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WP. DISSEMINATION AND EXPLOITATION

**DELIVERABLE 6.1 *'Dissemination and Exploitation Plan-
Version 1'***

Published on: 01/03/2017



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European Commission Erasmus+ Project:
573997-EPP-1-2016-1-ME-EPPKA2-CBHE-JP

This project has been funded with support from the European Commission.

This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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Introduction

The main motivation for dissemination and sustainability, from the point of view of a project, is increasing the awareness of public health management and economics, health law and medical informatics among various stakeholders in ME and to increase awareness about health prevention and public health promotion among citizens.

Having on mind the importance of mentioned issue not only for higher education institutions, but for whole Montenegrin society it is planned to realize various dissemination activities in order to promote the project achievements and results.

The document is structured into two major sections: *Dissemination activities* and *Sustainability strategy*.

In the Section- *Dissemination activities*, the following communication plan is presented, which is created according to planned outputs and expected results of the project itself.

The most relevant items of this communication plan are based on:

- **Objectives** - results which we intend to achieve with the action of communication and dissemination;
- **Targets** - segmentation of subjects to whom the communication actions are aimed;
- **Message** - what is going to be communicated, how and which items to focus on;
- **Planning** - detailed definition of time, tools, resources in relation to the targets, the message and the objectives.

In the Section- *Sustainability Strategy*, the mission and related goals are presented, as well as identified key implementation roles and assigned activities. The Strategy will be updated during project implementation periodically.



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Objectives, target groups, message, planning

The main *objective* of dissemination and communication activities is to promote the project results and achievements to different target groups in order to increase the awareness of public health management and economics, health law and medical informatics among various stakeholders in ME as well as to increase awareness about health prevention and public health promotion among citizens.

In that sense, different *target groups* were identified- at national, as well as on the international level. These are:

A) NATIONAL LEVEL

- Various stakeholders in public health: authorities, managers, policy makers, etc.
- Education: authorities, staff members, students
- R&D: researchers, developers (e.g. ICT), etc.
- Citizens in general

B) INTERNATIONAL LEVEL

- C) Education and research: institutions, associations, bodies, etc.

All communication and dissemination activities will be based on the *idea- message* which promotes public health and its importance among different target groups at national and international level. The main aim is to use a language code well fitted for the chosen targets in order to suit the interested target typology, highlighting for each beneficiary group the advantages of the project itself.

The process of *planning* includes detailed definition of time, tools, resources in relation to the targets, the message and the objectives



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Dissemination activities

The main dissemination activities that should be carried out during the realization of the project may be classified in several categories. These are:

1. Creation of project visual identity
2. Creation and maintenance of the web site, promotion on social networks.
3. Organization of different types of events-info days, trainings, workshops and annual national conference.
4. Publishing online Newsletter and other promotional materials
5. Establishment of National Center for Public Health Education
6. Raising awareness campaign of public health in ME
7. Establishment of strong connections with stakeholders/policy makers
8. Publishing scientific papers on conferences, round tables, in scientific journal etc.
9. Making strong links and connection with other projects
10. Networking- becoming a member of different associations, networks, organisation that deals with public health etc. on national and international level
11. Promotion of new MSc studies and new subjects and courses regarding public health issues
12. Other advertising activities

Creation of project visual identity

In order to create a project visual identity it is necessary to create Project book of graphic standards which contains all important graphic elements which will be used for presentation of project and its achievements and results. Mentioned graphic elements



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are extremely important for creation of visual identity of the project itself as well as raising awareness of the importance of issue of public health in Montenegro.

The main graphic elements that should be developed are: project logo, template for all official project documents (reports, deliverables, attendance lists, ppt presentations, agendas etc.) respecting the guidelines of European Commission. These activities also include preparation of all other promo materials which will be used for promotion of the project itself such as- roll ups, banners, flyers, posters, flags, stickers, pen, bags, notebooks, caps, T-shirts etc.

Creation and maintenance of the web site, promotion on social networks.

In order to present the project results to different target groups, it is necessary to create web site of the project. In that sense, it is very important to create attractive, functional project web site which will be regularly updated and which will contain all important information about the project itself, its goals, results and achievements.

