



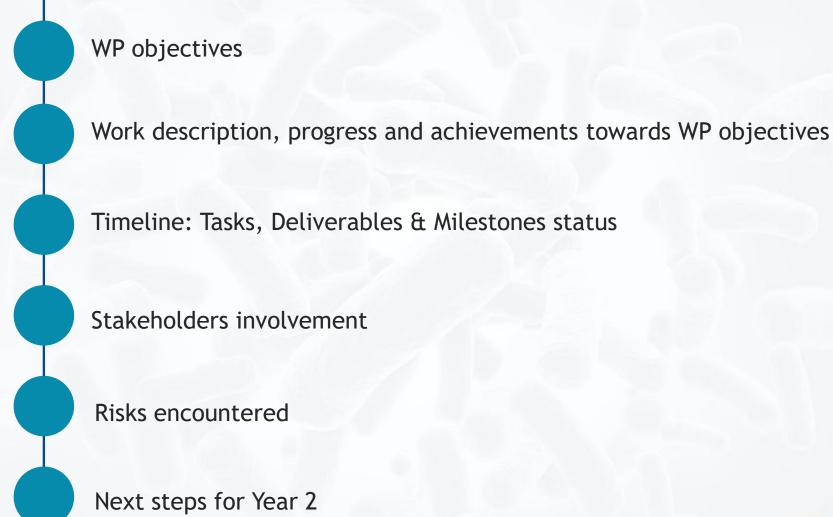
Work Package 2: Dissemination

WP leader: AEMPS









WP2 objective

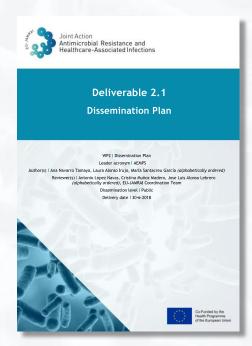


Ensure the visibility of the JA and the dissemination of the project deliverables, progress and results among the targeted groups



External Communication

- Dissemination Plan finished in June
- Planned shared with all partners
- Available in the website





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



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



















Templates

Letter



Power Point







Report/Deliverable



Meetings organization (agenda, participants list and minutes)



| Participants List (Enter here meeting title) | | | | | | | | | |
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Promotional materials

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















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



www.eu-jamrai.eu

Europe fostering synergies to keep antibiotics working









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

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





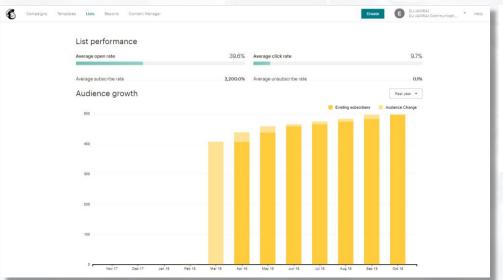






E-newsletters report

• 509 subscribers up to date and steadily increasing

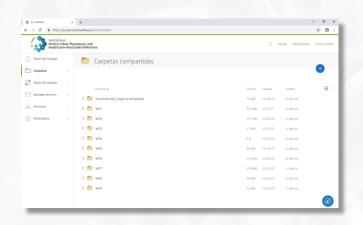






Intranet

- EU-JAMRAI ShareFile intranet ready and running since October 2017
 - User manual prepared and shared
 - Continuous maintenance



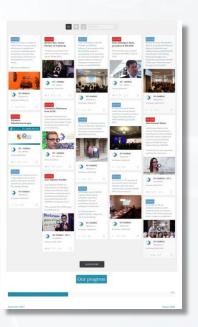






www.eu-jamrai.eu

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



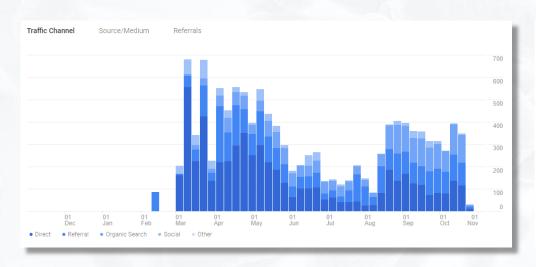


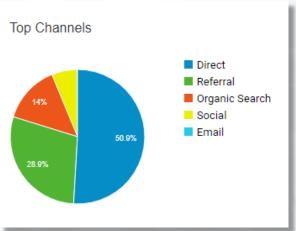
EU-JAMRAI Website - Audience overview since March 2018





EU-JAMRAI Website - How do we get our users?





