



Dissemination Plan

Dissemination strategy for

Improvement of children care teaching as a template for modernising postgraduate medical education in Central Asia - CHILDCA



Document Information

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Abstract (for dissemination): This document is the Dissemination Plan (D.8.1) of the CHILDCA project. The aim of dissemination and exploitation is to ensure the visibility and communication of its actions and results vis-à-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the exploitation of the same results. It also aims to spread the expertise acquired through the project lifetime as broadly and as comprehensively as possible; and to disseminate the projects' results to potential multipliers.

Introduction

The present dissemination report has to be intended as a Guide for the E+ KA2 CHILDCA project.

Main objective of the dissemination plan will be to foster the transfer of the upgrading processes implemented for Pediatrics to other medical specialties in the CA Countries involved, with the possible goal of building up a structural project for CA Universities.

All the provided dissemination activities will be reported in the herewith attached Annex I entitled "Dissemination Report CHILDCA". Each partner must send the information concerning its dissemination activities according to the framework showed in Annex I.

Aim of the project is to support the modernization, professionalization and internationalization of postgraduate training in the field of children care management in Central Asia (CA) Countries - Kazakhstan, Tajikistan and Uzbekistan - in cooperation with HEI from Italy, Germany and Poland willing to share their expertise and experience in the fields of Pediatrics, Pediatric Surgery and Child Neuropsychiatry postgraduate training. It's a joint project organized as a feasibility study to become, if successful, a structural project for a sustainable and long lasting improvement in the organization of postgraduate medical training in CA countries, not only in pediatrics but possibly also in other fields of medical care.

By-product of the project will be to emphasize the importance of children care in the ongoing process of Health Care Reform in CA countries, thus contributing to reduce the infant mortality, through an updated approach to the modern techniques of neonatal and pediatric care, widely resorting on the tools made available by ICT.

Outputs will be new curricula and new training strategies devoted to an integrated, holistic care of the child, harmonized with those adopted in EU countries and aiming to achieve the same results. To offer a solid and sustainable basis on which to ground these results, state-of-the-art ICT teaching and teleconferencing systems will be provided to all partners, with on-the-job training. Project's preparatory activities of situation analysis and pediatric facilities census will also provide Governmental authorities an invaluable tool, offering a sound basis on which to build any future project of intervention on the health system and manpower devoted to the care of children in CA Countries.

Ultimate impact will hopefully be a reduction in infant mortality and a substantial increase in life expectancy at birth for the populations of partner Countries, now living in average some ten years less than EU population.

As a result of the activities of WP8 we expect to have the activities and results of the project widely spread and embedded among the different target audiences of the project dissemination activities: different actors involved in the CA postgraduate teaching and accrediting, health management stakeholders, networks and stages of regional integration.

Main objective of the dissemination plan will be to foster the transfer of the upgrading processes implemented for Pediatrics to other medical specialties in the CA Countries involved, with the possible goal of building up a structural project for CA Universities.

To reach this goal the dissemination activities and visibility in the social media will be taken into account from the first stages of the project, sharing experiences, lessons learned, outcomes and findings not only among partners but beyond them to enable a wider community to be aware of the necessity of a modern postgraduate training and to benefit from the project activities and results.

Moreover, the dissemination activities are believed to be key to facilitate the execution of the scheduled activities, the commitment of the main involved actors and the replicability and sustainability of the project, which are so necessary for the accomplishment of the general objectives.

The project website will be created within the first 6 months by UNIPV; as a platform of collaboration and dissemination, and will present the project activities, objectives and outcomes. All partners will contribute to the inclusion of contents on the website. UNIPV/UULM will collect these contents and check for accuracy and consistency. The content of the website will be regularly updated. UNIPV will be in charge of the maintenance and administration of the website. UNIPV will also be in charge of interaction with Erasmus+ website for the dissemination and exploitation of the results of all the projects supported by the European Commission under this programme.

As part of the dissemination plan, the following practical activities will also be carried out:

- Printing of the baseline for a regional curricular proposal for the improvement of postgraduate training in children care: month 10.
- Elaboration and publication of different articles in printed media: from month 12 to month 36
- Elaboration and publication of the final document with conclusions and recommendations: month 36
- Elaboration and publication of academic and dissemination materials during all meetings and workshops planned in the frame of project.

As essential part of the dissemination plan, meetings will be organized along the life project for the dissemination of the objectives and results among the HEIs of Improvement of children care teaching as a template for upgrading medical education in Central Asia – ChildCA the country, the professional associations of each country, the Ministries of Health and Education, and representatives of regional and international agencies. Social media coverage will be another important part of the dissemination plan, aimed at increasing visibility of the ChildCA project through press interviews, press releases, elaboration and publication of different articles in printed media; this also aiming to publicly acknowledge the support received from the European Union.

