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Strategic Dissemination Plan



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Title: STRATEGIC DISSEMINATIONPLAN¹

Summary: This document sets out a strategy for the dissemination of information stemming from the EU-JAV (European Joint Action on Vaccination) activities and results. It outlines a plan to connect the relevant target audiences with EU-JAV by means of appropriate communication tools.

Joint Action	Joint Action on Vaccination
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EXECUTIVE SUMMARY

EU-JAV is a 3-year Joint Action co-funded by the European Commission, which aims at building concrete tools to strengthen national responses to vaccination challenges in Europe and therefore improve population health. EU-JAV will also exploit the numerous existing initiatives and projects, in order to strengthen the European cooperation between the EU Member States and associated countries on vaccination, while contributing to the sustainable integration of its achievements in the health policies of European countries. To this end, the EU-JAV program addresses several important issues, common in many countries. These include establishing a sustainable cooperation of relevant Member State authorities and organizations from associated countries, defining basic principles for vaccine demand forecasting, developing a concept for a data warehouse for EU-wide sharing of vaccine supply and demand data among dedicated stakeholders, defining common stages and criteria for priority-setting of vaccine research and development, establishing a concept and prototype for a vaccine R&D priority-setting framework, defining structural, technical and legal specifications as regards data requirements for electronic vaccine registries/databases/immunization information systems, and providing a framework to cooperate in connection to vaccine hesitancy by creating tools and mechanisms for sharing best practices and lessons learned.

To address these objectives, the project has a dedicated work package (WP2), which will make the objectives, scope, progress and achievements of the project publicly available. The co-leaders for WP2 (HCDPC/NPHO and INSERM) will coordinate and handle the dissemination of EU-JAV towards different recipients. The consortium will engage in activities such as organizing Info Day events, workshops and scientific conferences or contributing to such events organized by others. In addition, it will conduct a Stakeholders' Mapping Analysis aiming at developing a multimodal communication towards/with the different target groups. Finally, yet importantly, the WP2 team will also work on the publication and distribution of material including scientific publications, articles and brochures, press releases, newsletters and flyers, will design and maintain a content-rich website, as well as social media

accounts, so that the project results are effectively disseminated to a wide range of target audiences.

The dissemination plan is going to be dynamic, flexible and regularly updated. The Hellenic Center for Disease Control and Prevention (HCDCP/NPHO) will coordinate the communication strategy and actions with the collaboration and joint effort of all partners. All consortium partners have approved the core of this document via e-mail.

1. INTRODUCTION

The present Dissemination Plan has been developed both as a practical tool and a reference framework for efficiently implementing, evaluating and continuously enhancing the impact of EU-JAV communication and dissemination activities in order to support the success of the project objectives.

The EU-JAV Dissemination Plan has been elaborated by HCDCP/NPHO, co-leader of Work package 2, in close interaction with INSERM and the other consortium partners, taking into account regional/national specificities, as well as partners' communication channels and tools. In this way the Vaccine Network, which will be established by the EU-JAV Member State Committee and the Stakeholders' Forum, will maximize the impact of the project's dissemination actions, while providing the appropriate means to ensure efficient visibility of the activities and outputs of the Joint Action on Vaccination as a whole.

In this regard, it should be noted that all partners as well as the collaborating stakeholders will play an active role in the dissemination activities of the project, and that HCDCP/NPHO will act as a coordinator and facilitator of the dissemination activities, materials and events planned.

Dissemination of the project will take place at two (2) levels:

- Regional/national level: in the 20 Member States participating through a beneficiary in the Joint Action, EU-JAV will carry out surveys, dissemination training and brokerage events in the framework of Work Packages 4, 5, 6, 7, and 8. EU-JAV

partners will engage the academic and research community, the ministries of health and national public health organizations, the collaborating stakeholders as well as their networks and active members/organizations of civil society in a number of Value Chain Events, training and communication activities all along the project.

- EU/international level: the project will reach out to the academic and research communities, potential end-users and beneficiaries of the EU-JAV results and services, key authorities such as WHO, international NGOs and, as soon as set up, the Vaccine Network. These target groups will mainly interact through the EU-JAV Website. An important expected impact of EU-JAV is the potential to create synergies with other related EU projects and initiatives. HCDCP/NPHO will play a coordinator role at this level, contacting the main projects, programmes, networks and initiatives, which might act as multipliers of EU-JAV's results, in order to engage the EU wide target communities.

The most significant of the key communication success factors of the EU-JAV project is the active involvement of stakeholders and target groups. For the sake of efficient communication, the EU-JAV Dissemination Plan proposes the definition of suitable dissemination tools and activities for engaging the above-mentioned groups in the project. To that end, a multi-step and multi-channel dissemination strategy has been established in order to maximize the impact of the dissemination activities, carefully adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audience.

