



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Deliverable 2.1

Dissemination Plan

WP2 | Dissemination Plan

Leader acronym | AEMPS

Author(s) | Ana Navarro Tamayo, Laura Alonso Irujo, María Santacreu García (*alphabetically ordered*)

Reviewer(s) | Antonio López Navas, Cristina Muñoz Madero, Jose Luis Alonso Lebrero
(*alphabetically ordered*), EU-JAMRAI Coordination Team

Dissemination level | Public

Delivery date | 30-6-2018



Co-Funded by the
Health Programme
of the European Union

Table of Contents

List of Acronyms.....	4
1 What is this?	5
2 How important is the Antimicrobial Resistance global threat?	5
3 Which is the role of EU-JAMRAI in addressing Antimicrobial Resistance?	6
4 How is AMR perceived by the society through Social Media?.....	6
5 What do we want?	7
6 Who do we want to reach?	7
7 What do they need to hear?	8
7.1 Slogan/Claim.....	8
7.2 Visibility key messages	8
8 How can we get there?.....	8
8.1 Dissemination to general public.....	8
8.2 Counting on Experts	9
8.3 Using media for recognition.....	9
8.4 Stakeholders Forum	10
9 How can we make sure they hear it?	10
10 What do we need to develop?	11
10.1 Visual Identity	11
10.2 Online Outreach	11
10.2.1 Website	11
10.2.2 Social media profiles.....	11
10.3 Publications/ contents:.....	12
10.4 Audiovisual	12
10.5 Newsletter	13
10.6 Media and Press Releases.....	13
10.7 Infographics	13
10.8 Distribution lists	13
10.9 Congresses, events and workshops	14
10.10 Final Dissemination Conference	14
11 Implementation	14
11.1 Timeline.....	16
12 How do we know if it is working?	19
12.1 List of WP3 Indicators.....	19
APPENDIX 1: Brand Tool Kit	28
APPENDIX 2: EU-JAMRAI Partner Participation	39
APPENDIX 3: Internal Communication Strategy	41
1. Objectives.....	41
1.1 General objective	41
1.2 Specific Objectives:.....	41

2. Audience and process.....	41
3. Internal Communication tools/channels	42
3.1 Email.....	42
3.2 Meetings	43
3.3 Intranet (Sharefile):	44
3.4 Other Project Management Channels.....	45
FLOWCHART	45
Annex 1: Main information about EU-JAMRAI	47
A.1 Publishable summary	47
A.2 Management Structure	48
A.3 General Objective of the project	48
Annex 2: Document Templates	49
APPENDIX 4: List of acronyms of EU-JAMRAI partners	50

List of Acronyms

AEMPS	Spanish Agency of Medicines and Medical Devices
AMR	Antimicrobial Resistance
ATB	Antibiotic
EU	European Union
EU-JAMRAI	European Union Joint Action on Antimicrobial Resistance and Healthcare Associated Infections
GAP	Global Action Plan
HCAI	Healthcare Associated Infections
JA	Joint Action
SM	Social Media
SMART	Specific, Measurable, Appropriate, Realistic and Time-Bound
SMP	Social Media Promotion
WP	Work Package

1 What is this?

This Plan is the first delivery of the Dissemination Work Package (WP2) of the European Union Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI).

EU-JAMRAI strives to be an example of initiatives focused on achieving concrete results and testing innovative approaches at European level and beyond borders. The main objective of WP2, lead by the AEMPS-Spain (herein after referred as the Joint Action communication team), is to ensure the visibility of the Joint Action (JA) and the dissemination of the project deliverables, progress and results among the targeted groups. This dissemination effort should be done through very well organized activities in order to ensure that the results of the project are sustainable even after the end of the project.

The EU-JAMRAI Dissemination Plan has been created by the JA communication team in order to show results through a cooperative effort within all EU-JAMRAI partners. This plan will be a corner stone of the dissemination strategy bringing together knowledge, experience and best practices when selecting the appropriate tools, activities and timelines.

2 How important is the Antimicrobial Resistance global threat?

Life-saving antibiotics revolutionized our society and economy curing previously deadly diseases and making surgeries, cancer treatments, neonatal care and organ transplants increasingly viable.

This major achievement is now at risk, mainly due to the excessive and often inappropriate use of antibiotics. Today, antimicrobial resistance (AMR) is a worldwide public health threat. The increase of bacteria resistant to multiple antibiotics, even to last resort drugs, in combination with the lack of new antibiotics is increasingly resulting in cases where doctors are facing major difficulties to treat infections. AMR is responsible for thousands of deaths each year¹. Only in 2007, multiresistant bacteria infections caused 25,000 deaths and 2.5 million extra hospital days across Europe². AMR does not recognize geographic borders and is currently present in every country of the world.

¹ O'Neill J. Tackling drug-resistant infections globally: Final report and recommendations. Review on Antimicrobial Resistance. London; 2016. Available from:

http://amrreview.org/sites/default/files/160518_Final%20paper_with%20cover.pdf

² European Centre for Disease Prevention and Control (ECDC) and European Medicine Agency (EMA). The bacterial challenge: time to react. Technical report. Stockholm: ECDC; 2009. Available from:

http://ecdc.europa.eu/en/publications/Publications/0909_TER_The_Bacterial_Challenge_Time_to_React.pdf

3 Which is the role of EU-JAMRAI in addressing Antimicrobial Resistance?

The overarching objective of EU-JAMRAI is to support European Union Member States develop and implement effective *One Health* policies to combat Antimicrobial Resistance and reduce Healthcare-Associated Infections (HCAI). Through appropriate involvement of each group within the different planned actions, the Joint Action will strengthen the existing public health policies both at national and European level and contribute to achieve the objectives of the WHO Global Action Plan on AMR, the Council Conclusions on AMR and the EU Action Plan on AMR.

Strengthening national and international health security initiatives against AMR challenge mandates a common European approach taking into account local features and existing initiatives. The Joint Action EU-JAMRAI provides the opportunity to strengthen and coordinate efforts directed to both AMR and HCAI issues, following a *One Health* approach. It is important to recognize that AMR and infection control are tightly linked, so that the fight against AMR will not be efficient without tackling infection control issues. EU-JAMRAI thus addresses both AMR and HCAI and emphasizes that infection prevention and control strategies should go hand in hand with prudent use of antibiotics, appropriate tools for monitoring and surveillance and accurate diagnostic tests to decide on the most appropriate therapy.

This Joint Action will enhance cooperation between Member States, the European Commission and its agencies and other international organizations and will enable each target group to contribute to address the issue of AMR and HCAI.

4 How is AMR perceived by the society through Social Media?

The EU-JAMRAI communication team is running a Social Media Listening program which allows knowing better our audiences and connect with them through campaigns design focused in their interests, language and motivations.

We are researching, collecting and processing a big amount of data related to Antimicrobial Resistance in Twitter and Facebook. This tool is helping us to identify influential people in Social Media and real life, as well as dissemination opportunities such as workshops, congresses or online talks and debates. All these data will be used to define the concrete actions in the following sections.

5 What do we want?

As already mentioned the main objective of WP2 is to ensure the visibility of the JA and the dissemination of the project deliverables, progress and results among the targeted groups. In this context, the 4 concrete objectives of this dissemination plan are:

- To ensure that the scientific community and the general public understand the value of EU-JAMRAI and the importance of the *One Health* approach.
- To engage the scientists directly involved in EU-JAMRAI in communicating their results to society.
- To ensure coordination among all partners supporting each other in communication and outreach related actions.
- To successfully disseminate the scientific results, technical achievements and knowledge generated during the project.

6 Who do we want to reach?

- **Human and animal healthcare providers** who make decisions about screening, diagnostics, treatment, and recommendations for patients and animal care.
- **Policy-makers** at national and sub-national levels with responsibility for their human and animal health programmes and its regulations.
- **Beyond AMR and HCAI communities (other Joint Actions and other policy areas).**
- **International organizations and stakeholders** that make decisions about funding and implementing human and animal health programmes.
- **EU-JAMRAI partners** who are implementing the Joint Action.
- **Scientific community (Academia, researchers)** involved in the field of AMR.
- **Mass media and specialized media** that will help us spread the project information among a large audience.

7 What do they need to hear?

7.1 Slogan/Claim

Aiming at developing a memorable identity, the positioning statement/slogan below guides the development of key messages and ensures that they all have a consistent voice and that all planned activities reinforce each other for a cumulative effect.

Europe fostering synergies to keep antibiotics working

7.2 Visibility key messages

- **Together we are stronger.** EU-JAMRAI brings together 44 partners and more than 30 stakeholders to lessen the burden of AMR and reduce HCAs.
- **AMR is a global threat that requires a global response.** AMR is a global threat that does not recognize geographic borders and mandates a common European approach coordinated with other international initiatives.
- **AMR and infection control are tightly linked.** The fight against AMR will not be efficient without tackling infection control issues.
- **EU-JAMRAI is intersectoral.** Human health, animal health and environment are interconnected The *One Health* approach is the way to go to reduce AMR.
- **EU-JAMRAI aims to bridge the gap between declarations and actions** by proposing concrete steps to tackle AMR and HCAI so that good intentions lead to practical actions shared by EU Member States.
- **AMR cannot be tackled by policymakers alone.** EU-JAMRAI is founded on the belief that AMR requires a cross-sectoral response involving all key actors.

8 How can we get there?

8.1 Dissemination to general public

The different means of dissemination established within EU-JAMRAI will ensure that a wide public will be reached. The public outreach is going to cover different aspects such as educational articles, news, public conferences, audiovisual productions and a wide range of channels including an EU-JAMRAI website, social media, and live events.

8.2 Counting on Experts

Who could better share knowledge and insights about this global threat than experts on Antimicrobial Resistance? They are the engine of EU-JAMRAI and we need them to be also part of the dissemination process via talks, conferences and open releases.

It is crucial being aware about conferences, congresses and live events that are going on within local and national geographic areas and encourage EU-JAMRAI experts to participate. The communication team will provide the communicational support to the different partners (templates for presentations, updating the events in the website and social media pages, writing press releases when necessary, etc).

8.3 Using media for recognition

Radio, television and newspapers reach millions of people every day. Why not engaging them for science dissemination?

A European Research from 2007 discovered that 57% of European population is interested in science-related news³. There has been a remarkable growth of media dedicated to inform about science. During the last-years many online platforms have been created to attract the public interested in scientific news. Such is the case of SINC (<http://www.agenciasinc.es/>), AlphaGalileo (<http://www.alphagalileo.org/Default.aspx>) or AAAS (<http://news.sciencemag.org/>).