A final ChildCA conference will be organized in Kazakhstan to discuss and spread the project achievements and generate recommendations for future improvements.

The publication of the final document and the development of a closing conference will allow the wide communication of the obtained results and recommendations for improvements, as well as the strengthening of relationships and agreements with other HEIs and areas of regional articulation. Moreover, the general public will thus be reached.



Exploitation: the new curricular design jointly agreed upon will be hopefully ready for exploitation by other HEIs in CA countries. The success of the project will be also measured through the adoption of the proposed educational approach and system by other HEIs and the increasing number of professionals in child care thus prepared.

Dissemination and exploitation activities will be mainly lead by KAZNMU, with the collaboration of all partners, in order to widely spread the existence of ChildCA new educational curriculum and approach all over CA nations.

BENEFICIARIES of the Project

During the life of the project are foreseen essentially 3 target groups:

1. **Professors and students** directly involved in the project and thus immediately reached, invited to a critical revision of their educational methods and contents from one side and beneficiaries of the new system on the other side; also an increased interaction professors-students will be fostered and implemented in the short term. Immediate results will impact on the first trainees in Pediatrics, Pediatric Surgery and Child Neuropsychiatry enrolled in the CA HEI adopting the new curricula that will receive an extended, updated and state-of-the-art training. This will also enable them to improve their professional competences, to increase competence in foreign languages, and in digital competence, needed to exploit at the best the upgrading via the net and simulation tools. In a medium-term span of time will be recorded the impact of this interaction on the indexed scientific production of the partner CA HEI, now sensibly below their objective potential.
2. **Partner HEI in CA** will be involved in an intriguing exercise of confrontation with their partner institutions in EU, both from a theoretical point of view – needing to rethink ingrained attitudes and exploring new possible pathways – and a practical one, increasing their experience in managing international relationships and adopting advanced ICT educational technologies: actually, new tools will be introduced early in the project's life and hopefully will impact soon.
3. **National academic system as well as the National Health system as a whole**, that will be provided – via the user need analysis and the Census results – a reliable and updated tool offering a sound basis on which to build any future project of intervention on the health system and manpower devoted to the care of children. Governmental authorities, such as the Ministries of Health and Higher Education, are already fully involved in the project as Associated Partners, and the results of the Census will be immediately shared with them in view of possible future utilization for the design of new policies in the field of children's care.

TASKS

- 8.1 Identification of dissemination groups and elaboration of a dissemination plan.
- 8.2 Creation of a project website as platform of collaboration and dissemination.
- 8.3 Maintenance and administration of the website.



8.4 Elaboration of 3 virtual bulletins and distribution among the target groups.

8.5 Organization of meetings for the dissemination of the project among the HEIs of the country, the professional associations of each country, the Ministries of Health and Education, and representatives of regional and international agencies.

8.6 Social media coverage to increase visibility: press interviews, press releases, elaboration and publication of different articles in printed media.

8.7 Final Conference: New paradigm in training professionals on healthcare management.

Project Information Materials

Visual Identity

The development of a visual identity and a project logo ensure that the project outputs are visible and easily recognizable and consistent.

UNIPV, the coordinator of the project presented to the consortium a number of suggestions for the Logo as baseline of the dissemination materials. Partners selected the following one:



A palette of colors and geometric shapes which recalls the decorative art of the countries of Central Asia. The squares surround and tighten around a central point, communicating the idea of protection. The geometry is called in the points of the logotype, specially modified to visually combine it with the brand.



PANTONE 660 C
CMYK 88 50 0 0
RGB 64 126 201
HEX 407EC9

PANTONE 143 C
CMYK 0 32 87 0
RGB 241 180 52
HEX F1B434

PANTONE 325 C
CMYK 53 0 23 0
RGB 100 204 201
HEX 64CCC9

Therefore every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. is making use of this visual identity and be consistent with its style together with the EU logo and disclaimer.

Leaflets and Brochures

A leaflet will be produced in line with the visual identity established and with the aim of promoting the CHILDCA project and giving a brief overview of its objectives (see screenshot below). The electronic version (PDF for web publishing and electronic files suitable for printing) provides the main form of distribution and can be sent as an attachment whenever communication regarding the CHILDCA project occurs.

Leaflets will be distributed in specific dissemination events through CHILDCA and all Partners to the different target groups. The leaflets will promote the website as the main source of information.

Indicators

Numbers of printed and distributed leaflets, numbers of participated conferences where leaflets have been distributed.

Media

Press releases and media coverage will be ensured throughout the project activities. There will be a dedicated page on the project's website to include information from Newspapers, TV, radio, specialized magazines and Press releases.

Indicators

Numbers of articles, Newspapers, TV, radio, specialized magazines and Press releases have been distributed.