2. OUTLINE OF THE STRATEGIC DISSEMINATION PLAN

2.1. Principles of the dissemination plan

The EU-JAV Dissemination Plan is designed to act as a unique vehicle, which will understand the tactical and strategic concerns of stakeholders and enable the project to better achieve its objectives. It will be a living document that will be updated at key moments over along the three (3) year plan, in order to adapt to the requirements of the project. The overall strategy will rely on the following three principles:

- 1. Raise awareness**
- 2. Increase understanding (Inform and educate the community, get input and feedback from the community)**
- 3. Lead to action (Engage the community and promote outputs and results)**

Three interrelated stages have informed this document:

- The first stage involves the design and production of the EU-JAV strategic dissemination document. This first draft (M5) includes the main chapters and the provision of the main strategy in order to assist the partners of the consortium to understand the main purpose of the dissemination and empower them in view of the following phases.
- The second stage includes the Stakeholders' Mapping Analysis aiming at identifying the key stakeholders, adequate means and tools of communication for each category and finally key messages to be promoted. The second draft (M9) will ensure the engagement of the actors and will provide methods of tight and mutual collaboration with external stakeholders.

- The third stage includes the implementation of the National Dissemination Plans by the consortium and the collaborating stakeholders and their feedback to the WP2 in order to adapt the communication methods proposed, if needed.
- The ultimate phase of the project will consist of updates of the dissemination plan, will take place at months 24 and 30 of the project, based on the evaluation of the dissemination activities implemented.

An initial Multi-Actor list will be available after the Stakeholders' Mapping. The information of the list will be integrated into the Dissemination Plan, while complying with the General Data Protection Regulation (GDPR). Tailored communication campaigns will target stakeholders, such as DG SANTE, ECDC, WHO-Europe, EMA, OECD, health professionals, patients, non-governmental organizations, including scientific societies, associations and foundations, as well as representatives of the privatesector.

2.2. Vision of the dissemination plan

It is crucial to ensure the project's visibility through traditional and new media, to document the advancements of the project and to motivate the dialogue and knowledge transfer among partners, stakeholders, policy makers and the general public. Our goal regarding the strategic dissemination plan addresses a main need:

1. to develop large scale awareness

The national dissemination plans are an integral part of the communication strategy of this Joint Action. Each project partner is responsible for reviewing this plan and adjusting it to the circumstances / opportunities of its own country. (More details in Chapter 4. Local/National Dissemination Plans)

Local contexts are important to take into account as they enable the participating teams to introduce service changes in their own complex environments, step by step. They also allow multi-disciplinary teams consisting of health professionals, NHS managers, academics, the not-for-profit organisations and patients, to work towards a common goal and understand each other's perspectives (Sathyamoorthy G., 2012).

As an example, Obregon and Waisbord (2010), sharing their experience derived from Polio Eradication Initiative, report that local voluntary associations, mass media, religious and political leaders and informal social networks should not be seen narrowly as channels for raising awareness about vaccination campaigns or about changing attitudes about immunization. They are essential social and political actors rooted in local contexts. By relaying information they express community needs, which are immersed in local and national political contexts.

Moreover, while the vast majority of parents are aware that vaccines have eradicated diseases and constitute an important means of protecting themselves and the community, they still express doubts, uncertainties and concerns about vaccine safety. This highlights a specific information gap that needs to be properly addressed. It is shown that the new media could be exploited in order to track lay people's perceptions of vaccination in real time, thereby enabling healthcare workers to actively engage citizens and to plan ad hoc communication strategies. For instance, «targeted and authoritative information» can be accompanied by awareness campaigns and school interventions (R. Rosselli, M. Martini, N.L. Bragazzi, 2016).

EU-JAV will also exploit evidence-based knowledge on communication; e.g. in-country advocacy coalitions are key to building and maintaining awareness about the value of immunization programs. One important way to do this is to make regular public announcements recognizing those districts that have achieved high coverage.

Raising public awareness about the impact of vaccination programs on reducing disease incidence and saving lives is also key (Waisbord, S. & Larson, H., 2005).

The involvement of these local actors is important in order to build consensus regarding the dissemination strategy, which will be adopted. It will also recognize the existence of the different dissemination needs of diverse interest groups, depending on the national context of each project partner.

These dissemination inclusive strategies are classified considering three different perspectives that focus on: (a) changing behaviors on an individual level, i.e. that of individual healthcare professionals, individual practitioners, parents, etc., (b) changing behaviors on an organizational level by changing the environment or the systems in which practitioners work, i.e. changing the behaviors of policy-makers, high level academic health professionals, local and EU opinion leaders etc., and (c) other strategies that disseminate more broadly or combine several strategies into one intervention (multi-faceted). In this way, EU-JAV aims at:

- Identifying key elements of successful strategies;
- Determining which communication strategies are relevant to the vaccination field, based on digital literacy of the end users. For instance, if the level of digital literacy of the target groups is low, other means of communication, which are more accessible to them should be exploited (such as flyers, guidelines, Info-days, face to face meetings, etc.); and
- Examining costs of using implementation strategies.

2.3. TARGET GROUPS OF THE DISSEMINATION PLAN

Large-scale dissemination activities will be implemented in order to raise awareness on the project objectives and expected results. In this perspective, the dissemination plan will target key stakeholders using two main sources:

- a. key targeted groups presented in the project, and

b. the project's stakeholders' mapping.

The major dissemination requirements will be to disseminate largely the open access knowledge identified and/or developed within the project and increase awareness and mobilize new stakeholders in order to secure the critical mass for the dissemination of key messages.

