Outline your talk** - Start an outline of your material using bullet points -no detail at this stage- simply write a few notes about your project/study to help remind you of what you really want to say.
You can use the following questions to start your outline:
1. 'Who' is my consortium?
2. What does the project/study offer?
3. What problem/issue will it solve?
4. What are the main contributions it can make?
5. What should the listener do as a result of hearing this?

X **Finalise your speech** - Now that you have your outline of your material, you can finalize the speech.
The key to doing this is to expand on the notes you made by writing out each section in full.
To help you do this, follow these guidelines:
1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 130 words long.

eHealth Projects Communication Guidelines

The visibility of your project/study depends on how you promote it, provide us with regular updates and inform us about the latest news.

Do not forget to inform your Project/Study Officer and the eHealth Communication Officer (corinne.wenner@ec.europa.eu on **every interesting topic, activity, news, events, etc… you are having.**

As well, if you have a twitter account, **follow @EU_eHealth**, we will follow you back and add you to the list of funded projects.

The Communication Officer is available to provide suggestions/advice on how to prepare/disseminate the promo materials.

Lastly, the ICT for Health unit started the **EU eHealth Daily** (http://paper.li/EU_eHealth/1317734444) that gathers latest relevant news from twitter accounts followed by **@EU_eHealth** : if you follow us, we'll then follow you back and your will be added to the Daily newspaper.

Examples of communication "best practices" :

Videos:
Euronews – Futuris video-reportage:
o http://www.euronews.net/2012/01/11/over-hygienic-parents-could-be-cause-of-diabetes/
o http://www.euronews.com/2012/02/14/picture-my-body

Others
o http://www.smarthealthip.com/video/SmartHEALTH_Subtitles.wmv
o www.youtube.com/user/eHealthInfso
o www.youtube.com/user/eHealthWeekhttp://www.youtube.com/user/eHealthWeek

Monthly Focus and Success Stories:
o http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm

ICT Results features:
o eHealth:
http://ec.europa.eu/information_society/activities/health/monthly_focus/index_en.htm
o all: http://cordis.europa.eu/ictresults/index.cfm?section=home&tpl=home

Additional guidance:
o http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html
o http://ec.europa.eu/information_society/activities/ict_psp/participating/project_manag
ement/documents/ICT_PSP_good%20communication%20practices%20v1-01.pdf

eHealth Projects Communication Guidelines

Compulsory

Acknowledgement of EU funds

Please ensure that **acknowledgement of the source of funding is clearly displayed** on your website home page, as well as in the footer of all website pages and on all reports, publicity material as flyers, leaflets, articles, interviews, press releases, etc.

You do not need to mention the amount of funding, but you should mention something along the following lines:

"**This project/study is partially funded** by the **European Commission** under the **7th Framework Programme**".

Remember to add a link "European Commission" to the European Commission/INFSO section of Europa (http://ec.europa.eu/information_society) and "7th Framework Programme" to FP7 CORDIS ICT website (http://cordis.europa.eu/fp7/ict/).

Use of logos

You are required to use the new logo of the European Commission and the eHealth visual, on any project/study publication and promotional material you produce, as well as on the project/study's website. These logos are available in the eHealth Information centre : (http://ec.europa.eu/information_society/activities/health/promotion/index_en.htm. You can increase or decrease their size but you are not allowed to change the length or width only, or to cut a part of the logo or to change its colours.

The EU emblem should still be used for the FP7 and CIP programmes

The new EC logo should be used for the studies and Joint Actions http://ec.europa.eu/ipg/design/templates/commission/index_en.htm

eHealth image

Disclaimer

When a partner mentions (in any pubication, report, article, etc) the project/study he is partnering in, the following disclaimer must be added:

Possible inaccuracies of information are under the responsibility of the project (/study) team. This report reflects solely the views of its authors. The European Commission is not liable for any use that may be made of the information contained therein.

The Commission reserves the right to edit or change the submitted texts (press release, project/study description, monthly focus, success story, etc) to increase their dissemination potential should this be deemed necessary.

Annex I - Tips on writing press releases

③ **The "five W" rule -** your press release needs to easily answer the following basic questions:

Who? What? Where? When? Why?

③ **Keep it short**: an effective press release is a **one A4 page** max

③ Include the **basic information** and the key elements that make your project/study interesting/successful **at the beginning** (see some examples:
http://www.diadvisor.eu/public/release_display.php?id=1;
http://www.european-hospital.com/topics/article/4200.html;
http://www.biomedtown.org/biomed_town/vphop/reception/news/ansys/;
http://www.research.philips.com/newscenter/archive/2008/080820-euheart.html;
http://www.healthtechwire.com/The-Industry-s-News-unb.146+M5a1e99587de.0.html;
http://www.oldes.eu/presscorner/press-releases/welfare)

③ **Focus on:**

- o Main goals and results: what is the project/study doing? Be specific
- o Solutions/benefits: what does the project/study want to achieve?
- o Concrete applications: how your project will be deployed, now/in the future
- o What will be the benefit to patients, caregivers, healthcare professionals, etc?

