COMMUNICATION AND DISSEMINATION STRATEGY

for CraNE Joint Action

Joint Action: Network of Comprehensive Cancer Centres: Preparatory activities on creation
of National Comprehensive Cancer Centres and EU Networking

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1. Introduction and background

The CraNE Joint Action (JA), which has been selected for funding under the EU4Health Program (2021–2024) in response to the flagship Number 5 of the Europe's Beating Cancer Plan, which defines that the European Commission will establish by 2025, a European Union (EU) Network linking recognized National Comprehensive Cancer Centres (CCCs) in every Member State (MS), brings together 44 partners from 24 European countries. It aims to build upon the outcomes of previous CANCON and iPAAC Joint Actions and is coordinated by the National Institute of Public Health of the Republic of Slovenia (NIJZ). The CraNE JA has officially started on 1st October 2022 and it will last for two years.

1.1. CraNe Objectives

The CraNE JA objectives are to prepare the necessary preconditions, administrative, professional, and those related to high-quality performance towards CCCs Network. It is necessary to facilitate both the integration of the existing CCCs as well as to support the MSs who still need to develop and certify such centres. The CraNE JA will also provide an assessment on sustainability and feasibility as well as link the development of an EU Network of CCCs and CCCs in individual MSs to the development of national and regional Comprehensive Cancer Care Networks (CCCNs). This way, the existing organizational and functional models of cancer care will be taken into account and incorporated into the proposed solution.

The main challenge that CraNE JA faces is to reach consensus to define the organizational and operational framework for the EU Network of CCCs, in order to provide a Blueprint feasible to be adopted and implemented by the MSs.

1.2. CraNE outcomes

The CraNE JA, following the previous CanCon and iPAAC JAs, faces the challenge to formulate the proposed schemes and make them work. More specifically, the expected outcomes are:

a. The establishment, among all partners' and participating countries of a common and concrete understanding of the concept of CCCs, in terms of composition, functioning and governance,

b. A consensus-based model for CCCs, both standalone centres as well as centres, which may be part of University or General Hospitals, incorporating the interface of both delivery of care and research,

c. The definition of clear recommendations regarding the organization and delivery of comprehensive and high-quality cancer care in CCCs and the Networks (CCCNs),

d. The identification of current practices and patterns of organisation in real-life settings as key references to assess how high-quality care and research can be developed and available to all cancer patients in regional and local level through networking models.

e. A realistic and functional Framework and criteria (pre-requirements) to enable the implementation of CCCs within an EU Network, taking in account not only the existing patterns (as aforementioned) but also the local potential for support,

f. Keeping -in all deliverables- the balance between organizational aspects and quality of care of the CCCs and CCCNs as well as between existing patterns of cancer care provision and proposed ones within the CCCNs level of care, in order to ensure functionality and successful implementation towards elimination of unacceptable disparities currently present across the EU MS.
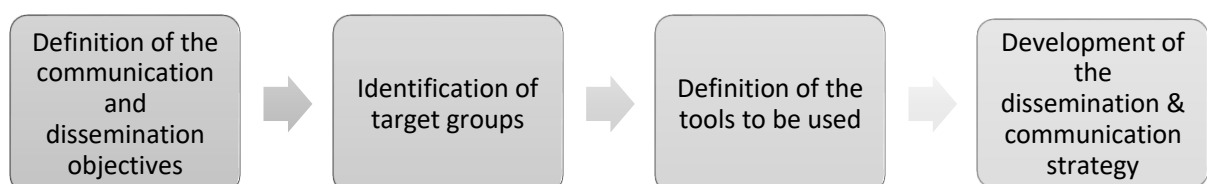
1.3. Dissemination and Communication Overview

Communication and dissemination activities are covered by the Work Package (WP) 2 "Dissemination", which is led by the 1st Regional Health Authority of Greece (1st Y.PE. of Attica).

Technically, the promotion of an action requires strategy and targeted measures for communicating (i) the action itself and (ii) its results and outcomes to a multitude of audiences, possibly engaging in a two-way exchange. Thus, the CraNE Dissemination and Communication Plan (DCP) consists of two pillars that supplement each other:

o The pillar dedicated to communication, including the definition of the goals, the targeted audiences, the key messages to be conveyed,

o The pillar dedicated to dissemination, specifically optimizing the visibility of the project's results. A spectrum of proper dissemination channels will be used and adapted to the target groups.

Regarding the barriers that could negatively affect the project, the Dissemination Team assessed the risk and proposed tactics to mitigate it (see Chapter 3.4).