2.3.1 Key targeted groups present in EU-JAV

Considering the specific objectives of the EU-JAV, as well as both the main and specific objectives of the WP2, Key Performance Indicators (KPI) has been identified in each WP. Specifically, following the SMART criteria (Specific, Measurable, Attainable, Realistic, Time-related), the KPIs have been derived in each Work Package (WP) through the indicators and their targets, which have been set during the submission of the project proposal. It should be noted that dissemination activities play a key role not only on the achievement of the objectives related to WP2 but also in the success of other WP, as demonstrated below.

The following Table (1) sums up the derived KPIs of the project for WP4 to WP8; highlighted in bold are those indicators directly influenced by the success of planned communication and dissemination activities. These KPIs are related, in turn, to specific target groups.

Table 1: KPIs of Dissemination in line with EU-JAV Specific Objectives

S.O.	S.O.DESCRPTION	INDICATORS	TARGET	KPIs	SPECIFIC TARGETS
S.O.1	Build options for a sustainable mechanism of cooperation and communication between European countries (EU and Non-EU Member States) regarding the implementation of best practices on vaccine policy-while fully respecting member states responsibilities (WP4 to 8)	<u>Process Indicator(s)</u> : Plan and implement meetings of the vaccine network	Vaccine network operational at M12	<ul style="list-style-type: none"> Time frame of communication Number of meetings for the establishment of the network and no of meetings of the network (After M12) Number and type of stakeholders participating in the Network 	Consortium and list of collaborating stakeholders ³
		<u>Output Indicator(s)</u> : Report on “integration (of converging vaccine agenda) into national policies & sustainability” plan	Reports available on the JA website. Dissemination to all Ministries and stakeholders in EU-JAV consortium member countries	<ul style="list-style-type: none"> Number of potential recipients of EU-JAV reports Number of final recipients (Ministries and Stakeholders) No and type of communication channels used to reach recipients 	Ministries Consortium
		<u>Outcome/Impact Indicator(s)</u> : Guidelines and best practices produced by the JA are taken into account at the national level	Half of the participating countries have implemented at least one guideline or best practice into their national policy or services	<ul style="list-style-type: none"> Number of participating countries implemented at least one guideline or best practice into their national policy or services (=10) Number of months needed to implement at least one guideline or best practice into their national policy or services 	Consortium
S.O.2	Strengthen the interaction of Immunization Information Systems (IIS) in Europe in order to increase vaccine surveillance capabilities regarding vaccination coverage (WP5)	<u>Process Indicator(s)</u> : Core functionalities for information sharing	All functional specification necessary for pilot platform are described	<ul style="list-style-type: none"> Number of functional specifications for pilot platform Number of EU-JAV countries participating in the feedback for the specifications of the pilot platform 	Consortium
		<u>Output Indicator(s)</u> : Harmonization of methods for vaccine coverage estimation	>50% of EU-JAV consortium member countries involved adhere to the consensus established on methodology to estimate MMR coverage		

³ Collaborating stakeholders: the stakeholders identified in section 14 of the Grant Agreement as well as the stakeholders identified during the stakeholder mapping (Deliverable D2.2), with whom the project partners could collaborate according to the project's needs.

S.O.3		<u>Outcome/Impact Indicator(s)</u> : Common understanding among EUJAV consortium member countries on needs and gaps in order to conduct a coordinated cross-border measles vaccination campaign	Similar harmonized protocol adhered to by at least 2-3 countries with common borders.		
	To define common basic principles for vaccine demand level of risks and develop a concept for how a data-warehouse for an EU-wide (including non-EU EUJAV consortium members' countries) central repository on vaccine supply and demand data can be designed (WP6)	<u>Process Indicator(s)</u> : Number of EU-JAV consortium countries for which vaccine demand has been identified; Number of EU-JAV consortium countries that provided the description of financing mechanisms and to ensure sustainable purchase	50% and 50% of MS respectively		
		<u>Output Indicator(s)</u> : A concept for a European data warehouse is developed	The concept of the data warehouse is described		
		<u>Outcome/Impact Indicator(s)</u> : Anticipated needs to ensure sufficient size of supply and stockpiles, including their sustainability	>50% of EU-JAV consortium member countries define their needs with regard to the data warehouse		
S.O.4	Define criteria for priority-setting of vaccination research, develop a priority-setting framework and define an annual list of priorities (WP7)	<u>Process Indicator(s)</u> : Shared process to establish criteria for priority setting	List of vaccines to be used by population categories for the development of the prioritization framework.		
		<u>Output Indicator(s)</u> : List of prioritized research topics on vaccination	Dissemination of annual list of R&D priorities (M24, M36)	• Number of recipients of the annual list of R&D priorities	Universities Laboratories
		<u>Outcome/Impact Indicator(s)</u> : Incorporation of identified prioritized research topics in international funding programmes	Half of research topics from the prioritized list used by international funding programmes within the 5 years following the project (M24, M36)	• Number of international funding programmes	International funding programmes
S.O.5	Develop a framework of cooperation on research and best practices implementation to reduce suboptimal vaccination coverage and to increase vaccine protection and confidence, involving EU	<u>Process Indicator(s)</u> : Timely updated reports, web-based surveys and interviews among MS and stakeholders	50% of EU-JAV consortium member countries interviewed	• Number of EU-JAV consortium member countries interviewed • Number of EU projects to establish link with • Number of Best Practices	Consortium Leaders of EU projects
		<u>Output Indicator(s)</u> : Immunization Opinion and Sentiment Analysis Framework and Methods	Dissemination of a comprehensive collection of opinion and sentiment to EU-JAV consortium member countries	• Number of recipients of the Immunization Opinion and Sentiment Analysis Framework and Methods	National key stakeholders