③ Engage your readers by adding **concrete examples, facts and figures** highlighting impact – avoid generic sentences

③ Be factually correct and only put in information that adds some value – don't overstate the expected outcomes of your project/study

③ Before drafting your press release, try to take some distance from the subject.

Language – some golden rules:

- • "Less is more" - write few, concise and specific messages/sentences: they can be more easily picked up by the media (e.g. "the internet can save your life")
- • Write in the present tense and with the active voice ("we foresee" instead of "it is foreseen by the project/study")
- • Start bulleted lists with action verbs
- • Use a plane language that most people can read without further explanation. Remember: the release is not for a specialised audience only.

③ Avoid: acronyms, abbreviations, technical/scientific jargon, clichés, generic or abused words
(e.g. solution, innovation, platform…).

At last, don't forget to:

- • Include the **date** at the beginning of your release
- • Include **links** to your website and to other relevant sources in case journalists need more info/background
- ③ Ask for assistance of a native speaker to write the press release, check it out or give you feedback before finalising
- ③ Ask someone else (possibly a non-technical person) to read your press release and give you feed-back: having a "fresh" perspective will help make the release clearer and more suited to a wider audience.

All the above can also be applied when preparing the project monthly focus or success story. These documents are used to inform a large public (MEPs, Journalists, Healthcare professionals, Industry, etc) of the advances of your project. The document should give a concrete view of how the project will/is able to help the Healthcare community (at large) to better take care of the patients, to simplify the family's life, to ease the working conditions of the healthcare professionals and caregivers, etc. The "human angle" is more than important to tell your "project story".

eHealth Projects Communication Guidelines

Annex II - Project/study "ID-Card"

eHealth

The ID-Card is an easy, simple document to quickly prepare and update; it is an important tool to present your project/study objectives and expected results. The ID-Card should be simple, easy to read and to understand. The reader can be a local high school student, a politician, a journalist, a potential investor as well as a scientist!

Below some suggestions on how to structure your ID-Card:

1. Acronym + Title (spelled-out) of the Project/study

2. Lead/Headline: a summary overview (in bold, three/four lines maximum) providing the readers with the key elements to understand what the project/study is about and its expected benefits, without reading any further.- a sort of "Elevator Speech" (see page 6) describing the project/study in a nutshell. It will also be used to summarise the project/study on eHealth's website and print materials.

3. Context and objectives (max. 200 words): this section should start with a brief description of the clinical challenges of the project/study: why is it developed? Which problems is it trying to overcome? What are its specific objectives? You may want to present the objectives as a bulleted list, starting each of them with an action verb (e.g. Identify, Provide, Improve, Develop, Structure, Enable, Incorporate, Disseminate, etc) which makes it clearer for the readers. Whenever possible, stating the context in everyday life terms helps telling the story: bringing home the project's impact to the reader by including a paragraph called the 'nutgraph' somewhere in the first, second or third paragraph will help visualise what could come out from the research undertaken.

4. Project/study description (max 400 words): provide additional details about the project/study, expanding on what you have written in the previous sections. Indicate also how the project/study will be validated.

5. Project Expected Results and Impacts; Study Outcomes (max 300 words)

Scenario / Case study / practical example (max 300 words)

Here is the place to "tell a story" to provide an everyday life example (if you do not have one, invent it): it helps people to better understand and visualise your work as it is placed in a real life situation in plain english = NO jargon / no technical / no scientific.

Check the existing ID-Cards of the ongoing projects/studies on the eHealth website:
http://ec.europa.eu/information_society/activities/health/research/index_en.htm

- Provide visual material in a separate zip file in jpeg format: it will be used for the ID-Card as well as eventually for the monthly focus or articles on the project.
    - The **project/study logo** (at least 300 dpi for quality printing)
    - **2 or 3 pictures** (or graphics) to illustrate your project/study (at least 300 dpi - 7cmx7cm)

- Choose a list of up to **5 keywords** to illustrate your project/study, it will be helpful when
    - searching a project by topic on Europa within the dynamic factsheets or
    - proposing projects for articles on a specific topic

eHealth Projects Communication Guidelines

Contact info

Please send any dissemination material in electronic format to your Project/Study Officer and the eHealth Communication Officer Corinne.wenner@ec.europa.eu.

eHealth website: http://ec.europa.eu/ehealth.

For further information:

European Commission - Information Society and Media DG – ICT for Health
Office: Avenue de Beaulieu, 31 1/79 - B - 1160 Brussels
Phone: +32 2 29 64194
Email: eHealth@ec.europa.eu

eHealth Projects Communication Guidelines