Scientific sections on newspapers also have a good number of readers. Some examples are The Guardian (<http://www.theguardian.com/science>), The Telegraph (<http://www.telegraph.co.uk/news/science/>), Corriere della Sera (<http://www.corriere.it/scienze/>) or El País (<http://elpais.com/elpais/ciencia.html>).

EU-JAMRAI communication team will encourage WP leaders and co-leaders to write at least one informative editorial related to the JA specific results.

There are many hot topics to inform about and the challenge is making the topic of AMR a top priority. Media becomes our audience too as we need to ensure that contents are attractive for them and newsworthy. When working with general media (not specialized journals), it is particularly important to:

- Avoid complicated scientific terms.
- Highlight social benefits of research.
- Start with the basic and keep adding information.
- Focus on the present and the future, the past is only for contextualizing.
- Do not “sell” spectacular news, unless you can meet the expectations.
- Be honest and accurate in your answers.

³ Special EUROBAROMETER 282-Scientific research in the media _December 2007

8.4 Stakeholders Forum

The stakeholder forum is made up of organizations at international level with extensive expertise in the area of resistance to antimicrobials and infection control. EU-JAMRAI communication team will establish a direct relation with their communication teams to see the best way to collaborate.

9 How can we make sure they hear it?

Audience	General Activities	Responsibility
Scientific Community	Sharing results through publications, newsletters, conferences, web portals and open releases.	All Partners
Specialized Public	Inviting specialized public to share AMR-related experiences via JAMRAI Social Media channels	WP2 leader with all partners support
General Public	Developing conferences and live events Share information about EU-JAMRAI through social media, website, press releases, video blog, etc	WP2 leader with all partners support
Media	Newspapers Blogs Specialized Portal Web	WP2 leader with all partners support

10 What do we need to develop?

10.1 Visual Identity

One of the main actions when starting the communication of a project is the creation of its visual identity. WP2 has already worked during the first months of the Joint Action in the development of the Brand Tool Kit (see [APPENDIX1](#)).

The following materials have already been produced under the guidelines of the Brand Tool Kit:

- Logo
- Claim
- Web Banner
- Templates (letter, publications, agenda, minutes, participants list)
- Promotional materials:
 - Conference folders
 - Roll-ups
 - Bookmarks
 - Posters (one per work package and one with all partners logos)

10.2 Online Outreach

10.2.1 Website

- **External:**

Online outreach is a natural channel to reach thousands of people around the world. An official website in English has been developed (<https://eu-jamrai.eu/>). The content of website is divided in menus dedicated to general information about the project; each work package objectives; news and events; audiovisual materials and contact. It is a lively site constantly updated.
- **Internal:**

The main objective of the intranet (Sharefile) is sharing internal materials among the projects partners. It will serve also as a platform for the different partners to work together on project documents.

10.2.2 Social media profiles

The EU-JAMRAI presence in online social networks is currently happening in Twitter, Facebook, Youtube and Flickr. These active profiles are updated daily through new content, images, animations, information, etc. contributing to generate interest and enhance support from the community at large.

The first steps of the Social Media Strategy is to analyze where our public target is and to establish some fundamental guidelines when using social media channels that can be summarized in:

1. Requiring disclosure and truthfulness in social media outreach.
2. Monitoring the conversation and correct misstatements.
3. Establishing social media policies to be followed by the project members, collaborators and advocates

A particular effort needs to be made on the online outreach in terms of production, content and update. The most of this effort will be done by the EU-JAMRAI communication team, but help from all the participants will be required.

10.3 Publications/ contents:

- **Brochures:**

Two brochures will be produced during the Joint Action:

- The first one has been developed during the first year and contains the main information about EU-JAMRAI, general description of the project objectives, working areas, partners, etc.
- The next one will be developed when results are more visible, containing information about the main advances and results.

- **Special leaflets** can also be developed for particular activities or events.

- **Editorials:**

WP leaders/co-leaders will be responsible of writing at least one informative editorial related to the JA specific results. WP2 leaders will assist with the revision of the editorial outline and final version and will support with the final layout. This editorial will be disseminated by each partner through their networks/social media channels and to any known relevant organization and/or person of interest they may consider. On the other hand, all these editorials will be gathered on the main website of the JA and disseminated through EU-JAMRAI social media channels.

- **Other specialized articles:**

WP2 will produce specific articles when receiving a request from mass media and specialized media and will also look for publishing opportunities in different media.

- An article for AMR Control 2018 has already been produced.

- **Layman report:**

At the end of the project, beneficiaries should produce a Layman report, a comprehensive information brochure targeted at non-specialised audience.

10.4 Audiovisual

Video is the format chosen by 51% of marketing professionals worldwide to increase their ROI (Return on Investment). Moreover, videos are shared on social networks 1200% more than text and images combined. 2-minute videos are the most engaging.

Video interviews will allow us to energize the website and give visibility to the Joint Action. Taking advantage of congresses and conferences about AMR where the Joint Action is going to participate, the communication team will set up the technical needs and the questions to interview relevant people in the Antimicrobial Resistance field and launch them on the EU-JAMRAI videoblog and social media profiles.

At least one video interview will be released each quarter. As they will have a more technical approach and language, these interviews will target politicians, veterinarians and healthcare professionals.

10.5 [Newsletter](#)

In order to disseminate the most relevant information that emerges from the project, a newsletter will be produced every 3 months and will be disseminated among the project's contact list and those who subscribe through the website.

Special e-issues will also be distributed when necessary (for example, to announce a special project event, a result, etc.)

10.6 [Media and Press Releases](#)

Radio, television and newspaper audiences matter too. Mass media reach millions of people and we have to take advantage of that.

Quick and accurate answers to the media are vital to build a trustful and closed relationship. EU-JAMRAI advocates must be designated by each partner, just to be ready to set up an interview if required. A proactive interaction is also fundamental to engage a larger number of mass media.

Press releases relating key milestones and achievements will be distributed by the EU-JAMRAI communication department. Each partner can adapt the press releases given in order to make them more attractive for the national and local media. Each partner is responsible for sharing the press release with its local and national press contacts. If partners would like to publish their own press release for a single event, they are welcome to do so as far as it is done in coordination with the EU-JAMRAI communication team.

10.7 [Infographics](#)

Social media analytics demonstrate that images and infographics are the tools with the highest impact and reactions in social media.

Several postcards and infographics with attractive images and different short key messages targeting each audience will be designed, translated to different languages and widely disseminated through social media networks (twitter, instagram and facebook) to reach the youngest audiences.

Although intended to be digital these postcards and infographics will also be printable.

10.8 [Distribution lists](#)

The WP2 will contribute to the creation of a database of the project that will include partners, stakeholders, professionals of the sector, media, general public, etc. This database will also be fed through:

- Social media group lists with audiences segmentation
- Newsletters subscriptions

10.9 Congresses, events and workshops

We will encourage EU-JAMRAI-related professionals, outreach staff and key managers to participate in relevant meetings, talks, science conferences, science communication congresses and general public science.

WP2 leaders will prepared calendars (or ad hoc emails) with the most relevant events and share them with partners in advance to facilitate their participation.

A brochure, posters and a roll-up have been designed by the communication team; they can be found in Sharefile. If partners need a specific design, they should contact the communication team for help.

EU-JAMRAI has already participated in:

- **ECCMID 2018:** EU-JAMRAI was present in the 28th European Congress of Clinical Microbiology and Infectious Diseases with a dedicated stand to the Joint Action.
- **ECCMID 2019:** The Joint Action has submitted a proposal to organize a special session in the ECCMID 29th edition where different experts from the JA will make a presentation and discussion around AMR.
- **Other examples from 2018:** *One Health* Network meeting, Third plenary session of the European Health Parliament, etc.

10.10 Final Dissemination Conference

A final Conference will be organized at the end of the project (3rd year) to disseminate the project results. This Conference will target researchers, clinicians and general practitioners, professional associations, mass media, patient organizations, etc., and will also involve representatives of the JA.

Although designed with a different objective (raising awareness and changing behaviour) the activities developed by WP8 share the same tools used by WP2 (website, social media channels etc.) and will also give visibility to the Joint Action.

11 Implementation

EU-JAMRAI partners play a very important role in the implementation of this plan by:

- **Supporting Task 1:** Sharing information with the communication area of EU-JAMRAI about all the activities, events, results, etc. where they will participate on behalf of the Joint Action and are likely to receive dissemination support from the WP2 team. (See [APPENDIX 3: Internal Communication Strategy](#))
- **Supporting Task 2:** Supporting the dissemination (through their social media networks, contact lists, newsletters, web pages, etc.) of all the materials generated by the communication team.

- **Supporting Task 3:** Actively participating in the development and implementation of any of the activities organized by WP2

A more comprehensive distribution of these supporting tasks among EU-JAMRAI partners is included in [APPENDIX 2](#): Partners Participation.

11.1 Timeline

The following figures show visually the implementation period of each activity and highlight the most important milestones. More clarifications are made at the end of this section.