Website

A website for the project will be released <http://www.childca.eu/>.

It will be used as one of the main channels to promote the project for all target groups. The website is constantly being updated mainly in English and Russian, while some specific contents will be updated also in Arabic in order to maximize the impact of news, articles, information. Each partner will incorporate a link on his/her organization's website to the CHILDCA project so that all possible visitors can have access to it. This tool is important as the website can and should be reached by all target groups.

The overall coordination and management of the CHILDCA website is ensured by UNIPV in collaboration of all the project partners. Google Analytics will be used as a tool to monitor website access and usage in order to better understand the profile of users coming to the website.

This information will be accessed by the Webmaster and will be shared with project partners to assess and improve the effectiveness of the project website.

The website includes information on the project such as: project description, partnership description, deliverables and dissemination materials. This is one of the main channels for information dissemination.

In order to share official documents internally between partners, an intranet will be set up. Partners will be able to upload documents and edit documents on this private secure site in order to collaborate on project outputs.

Indicators

Quality and number of visitors, numbers of updated news, number of partners uploaded documents.

Social Media

Social media is a key way to engage with a range of audiences and will form a core part of CHILDCA engagement with its audiences. Twitter, Facebook and LinkedIn are the most relevant social media channels for communication of CHILDCA activities and outputs.

Indicators

Number of articles posted on Facebook, numbers of Tweet tweeted and re-tweeted by external users, numbers of likes on Facebook page, and numbers of Followers on Twitter.

CHILDCA News bulletin

Contact details such as phone numbers/faxes/e-mails/etc. of local, national and regional policy makers, Universities and research centres, local and national media, networks, associations, business associations, think-tanks, Healthcare managers; Ministries of health and education; healthcare organization decision makers; are expected to be recorded in a Contact Database that will be created during the project.

This Database will allow every member of the target groups to be approached by e-mail, phone or any other available mean of communication.

Regular newsletters will be sent every six months to all the contacts list and stakeholders identified at local, national, EU and Centra-Asia levels. The newsletter will contain information on achievements in the project, reports from meetings or conferences and announcements of upcoming events related to the project ongoing activities.

Indicators

Number of delivered newsletters, numbers of contacts updated in the database, numbers of people reached with the newsletter.

**Conferences**

It is foreseen that at least one conference per year will be organized for dissemination purposes “New paradigm in postgraduate training in medical field”

Indicators

Number of people, organizations, private companies, and relevant stakeholders reached through dissemination activities, number of visits to CHILDCA website

Dissemination Plan Overview and Deadlines (To be updated during the project life)

EVENT/ Activity	Project date	Forecast date	Effective date	Place	number	Target group size	Notes
Logo	01/03/2019	01/03/2019	01/03/2019	-	1	All partners & beneficiaries	
Website	01/05/2019	01/05/2019	01/05/2019	-	1	All partners, beneficiaries, stakeholders	The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents.
Dissemination Plan	31/03/2019	31/03/2019	31/03/2019	-	1	All partners	It will be updated throughout the project lifetime.
Dissemination materials Leaflets*	01/05/2019	*	*	-	1000	All partners, beneficiaries, stakeholders	*Through the project phases A three-page leaflet (A4, color, folded and printed both sides), providing quick overview of the project.
Dissemination materials Posters*	01/05/2019	*	*	-	20	All partners & beneficiaries	*Through the project phases Posters will be available in Russian and English, and distributed among partners.



Dissemination materials Roll-up	01/05/2019	*	*	-	1	All partners & beneficiaries	*Through the project phases format 85x200 In order to promote the project in public events, such as conferences and exhibitions, a roll-up in English
Dissemination materials General presentation	01/05/2019	01/05/2019	01/05/2019	-	2	All partners & beneficiaries	*Through the project phases
Dissemination materials Letterhead	01/05/2019	01/05/2019	01/05/2019	-	2	All partners & beneficiaries	*Through the project phases
Annual newsletter	01/12/2019	01/12/2019	01/12/2019	-	3	Online to all target audience	The content of the newsletter will be provided by the partners and its aim is to disseminate the project activities. It will be available online on the project website and distributed through the project database.



Press release + media	01/05/2019	*	*	-			*Through the project phases Before and after every important event throughout the project and whenever relevant developments or activities take place.
Dissemination reports	15/01/2019 15/01/2020 14/01/2021	*	*	-			*Through the project phases
Coordination meetings Kick-off Pavia 2 nd Meeting Bukhara 3 rd Meeting Dushambe	22/02/2019 10-15/09/2019 8-10/10/2020						

Database for mailing list

In order to keep the entire target groups efficiently organized and to achieve a quicker dissemination, all partners will contribute to establish a comprehensive database, which will be used for sending all the communication documentation, including newsletter.