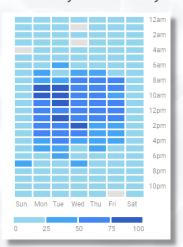


EU-JAMRAI Website - About our users

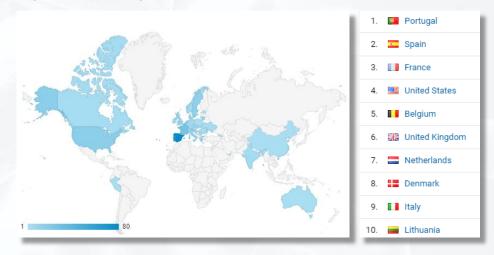
Sessions by device



Users by time of day



Top 10 countries per session



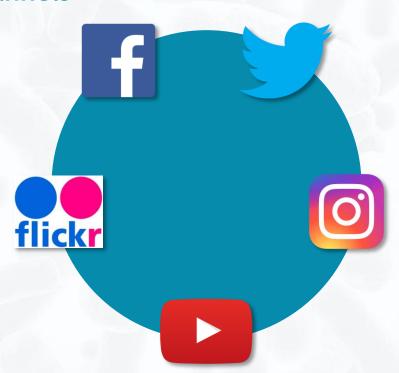


Relevant target audiences identification

- 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



Social Media Channels





Kick-off-meeting press coverage



Articles in stakeholders newsletters



Article about EU-JAMRAI







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





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



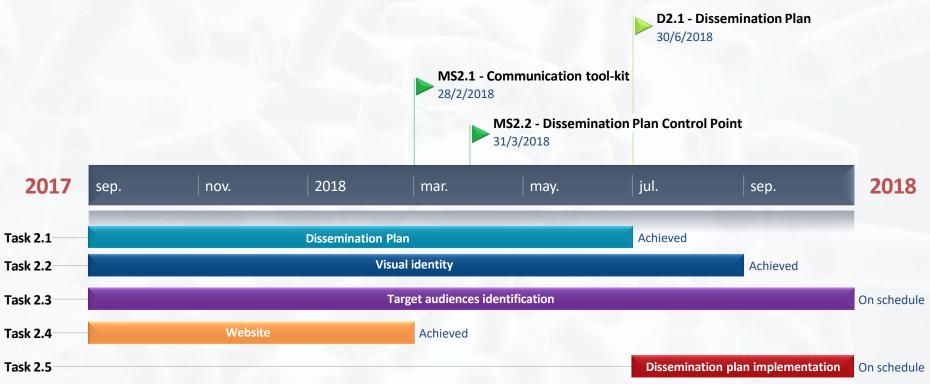






Timeline: Tasks, Deliverables & Milestones status





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

Risks encountered



| | # | Description of risk | Proposed risk mitigation measures | Comments/updates |
|------------|---|--|---|---|
| Foreseen | 1 | Partners' commitment declines (when WP2 leaders request information or collaboration in contents approval) | Internal communication strategy and reporting back template. Identification of communication focal points for each partner. WP2 leaders close follow-up. Coordinators support. | Some partners still do not have the habit of filling the reporting back template. |
| Unforeseen | 2 | Materials/Campaigns production in English and lack of budget to translate to other languages | Partners' collaboration to translate key materials. | 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. |
| | 3 | Partners do not use intranet and/or take advantage of all its capacities | Intranet user manual. Intranet use encouraged in the internal strategy. | Remember that saving finished documents in the intranet is mandatory. |

Next steps for year 2



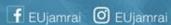
- Support other WPs' communication needs
- Continue website updates with new content:
 - Written and video interviews
 - Work-packages editorials
- Quarterly newsletters and special issues upon needed
- Developed a database of european journalists
- Giving visibility to:
 - All WPs results
 - Events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

Thank you!

Laura Alonso Irujo **EU-JAMRAI Communication Team**

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