Figure 1: Timeline September 2017 - August 2018

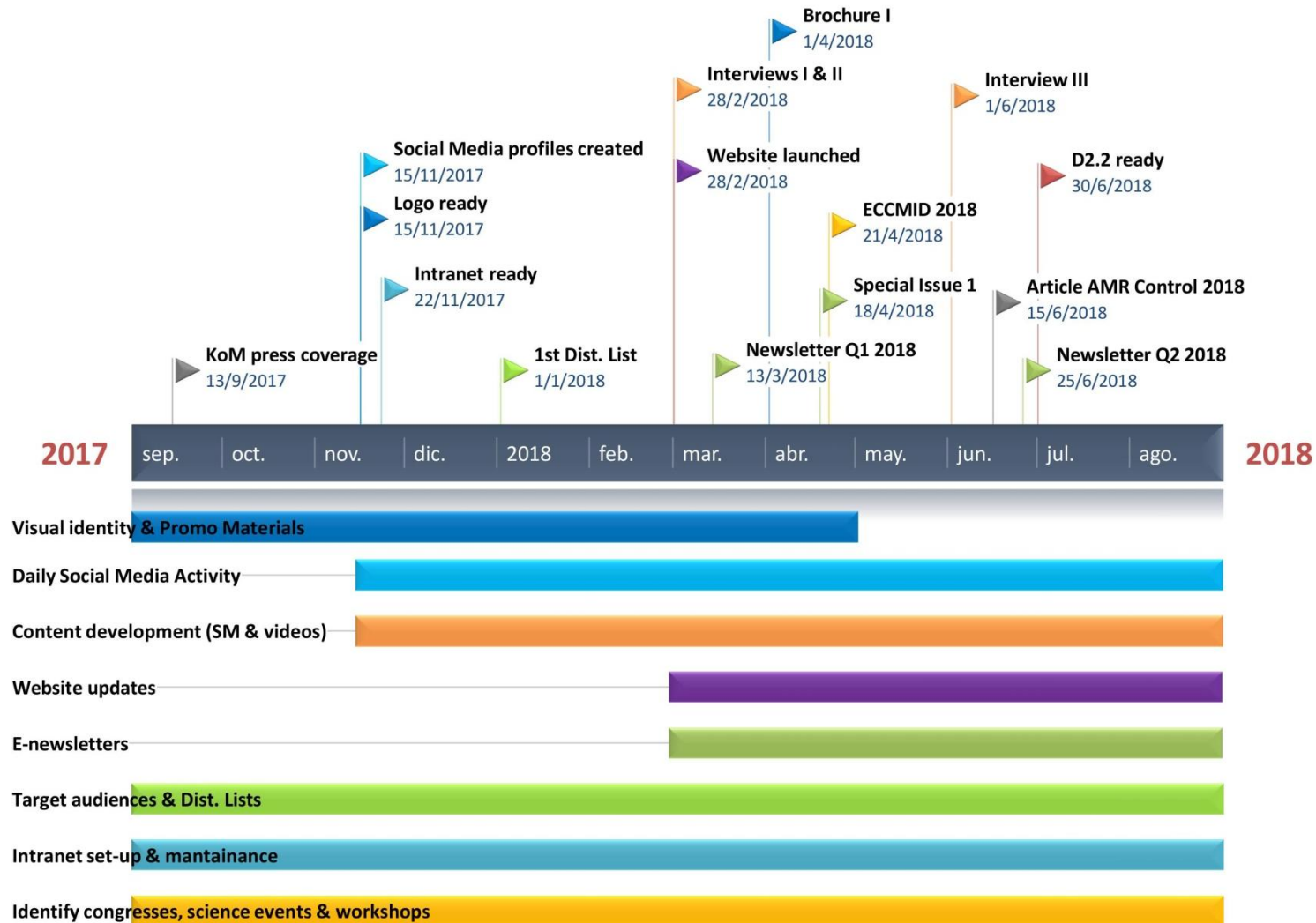


Figure 2: Timeline September 2018 - August 2019

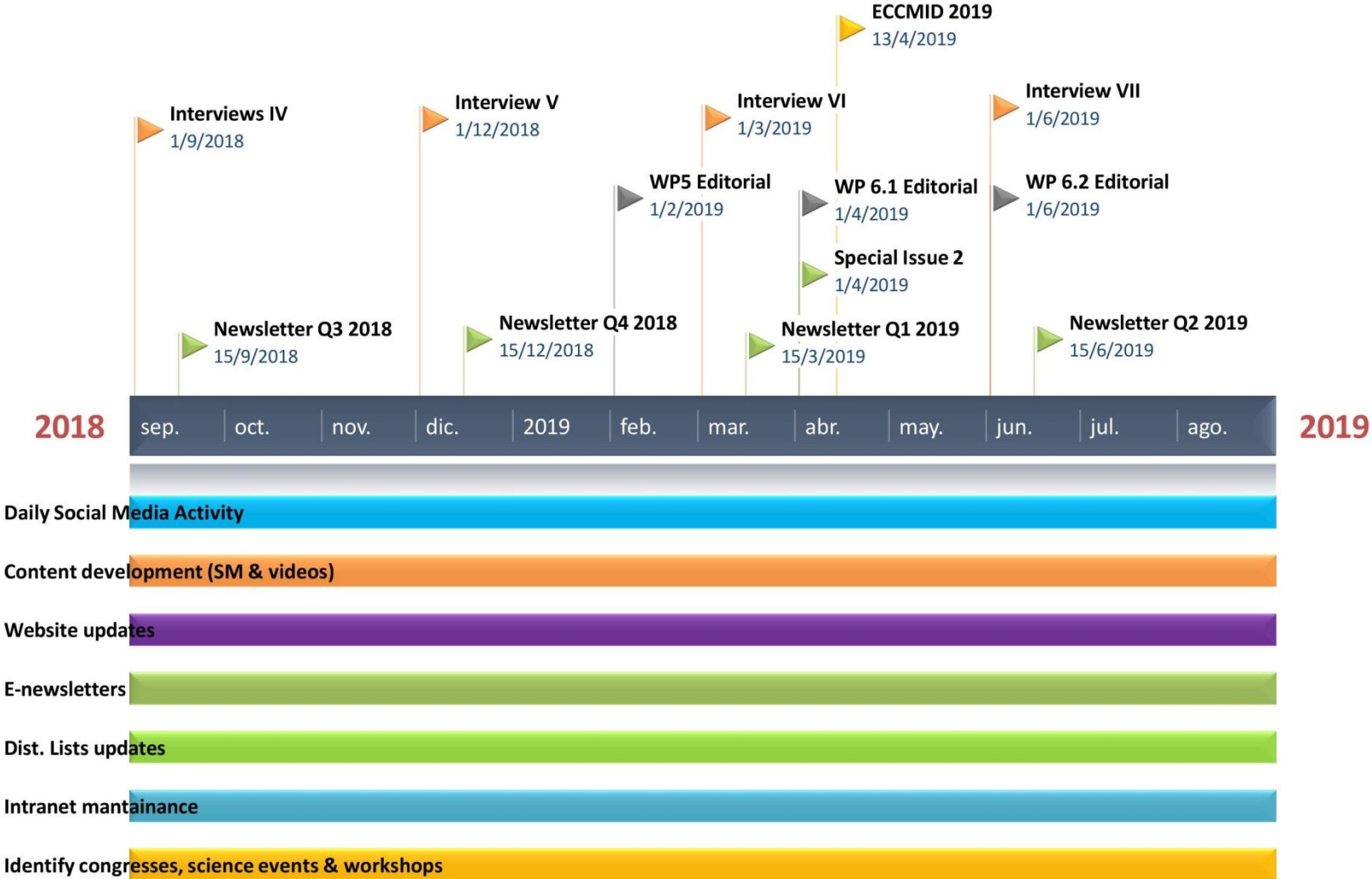
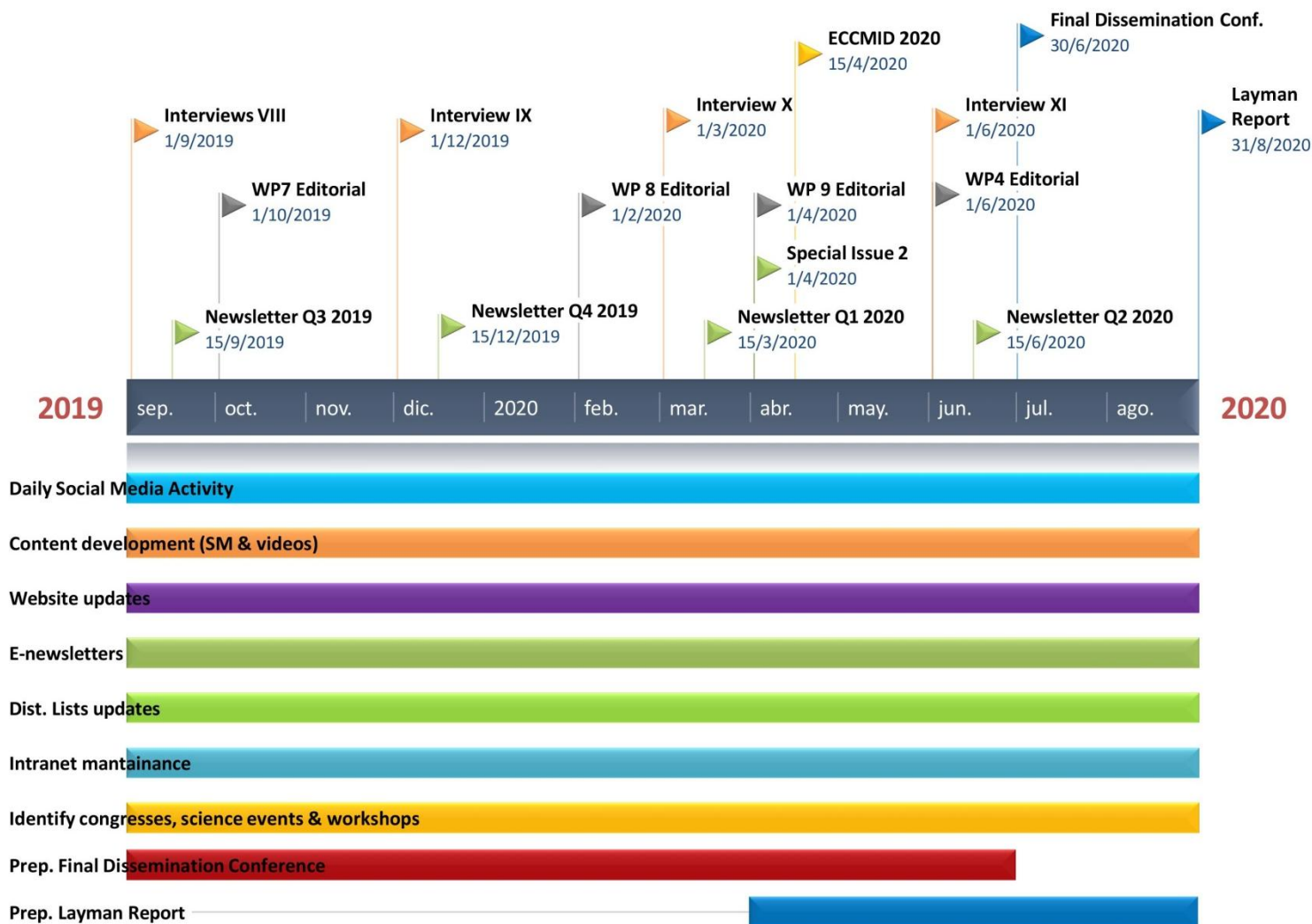


Figure 3: Timeline September 2019 - August 2020



- Dates are approximate and might be changed depending on the availability of resources, partners agenda and partners commitment.
- Contents development includes: original contents for Social Media and website, videos, infographics etc.
- Press-releases will be developed throughout the project upon needed.
- Congresses, events and workshops will be identified and partners will be encouraged to participate.

