



Better Breathing
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Deliverable D5.3

Dissemination Strategy and Logo

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1 EXECUTIVE SUMMARY

This document is intended as a practical reference guide for all project partners and aims to:

- recall the actions that WP5 will perform throughout the project;
- propose actions and a strategy for dissemination of project results.

The objective of the dissemination activities is to ensure that the vision and results of Better Breathing project become as widely known and understood as possible.

Dissemination activities will be performed throughout the entire lifecycle of the project and will target the healthcare providers which are potential adopters of the Better Breathing services.

Most specifically, the target groups identified are:

General public;
User groups / Associations;
Health professionals;
Health care authorities;
Private Health sector;
Financial institutions.

The Project partners will undertake a variety of activities, including:

Attending conferences;
Writing articles;
Preparing press releases;
Project Website;
Promotion activities.

Details of these activities are set out on the internal part of the project web site, which will be updated throughout the project.

Dissemination activities are supported by a number of different communication tools:

Project logo;
Project presentation;
Project Leaflet;
Project Poster.

2 INTRODUCTION

2.1 PURPOSE OF THIS DOCUMENT

The first task of the consortium is to identify the dissemination goals and then devise a strategy. Secondly, it will attempt to gain acceptance of the services and the applications by healthcare professionals and healthcare authorities.

The dissemination strategy is then translated in a term of actions to achieve the established goals. Actions include preparation of materials and publications, in paper and web format, as well as participation and organization of events. The envisaged actions are organized into a preliminary plan that will be extended and updated in the successive project phases.

2.2 AUDIENCE

The audience relating to this project is primarily the consortium partners and EU. Some of these activities, in fact can find mutual synergies and become more effective if planned and performed according to a clear and agreed strategy.

The document is then addressed to the European Commission; this will act as a gauge of agreed activities. Finally, being a public document, it can be available to all the stakeholders that are interested, because of research or technology transfer of business purposes to health care organizations.

3 DISSEMINATION STRATEGY

Dissemination includes a large variety of actions that contribute to make the project results known and understood by a large number of stakeholders.

All dissemination activities will have a purpose, and support or inform project development in some way.

The purpose of the activities is going to be classified as follows:

- Raise awareness – let others know what we are doing;
- Inform – educate the community;
- Engage – get input/feedback from the community;
- Promote – ‘sell’ outputs and results.

3.1 DISSEMINATION OBJECTIVES

The objectives of the work carried out in work package WP5 can be summarized in the following:

- Raise awareness of the Better Breathing solution within the European healthcare market, as increasing awareness of the project will attract potential users of the service.
- Promote and encourage active involvement of all relevant stakeholders, consortium partners, and healthcare providers.
- Feed the market validation activities, helping in assessing public acceptance of the proposed project.
- Investigate opportunities for synergy between Better Breathing and other EC projects and initiatives

The identified dissemination means belong to two main categories: materials and events.

- Materials. An important dissemination tool is the Better Breathing web site, where all the information of interest of a wide audience are gathered and kept updated. In addition, brochures and publications will support the communication of the project rationale and achievements.
- Dissemination events will be attended and organized both at a national and at a European level.

3.1.1 General public/citizens

The general public will benefit from the Better Breathing services both as patients and indirectly as taxpayers.

A significant issue which European society is faced with today is the growing cost of the public health sector, which cannot keep up with the demographic changes taking place in Western society and with the rise of chronic conditions – including COPD. Today, nearly

everyone is aware of this problem. They are seeking alternative ways to ensure their continuing health, as well as an improvement in the efficiency of the public health sector so that society can continue to offer a high level of care to a growing population for less money/cost. Along with the more selfish reason of improved quality of life as outlined above, the general public also has a great interest in discovering new ways to save money in a public health system in desperate need of resources.

Effective communication channels here could be those with a broad audience, especially articles published in the mass media, for example newspapers and magazines; particularly those devoted to health topics or containing sections dealing with health issues.

3.1.2 User groups / Associations

One of the most evident results of the active involvement of citizens in all the decisions affecting their health is the success of groups, associations, and organizations representing patients. Therefore, it is important for Better Breathing to consider these target groups very carefully. Collaboration with them may result in a better disseminating the results of the project. To approach these groups the following strategies will be considered:

Personal meetings with organisation representatives: These meetings are intended to create an awareness of the Better Breathing services and their benefits at the top level of the organisation. This in turn, if considered appropriate by the representatives, might lead to dissemination among the organisations' members. Together with this endorsement of the Better Breathing services, the possibility to establish co-operation agreements with the various organisations is also an option.