Although communication usually covers the whole project, including results, starting at the outset of the project and has multiple audiences beyond the project's own community, including the media and general public, while dissemination covers mostly the results /outcomes, the two pillars are merged in the course of the Action. Channels and target groups for both purposes are identified and listed. The following approach is adopted:

Definition of the communication and dissemination objectives	→	Identification of target groups	→	Definition of the tools to be used	→	Development of the dissemination & communication strategy

Regarding the content of CraNE communication / dissemination WP2 main focus includes:

1. To develop effective CraNE Communication Strategy addressing all potential stakeholders, including mainly relevant professional target groups and policy makers as well as press and general public and to make intensive communication sustainable and influential,

2. To continue in presentation of the results of previous JAs CanCon and iPAAC and to enhance the information tools disseminating their outcomes,

3. To enrich the information baseline and enhance the communication activities with new ones, in order to disseminate the results and outcomes, i.e. the proposals and the Blueprint generated by CraNE JA.

Regarding the means of dissemination, WP2 will use five tools:
   (i) CraNE website (as the core of DCP) and social media responsive to networks;
   (ii) CraNE leaflet,
   (iii) newsletters
   (iv) publications of scientific articles and working-papers or policy briefs;
   (v) meetings and events (either local or central).

The ambition is to build up attention through project-generated inputs as well as results – advocacy obtained from third parties.

In order to achieve the widest dissemination of the project WP2 Dissemination Team (DT), project coordinator and the whole project consortium is involved in the dissemination activities. Each partner is responsible for the dissemination of the CraNE JA at his own country, by organizing local events, attending national and international conferences to promote the project activities and results. The feedback -of such activities- is expected to feed the CraNE JA website, according to the internal communication structure that follows (Chapter 3).

2. Dissemination Objectives

The scope of the Dissemination Strategy is to raise awareness and succeed advocates and/ or even build alliances (incorporating those who become advocates among the stakeholders), in order to achieve wide support for the adoption and implementation of the necessary adaptations on organizational aspects of CCCs towards functional and sustainable CCCNs.

Each of the objectives can be analyzed in targets (descriptive and quantified) and indicators (based on metrics) regarding (a) the process, (b) the output and (c) the outcome.

Within this framework, the objectives are specified as following:

2.1. Objective 1. Identification of relevant target groups, networks and audiences in order to elaborate effective communication pathways/channels

Given that the scope of Dissemination is to reach, contact and persuade the wide audience, the identification of the target groups who may have any degree of interest or viewpoint on the subject is necessary and elementary.

The already existing data base, from the previous JAs CanCon and iPAAC, is the valuable basis to begin with and build on. This must be confirmed, by each country, and reactivate the contacts.

After that, the attempt to reach and add new entries to the target group list must be undertaken by all participating MSs and competent authorities.

Regarding the outcomes of this objective, i.e. the development of the whole range of potential stakeholders and audiences, these could be assessed by the percentage of those who actively participate and react to our work which will be uploaded and/or published on the website.

A template of metrics for each target of the Objective (1) follows:

OBJECTIVE 1.	
TARGET on process	**PROCESS INDICATOR(S)**
Database of full contacts of all relevant subjects, continuity in communication after previous iPAAC JA	Ensure the contacts of existing database (from previous iPAAC JA) – 90 % of contacts in touch
TARGET on output	**OUTPUT INDICATOR(S)**
At least 20% of successfully initiated new contacts, exact quantification of awareness over NET-working Centres	Targeted surveys mapping new contacts and information needs, that reflect on potential communication paths – 20 % new contacts
TARGET on outcome	**OUTCOME INDICATOR(S)**
Addressing wide range of audiences relevant to CraNE JA mission and keynote messages/ annual analyses of communication effectiveness- impact, annual updates	Acceptance and support for CraNE JA and participation in the CCCNs / % of active respond to CraNE JA on behalf of targeted audiences

Despite the fact that the list of stakeholders remains open for new entries during the whole period of the program, it is recommended to complete the main effort to increase it (as an internal process) by the end of January 2023 and achieve an increase of 20% in each country and overall.

2.2. Objective 2. **Development of CraNE Web portal and reporting tools**

The website is the core of the Dissemination, as it is the main mean that will communicate the actions, the messages, the results and the outcomes.

The CraNE Website as well as all the set or interactive and reporting tools is established and will be in use by the end of December 2022, i.e. on month (M) 3 according to the program of the JA.