12 How do we know if it is working?

The most frequently practiced communications assessment focus on monitoring website traffic, news and social media. Tracking audience exposure to the project's channels and messages is helpful to establish trends over time, and also to capture how particular products such as website content or press releases reach specific audiences. It will be measured through:

- Press clipping.
- Google Analytics (website).
- Twitter and Facebook statistics.

12.1 [List of WP3 Indicators](#)

Other indicators that will be reviewed to assess compliance with the objectives of this WP will be the following:

Task 2.1: Design of a dissemination plan

(code) Indicator	WP2.1.1: Development of the Dissemination Plan
Definition	Preparation of the Dissemination Plan/Strategy
Justification	Strategy to disseminate information about the Joint Action both to general public and stakeholders, as well as to ensure the promotion of the project outcomes and results amongst the targeted audiences.
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website and intranet
Responsible	WP2
Periodicity of data collection	Once (M10)
Completion criteria	Dissemination Plan developed and available
Acceptance criteria	
Observations	

(code) Indicator	WP2.1.2: Percentage of partners who consulted the Dissemination Plan
Definition	Percentage of EU-JAMRAI partners that are aware of and have consulted the Dissemination Plan
Justification	In such a large project with 44 partners, the consistency and effectiveness of dissemination requires that everyone is familiar with the plan and following the same strategy
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	Self-reported surveys
Data collection instrument	EU-JAMRAI partners survey
Responsible	WP3
Periodicity of data collection	Twice (M12, M24)
Completion criteria	100% of partners have consulted the Dissemination Plan
Acceptance criteria	80% of partners have consulted the Dissemination Plan
Observations	

(code) Indicator	WP2.1.3: Development of the Internal Communication Strategy
Definition	Preparation of the Internal Communication Strategy
Justification	Strategy to ensure back and forth communication amongst WPs to build on the work coming from all the different WPs within the JA.
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI intranet
Responsible	WP2
Periodicity of data collection	Once (M7)
Completion criteria	Internal Communication Strategy developed and available
Acceptance criteria	
Observations	

(code) Indicator	WP2.1.4: Percentage of partners who consulted the Internal Communication Strategy
Definition	Percentage of EU-JAMRAI partners that are aware of and have consulted the Internal Communication Strategy
Justification	Effective communication between the different partners and WPs requires that everyone uses the internal communication tools available and follows the rules set up in the internal communication strategy.
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	Self-reported surveys
Data collection instrument	EU-JAMRAI partners survey
Responsible	WP3
Periodicity of data collection	Twice (M8, M20)
Completion criteria	100% of partners have consulted the Internal Communication Strategy
Acceptance criteria	80% of partners have consulted the Dissemination Plan
Observations	

(code) Indicator	WP2.1.5: Development of dissemination activities reporting-back template
Definition	Preparation of a reporting-back template (to be filled by WPs leaders) to advance/inform WP2 leadership about dissemination activities
Justification	Facilitate the planning and promotion of the dissemination activities organized or participated by the different partners
Type of indicator	Outcome
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI intranet and email
Responsible	WP2
Periodicity of data collection	Once (M7)
Completion criteria	Dissemination activities reporting-back template developed and available
Acceptance criteria	
Observations	

Task 2.2: Communication tool-kit (visual identity)

(code) Indicator	WP2.2.1: Logotype, claim, templates, web banner and Brand Tool Kit
Definition	Creation of EU-JAMRAI logo, claim/slogan, templates, web banner and Brand Tool Kit with visual identity user guidelines
Justification	A unique and strong brand ensures recognition of EU-JAMRAI by our target audiences. The Brand Tool Kit guidelines ensure that the Joint Action visual identity is presented consistently throughout the EU and the world.
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website and intranet
Responsible	WP2
Periodicity of data collection	Once (M6)
Completion criteria	EU-JAMRAI logo, claim/slogan, templates and Brand Tool Kit developed and available
Acceptance criteria	
Observations	

(code) Indicator	WP2.2.2 Leaflet 1 and 2
Definition	Development, publication and distribution of at least 2 promotional leaflets for broad public with focus on the promotion of JA objectives and planned activities (first one disseminated at an early stage of the JA to inform people about the project; second one to be issued in the later stages of the JA when the results are more visible)
Justification	Having printed materials focused on EU-JAMRAI objectives and planned activities is essential to promote the JA in meetings, congresses and other AMR relevant activities and events at international and local levels.
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website and intranet (digital version)
Responsible	WP2
Periodicity of data collection	Twice (M8 and M34)
Completion criteria	EU-JAMRAI leaflets developed and available (both paper and digital version)
Acceptance criteria	
Observations	To maximize dissemination of EU-JAMRAI leaflets at national and regional levels, these can be translated by partners in each country

(code) Indicator	WP2.2.3: E-Newsletters
Definition	Digital newsletters announcing Joint Action events, planned activities and results.
Justification	EU-JAMRAI e-newsletters are a major avenue of information dissemination to the Joint Action partners, external stakeholders and all individuals subscribed to the mailing list. The information collected through the subscription to this newsletter will also be very valuable to feed the Joint Action distribution list database.
Type of indicator	Output
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website
Responsible	WP2
Periodicity of data collection	Quarterly since first edition (M6, M9, M12, M15, M18, M21, M24, M27, M30, M33, M36)

Completion criteria	Quarterly newsletters sent to the mailing list
Acceptance criteria	
Observations	

Task 2.3: Identification of the relevant target audiences and their expectations from the Joint Action

(code) Indicator	WP2.3.1: Dialogue with stakeholder forum
Definition	Evidence of email exchange, teleconferences and meetings with members of the stakeholder forum
Justification	Dialogue with stakeholders and mapping of relevant organizations is critical for target audiences identification and dissemination
Type of indicator	Output
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	Meeting minutes
Responsible	WP2
Periodicity of data collection	Yearly (M12, M24, M36)
Completion criteria	Meetings celebrated with 100% of stakeholders forum members
Acceptance criteria	Meetings celebrated with 80% of stakeholders forum members
Observations	

(code) Indicator	WP2.3.2: Distribution lists
Definition	Database comprising organizations and initiatives relevant to AMR, contacts identified by partners and stakeholders. It includes subscribers to EU-JAMRAI e-newsletters and relevant audiences identified through social media channels
Justification	An extensive contact database is essential to disseminate information about EU-JAMRAI to a broad audience
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	WP2 records
Responsible	WP2
Periodicity of data collection	First version M7
Completion criteria	Database developed and available
Acceptance criteria	
Observations	Database constantly updated throughout the project life

Task 2.4: Website Design: Internal and external use

(code) Indicator	WP2.4.1: Development and use of EU-JAMRAI intranet (internal use website)
Definition	Design of a sharing platform for internal communication and file sharing
Justification	An interactive private file sharing platform where all partners can interact and share relevant information contributes to effective internal communication and ensures safe information storage.
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI intranet

Responsible	WP2
Periodicity of data collection	Once (M3-M6)
Completion criteria	EU-JAMRAI intranet developed 100% associate partners with access
Acceptance criteria	100% associate partners with access
Observations	

(code) Indicator	WP2.4.2 Work documents and results available in EU-JAMRAI intranet
Definition	Availability of all the Joint Action work documents and results (public and confidential) through EU-JAMRAI intranet
Justification	One of the intranet functionalities is safe information storage
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI intranet
Responsible	WP2
Periodicity of data collection	Throughout the Joint Action
Completion criteria	All Joint Action work documents and results available through EU-JAMRAI intranet
Acceptance criteria	
Observations	

(code) Indicator	WP2.4.3: EU-JAMRAI external website design
Definition	Design and development of EU-JAMRAI external website
Justification	A properly identified EU-JAMRAI website with open access will be the central tool to communicate outputs and outcomes and disseminate the information to the targeted audiences
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website
Responsible	WP2
Periodicity of data collection	Once (M6)
Completion criteria	EU-JAMRAI external website developed and available
Acceptance criteria	
Observations	

(code) Indicator	WP2.4.4: Average number of visits to EU-JAMRAI website
Definition	Average number of monthly visits to EU-JAMRAI external website
Justification	Assess the effective use of EU-JAMRAI website by visitors
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	Visits to EU-JAMRAI website
Data collection instrument	EU-JAMRAI website statistics (google analytics)
Responsible	WP2
Periodicity of data collection	Quarterly data collection Once a year reporting (M12, M24, M36)
Completion criteria	
Acceptance criteria	Average visits should increase with project development
Observations	

(code) Indicator	WP2.4.5: Updates to EU-JAMRAI website
Definition	Number of EU-JAMRAI website updates with activities, events, publications, results and social media interaction among others.
Justification	To assess the updated status and the content production dynamics of EU-JAMRAI website
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	Website back-office
Responsible	WP2
Periodicity of data collection	Quarterly data collection Once a year reporting (M12, M24, M36)
Completion criteria	
Acceptance criteria	At least one monthly content update (social media interaction updates will be done with streaming)
Observations	

(code) Indicator	WP2.4.6: Percentage of partners with EU-JAMRAI web banner placed in their websites
Definition	Percentage of partners that have links to EU-JAMRAI website at their institutional website
Justification	A link to EU-JAMRAI website should be clearly observable at all partners institutional websites to boost the project visibility and lead other websites' visitors to the Joint Action website
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	Direct contact with partners
Responsible	WP2
Periodicity of data collection	Once (M6- M9)
Completion criteria	100% of partners have an institutional link available to EU-JAMRAI website
Acceptance criteria	70% of partners have an institutional link available to EU-JAMRAI website
Observations	

Task 2.5: Implement the Dissemination Plan

(code) Indicator	WP2.5.1: Development of dissemination contents
Definition	Development of dissemination contents (interviews, short clips and promos, infographics, press releases) to update EU-JAMRAI website and/or support identified key events
Justification	Regular content production is essential to update EU-JAMRAI website and/or support events
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	Reporting-back template, EU-JAMRAI external website and social media channels
Responsible	WP2
Periodicity of data collection	Once yearly (M12, M24, M36)
Completion criteria	Dissemination contents developed and available to meet website updates and identified key events dissemination needs
Acceptance criteria	
Observations	To maximize dissemination of EU-JAMRAI activities at national/regional level, press releases can be translated and/or adapted by partners in each country