The design of the site should be based on projects graphic standards in order to increase the visibility of the project and raise awareness of people about its importance- with uniform layout, fonts, charts, graphic resources, homogenous editorials etc. Regarding to content and usability it is also important to mention that it should organize the contents and menus easily, have an optimum hierarchy of the information, generate interest, user-oriented and updated contents, using an understandable language for different target groups, allow an optimal indexing of the contents, facilitate an optimal surfing, use graphic resources and texts that facilitate the reading etc. It is also important to mention that it should include an internal section for partners enabling the sharing of documents and files.

The presentation of project and its results and achievements will be carried out in order to create open and friendly areas for the exchange of data, general information, graphic and audio-visual material etc., to provide instant answers to users in an environment, to facilitate the creation of the networks which will generate useful and complementary information etc. The promotion on social networks is extremely important especially for particular target groups such as students and academic staff. In that sense, the main accent will be put on Facebook which is one of the social networks with a lot of active



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users, especially among mentioned target groups as well as on YouTube which will enable the public attention of informative and educational audio-visual material.

Organization of different types of events- info days, trainings, workshops and annual national conference.

In order to disseminate project ideas it is necessary to organize different types of events such as info days, workshops, conferences etc. Organisation of these events will significantly contribute to raising awareness about public health and its importance.

In that sense it is important that every institution from Montenegro that is involved in realisation of the project organise at least one info day in a year (three during the realisation of the project) in order to present the project and its results. Info days at different institution should be organised for different target groups in order to reach as many of the target groups as possible. So, every HEI should organise info days for students and academic staff, Ministry of education and Ministry of Health together with Institute of public health should organise info days for various stakeholders in public health: authorities, managers, policy makers etc., while Institute of modern technologies should organise info days for researchers, developers etc.

It is also important to organise various workshops and trainings at different topics regarding the public health in order to raise awareness about the public health and its importance. The main fields that should be included are Public Health Economy and Management (Topics: Health Promotion Programmes and Practice; Health Economics; Public Health Management; Medical Decision Making etc.); Law of Public Health & EU regulations(Topics: Overview of EU Health Policy; Public Health Law and Ethics etc.), Medical Informatics(Health Information Systems; Medicine Biostatistics; Secondary Data Analysis & Data Security in Medical Information Systems etc.), Medicine(Psychological, Behavioural, and Social Issues in Public health; Epidemiology; Hospital Hygiene and Infection Control; Non-communicable diseases and health information systems etc.) etc.

The annual conference will be organised three times- during the first, the second and the third year of project realisation and they should be the ideal change to meet different target groups on one place in order to share experiences, ideas and beliefs as well as to discuss some of the most important issues in public health and make it known to public.

European Commission Erasmus+ Project:
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The organisation of conferences like this should significantly improve the visibility of the project and contribute to the sustainability of the project and its lasting effects.

Publishing online Newsletter and other promotional materials

One of the most useful dissemination tools which will, among some other tools, ensure the sustainability of project results and its long-lasting effects is the establishment of on line newsletter regarding to public health issues which will be published three times a year, starting from the second year of realization of the project. The realization of this activity include decision on editorial board, call for authors, revision of papers, design of newsletter, its promotion among different target groups etc. before publishing every volume. Until the end of the project six volumes of this journal should be published.

Establishment of National Center for Public Health Education

The establishment of National Center for Public Health is very important task which will significantly contribute to promotion of project results and achievements as well as sustainability of project results. This center will be established at University of Donja Gorica and it consists of set of activities such as: the establishment of center, nomination of representatives, preparation of work plan and other relevant documents etc.

Raising awareness campaign of public health in ME

All dissemination and communication activities carried out by the institutions that are involved in the realization of the project should be also used as a dissemination tool for PH-ELIM project. All members of project team and representatives of public institutions should use the opportunity to present the project during the attendance to other conferences, workshops, trainings and other events, share all news regarding the project on their own institutions web site and social networks profiles, share dissemination materials to different target groups etc.



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In order to raise awareness of defined target groups about public health and its importance its very important to prepare printing dissemination materials such as posters, flyers, brochures, publications etc. which will provide all necessary information about this important issue. These materials will have not only informative, but also dissemination function because they will be created according to graphic standards of the project and in that way they will become important tool for increasing the visibility of project and results.