In order to structure it properly and to be adequate to the WPs - components of CraNE JA, it was necessary to understand how the Website visitors' communication needs could be met. The cooperation with the JA coordinator's team was necessary in order to achieve the necessary understanding and make final decisions.

A template of metrics for each target of the Objective (2) follows:

OBJECTIVE 2. TARGET on process	PROCESS INDICATOR(S)
-Comprehensive mapping of WPs content & mission; - Web-portal design, publishing platform structure - Standardized visual style - logotypes - coherence of all documents & reports/ announcement & results of events.	-Cooperation with JA coordinator to identify key information needs 100% agreement -Fully operational Website: end M3 implementation, web site plan: end M3
TARGET on output	**OUTPUT INDICATOR(S)**
- Establishment of procedures for messages' distribution and documents' sharing, - Help-desk and back-office services;	Confirm procedures with WP Leaders 100% common understanding Functional back-office > 95% quick responds
TARGET on outcome	**OUTCOME INDICATOR(S)**
Both internal and external delivery of key messages and WPs produced results; European level communication platform.	Sharing information and key messages of IA, with all target groups and partners of all WPs. 100% coverage of all JA relevant topics Reporting over data; % of interaction

The whole structure and rationale about the website are explicitly provided in chapter 4.4. while the necessary procedures for timely and efficient internal communication are explained in Chapter 3.

2.3. Objective 3. **Optimization and implementation of specific content for defined target groups and communication channels accordingly**

The real meaning of this objective lies beyond the identification of the target groups and audiences. It lies deeper on the real content of the communicated materials and project

results; it incorporates the need to formulate the content, towards its optimization in response to every (if possible) category of audience, in order to achieve the most of the potential.

This objective is connected and needs the supplement and support of the appropriate channels which could be developed and standardized for different categories of audiences. It is based and clearly linked to the stakeholder analysis, described in chapter 4.1., as it follows.

A template of metrics for each target of the Objective (3) follows:

OBJECTIVE 3.	
TARGET on process	PROCESS INDICATOR(S)
Communication road map interlinked to the data-base of contacts, JA back-office for communication management, Comprehensive communication plan recognizing principle target groups and audiences	Variation of established and usable communication channels & tools Reporting about active channels
TARGET on output	OUTPUT INDICATOR(S)
Proactive communication with target groups, E-reporting, e-newsletter, and feedback analysis	Target-specific communication tools, % of specified materials published
TARGET on outcome	OUTCOME INDICATOR(S)
Active communication on behalf of the targeted audiences, reflections on raising awareness of JA aim and (maybe) adoption of results: robust NET-working of CCCs	Surveys (analyses) getting feedback from target groups (% of reflections, qualitative analysis of reflections)

The necessary actions towards this objective will progressively take place, in cooperation with WP Leaders and JA coordination, in order to make the communication/ dissemination as adequate to the target groups as possible.

2.4. Objective 4. **Involvement of all partners in active local networking and communication channelling**

This objective focuses on the consortium partners awareness, who must remain active on the dissemination needs, in order to promote their work as well as the whole project scope.

OBJECTIVE 4. TARGET on process	PROCESS INDICATOR(S)
Enable partners in (a) identifying local stakeholders, (b) develop any possible local network & channeling (c) organization of local activities and events.	Explore / contact potential stakeholders Number of locally newly established communication active channels
TARGET on output	OUTPUT INDICATOR(S)
- Proactive communication with target groups, - E-reporting, e-newsletter, Web portal local section	Target-specific communication tools % Of local materials uploaded- published
TARGET on outcome	OUTCOME INDICATOR(S)
Multiply the impact of CraNE JA by delivering key messages to local audiences, raising awareness of JA results, enabling advocates towards CCCNs usefulness	Surveys (analyses) getting feedback from local target groups (% of reflections locally, qualitative analysis of reflections)

Though the partners are considered as interested in publishing their work, a specific effort must be taken in order to ensure the active and target – oriented involvement (Chapter 3.3).

3. Internal Communication

Forty-four partners (Competent Authorities and Affiliated Entities) from 24 European countries are involved in the CraNE JA. This brings inevitable demands for:

- precise communication standards among partners,
- corresponding information,
- technological background and support.

Communication within the individual WPs will be a responsibility of particular WP Leaders and researchers. General technological platform for sharing files and their internal and external publication will be provided by the Dissemination Team (WP2) and is described in following chapters of this document.

Each partner nominates a contact person responsible for providing news and updates within their WP or institution. All partners should inform WP2 about their activities to the following e-mail addresses crane.dissemination@1dype.gov.gr and crane@nijz.si.