(code) Indicator	WP2.5.2: Number of events in which EU-JAMRAI is disseminated
Definition	Number of events where EU-JAMRAI is disseminated, either through general information or by the presentation of results
Justification	The promotion of target audiences awareness about EU-JAMRAI, at international and local levels, can be achieved by participating in events and presenting general information about the project or results derived from WPs activities
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	Reporting-back template, EU-JAMRAI external website and social media channels
Responsible	WP2
Periodicity of data collection	Once yearly (M12, M24, M36)
Completion criteria	Coverage of at least one event in every country represented in EU-JAMRAI
Acceptance criteria	Yearly coverage of at least one-third of countries represented in EU-JAMRAI by associated partners. For the last evaluation, acceptance will correspond to: at least one event in every country represented in JA-CHRODIS by associated partners.
Observations	

(code) Indicator	WP2.5.3: WPs leaders editorials related to the JA
Definition	Number of editorials/articles related to the Joint Action written by WPs leaders
Justification	Publication of editorials/articles related to EU-JAMRAI will increase the visibility of the Joint Action and will give the different WPs the opportunity to show their results
Type of indicator	Outcome
Methodology	Quantitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website
Responsible	WP2
Periodicity of data collection	Once yearly (M12, M24, M36)
Completion criteria	At least one editorial per WP
Acceptance criteria	At least 9 editorials (one per WP)
Observations	

(code) Indicator	WP2.5.4: Promotional on-line campaign
Definition	Promotional online campaign (competition or game, at European level) to attract general public to the website
Justification	A social media campaign will contribute to increase traffic in EU-JAMRAI website and attract younger audiences
Type of indicator	Output
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website and social media channels
Responsible	WP2
Periodicity of data collection	Once (M18)
Completion criteria	Promotional online campaign developed
Acceptance criteria	
Observations	

(code) Indicator	WP2.5.5: Development of Layman report
Definition	Development of a comprehensive information brochure focused on project objectives and results with a full overview of the Joint Action outcomes
Justification	A Layman report is a useful reporting tool targeted to non-specialist audience to inform decision makers and non-technical parties
Type of indicator	Outcome
Methodology	Qualitative
Data source(s)	WP2 leadership
Data collection instrument	EU-JAMRAI external website
Responsible	WP2
Periodicity of data collection	Once (M33)
Completion criteria	Layman report developed and available
Acceptance criteria	
Observations	

(code) Indicator	WP2.5.6: Organization of Final Dissemination Conference
Definition	Satisfaction with the Final conference on dissemination
Justification	A final Conference will be organized at the end of the project to disseminate the project results among researchers, clinicians and general practitioners, professional associations, mass media, patient organizations and representatives of the Joint Action partners
Type of indicator	Output
Methodology	Qualitative
Data source(s)	Conference agenda and minutes List of general conference signatures Conference documentation
Data collection instrument	Agenda and minutes
Responsible	WP1 and WP2
Periodicity of data collection	Once (M36)
Completion criteria	Conference to disseminate the Joint Action results organized
Acceptance criteria	
Observations	

(code) Indicator	WP2.5.7: Number of participants in the Final Dissemination Conference
Definition	Number of participants in the Final Dissemination Conference
Justification	Involvement of associated partners, policy and decision makers at the European and national levels
Type of indicator	Output
Methodology	Quantitative
Data source(s)	List of Member States representatives who confirmed their attendance List of policy/decision maker and/or stakeholder who confirmed their attendance List of general conference signatures
Data collection instrument	List of signatures Conference documentation
Responsible	WP1 and WP2
Periodicity of data collection	Once (M36)
Completion criteria	100% of associated partners have at least 1 representative at the conference 1 policy/decision maker to attend the conference / per every WP leader 100% of Joint Action stakeholders forum have at least 1 representative at the conference
Acceptance criteria	70% of associated partners have at least 1 representative at the conference 70% of WPs leaders have at least one decision maker/policy officer at the conference

	70% of Joint Action stakeholders forum have at least 1 representative at the conference
Observations	

(code) Indicator	WP2.5.8: Satisfaction with the Final Dissemination Conference
Definition	Description of evaluation criteria of the results of the Final Dissemination Conference dedicated to disseminate results
Justification	Level of satisfaction expressed by the participants on the Final Dissemination Conference
Type of indicator	Outcome
Methodology	Qualitative
Data source(s)	Database with answers of the participants regarding their satisfaction with Final Dissemination Conference
Data collection instrument	Final Dissemination Conference satisfaction questionnaire
Responsible	WP3
Periodicity of data collection	Once (M36)
Completion criteria	Average level of satisfaction with the general conference $\geq 80\%$
Acceptance criteria	Average level of satisfaction with the general conference $\geq 60\%$
Observations	To identify strengths and gaps in the conference concept and agenda

APPENDIX 1: Brand Tool Kit

Version Date 19th January 2018

Brand Tool Kit

EU-JAMRAI

Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections

1 | Statements

1.1 STATEMENT OF PURPOSE

WHY IS THIS DOCUMENT IMPORTANT?

This document presents EU-JAMRAI **brand identity** and provides **guidelines** to ensure its correct use.

- Our brand is key to ensuring that our outreach presents the Joint Action consistently throughout the EU and the world.
- A strong brand ensures recognition of EU-JAMRAI by our target audiences.
- By applying these guidelines you will strengthen the EU-JAMRAI brand image and enhance the visibility of this important Joint Action.

1.2 MISSION STATEMENT

EU-JAMRAI overarching objective is to support EU Member States develop and implement effective one health policies to combat AMR and reduce healthcare-associated infections.

Identity = values, goals, actions, achievements and brand.

EU-JAMRAI branding aims to contribute to:

- The visibility of the Joint Action
- The dissemination of the project deliverables, progress and results
- The promotion of responsible use of antibiotics among general public and health care professionals

2 | Logo

2.1 BRAND STYLE

SIMPLE

- To be easily understood by all audiences
- To communicate our ideas directly and effectively
- To inspire others to act

OPTIMISTIC

- Because all human progress started as an utopia
- Because we can succeed over the threat of AMR
- Because jointly we can achieve the seemingly impossible

BOLD

- To get noticed
- To make AMR a priority
- To be unique in our communications

CONTEMPORARY

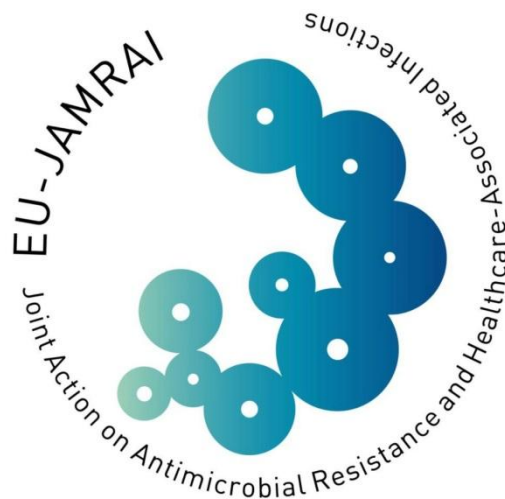
- To keep pace with new technologies and global changes
- To be attractive
- To engage with younger audiences

2.2 LOGO – Rectangular



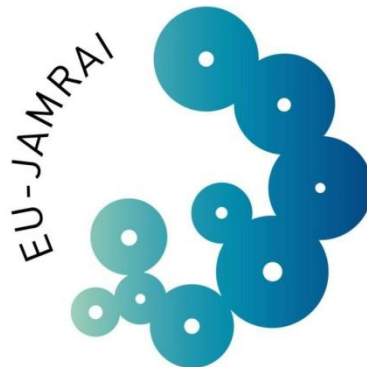
Primary logo for stationary materials, template headers and publications
Ensures great readability of the Joint Action name

2.3 LOGO – Round



Ideal for social media icons, web use, presentations, videos and animations

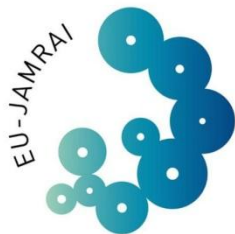
2.4 LOGO – Square



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

Logo for exceptional use when the other options do not fit or ensure readability

2.5 LOGO – The concept



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

The idea

A diffusion test plate with 9 disks representing the 9 Work Packages of the JA





The color

3 blues gradient to go along with the distinctive blue of the European Union

Important words highlighted

'Antimicrobial Resistance and Health-Associated Infections' with bolder font

2.6 LOGO – Color Specifications

			
PANTONE black CMYK 0.0.0.100 RGB 00.00.00	PANTONE 3375 UP CMYK 43.0.34.0 RGB 160.209.184	PANTONE 314 UP CMYK 81.31.21.0 RGB 7.139.173	PANTONE 655 UP CMYK 95.76.15.3 RGB 7.73.134

Each logo has been designed in CMYK and RGB

HOW TO USE THE DIFFERENT FILES?

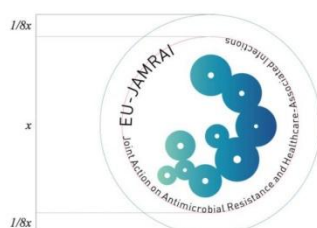
- CMYK files are for print use
- RGB files are for digital / screen use

2.7 LOGO – Alternate color options

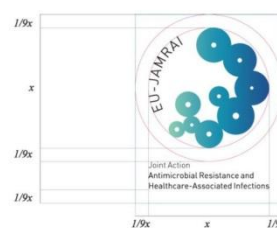


2.8 LOGO – Clear space and minimum size

Blue line indicates clear space. The blue area must be kept free of other elements. Magenta indicates type and element alignment and boundaries.



The minimum required Clear Space is defined by the measurement "1/8x".



The minimum required Clear Space is defined by the measurement "1/9x".

2.9 LOGO – Rules to include the EU Logo

It is important to include the EU logo on all communication materials with the following text: **Co-funded by the Health Programme of the European Union**

Specifications:

- Minimum height: 1 cm.
- European Union: always spelled out in full.
- Typeface: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- Font size: proportionate to the size of the emblem.
- Text colour: reflex blue (same blue colour as the EU flag), black or white.

Example:



Co-funded by the
Health Programme
of the European Union

For further information about the correct use of the EU logo please consult the [EU Communication and visibility manual](#) and/or [The use of the EU emblem in the context of EU programmes](#)

2.10 LOGO – Rules for partners logos use

Partnerships and collaborative relationships are an integral part of the Joint Action.