S.O.6	Member States, EU-JAV consortium member countries and stakeholders (WP8)	<u>Outcome/Impact Indicator(s):</u> A vaccine confidence monitoring platform	Freely accessible and timely updated on regular basis		
	Ensure efficient dissemination of activities and outcomes from the JA and contribute to sustaining its results (WP2)	<u>Process Indicator(s):</u> An efficient communication tool for internal and external communication	JA website operational: hits per country per year	<ul style="list-style-type: none"> Number of hits of JA website per country and per year 	Key stakeholders as identified in the stakeholders' mapping and general public
		<u>Output Indicator(s):</u> Communication on JA actions and outputs	Effective and timely dissemination of outputs (tools, guidelines, recommendations)	<ul style="list-style-type: none"> Number of recipients of outputs and actions of EU-JAV Timeframe Type of outputs (tools, guidelines, recommendations) 	Key stakeholders as identified in the stakeholders' mapping
		<u>Outcome/Impact Indicator(s):</u> Improved knowledge and increased and reinforced activities related to prevention of targeted dissemination	Use of tools and uptake by half of stakeholders identified; close follow-up by ECDC of key recommendations.	<ul style="list-style-type: none"> Number of communication tools used from the identification of stakeholders 	Stakeholders as identified in the stakeholders' mapping
	4.3.3. Develop an effective strategy of communication towards European young people	<u>At an annual workshop 25 ambassadors (20 different countries) receive training</u>	1 st Communication action with Young ambassadors (M18) 2 nd Communication action with Young ambassadors (M30)	<ul style="list-style-type: none"> Number of communication contacts with young ambassadors after their training (by email, telephone, face to face meetings, etc.) 	Young ambassadors
OTHER COMMUNICATION TASKS	7.1 Priorities for Vaccine Research & Development		Dissemination of first annual report on vaccine and vaccination research priorities in EU to increase vaccination coverage, with the objective to inform funding programmes (M18)	<ul style="list-style-type: none"> Number of recipients of the first annual report on vaccine and vaccination Type of recipients 	EU and international funding organisms European NGO Research and Industry stakeholders
	8.3.2 Selection of the most influential on-line players that can impact the spreading of information related to vaccination on on-line social networks		WP8 findings uploaded and available on JA Vaccination website (M24)	<ul style="list-style-type: none"> Number of influential online players Geographical coverage (European or national level) of online players 	Influential online players as identified in the stakeholders' mapping
	8.2 Support for effective programme implementation		An online working environment (e-learning platform) is developed to provide research-based knowledge and best practices and lessons learned	<ul style="list-style-type: none"> Number of e-learners Experienced quality of the online working environment 	Potential e-learners as identified in the stakeholders'



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for Member State and stakeholder actors working with NIPs throughout Member States and Non-MS participating in JAV. (M11) The technical work with the online platform is fully completed (M16).

mapping

2.3.1.1 Potential dissemination tools

Table 2 shows the details of potential dissemination methods that will be involved in EU-JAV. A more specific description, based on the results of the stakeholder's mapping, is provided in Chapter 3 below.

Table 2: Hints & Tips of the Dissemination Methods

METHOD	PURPOSE	HINTS & TIPS
Digital Newsletters	Awareness	Use of digital newsletters (on the website or/and via e-mails) to announce the project, give regular updates, develop a profile and get buy-in from the target audience. Make sure that the target audience knows that the project is a success.
Project Website	Awareness	Press releases could be issued to announce important achievements publicly, through the website to «Get involved» and «News» sections and social media.
Flyers/Brochures	Awareness	Printed Flyers can be very helpful in rising interest of people at conferences, etc. The electronic version can also be circulated via the website and social media.
Conferences Presentations	Lead to action	National and international conferences are an important opportunity to share project achievements with experts in the field. Suitable conferences with high impact will be selected, attracting expert attention.
Journal Articles	Information & Education	Opportunities to get articles about the project published should always be seized as they offer a great way to attract more community members.
Reports & other documents	Information & Education	Reports and other documents provide details that are not integrated in the project deliverables. The intermediate report can be used to disseminate intermediate results of the project and keep people interested.
Infoday	Lead to action	The objectives of these events are to present EU-JAV results, to provide a user forum for networking in related areas and to obtain feedback from the participants on the website or on Facebook.
Link Promotion	Awareness Information	The goal of this method is to raise awareness through the sites of other public institutions, academic organizations and other initiatives using their community and network tools, banners, contents, etc..
Annual Workshops with Young Ambassadors & school contest, during the European Immunization Week	Awareness Information Education	The aim of these events (2) is to empower communication actions with youth, raise awareness among school-aged populations across Europe, to promote vaccine uptake while reaching out to parents. In addition, games provide a unique way to engage and motivate young individuals, enabling them to gain knowledge.
Public Platform-based dissemination	Awareness Lead to action Information	This type of dissemination aims at publishing short definitions like video presentations of EU-JAV in public worldwide accessible platforms, such as YouTube. Each partner could create each own.
E-learning Platform, Webinar, web conference tool	Education	These tools will provide guidance for developing practices, and policies to maintain good vaccine uptake.