3.1. Communication Channels

Regarding the communication channels provided by the CraNE Dissemination, to be used internally, either from each partner to the Dissemination Team or during an interactive process, will be:

- E-mail – direct communication (e-mail above), sharing files

- Newsletter – information on events and milestones

- Teleconferences/web-conferences – direct communication

- Internet site – news and events calendar

- Face-to-face meetings (for internal communication: JA and Steering Committee meetings).

3.2. Focus on Local initiatives

The Local Initiatives are very important for CraNE JA, because it is crucial to disseminate the key messages and discuss them with local "players" (in addition to more central players) because they could be the vehicle to overcome opposition or reservations to CCCNs' standards towards their establishment in order to ensure the provision of high-quality cancer care in EU.

These Local Initiatives may include (a) Local Stakeholders' Forum or (b) Standalone events.

Local Stakeholder Forum (LSF)

Within the provision of local events, a well-planned forum can be a powerful tool to organize community members, raise awareness of CCCNs and serve as a point of interaction for local stakeholders.

The recommended Forum is not part of WPs methodology to elaborate their subject and reach results. They are recommended as Dissemination tools, in order to promote CraNE JA.

Every JA Competent Partner has the option of organizing one or two local stakeholders' forums in virtual settings, in order to communicate the progress on the JA and obtain ideas about the sustainability of the program. Considering the content, the deliverables and the milestones of each WP, it is suggested that each partner could organize a local forum in the time frame shown below:

WPs		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP1			D1.1		MS2																				D1.2
WP2			D2.1																						D2.2
			MS3																						
			MS4				MS5																		D2.3
WP3			MS6		D3.1								MS8		MS7										D3.2
WP4				MS9			MS10						MS11									MS12		D4.1	
WP5													MS13		D5.1				D5.2						D5.3
WP6													D6.3						D6.2						D6.1
													MS14						D6.4						D6.5
																			MS15						MS16
WP7																									D7.3
				MS17			MS18			MS19			D7.1		MS20				D7.2						MS21
WP8																						D8.3			
									D8.1	MS22					D8.2							D8.4			

Regarding the organizational issues, there should be suitable publicity material for the promotion of the event, including the Forum time, date, location and contact numbers/email addresses for further information. The CraNE partners/organizers of the Forum should send to DT all the above-mentioned information about the organization of their local forum before hands (a month before the event), in order to inform the CraNE PR Team and also upload it on the relevant part (Upcoming Events) of the Website.

The main goal of organizing these forums is:

- To network stakeholders' groups-by inviting a variety of organizations and individuals and to extend the existing network, to strengthen preexisting relationships and to establish new ones, in the perspective of highlighting the Cancer Networks

- To take the opportunity to enable influential persons, who may become advocates for the JA's results; care must be taken with regards to the synthesis of the forum (and the roles given to people) that usually turns to a sensitive issue.

- To discuss the results of CraNE JA and reflect (probable) specific local, regional and national real-life barriers to the implementation of the recommendations and propose solutions; this will help to understand the different opinions/ approaches

- To argue and defend the proposals, focusing on local and national uptake with the aim to achieve sustainability and to prepare /facilitate the implementation (whenever begins).

Recommended LSF Coverage

All partners of CraNE program have the option to organize Local Stakeholder Events in virtual settings. CraNE PR Team and CraNE Project Management Team should receive information about:

- Organizational Issues of the Forum:
    - Date and Agenda/ Goals of the event
    - Identification / inclusion of target audience or influential personalities
    - Booking of the meeting space (preferably an easy-to-find location that is accessible by means of transport)
    - Records of all-important dates, names, contact numbers
    - Conclusions and report of local publicity (if any)

- Publicity Materials

The outreach strategy should be designed to reach the forum's target audience and it should include a variety of publicity materials:

- printed materials (leaflets),
- social media (twitter) and
- webpage.

All publicity materials to be used should be consistent and have a recognizable look, representing the mission of CraNE program.

The color palette must be the same used for the site and the CraNE logotype, as well as EU emblem for EU funding, must accompany every printed or online material of communicating information about LSFs.

Stakeholder Forum organized by WP7

The Stakeholder Forum will be organised within the WP 7 as a platform for consultation of key stakeholders including expert groups, international organisations and patient groups at European level in order to consider all the tasks of this work package. The stakeholder forum will include: networks, CCCs, experts, and European organizations.