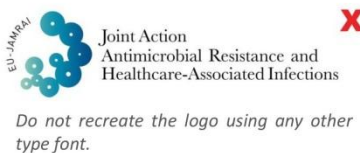
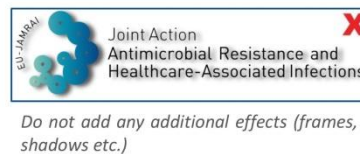
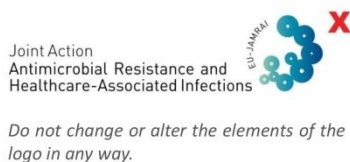
- When documents are prepared by more than 2 partners, logos should be shown at proportionately the same size and at the same level, with even and clear space around each logo.
- The JA logo should appear on the left and then (to give all partners' logos equal emphasis) logos should be arranged alphabetically from left to right.
- Also please keep in mind to always include the EU logo as explained in the slide 2.9. Please see templates in section 3.



For any question please contact the coordination and communication teams.

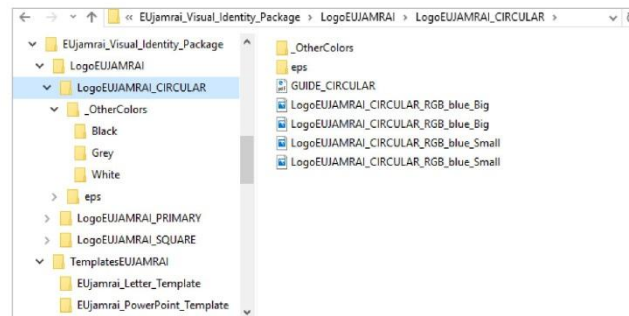
2.11 LOGO – What NOT to do

Examples of **unacceptable** modifications and incorrect uses:



Please see below a print screen that show the different files available in the JA ShareFile repository for each logo version. Please keep in mind:

- **Editable .eps files** are ONLY for professional design/printing use
- **RGB files** (provided in two different sizes) are for digital / screen use:
 - Jpeg - white background
 - Png - transparent background



3 | Templates

3.1 TEMPLATES – Power Point

Please use the provided Power Point template for all presentations related to the Joint Action. Feel free to duplicate slides, add your pictures and content but do not alter the design and layout. Template available in the JA ShareFile repository.



3.2 TEMPLATES – Letter

Please use the provided Word template for all Joint Action official letters. Respect the position of the logos, add your logo and customize the footer with your contact details. Below examples with 2 and 3 partners. Templates available in the JA ShareFile repository.



More templates (folder, publication cover etc.) will soon be available and uploaded to the JA ShareFile repository.

3.2 TEMPLATES – Typography

Careful selection and arrangement of typography provides legibility and readability to any communication material.

The type font used in the templates is **Trebuchet MS**.

Please respect type font to ensure materials consistency. Trebuchet MS is a standard computer font included in all office applications by default.

Trebuchet MS

1234567890!-_"%&/()=?;^*`+'ç"Ç
1234567890!-_"%&/()=?;^*`+'ç"Ç
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

This Brand Tool Kit has been shared with all EU-JAMRAI partners and can be downloaded following this link: <https://eu-jamrai.eu/visual-identity/>

APPENDIX 2: EU-JAMRAI Partner Participation

Code	Partner Acronym	Country	Participation in WP2	Persons/ Months per participant in WP2	Supporting Task 1	Supporting Task 2	Supporting Task 3
FR-1	INSERM	France	X	4	X	X	X
FR-2	MoH-FR	France	X	1,7	X	X	X
AT-3	GÖG	Austria	X	0,1	X	X	
BE-4	FPS HFCSE	Belgium	X	0,5	X	X	
BG-5	NCIPD	Bulgaria	X	0,7	X	X	
HR-6	CIPH	Croatia	X	0,2	X	X	
CZ-7	NIPH	Czech Republic	X	0,5	X	X	
DK-8	SSI	Denmark	X	0,5	X	X	
EE-9	TA	Estonia	X	2	X	X	X
DE-10	RKI	Germany	X	0,1	X	X	
GR-11	HCDCP	Greece	X	1	X	X	X
GR-12	ESDY- NSPH	Greece	X	1	X	X	X
GR-13	7HRC	Greece			X		
IT-14	UNIFG	Italy	X	0,4	X	X	
IT-15	ISS	Italy	X	1	X	X	X
LV-16	PSKUS	Latvia	X	1	X	X	X
LT-17	LSMULKK	Lithuania	X	1	X	X	X
LT-18	VULSK	Lithuania	X	1	X	X	X
LT-19	HI	Lithuania	X	0,5	X	X	
LT-20	NVSC	Lithuania	X	0,1	X	X	
NL-21	VWS	Netherlands	X	2	X	X	X
NO-22	HdiR	Norway	X	0,1	X	X	
NO-23	FHI	Norway	X	1,5	X	X	X
NO-24	NVI	Norway			X		

Code	Partner Acronym	Country	Participation in WP2	Persons/ Months per participant in WP2	Supporting Task 1	Supporting Task 2	Supporting Task 3
PL-25	NMI	Poland			x		
PT-26	DGS	Portugal	X	1	x	x	x
RO-27	UMPIH	Romania	X	2,5	x	x	x
SI-28	NIJZ	Slovenia	X	1,5	x	x	x
SP-29	AEMPS	Spain	X	39	x	x	x
SP-30	GENCAT	Spain			x		
SP-31	CSGIB	Spain			x		
SP-32	DGPIFAC/FFIS/SMS	Spain	X	1	x	x	x
SP-33	FMS	Spain	X	0,5	x	x	
SP-34	SAS/FISEVI/IBiS	Spain	X	1	x	x	x
SP-35	ISCIH	Spain	X	0,8	x	x	
SP-36	SERMAS	Spain			x		
SE-37	FOHM	Sweden	X	1	x	x	x
SE-38	SOS	Sweden			x		
SE-39	SBA	Sweden			x		
SE-40	NFA	Sweden			x		
SE-41	SVA	Sweden			x		
SE-42	SRC	Sweden	X	0,4	x	x	
SE-43	UAS	Sweden			x		
FR-44	ANSES	FRANCE	X	1	x	x	x

To see the definition of each Supporting Task please go to [section 11](#).

APPENDIX 3: Internal Communication Strategy

1. Objectives

1.1 General objective

It is very important for the project that all members are aligned in terms of the way and means in which EU-JAMRAI information is communicated outward. Appropriate internal coordination with the communication area will be required.

Our objective is to deliver an internal communications framework that provides clear, informative and engaging two-way communications, which will be planned and effectively linked with the key messages.

1.2 Specific Objectives:

- Simplify the structure of internal communications, channels and messages.
- Ensure that all the WPs inform and get informed about the events and activities developed during the project in advance.
- Promote two-way feedback with WP communication focal points and regularly respond to feedback received.
- Identify areas/channels of success and areas/channels in need of further attention.
- Establish an appropriate communication process in which the communication focal points of each WP receive the information and disseminate it through the WP participants.

2. Audience and process

The following mechanisms are orientated to the **Communication Focal Points** of each WP and the **WP Leaders**.

They will be in charge of:

- Centralizing their WP information susceptible to be disseminated and transfer it to the WP leaders of communication.
- Disseminating the communication materials and campaigns that WP2 and WP8 will provide during the project:
 - Ensuring that the materials reach all the participants of their work package, and that the information flows in both directions.
 - Participating in the dissemination of campaigns and press releases through the members of their organization, their own social networks, web and their available channels, to help reach the target audiences.

3. Internal Communication tools/channels

3.1 Email

The communication Work Packages (WP2 and WP8) will contact the *communication focal points* when needed through email.

Emails are one of the most common and versatile communication channels. However, the average number of emails received in a day is normally high; therefore WP2 and WP8 will use the email correspondence only in the following cases:

- To inform about a new *communication materials/tools* that will be useful for every WP (templates, social media channel, website launch, etc).
- To distribute new *awareness campaigns* developed by WP8. Each WP communication focal point will support the dissemination of these campaigns through their organization and their target audiences.

To request information on the WP results, [main events and activities](#) in which the WP will participate / organize:

- The main *objective* of this consultation will be to be informed about the main events or results of all the WPs in order to give support in the dissemination (uploading them in the website, spreading on social media, writing a press releases, etc.).
- Information regarding events and activities should be shared at least 3 weeks before their execution.
- This information will be requested *monthly* through two simple *tables* that WP2 and WP8 will send to the communication focal points. Filling these excel will be mandatory for all WPs.

Table 1

WORK PACKAGES PLANNED ACTIVITIES							
WP	Organization's name	Name of the event	Date	Location	Expected attendees	Involvement (organizer, participant, speaker)	Type (select from the list)

Table 2

RESULTS & PUBLICATIONS					
WP	Organization's name	Name of the document	Date	Internal or external document? (can it be published on the website?)	Target Audience

** If you don't have any relevant information on a specific month, you should only inform that you have no news in that month.*

***All the information will be summarized and shared with all the WP leaders and communication focal points to see if there are collaboration opportunities.*

The **subject** of the emails will include the following information to make them easily identifiable:

EU-JAMRAI - Communication - WP2/WP8- Topic*

Important:

- During the organization of events and meetings, consult the communication team so that we can provide support and the communication materials developed for the Joint Action.
- Please, any changes in the contact persons (new additions, email changes, etc.) should be communicated, not only to Coordination, but also to the leaders of the WP2 and WP8 in order to keep the databases updated and not suffer a breakdowns of information flows during the project.