2.3.2. Target groups identified with the Stakeholders' Mapping

The EU-JAV Strategic Communication Plan outlines a variety of information, communication and stakeholders' engagement activities. For the purposes of its development and design a detailed Stakeholder's Mapping has been carried out to accurately identify and understand the different actors (groups, institutions and individuals) that could influence/affect or be influenced/affected by the Project at the regional, national and international level. It is necessary to understand the complexities of the relationships between stakeholders and their interaction with the project. Furthermore, the Stakeholders' mapping led to the identification of the most appropriate means of communication and meaningful key messages required to best communicate the project outcomes.

While stakeholder analysis can be time consuming and complex, time spent in this initial phase reduces the risk of encountering potential obstacles or missing opportunities that could enhance the information and communication efforts. In addition, undertaking a stakeholder analysis leads to a better understanding of those stakeholders who are less obvious, but have the potential to enhance or undermine the communication outcome of the project. Stakeholders' mapping in EU-JAV aims at mapping the stakeholders involved in vaccination in all MS/partner countries including existing networks and EU-funded or international projects.

This is achieved in three stages:

1. **Stakeholder identification**, through a desktop survey conducted by the partners with the guidance and assistance of HCDP/NPHO;
2. **Stakeholder characteristics' analysis**, by HCDP/NPHO, based on the available information provided by the partners and through targeted, brief, on-line questionnaires;

3. **Update of Stakeholders' map** throughout the duration of the project with new Stakeholders, if they arise, or by amending the characteristics of the existing ones, if their specific circumstances change in anyway.

The stakeholder list for each country includes stakeholders involved in vaccination in all MS/partners, such as policy makers, authorities, health managers, health professionals, civil society groups, etc. For the purposes of the EU-JAV we have identified eight major stakeholder groups, based on the stated major issues and objectives of the project and through initial research.

These are:

1. International and European organisations (ECDC, WHO Europe, EMA, OECD), who are active in each EU-JAV partner country through projects, campaigns, donations, funding programmes, etc.;
2. Relevant Authorities, policy & decision makers (Ministries of Health, Public health and Drug agencies) at national and regional levels;
3. Research and Academia (Educational institutes, Research institutes, Universities, Life and human science experts, Relevant European scientific societies);
4. Healthcare professionals representatives, (e.g. doctors associations, nursing sector) at national level, and other significant due to population coverage, special communities coverage, or necessity/special circumstances (e.g. in geographical areas with higher needs in vaccination);
5. Pharmaceutical Industry and manufacturers' representatives, private for-profit sector including SMEs, and other industries (Vaccine Europe, EFPIA);
6. Patients and civil society (including parents' associations) representatives, Non-Governmental Organisations (NGO) at national level;

7. Religious institutions;and

8. Media (public and private), opinionmakers.

An additional group was labelled “Others”, which may include other projects, or any stakeholder the project deems necessary. The Groups may be modified, enriched, revised and elaborated further during the course of the project and during the Stakeholder Analysis if such a need arises. The Stakeholder Analysis is a dynamic tool, subject to changes of stakeholders’ status, circumstances or even current affairs.

In this initial stage of Stakeholder Identification a set of characteristics was assessed by the project partners, based on their personal knowledge and experience, background information from stakeholders’ web pages, professional chambers information, secondary information sources (e.g. relevant reports and references), and initial enquiries where appropriate. The characteristics include the following:

1. Internal/ExternalStakeholder⁴
2. Primary (P) or SecondaryStakeholder⁵
3. Power/Resources (Knowledge and Skills, Economic assets, Authority, Ability to coerce/force/convince, Prestige status, Social ties/connections, Info/communication control)
4. Interest/stake
5. Legitimacy (Right, Responsibility,Resolve)
6. Awareness
7. Attitude (The level that each of the various stakeholders would be supportive or against the implementation of theproject)

The second stage of the Stakeholder Analysis has been complemented with brief, on-line questionnaires, sent by the HCDP/NPHO team to targeted stakeholders,

⁴ Internal stakeholders: stakeholders already committed to the project; External stakeholders: stakeholders who are impacted or have an impact to the project, as also explained in the Glossary of Terms provided together with the Stakeholder Identification tool.

⁵ Primary stakeholders: those that ultimately affect or are affected by the project, either positively or negatively; Secondary stakeholders: the intermediaries in the project/policy/initiative delivery process, as also explained in the Glossary of Terms provided together with the Stakeholder Identification tool.

aiming to further assess stakeholders' attitude, awareness and knowledge on issues regarding vaccination, their willingness to participate in project activities, and feed information to the project, and to help define the key messages, information content and means to better disseminate the project generated information and outputs. Once all information has been collected, analysed and cross-checked, it will be reported in a revised Stakeholders' Analysis Report.