Stakeholders Forum - Open Policy Debate organized by WP 2

"Stakeholders Forum - Open Policy Debate" will be organized by WP2 (one-time event) regarding the CCCNs potential, i,e. discuss the usefulness to the patients and communicate the views and/or advantages for the professionals'.

3.3. Risks and Mitigation

Risk management in the frame of the Dissemination Strategy in CraNE program is essential, in order to identify potential risks that may jeopardize the dissemination plan. Risk mitigation solutions need to be practical, including communication between partners and better information provided for input into dissemination materials (e.g. website).

Potential risks for Dissemination Strategy include (as shown below) low level of information provided by the partners and the delay of materials to be submitted on time.

RISKS	MITIGATION
• Low level of feeding - information on behalf of the partners • Partners may not succeed to fulfil the processes to submit material on real time	➢ Monthly tele-meetings in order to leverage the interest and share ideas ➢ Each beneficiary partner to nominate one-two person(s), as contacts for the Dissemination, in order to be align with the processes

For the elimination of the above-mentioned potential risks, DT will continuously keep track of all dissemination activities, by delegating and synchronizing tasks in a timely manner. Tele-meetings in a monthly basis will leverage the interest of partners and enhance sharing of new ideas.

The workload in all WPs may affect the consistency in submitting all material to be disseminated in time, so it is proposed that each beneficiary partner should designate a contact person, in order to keep the alignment with the processes and communicate with the DT.

Any difficulties or obstacles appeared during the communication of information will be reported internally to the Dissemination Team and Project Management Team.

4. External Communication and Dissemination

The communication to externals, i.e. people out of the Project "community", is essential for introducing the results of the JA and creating "alliances" towards increasing acceptance and sense of necessity to implement the proposed actions. This becomes even more important in the case of project that incorporates significant changes, as CraNE JA does, because changes face more difficulties to be implemented compared to other projects.

Communication objectives for external stakeholders:
• To influence mindset, attitude and behavior,
• To generate and/or increase awareness and knowledge about the JA itself, its structure, organization and objectives,
• To generate awareness and knowledge, as well as understanding about the project outputs and results,
• To generate a deepened comprehension of the cancer care organization in the European Union and an understanding of how collaborative projects work towards alleviation of this situation,
• To motivate the stakeholders to contribute to the JA,
• To motivate the stakeholders to promote action or implementation in individual countries,
• To motivate and encourage MSs' media outlets to feature the cancer situation in Europe, along with positive links to the JA and thereby increase also public awareness and interest for the topic.

Under this viewpoint it arises as critical issue and core part of dissemination strategy the identification and selection of the target groups and audiences to initiate a targeted dialogue.

## 4.1. Target Groups and Stakeholders Analysis

The main effort of the WP2 will be focused on three principal targets which should be addressed via specific communication channels and tools and which can absorb relatively different content of messages:
1. EU policy makers at EU, regional and local levels (from relevant ministries, regional authorities, politicians at EU level, etc.)

2. Health care professionals and organizations, Non-Governmental Organizations (NGOs), other relevant stakeholders at EU, regional and local levels

3. Networks of CCCs

4. Patients, their relatives, patient organizations locally or in EU level and Press.

General public is also targeted for the program, since all the above stakeholders aim to convince public opinion.

In addition, the potential networking between the stakeholders and their dynamics of influence, in local or national or European level, depending on each one's power and specific interest, must be considered and addressed by WP2.
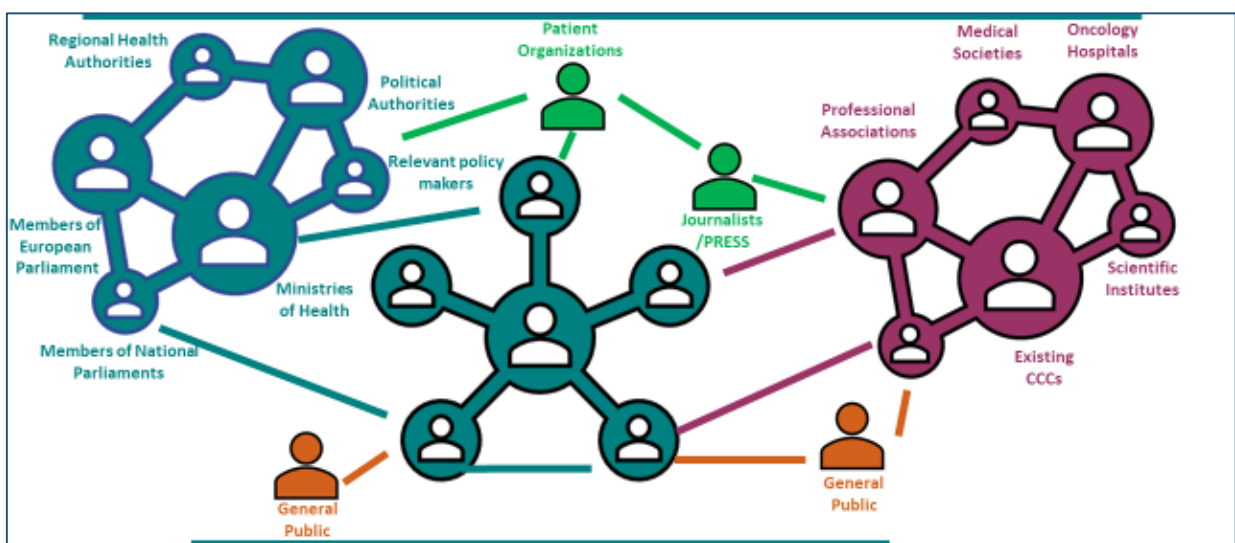
Their specific profiles, all essential, are useful since their analysis will help to understand better:

- What is their role in the care provision, in research and in the decision making?
- What are their priorities and interests?
- Which is the "language" they interpret better (the scientific, the economic, etc.)?
- What the CraNE JA can expect from them (each one separately) in case they will adopt CraNE 's view and proposals? What is the potential position and impact?

It is of strong interest to the CraNE JA to disseminate its concepts and results to a community as broad as possible to reach the objectives of dissemination and exploitation. The main aim is to maximize the visibility, the awareness and the engagement of the projects' identified stakeholders in order to follow CraNE developments, provide their feedback and get engaged into the CraNE JA activities. Stakeholders on multiple levels increasingly recognize the value in dissemination strategy to study participants and the community-at-large.

The following Table shows the main stakeholders and the key messages relevant to their involvement in CraNE JA:

Stakeholders	Rationale for Involvement
Policy makers & Public authorities (EU, regionally, locally)	Important role in (a) integrating concepts and policies developed within CraNE in European and national rules and legislations, (b) developing strategies facilitating the sustainability of the policies and concepts developed within CraNE beyond the lifespan of the Action, (c) building bridges for collaboration between CCCs Network.
Health Care Professionals- Organizations (EU, locally)	They have an important role in (a) integrating concepts and policies developed within CraNE in national guidelines and frameworks related to early detection, screening, diagnosis, treatment, support to cancer survivors, and training of the cancer workforce, (b) advocating the sustainability of the CraNE activities and outcomes, (c) acting as channels between CraNE and national/ EU policy makers, patients and Authorities.
End-user stakeholders, General Public	Engagement of networks in disseminating the project's actions and outcomes.

The level of operation of Target Groups is mainly at the national and regional level. However, the Internal Audience also operates at the European level. CraNE DT aims to communicate effectively with parties outside of the network, in particular Healthcare Organizations, Medical School of each Member, scientific consortia, policy makers and Patients' Organizations (including caregivers). This highlights the need of all partners to disseminate to their national and regional contacts, while staying highly relevant at the European level.

Whilst most of the Target Groups can be reached through English, the local Audiences can be more effectively addressed in their native language. Documents, such as the project leaflet, will be translated into their languages.

The conclusions will help us to develop and/or adopt the more suitable sets of information and channeling approach to achieve the best result within the realistic range of expectations.

Each competent authority of each participating country must undertake to map all the local stakeholders as well as their potential or existing networking (who works with and supports who), by the end of January 2023.

4.2. Key messages

The Key messages to be disseminated, by CraNE WP2, taking in account the long-time work provided by the previous projects CanCon JA and iPAAC JA, are:

a. Sharing of the Recommendations and proposals both those proposed by guide of JAs CanCon and iPAAC results as well as the new generated by CraNE JA among partners, and JA collaborators,

b. Increase stakeholders' awareness about the need for implementation of the key recommendations of all these programs, in order to ensure accessible and high-quality care against cancer across EU, by eliminating the disparities and connect the care provision to research.

More specific, concepts that should be communicated, in order to familiarize people with them and find advocates and build alliances towards CraNE JA scope, are:

1. Models of CCCs organization and quality of care provided, that will be developed after taking into account the variety of health systems and the different patterns of cancer care,

2. Sustainability of integrated cancer care schemes and networking steps, as a result of deep analysis and planning by examining possible models under the sustainability criterion before addressing the proposals,

3. Background and future of Integrated cancer care: current situation in various countries and structure issues, that will prove very clear knowledge and fair assessment for the existing structure situation before designing the future proposal

4. CCCs collaborating in CCCNs, by explaining the benefit of such a development as well as the functional issues that have been taken into account in order to make them efficient.