3.2 Meetings

Executive Board meetings will be a good opportunity for both parts (communication team and other WP leaders) to discuss about the main subjects related to EU-JAMRAI communication, for example:

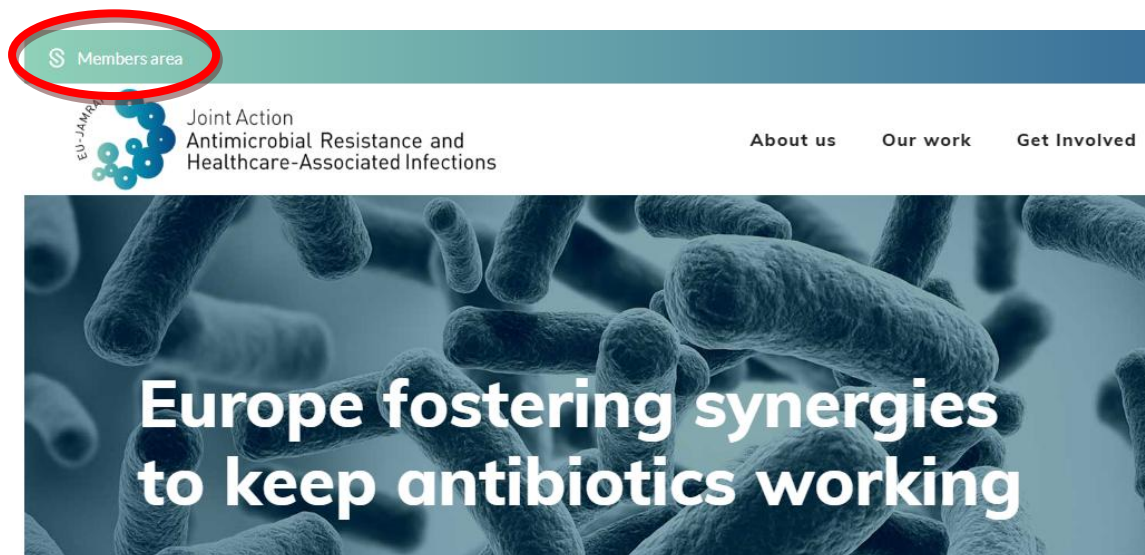
- Summarize the latest most important activities related to communication, and the dissemination activities developed to support the visibility of the Work Packages.
- WP leaders could highlight the main challenge that may arise in the next months related to communication.

3.3 Intranet (Sharefile):

EU-JAMRAI intranet can be access through the following link:

<https://eu-jamrai.sharefile.eu>

And through the link placed at the top-right-side of the EU-JAMRAI website:



The intranet will:

- Allow an efficient and effective up-to-date exchange of information.
- Function as project repository and central resource library organized according the needs of the project.
- Be used as a shared workspace for the different project teams to inspire, and nurture collaboration, alignment, visibility, and engagement with one another.
- Allow clustering for audience groups: Work package leaders are able to assign a specific group of partners to each folder, classifying the audiences that should receive an email when a document is uploaded or need to be reviewed by the collaborators of this WP.

When a WP leader or focal point have a specific **publishable document** finished, it should be **informed to the communication team** and it will be uploaded at the “Publications area” in the website (and consider disseminating it through other ways).

3.4 Other Project Management Channels

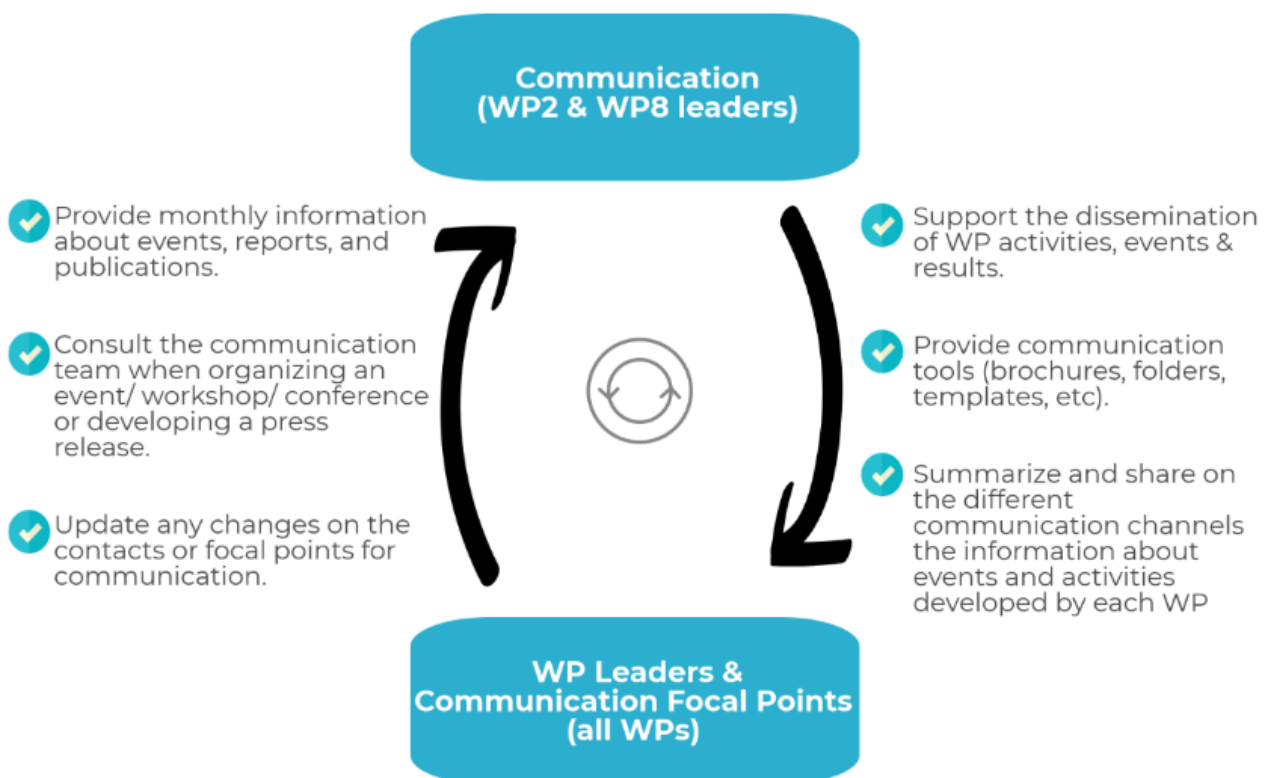
Newsletters and the news section of the website shall also play a role as internal communication tools.

Although targeted to external audiences, EU-JAMRAI quarterly external newsletters will provide information that is directly relevant to the members of the consortium.

The messages to communicate and the information shall be centralized by WP2 as responsible for writing, compiling, editing, and disseminating the content in accordance to the purpose of the Newsletter.

The “Get involved” and “News” sections of the website, which shall target external communication, will serve also to keep partners informed of important milestones of the project, event announcements, and even to recognise partners’ contribution.

FLOWCHART



Communication tools/ channels



Internal communication matrix

Strategy	Purpose	Intended result	Communication role	WP leader and focal point´s role	Frequency
Email	Inform, engage	<ul style="list-style-type: none"> - Communication receives information to disseminate and feedback from the WPs. - WPs receive information and materials from communication work packages. 	<ul style="list-style-type: none"> - Maintain all the WPs informed about new materials and news from WP2 and WP8. - Give support on the dissemination of information to all the WPs. 	<ul style="list-style-type: none"> - Maintain WP2 informed about any information/material developed by their WP susceptible to be disseminated. - Support WP2 and WP8 on the dissemination of materials and campaigns among their networks. 	WP2 will send a table to the Communication focal points that must be filled out monthly
Meetings	Inform, receive feedback	<ul style="list-style-type: none"> - A more interactive way to keep updated and give/receive feedback and contributions from other WPs. 	<ul style="list-style-type: none"> - Update information about the last materials, campaigns, strategies developed. 	<ul style="list-style-type: none"> - Update information of the developed and planned activities to other WPs. 	When scheduled by coordination
Intranet (Sharefile)	Exchange information	<ul style="list-style-type: none"> - Shared workspace for the different project teams to inspire, nurture collaboration, alignment, visibility, and engagement with one another. 	<ul style="list-style-type: none"> - Make all communication materials available on the intranet. 	<ul style="list-style-type: none"> - Work package leaders are able to assign a specific group of partners to each folder, classifying who should receive an email when a document is uploaded or need to be reviewed by the collaborators of this WP. 	When needed
Newsletter	Share EU-JAMRAI information with internal and external audiences	<ul style="list-style-type: none"> - Keep all the target audiences informed and provide/update information that is directly relevant to the members of the consortium. 	<ul style="list-style-type: none"> - Release quarterly newsletters. - Improve the external database. 	<ul style="list-style-type: none"> - Maintain WP2 informed about the activities developed or to be developed susceptible to be published on the Newsletter. 	Quarterly
Website	Inform	<ul style="list-style-type: none"> - The “Get involved” and “News” sections of the website will serve to keep partners informed of important milestones of the project, events and even to recognise partners’ contribution. 	<ul style="list-style-type: none"> - Keep the website updated. 	<ul style="list-style-type: none"> - Send WP2 any future event or activity, article, milestone, publication developed by their WP. 	When needed

Annex 1: Main information about EU-JAMRAI

The following information has been approved along with the coordination area to ensure that all materials, documents, media, etc. in which the WPs have to publish project information, is as homogeneous as possible.

A.1 Publishable summary

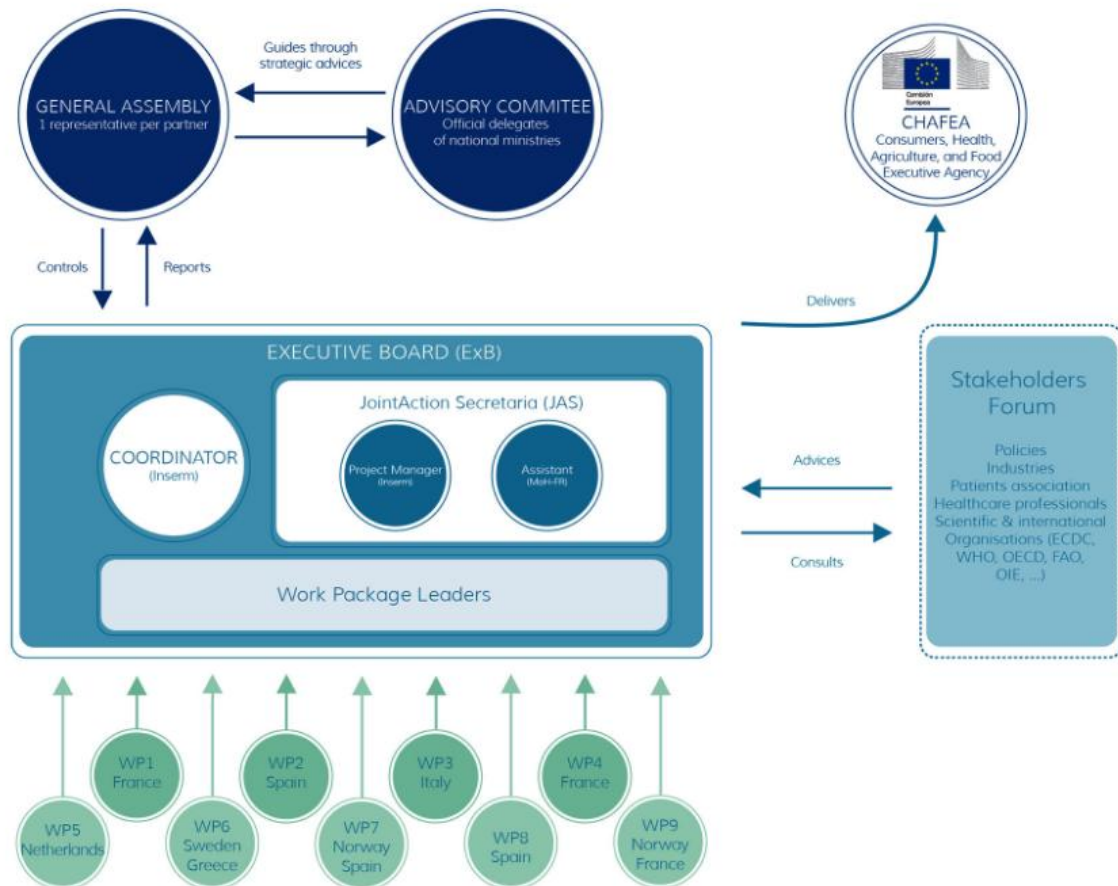
The European Union Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI) brings European Union member countries together to foster synergies and contribute to the global movement against microbial resistance to antibiotics. EU-JAMRAI started in September 2017 and its implementation will last for 36 months. Being the first European Joint Action in the field, it will capitalize on existing initiatives and propose concrete steps to lessen the burden of Antimicrobial Resistance (AMR) and reduce Healthcare-Associated Infections (HCAI).