2.4 DEVELOPING KEY MESSAGES

Key messages encapsulate the essence of vaccination related issues, trigger dialogue and promote knowledge transfer among partners, stakeholders, policy makers and the general public. The key messages revolve around the general subject matters of the importance of collaboration, knowledge transfer, forecasting needs and vaccine demand, informed decision making, building capacity and sustainability. It is important that all of the stakeholders understand what EU-JAV is and does, thus the messaging needs always to link back to the Joint Action's work packages key objectives and target audiences.

2.4.1 Proposed Key Messages

- Increasing vaccination coverage improves population health
- EU-JAV fighting poor vaccination coverage: Sharing knowledge, Building trust, Promoting easier access
- Cross country cooperation and collaboration: all for one and one for all
- Improving knowledge facilitates evidence-based decisionmaking
- Knowledge and understanding the evidence is the key for fighting mistrust
- From theory to practice: Integration into national policies & sustainability
- No vaccine shortage nor stock outs: responding to real needs, no waste of resources

- Forecasting vaccines demand is a step closer to improving vaccination coverage
- EU-JAV sets the path for EU-wide data sharing of vaccines supply and demand
- Sharing best practices multiplies the expected interventions benefits
- It's time for needs-driven Research and Development
- A permanent open dialogue with the industry: towards increased transparency
- EU-JAV works on creating / improving information-data registries, a valuable tool for estimating vaccination coverage and necessary policies / interventions
- Sustainable cooperation of MS authorities in vaccines supply can make the difference
- EU-JAV joint efforts for building vaccine confidence
- Health literate young people: vaccine trust ambassadors
- Engaging influencers: A powerful alliance for increasing vaccination coverage

The key messages are in the heart of any dissemination plan and should be direct and simple. The above key messages were guided by answering the following questions:

- **What** is WPx (where x=1, 2, ..., 8) about and what is / are its aim/s and objectives?
- **Which** could/would be the desired impact?
- **What** resources do we have at our disposal?
- **Who** are the target audiences and users of EU-JAV results?
- **How** will we reach our intended audience?
- **How** do we ensure our dissemination strategies are effective?
- **When** should we carry out dissemination activities?

3 COMMUNICATION MEANS & TOOLS

The main communication means and tools of this project are divided in three categories: the general communication means (3.2 and 3.3) and the specific Tool kit (3.4). This communication Tool kit aims at helping project partners' create a targeted dissemination strategy for each country, based on the above-mentioned questionnaire's results (Section 2.3.2). Thus, each partner is invited to fill section 4 and better reflect its own priorities and local specificities. Although there is a tendency to automatically use the most obvious methods of dissemination, it is important to customize the most appropriate and effective ones according to each target audience's needs. Varying the dissemination media will increase the chances of success.

3.1 Methodology

Considering that the strategic dissemination plan addresses two needs: first to develop large scale awareness and then to build a bottom-up approach for the dissemination of the project's results, the methodology of the proposed communication means and tools is based both on the work plan's general and specific objectives, as stipulated in the Grant Agreement, and on an on-line questionnaire, sent to stakeholders identified through the stakeholder identification and analysis. A hundred and thirty-six (136) respondents completed the survey between 17 February and 13 March 2019. It is a fact that the majority of the respondents believe there are great benefits from the dissemination of information regarding vaccination relevant issues. More specifically, participants stated that more information on vaccines and vaccinations will greatly benefit Patients (99.1%) and Parents associations (99.1%), Media, opinion makers (94.6%), Non-Governmental Organizations (92%), Authorities, policy & decision makers (90.9%), International and European Organizations (89.9%), Pharmaceutical Industry and

manufacturers 86.6%, Healthcare professionals in the nursing sector (81.8%), Healthcare professionals such as doctors and physicians (80.2%).

It is noteworthy that when participants were asked to assess their own knowledge on vaccination issues, only half of them reported that they have a 'Good' knowledge on vaccination issues (53.9%). Thus, the main priority of EU-JAV, according to the respondents, is to disseminate accurate information. Also, the five first choices of preferred means for receiving information regarding the EU JAV project and vaccination issues are through: a) e-mail alerts and newsletters (27.2%); b) seminars, lectures and other project events (23.1%); c) articles in Scientific Journals (15.4%); d) institutional webpages (International Organisations, Health Ministry, local Authorities, etc.(11.5%); and e) the EU JAV project webpage (8.7%). The latter is, however, the most popular second choice of information source per respondent. Following the same perspective, the main communication tools proposed focusing on information are the following: newsletters, events, website and scientific publications.

Participants do not seem to use Social media (Twitter, Facebook, LinkedIn, and Google+) for obtaining information on vaccination and medical issues, although patients' organizations would seem to propose it as a potential option. Consequently, in order to better reflect the impact of social media on the dissemination of vaccination issues in these groups, Facebook has been proposed in the tool kit. Finally, training activities constitute one of the proposed and preferred means of communication for doctors (87.4%) and the nursing sector(86.4%).