These messages must be communicated in clear and concrete way, based on (a) the strong background and the evidence provided by the research part of the existing CCCs and (b) the deep interpretation and synthesis on organizational issues that are important for the functionality and the sustainability.

The DT will expect from each Partner of the action to share information, in a timely manner, every month they have a deliverable or a milestone to achieve, as shown in the following Table. According to this Table, the DT will be alerted at the months of deliverables and milestones (as mentioned before in Chapter 3.3) as well as at the months of the realization of LSFs or other events, in order to communicate the outcomes of WPs and to advertise the events (website, social media).

WPs	MONTHS																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP1		D1.1		MS2																				D1.2
WP2		D2.1																						D2.2
		MS3																						D2.3
		MS4				MS5																		
WP3		MS6		D3.1								MS8		MS7										D3.2
WP4			MS9			MS10						MS11									MS12		D4.1	
WP5												MS13		D5.1				D5.2						D5.3
WP6												D6.3						D6.2						D6.1
												MS14						D6.4						D6.5
																		MS15						MS16
WP7																								D7.3
			MS17			MS18			MS19			D7.1		MS20				D7.2						MS21
WP8																				D8.3				
								D8.1	MS22					D8.2						D8.4				

4.4. Dissemination Tools

4.4.1. CraNE JA website

The CraNE website (www.crane4health.eu) is the core part of the Dissemination Strategy of the JA, that presents and communicates to all partners of the program and to general public all the results and the outputs of the JA. WP2 (1st YPE) is responsible for all the technical services, including webhosting, administration and publishing all the content that should be approved in advance by the JA coordinators (WP1, NIJZ). The website is an interactive tool, enabling users to actively search information (browsing tools based on structured database of keywords interlinked with learning units) or to consume interactive reporting over data/surveys, towards CCCNs necessity and usefulness for the patients.

Content and structure:
-Who we are: general information about JA

-Partners: an overview of the countries participating as Competent Authorities and/or Affiliated Entities
-Work Packages: objectives, deliverables and milestones (uploading the Ds & MSs results)
-Outputs: Going beyond the Ds and focusing on the concrete JAs outcomes
-News: Promotion of all events (upcoming and past events) of all participating countries
-Media: Promotion of material suitable for media
-Previous & Connected: Similar EU Programs that run before CraNE (iPAAC and CanCon) or run currently (JANE)
-Tools (media downloads, e-publishing platforms)
-Contact

4.4.2. Information Leaflet

WP2 (1ST YPE) will formulate the content of the leaflet and graphic design, which will both be subject to approval by JA coordinators (NIJZ).

The information leaflet includes the most important information about the JA and it should be used as an information medium in contact of the CraNE representatives with other institutions interested in the JA, potential associated partners and general public. Content and structure:

- Introduction
- Partners (list)
- Target groups
- Main Objective
- Work Packages
- Outcomes
- CraNE in numbers
- Funding
- Contacts

4.4.3. Newsletters

CraNE newsletter, as a tool used to communicate regularly with JA's subscribers, will provide in summary all recent news and information related to CraNE JA and will be released every 4 months. It will be distributed to all JA partners and entities who subscribe to the newsletter via JA's website. CraNE Competent Authorities and Affiliated Entities will be included in the initial list of subscribers, after having contacted to express explicit consent with their subscription (in line with the General Data Protection Regulation).

4.4.4.   Social Media – Twitter

Twitter network will be used to spread news and information about the CraNE JA in the EU Member States. Contributions on CraNE Twitter profile will include:

- Messages, videos, photos from events
- Announcements of news from the CraNE website (Twitter) and summary of news from CraNE newsletter
- Sharing contributions from the profiles of CraNE partners and re-tweeted contributions from other profiles

Communication regarding all the above are scheduled on at least a monthly basis.

4.4.5.   Meetings and Other Events

CraNE meetings will be used to disseminate information to a wide variety of stakeholders. The primary types of meetings used for external dissemination will be:

- The Stakeholder Forum
- WP meetings-Associated partners and stakeholders are invited to provide direct input on deliverables and working groups
- Final Conference-held in M24, key dissemination event for the presentation of outputs and outcomes to policy makers and key stakeholders.