All important information about the project results will be regularly sent to media in order to disseminate project activities and make it known to different target groups. This includes the organization of press conferences, interviews, the contact with media, the invitation of media representatives on all events organized during the realization of the project, press clipping etc.

Establishment of strong connections with stakeholders and policy makers

Having on mind the fact that the project deals with topic of high social priority, it is extremely important to establish strong links and connection with different stakeholders and policy makers in order to promote project results. Different kind of cooperation should be established- from memberships into different societies, organisations, associations etc., signing memorandums/agreements of cooperation, organisation of panels, round tables etc. Its sure that these connections will significantly contribute to the success of the project itself and sustainability of long-lasting effects of its results.

Publishing scientific papers on conferences, round tables, in scientific journals etc.

Publishing different scientific papers on conferences, round tables etc. regarding the public health issues could significantly contribute to the promotion of projects activities- its goals, results and achievement. This will also significantly contribute to the dissemination among different target groups.



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Making strong links and connection with other projects

For better dissemination results its extremely important to make strong links and connection between different projects realized by institution that are involved in realization of the PH-ELIM project. That will definitely contribute to promotion of project achievements as well as to raising awareness about the importance of public health.

Networking- becoming a member of different associations, networks, organisation that deals with public health etc. on national and international level

Having on mind the importance of public health issues, it is extremely important that all partner institutions establish links with all national and international associations, networks, organizations etc. in order to create strong network which will be used for dissemination of project results and to contribute to sustainability of project results.

Promotion of new MSc studies and new subjects and course regarding to public health

Having on mind the main goals and objectives of the project, it is extremely important to pay special attention on promotion of new MSc studies and new subjects and courses on all higher education institutions. The promotion should be realised among different target groups in order to promote the importance of realisation of mentioned activities. The special attention should definitely be put on dissemination activities regarding to new innovative master program which should be carried out not only among students (esp. those on final year of the studies) in order to stress the significance of the issues regarding to public health, as well as among people employed in institutions which deals with issues regarding the health system (ministries, institutes, health institutions etc.).

Other advertising activities

All other advertising activities which could contribute to the dissemination of project results should be carried out.



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Dissemination – Summary Conclusions

The successful realisation of dissemination activities will significantly contribute to the reach of the main goals and objectives of the project as well as to the sustainability of project results and their last longing effects.

In order to ensure the effectiveness of dissemination activities, the set of clear, precise, real, measurable deliverables was created. These are:

- Created project graphic standards
- Created and regularly updated project web site
- Created and regularly updated project Facebook, Twitter, YouTube page
- Minimum three info days during the realisation of the project on every partner institution in Montenegro
- Promotion of each training event during via announcements at web site, social networks, promotion of Staff members' Directory, promotion of hosting institution, etc.
- Three annual conferences during the realisation of the project
- Six volumes of on line newsletter
- Establishment and promotion of the National Centre for Public Health Education in Montenegro
- Presentation on PH-ELIM project during different events attended by members of project team
- Dissemination materials such as brochures, posters, flyers, reports etc. printed and distributed
- Signed memorandums of understanding/agreements etc. with different stakeholders/policy makers
- Memberships in national and international societies, associations, organisations networks that deals with public health issues.
- Minimum two scientific papers regarding to public health presented on conferences, round tables etc. per institutions
- Established strong connection between PH-ELIM and other projects realised by partner institutions
- Intensive and successful promotion of new MSc study program as well as subjects/courses regarding public health- press clipping
- At least 25 raising awareness campaigns organised for larger audience



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The realisation of all activities will be monitored and evaluated in order to assure the realisation of dissemination and communication plan and establish corrective actions when necessary.

Furthermore, in order to ensure successful implementation of dissemination activities, the following actions shall be implemented:

- **Action 1.** WP leaders report achievement progress during each project coordination meeting
- **Action 2.** WP leaders coordinate among all project partners creation of implementation plans and monitor the achievement
- **Action 3.** WP leaders prepare reports: '*Dissemination activities- year I*', '*Dissemination activities- year II*' and '*Dissemination activities- year III*' providing summary overview of implemented activities after 1st, 2nd and 3rd year cross-matched with defined overall plan; on which bases create '*Dissemination and Exploitation Plan- Version II*', '*Dissemination and Exploitation Plan- Version III*' and '*Dissemination and Exploitation Plan- Long-term strategy*' with revised plans for 2nd and 3rd year, as well as for long-term period after project implementation



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Sustainability Strategy

Medicine is currently undergoing a major revolution that is gradually transforming the nature of healthcare from reactive to preventive. The changes are catalyzed by a new systems approach to disease that have triggered the emergence of keeping people healthy and active since, as this will in the long run have a positive impact on productivity and competitiveness. However, developing, managing and exploring integrated models of service delivery and cooperation across many sectors is challenging.