The preference of communication means per target group was taken into account in order to examine the means and tools to be proposed for specific populations.

3.2 Information and Publicity requirements

It is necessary that the provisions of the Contract and the Grant Agreement are taken into account in the dissemination of the project's results. Measures backed by Community funding are subject to information and publicity requirements (such as point 3.1 of Annex VI to Commission Regulation (EC) No 1974/2006 and Article 7 of

Commission Regulation (EC) No 828/2006). These include the stipulation that such information or publicity must include a mention of the Community's role or reference to the European Union and the funding provided. When displayed in association with a logo, the European emblem will be given appropriate prominence. Any communication or publication by the beneficiary in respect of the project, in any form, including the Internet, should state that it reflects only the author's views and that the European Union is not liable for any use that might be made of information contained therein. Specifically:

"The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."

"This project has received co-funding from the European Union's Health Programme (2014-2020) under Grant Agreement no. 801495."

3.3 Visual Identity

The incipient dissemination of the project starts with the project's visibility. EU-JAV's identity is linked with a graphically coherent and consistent representation of the logo on project results and documentation. The logo has been created by INSERM and it expresses vaccination research (grey and orange colours) through stakeholder and citizen involvement working towards a common goal (the line in the logo). This visual identity should be used in all the dissemination outputs.

Figure 1: EU-JAV Logo



3.4 EU-JAV Communication Press-kit

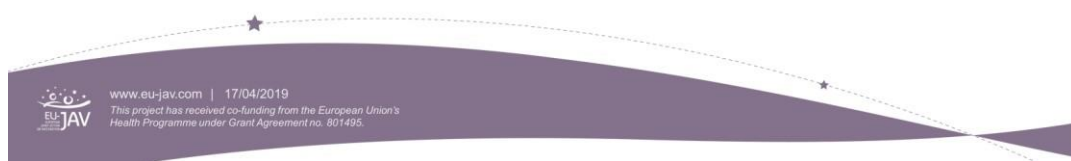
A general communication press kit of the project has been created to raise general awareness. It contains diverse general communication tools (logo, PowerPoint template, leaflet, external document and slide presentation and press release).

One of the first communication tools for the internal and external dissemination of the project is the template for PowerPoint presentations, which was created for presentations by consortium members. Grant Agreement number and disclaimer have been included. This PowerPoint template should be used by all project partners when presenting the EU-JAV.

Figure 2: EU-JAV PowerPoint template



- ★ Bullet 1
 - ★ Sub
 - ★ Sub2.....
- ★ Bullet 2
- ★ Bullet 3



An external document template, containing a disclaimer and a slide with a general presentation of EU-JAV that all partners should use at events where EU-JAV is presented, were created as well.

Figure 3: EU-JAV external document template



Figure 4: EU-JAV slide presentation

European Joint Action on Vaccination

Prof. Geneviève Chêne, coordinator

To **build concrete tools** to improve vaccination coverage in Europe and strengthen national immunization programs



20 partners: **17** Member States and **3** non-EU member countries


3 years (started 1st August 2018)

Budget: **5,800** k€

5 major topics

- ★ Scientific evidence for national programs
- ★ Digital immunisation information systems
- ★ Concept of data warehouse on demand and supply
- ★ Vaccine research priority-setting framework
- ★ Vaccine confidence



www.eu-jav.com | 16/09/2019
This project has received co-funding from the European Union's Health Programme under Grant Agreement no. 801495.

Moreover, a leaflet has been prepared by INSERM, which is downloadable from the project's website, containing a brief description of the project and its objectives and the partners. Each partner has received 50 printed copies of the leaflet in order to be distributed at events attended by EU-JAV partners to increase visibility of the project and expand its network of stakeholders.

Figure 5: EU-JAV leaflet



Press releases inform the target groups and wide public about the project, highlighting achieved results, reached milestones and relevant events. Their dissemination will be via e-mails to the media and relevant stakeholders. The press releases should be short and usually cover one to two topics each. The press release template in English is created by HCDCP/NPHO. However, it may also be adapted to the local context and translated as well into local languages by partners.

Figure 6: EU-JAV press release




Co-funded by
the Health Programme
of the European Union

PRESS RELEASE

Location, date

Title

Short introductory paragraph with key information (4-5 sentences)

Main text that could include quotes.

General information on the event/article/ could be found at: ...

EU-JAV brings together the European Commission, health ministries, international policymakers and organisations, institutes, universities from 20 countries and a wide range of stakeholders, including civil society and manufacturers' representatives, working on vaccination policy and health services.

Through its core mission of delivering and sharing concrete tools for stronger national responses to vaccination challenges, the EU-JAV aims at spurring long-lasting European cooperation against vaccine-preventable diseases and therefore improve population health.

For more information please contact: Name, title & organisation, e-mail., tel. : ...

The content of this document represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.



This project has received co-funding from the European Union's Health Programme under Grant Agreement no. 801495



This project is coordinated by the French Health and Medical Research Institute with the support of the French Ministry of Solidarities and Health



Co-funded by
the Health Programme
of the European Union



3.5 EU-JAV Website

The EU-JAV website has been created by INSERM and can be accessed at the following address: <https://eu-jav.com/>. There is a specific section in the project website where the consortium is presented, and the deliverables can be viewed or downloaded.

