WP objectives

Work description, progress and achievements towards WP objectives

Timeline: Tasks, Deliverables & Milestones status

Stakeholders involvement

Risks encountered

Next steps for Year 2
WP2 objective

Ensure the visibility of the JA and the dissemination of the project deliverables, progress and results among the targeted groups
External Communication

• Dissemination Plan finished in June
• Planned shared with all partners
• Available in the website
Work description, progress and achievements: The Plans

Internal communication

- **Internal Communication Strategy** finished and shared in March 2018
- Reporting back template sent out every 2 months to collect:
  - Activities/events organized by our partners
  - Activities/events attended by our partners in which EU-JAMRAI can have visibility
  - Results and publications
- Partners database and distribution lists constantly updated
- Internal sharing platform (ShareFile) maintenance
Work description, progress and achievements: The tools

Visual identity ready and shared in November 2017

• Logo in 3 different formats (primary, round and square)
• Claim “Europe fostering synergies to keep antibiotics working”
• Brand toolkit
Work description, progress and achievements: The tools

Templates

Letter

Power Point

Report/Deliverable

Meetings organization (agenda, participants list and minutes)
Promotional materials

- First leaflet
- Roll-up/Bookmark
- Folder
- 10 posters

Work description, progress and achievements: The tools
Work description, progress and achievements: The tools

Web banner

• 3 different formats designed and shared with partners and stakeholders
• Objective: increase visibility and traffic in our website
• Up to date 29 partners and 6 stakeholders have placed it in their websites
Work description, progress and achievements: The tools

3 quarterly e-newsletters + 1 special issue (ECCMID)

- Sent out directly to our subscribers
- Also available in our website

ECCMID in Madrid (21-24 April) EU-JAMRAI attended the 21st European Congress of Clinical Microbiology and Infectious Diseases, Madrid, Spain and visited our booth at the most important congress in infection, resistance, infection control and clinical microbiology, Real Time.

ECCMID stand at the 28th ECCMID The 28th European Congress of Clinical Microbiology and Infectious Diseases explored recent advances with almost 15,000 delegates from over 125 countries. EU-JAMRAI was there representing, meeting world leading

EU-JAMRAI is on Instagram
EU-JAMRAI has created a new profile on Instagram to connect with the younger audience. Follow us in any of the next infographics, videos and stories dropped to social media and RCA.

We are pleased to share with you our first newsletter... and launch EU-JAMRAI brand new website! Keep reading to find out more about the 1st Action on the field of Antimicrobial Resistance

Visit EU-JAMRAI booth at the 28th ECCMID in Madrid... ... and keep posted on our latest news!

"Antibiotics have been very easy to use and very easy to abuse" Richard Bax, Senior Partner of Syntegon, pharmacy and expert in infectious diseases shares with EU-JAMRAI his experience in the field of infection.

Visit EU-JAMRAI brand new website
Learn more about the partners and stakeholders behind the Joint Action. Explore the different work areas and keep informed about our activities, events and campaigns. Everything related to EU-JAMRAI online channels is located at: www.eu-jamrai.eu
Work description, progress and achievements: The tools

E-newsletters report

- 509 subscribers up to date and steadily increasing
Work description, progress and achievements: The tools

Intranet

• EU-JAMRAI ShareFile intranet ready and running since October 2017
  - User manual prepared and shared
  - Continuous maintenance
Work description, progress and achievements: The tools

www.eu-jamrai.eu

- Website launched February 2018
- Contents updated:
  - Real time (social media stream)
  - Upon needed (events, campaigns, calls to action, press-releases, results...)
EU-JAMRAI Website - Audience overview since March 2018

Work description, progress and achievements: The tools
EU-JAMRAI Website - How do we get our users?

Work description, progress and achievements: The tools
EU-JAMRAI Website - About our users

- **Sessons by device**:
  - Desktop: 85%
  - Mobile: 12%
  - Tablet: 2.9%

- **Users by time of day**:

- **Top 10 countries per session**:
  1. Portugal
  2. Spain
  3. France
  4. United States
  5. Belgium
  6. United Kingdom
  7. Netherlands
  8. Denmark
  9. Italy
  10. Lithuania
Relevant target audiences identification

• Dialogue with stakeholder forum
  - Continued round of contacts with stakeholders to have their support to reach different group audiences

• Use of Social Media channels to continue filling outreach database with:
  - Relevant organizations/initiatives/investigators in the field of Health and AMR
  - Health communicators, influencers and journalists interested in AMR
  - Congresses and innovative science events