EU-JAMRAI brings together 44 European associate partners from 28 countries and more than 30 stakeholders to ensure that the Joint Action is strategically connected to the global challenges and developments in the AMR field. This Joint Action is co-funded by the Health Programme of the European Union and by the participating countries.

EU-JAMRAI Work Packages

WP1:	Coordination of the Project. Leader: Inserm, France.
WP2:	Dissemination. Leader: Spanish Agency of Medicines and Medical Devices (AEMPS), Spain.
WP3:	Evaluation of the project. Leader: Istituto Superiore di Sanita' (ISS), Italy.
WP4:	Integration in National Policies and sustainability. Leader: Ministry of Social Affairs and Health (MoH-FR), France.
WP5:	Implementation of <i>One Health</i> national strategies and National Action Plans for AMR. Leader: Dutch Ministry of Health, Welfare and Sport (VWS), The Netherlands.
WP6:	Policies for prevention of Health Care Associated Infections and their implementation. Co-leaders: Hellenic Center for Disease Control and Prevention (HCDCP), Greece & Public Health Agency of Sweden (FOHM), Sweden.
WP7:	Appropriate use of antimicrobials in human and animals. Co-leaders: Norwegian Institute of Public Health (FHI), Norway & AEMPS, Spain.
WP8:	Awareness raising and Communication. Leader: AEMPS, Spain.
WP9:	Prioritizing and implementing research and innovation for public health needs. Co-leaders: Norwegian Institute of Public Health (FHI), Norway & Inserm, France.

A.2 Management Structure



A.3 General Objective of the project

In line with the EU Action plan and the Council Conclusions on AMR (adopted on 17 June 2016) and the tripartite GAP, the Joint Action on AMR and HCAI will build on existing works and initiatives by Member States as well as international organizations (OECD, ECDC, WHO Europe, OIE and FAO). It will propose concrete steps enabling European countries to strengthen the implementation of efficient and evidence-based measures to tackle AMR and HCAI, for the benefit of Member States and overall public health in Europe.

Therefore, the overarching objective of the AMR-HCAI Joint Action is to support EU Member States develop and implement effective *One Health* policies to combat AMR and reduce healthcare-associated infections.

The Joint Action will therefore contribute to:

Table 1 - EU-JAMRAI Objectives	
General Objectives	Specific Objectives
1. Identify and test evidence-based measures to address AMR and HCAI in different contexts and provide recommendations to policy makers.	1. Facilitate and optimize implementation of national strategies for HCAI prevention at national and local levels.
	2. Develop efficient tools and guidelines for antimicrobial stewardship and surveillance of resistance in humans and in animals.
2. Bring together different networks of policy makers, experts and organizations on AMR and HCAI.	3. Identify the challenges to implement AMR and HCAI national Action Plans.
	4. Ensure discussion among policy makers on national Action Plans and strategies, measures taken and actions for improvement.
	5. Ensure consistency between research programmes, identify gaps in knowledge and ensure linkage between research on AMR / HCAI and public health policies.
3. Promote: <ul style="list-style-type: none"> • “One Health” approach. • “One Health in all policies” concept. • “Health in all policies” concept. 	6. Ensure that all Member States have developed and implement a “One Health” objective-driven national strategy.
	4. Produce concrete recommendations and promote awareness and commitment by governments and stakeholders for a European contribution to international initiatives.

Annex 2: Document Templates

To communicate in a consistent way the use of project templates by the EU-JAMRAI participants is mandatory.

The following templates are available on the Sharefile intranet repository under the “Templates” folder:

- Meeting - Agenda
- Meetings - Minutes
- Meetings - Participant list
- Meetings - Presence list
- Deliverables /Milestones
- Reports
- Disclaimer for external and meetings presentations (see Annex 1)

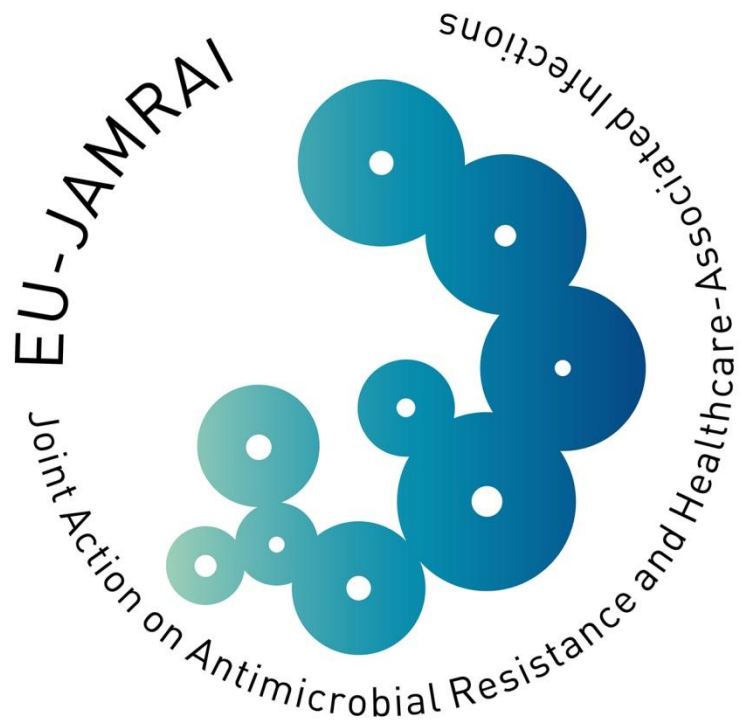
Important:

WPs should not develop their own communication materials / templates / press-releases without consulting the communication team.

APPENDIX 4: List of acronyms of EU-JAMRAI partners

7HRC	7th Health Region Crete (Dioikhsh Ygeionomikhs Perifereias Krhths)
AEMPS	Agencia Española de Medicamentos y Productos Sanitarios
ANSES	Agence Nationale de la Sécurité Sanitaire de L’Alimentation de L’Environnement et du Travail
CIPH	Croatian Institute of Public Health
CSGIB	Conselleria de Salut del Govern de les Illes Balears (IdISBa)
DGPIFAC/FFIS/SMS	Dirección General de Planificación, Investigación, Farmacia y Atención al Ciudadano. Servicio Murciano de Salud. Fundación para la Formación e Investigaciones Sanitarias de la Región de Murcia.
DGS	Directorate-General of Health
ESDY- NSPH	Ethniki Scholi Dimosias Ygeias
FHI	Norwegian Institute of Public Health
FMS	Fundación Miguel Servet - Navarrabiomed. Dirección General de Salud. Departamento de Salud del Gobierno de Navarra.
FOHM	Folkhälsomyndigheten - Public Health Agency of Sweden
FPS HFCSE	Federal Public Service Health, Food Chain Safety and Environment
GENCAT	Dirección General de Ordenación Profesional y Regulación Sanitaria. Departamento de Salud de la Generalitat de Cataluña
GÖG	Austrian Public Health Institute
HCDCP	Hellenic Centre for Disease Control & Prevention
HdiR	Norwegian Directorate of Health
HI	Institute of Hygiene
INSERM	Institut National de la santé et la recherche médicale
ISCIII	Instituto de Salud Carlos III
ISS	Istituto Superiore di Sanita
LSMULKK	The Hospital of Lithuanian University of Health Sciences Kauno Klinikos
MoH-FR	Ministry of Social Affairs and Health
NCIPD	National Center of Infectious and Parasitic Diseases

NFA	Livsmedelsverket - The Swedish National Food Agency
NIJZ	National Institute of Public Health
NIPH	The National Institute of Public Health
NMI	The National Medicines Institute
NVI	The Norwegian Veterinary Institute
NVSC	National Public Health Centre
PSKUS	Pauls Stradins Clinical University Hospital
RKI	Robert Koch-Institute
SAS/FISEVI/IBiS	Entity: Servicio Andaluz de Salud - Department: Hospital Universitario Virgen del Rocío
SBA	Jordbruksverket - The Swedish Board of Agriculture
SERMAS	Subdirección General de Farmacia y Productos Sanitarios.- Dirección General de Coordinación de la Asistencia Sanitaria del Servicio Madrileño de Salud
SOS	Socialstyrelsen - The National Board of Health and Welfare
SRC	Vetenskapsrådet - Swedish Research Council
SSI	Statens Serum Institut
SVA	Statens Veterinärmedicinska Anstalt - The Swedish National Veterinary Institute
TA	Terviseamet (Health board)
UAS	Akademiska sjukhuset - Uppsala University Hospital
UMPIH	University of Medicine and Pharmacy "Iuliu Hatieganu" CLUJ-NAPOCA
UNIFG	University of Foggia
VULSK	Vilnius University Hospital Santaros Klinikos
VWS	Dutch Ministry of Health, Welfare and Sport



** This document arises from the Joint Action on Antimicrobial Resistance and Healthcare-Associated Infections (EU-JAMRAI), which has received funding from the European Union, in the framework of the Health Program (2014-2020) under the Grant Agreement N°761296. Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of in the information contained therein.*



Co-Funded by the
Health Programme
of the European Union