MONTENEGRO (ME) is a small country facing rapid changes and development challenges in all areas that are relevant for societal progress and prosperity. Documents analyzed during preparatory phase of the project clearly showed that many improvements are essential to be done at national level, including implementation priority aims as defined by ME Government to: (i) develop national program of preventive health measures in all health institutions, (ii) develop post-graduate studies in public health, (iii) develop cost-effective measures to invest in sustainable health system, (iv) improve mechanisms for the sound implementation of the law on patients' rights in cross-border healthcare and raise awareness on this subject and on existing procedures, (v) continue with further improvements of integral information system (developed in 2010), by health technology assessments, etc.

The PH-ELIM Sustainable Strategy v1.0 is aimed on providing the basis for sustainable national, academic and non-academic, educational system, with highlights on strategic goals and corresponding implementation plan. This strategy is focused on the period during and after project realization, i.e. this strategy plan represents short-term and long-term sustainability plan of education in multidisciplinary fields of public health.

The mission can be defined in one sentence, on the following way: *creation and development of modern educational environment to extend and enhance the knowledge and skills about public health fields among various stakeholders in Montenegro and to increase awareness of community.*

Mission

The educational system in multidisciplinary fields of public health which will be developed and enhanced, as the main objective of the PH-ELIM project, should be sustainable for long term period at national level in Montenegro. To this end, all actors in educational process shall recognize the importance of continual activities in teaching (on both, academic and

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non-academic level), training and research in different fields of public health over variety of learners and researchers (different age, background knowledge, professional orientation, etc.).

The following goals and corresponding implementation actions are define primarily for the period of project implementation, while more detailed long-term goals will be identified and presented in the version v2.0 and v3.0 of the Strategy.

Goals

The main goals of sustainability strategy – version 1.0 are:

1. Continuously inform all relevant institutions (including, health care institutions, insurance companies, pharmacies, workers' associations, companies related to any field of public health, etc.) about necessity of continual education in public health fields
2. Define courses and training curricula with teaching methods appropriate for different kinds of learners
3. Define guidelines and recommendations for realization of proposed courses and training curricula
4. Establish a National Center for Public Health Education and make strong connections with stakeholders at national level
5. Spread the visibility of the educational programs at international networks
6. Organize a conference about public health
7. Establish online newsletter to promote public health to wider audience

Implementation plan

In order to achieve defined goals, the following activities are proposed:

- 1a. Organize workshops and promotions for authorities
- 1b. Organize roundtables aimed on integrating forces at national level in the field of public health
- 1c. Establish close cooperation with the Ministry of Health and Institute of Public health Montenegro



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- 2a. Identify groups of learners at national level (make a systematic review of existing approaches at EU level and analyse the needs at national level in Montenegro)
- 2b. Establish a list of recommended training and teaching courses for all groups of learners
- 2c. Analyse procedures for formal accreditation of selected courses and create lifelong programs
3. Define guidelines and recommendations for realization of proposed courses and training curricula
- 4a. Establish a National Center for Public Health Education
- 4b. Make intensified promotion of the Centre at national level; sign agreements of cooperation
- 5a. Intensify activities for entering to EU bodies and associations in different fields of public health
- 5b. Intensify activities on potential cooperation and integration with well-known internationally recognized programs in public health
- 5c. Apply for different funding schemes supporting educational and research activities, students and staff mobility
6. Organize annual conference about public health titled '*Festival of trends and achievements in public health*'
7. Establish online newsletter '*All for health- Health for all*' to support raising awareness activities at national level in Montenegro

All proposed activities shall be implemented by national partner institutions, while planned and coordinated involvement and more active participation of authorities at national, governmental and institutional (Ministry of Health, Institute of public health, Clinical center, National Insurance Fund, etc.) level is essential.