• Group lists to categorize Social Media EU-JAMRAI followers

• Newsletter subscription through website (mailchimp platform)
  - Subscription form fields include healthcare sector and organization name
Work description, progress and achievements: Activities

Social Media Channels
Work description, progress and achievements: Activities

Kick-off-meeting press coverage

Article about EU-JAMRAI

Articles in stakeholders newsletters
Work description, progress and achievements: Activities

7 Video Interviews

- Jean-Baptiste Rouffet | EU-JAMRAI Coordination Team
- Julia Encinas | Director of the documentary “The little indestructible”
- Richard Bax | Senior Partner - TranScrip
- Jeremy Knox | Policy and Advocacy Lead - Wellcome Trust
- Jesús Rodríguez Baño | President of ESCMID
- Laura Marín | Head of Secretariat - JPIAMR
- Diamantis Plachouras | Senior expert on AMR - ECDC
Work description, progress and achievements: Activities

Events

• Organized by our partners
• Or attended by our partners as speakers
• Disseminated through the website
• Promoted through social media
28th ECCMID

- European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)
  - EU-JAMRAI stand founded by CHAFEA
  - Held in Madrid (21-24 of April 2018)
  - 13,000 delegates from over 125 countries and 198 exhibitors
  - Great impact in EU-JAMRAI Social Media Channels
Timeline: Tasks, Deliverables & Milestones status

**2017**
- Sep.
- Nov.

**2018**
- Mar.
- May.
- Jul.
- Sep.

**Tasks**
- **Task 2.1**: Dissemination Plan (Achieved)
- **Task 2.2**: Visual identity (Achieved)
- **Task 2.3**: Target audiences identification (On schedule)
- **Task 2.4**: Website (Achieved)
- **Task 2.5**: Dissemination plan implementation (On schedule)

**Deliverables & Milestones**
- **MS2.1 - Communication tool-kit**: 28/2/2018
- **MS2.2 - Dissemination Plan Control Point**: 31/3/2018
- **D2.1 - Dissemination Plan**: 30/6/2018
Stakeholders Involvement

All stakeholders have agreed to support EU-JAMRAI visibility:

- Disseminating EU-JAMRAI newsletter and encouraging their networks to subscribe
- Placing EU-JAMRAI web banner in their websites
- Supporting our campaigns/activities attending and/or dissemination them when possible

Concrete examples of outreach support:

- CPME published in their newsletter an article about EU-JAMRAI (February 2018)
- HOPE April newsletter included an extract from EU-JAMRAI 1st newsletter
- HOPE May newsletter included links to WP7 and WP6.1 surveys
- PGEU Best Practice Paper on Communicable Diseases and Vaccination (April 2018)
- ESCMID President video interview
- ECDC Senior Expert on AMR video interview
- JPIAMR Head of Secretariat video interview
<table>
<thead>
<tr>
<th>#</th>
<th>Description of risk</th>
<th>Proposed risk mitigation measures</th>
<th>Comments/updates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Foreseen</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Partners’ commitment declines (when WP2 leaders request information or collaboration in contents approval)</td>
<td>Internal communication strategy and reporting back template. Identification of communication focal points for each partner. WP2 leaders close follow-up. Coordinators support.</td>
<td>Some partners still do not have the habit of filling the reporting back template.</td>
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<tr>
<td></td>
<td><strong>Unforeseen</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Materials/Campaigns production in English and lack of budget to translate to other languages</td>
<td>Partners’ collaboration to translate key materials.</td>
<td>Website, social media and e-newsletters will only be in English as translating them would be a huge and expensive tasks. For the translation of other materials and campaigns we need the collaboration of the partners.</td>
</tr>
<tr>
<td>3</td>
<td>Partners do not use intranet and/or take advantage of all its capacities</td>
<td>Intranet user manual. Intranet use encouraged in the internal strategy.</td>
<td>Remember that saving finished documents in the intranet is mandatory.</td>
</tr>
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Next steps for year 2

- Support other WPs’ communication needs
- Continue website updates with new content:
  - Written and video interviews
  - Work-packages editorials
- Quarterly newsletters and special issues upon needed
- Developed a database of European journalists
- Giving visibility to:
  - All WPs results
  - Events organized by our partners
  - Events attended by our partners in representation of EU-JAMRAI
Thank you!

Laura Alonso Irujo
EU-JAMRAI Communication Team