4.5.   CraNE Graphics and Visual Identity

Visual identity of the program - that is logo, colours, typography, website, etc. - defines its look across communicating channels. This is what makes CraNE JA outcomes unique and recognizable among all target groups and it is the component that first interacts with all audiences, and it is, therefore, important to create a positive and lasting first impression. Through a carefully developed and coherent design, visual identity of CraNE JA will make all people involved associate the program with its offerings and values.

4.5.1.   Logo and Colors

Logotype has a major impact on how people will perceive the program. It is what is going to make people take an interest and try to learn more about it. It should reflect the identity of the action and communicate the main message. All the materials to be used (leaflets, website, etc.) will have the logo on them, so the design must be unique and have the power to communicate what the program stands for and make a good first impression.

Considering the core idea and need for the creation of the Network of CCCs in European Countries and the nature of cancer as well, the logotype should be special, reflecting all hidden messages about collaboration between Cancer Centres (locally and pan-European), survivorship and hope.

Inspiration

The concept of the bird "crane" was recommended by the Coordinators. It is considered as a symbol of survival, strength and hope, since it is a strong bird that help others to their journey. Greek and Roman myths often portrayed the dance of cranes as a love of joy and a celebration of life, while in Asia, cranes are a symbol of happiness and eternal youth. Survivorship and hope for cancer patients are successfully depicted through the crane, which differentiates the logotype of this JA from the others.

While choosing the design style of the logotype, there were different elements that were taken into consideration, such as colors, shapes and graphics. Picking the right design aesthetic is essential for the right communication of the key message of the program. So, after the selection of the crane as the main symbol of the program, the shape of a paper crane was chosen, inspired by the concept of "paper cranes", as a symbol of personal battle for life. In Japan's culture, the crane is considered as a holy creature and one of the main subjects in origami tradition (paper folding → paper crane).

An emblem derived from the combination of a paper crane and the acronym of the JA, in simple graphics, not too complicated with a clean and minimalist style (a crane ready to take off or flying), were finally decided as candidate logotypes, giving a variety of sample logos. After a discussion between WP Leaders and a voting procedure the decision was for the logo that is the following:

Colors

Colors influence people's feelings and perceptions, which means that the choice in color combinations play an essential role not only in building the logotype of the program, but is going to be reflected in all dissemination tools (social media, website, leaflets, e.tc.).

Having taken under consideration the psychology behind color and the fact that colors have certain emotions and ideas attached to them, it was decided to use colors from the pallet of purple and blue.

4.5.2.   Materials' style and typography

All project partners should use the agreed color palette and logos for any graphics or color design of CraNE JA throughout the duration of the project and after its completion. Moreover, the CraNE JA dissemination templates should be used appropriately without any modification.

Language

As a general rule, British English should be used in all communication materials, as the most common language used in EU.

4.5.3.   EU funding visibility

All communication related to CraNE JA must indicate that it has received funding from the EU. Therefore, beneficiaries should include to all communication materials, (presentations, documents, leaflets, etc.), the EU emblem and a clear statement that the project is co-funded by the European Union.

(EU emblem)

Any communication or dissemination activity related to the action must indicate the following disclaimer (translated into local languages where appropriate):

»Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them. «

5. Key Performance Indicators

Key performance indicators (KPIs) are a key element for assessing the CraNE JA progress and success. The KPIs to be used should give quantitative information during the program, in order to establish or correct procedures regarding the dissemination of the data.

5.1.   Analysis of Website traffic

CraNE JA's website monitoring will measure web activity (use of the website and its components) and will be performed by Google Analytics. The analysis of the website will help the DT to collect data about who visits the website and why (what are they searching for) in order to improve the visitors' experience by optimizing the look and the content used.

Targets:
1. Visitors from at least 24 countries
2. 2500 unique visitors till the end of the program
3. 1000 returning visitors
4. >95% quick responds from DT's back-office in uploading new data from partners

5.2. Twitter
Targets:
1. Minimum 100 followers
2. Minimum 50 retweets
3. Minimum 12 tweets per year, 24 tweets in total

5.3. Newsletter

Target: 3 newsletters per year, 6 in total over the course of the JA

5.4. Events

Targets:

1. Every CraNE JA Competent Partner has the option to organize local stakeholders' forums during the action.
2. 1 final conference
3. At least 20 external events organized by third parties, presenting CraNE JA (via presentations, posters, leaflet distribution, conference booths, etc)
4. 6 WP Meetings/Telemeetings, focusing on WP deliverables and Milestones