Attendance at meetings / talks / conferences organised by the institutions where *Better Breathing* services could be presented.

Distribution of printed material by personalised mail. Most of these associations send regular mail to their members to keep them informed about topics of their interest. *Better Breathing* could take advantage of this fact.

3.1.3 Health professionals

Health professionals are of great importance in order to disseminate effectively the results of the Better Breathing project. Among the possible strategies to approach this group, the following will be taken into consideration:

Contacts with professional associations are probably the best way to reach a wide group of health professionals. These contacts should provide an opportunity to explain project goals in detail. Also, gaining advance support from the association's board may ensure a receptive attitude by the members, which is to the benefit the communication strategy.

Medical congresses, courses and exhibitions are also to be considered as possible venues for the presentation of the project and its results.

Advertising in some of the best-known medical journals is also a possibility to be considered.

3.1.4 Health care authorities

The proper allocation of public health resources according to the needs of the population is not only constantly an issue on the agendas of European governments, but is also unavoidable from an ethical perspective.

Contacts with health care authorities are best obtained by means of personal meetings. First point of contact should be established with various departments in charge of health policy development and research, as these are most likely to be able to introduce the project Partners to the people in charge of health care management.

3.1.5 Private Health sector

Logically, the private health sector shares the concerns of the public health sector regarding effectiveness, efficiency and cost, with a possible emphasis on the latter. Seen from the perspective of financial savings, however, Better Breathing might prove particularly attractive to this sector. Consequently, a feasible approach towards the private health sector would be to underline the potential benefits of better service provision and cost containment which are both an integral part of Better Breathing.

To this end, the communication strategy should consist of the following:

Personal presentation of the project at meetings with managing boards.

Presentations at medical congresses, courses and exhibitions.

Advertisements in some of the best-known medical journals should be considered.

4 DISSEMINATION MATERIALS AND PUBLICATIONS

Over the course of the project the consortium will produce, maintain and distribute all the supporting material needed for the execution and support of dissemination activities:

4.1 LOGO

A project logo has been developed. The logo will be used when disseminating the Better Breathing project results.



4.2 THE PROJECT WEBSITE

A project website has been created to function as a reference point for dissemination activities. The site offers general information on the project, such as its rationale, the project progress, expected results and partners. Since it serves as a promotional tool, it will be enriched during the project with demos, attractive presentations of expected benefits, related reference information (e.g. studies, news, papers) and access to other promotional material such as brochures and posters.

The Better Breathing project website is located at the address: www.betterbreathing.org

A document has been developed that describes the website (see D5.1). The document presents the structure and capabilities of the Better Breathing website, implemented as a part of the Dissemination Work Package of the Better Breathing project. The main aim of the website is twofold:

Present the project to the public: The project website is expected to be the main source of information for external parties that are interested in the work done within Better Breathing Consortium. The website will be a continuous promotional window on both, the project and its results, for the growing numbers of Internet users.

Serve as a working tool for the project management: The website will also allow the coordination of the participants' activities, by giving them a "working room" to access and/or exchange private documents (released and/or in progress).

The project website will evolve within the life of the Better Breathing project. Thus, more sections could be included, as it is going to be developed in a continuous way.

For more information regarding the website, please see *D5.1 BB Website and Content Production*.

4.3 BROCHURE

Among the activities, we plan to design a project brochure. This will be made available to all project partners for presentation at public relations events, conferences, etc. The aim will be to give a general overview of what Better Breathing does and should prompt people to view the website and contact the Consortium for information.

The brochure text will be initially produced and agreed among the partners in English. The brochure constitutes Deliverable 5.4.

4.4 DISSEMINATION EVENTS, PRESS RELEASES, AND INTERVIEWS

In month 10, workshops will be launched in each participating country. At the workshops, representatives from these countries will be present in order to exchange helpful information and thereby increase the effectiveness of the Better Breathing initiative.

Furthermore, a conference will be held towards the end of the Better Breathing project. This will enable the participants to share their experiences and results from the project. It will also function as a powerful dissemination accelerator as the oral communication between the attendees is a very effective dissemination tool in the medical world. To help disseminate these events press releases will be used as the main source.

Interviews will be used to evaluate on the field trials which deal with the testing of how Better Breathing functions in real conditions. The interviews will furthermore look at the acceptance and satisfaction of the Better Breathing services and will be a tool in disseminating the results of Better Breathing.