3.6 EU-JAV Tool-Kit

3.6.1 Proposed means of dissemination in line with EU-JAV specific objectives

According to the European Commission, dissemination is defined as “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting results, including by scientific publications in any medium)”.

EU-JAV dissemination actions aim at communicating the project’s objectives and results not only to tailored audiences and target groups but also to a wider audience by promoting the adoption of the project’s results and demonstrating its impact, as well as by facilitating the exchange of information and the interaction with other projects/initiatives as well as with activities in industry, academia, and society as a whole.

Following 2.3.1 of the present, where KPIs of Dissemination have been identified in the context of the Specific Objectives of the project, in the same framework below are presented the proposed means to multiply the EU-JAV impact on the people involved and enlarge the community reached by this effort.

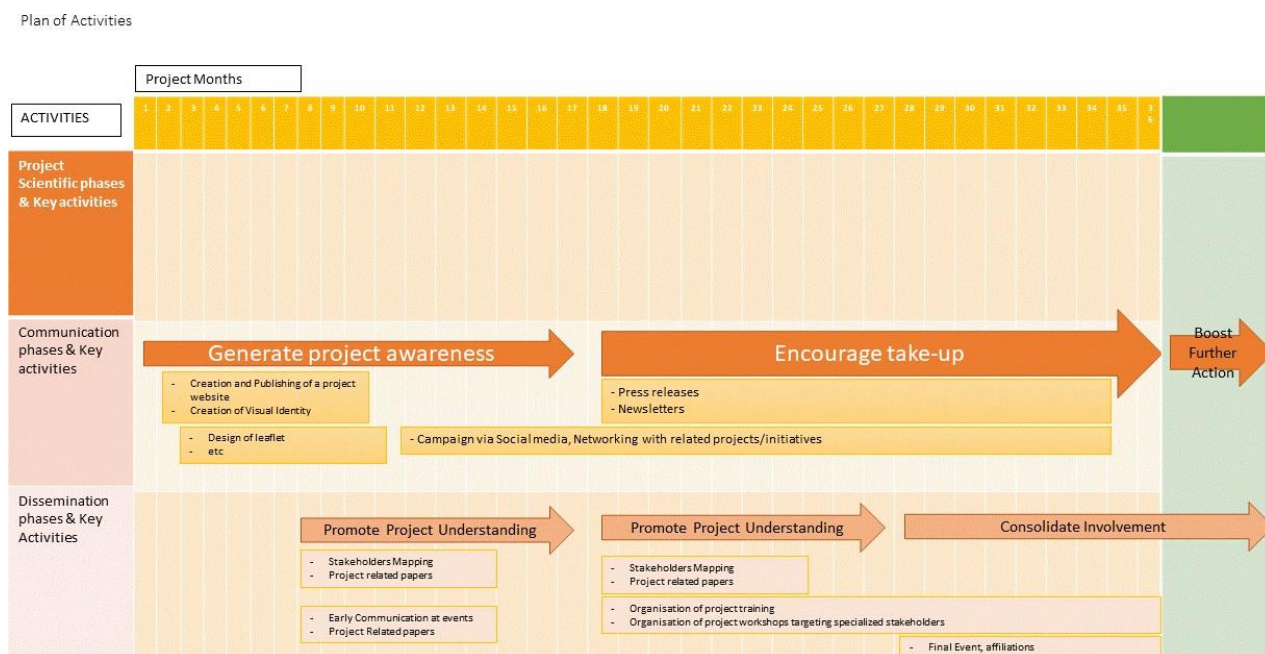
Table 3: Proposed means of dissemination in line with EU-JAV specific objectives

S.O.	S.O. DESCRIPTION	INDICATORS	SPECIFIC TARGETS	Proposed Means
	Build options for a sustainable mechanism of cooperation and communication between European countries (EU and Non-EU .Member States) regarding the implementation of best practices on vaccine policy- while fully respecting member states responsibilities (WP4 to8)	<u>Process Indicator(s):</u> Plan and implement meetings of the vaccine network	Consortium and collaborative list	<ul style="list-style-type: none"> Exchange of Best Practices through e-Newsletters
		<u>Output Indicator(s):</u> Report on “integration (of converging vaccine agenda) into national policies& sustainability” plan	Ministries and Consortium	<ul style="list-style-type: none"> National/local press media (scientific journals) optional: newspapers
		<u>Outcome/Impact Indicator(s):</u> Guidelines and best practices produced by the JA are taken into account at the national level	Consortium	<ul style="list-style-type: none"> EU-JAV WEBPAGE

OTHER COMMUNICATION TASKS	S.O.2	Strengthen the interaction of Immunization Information Systems (IIS) in Europe in order to increase vaccine surveillance capabilities regarding vaccination coverage (WP5)	<u>Process Indicator(s)</u> : Core functionalities for information sharing	Consortium	• EU-JAV WEBPAGE
	S.O.4	Define criteria for priority-setting of vaccination research, develop a priority-setting framework and define an annual list of priorities (WP7)	<u>Output Indicator(s)</u> : List of prioritized research topics on vaccination <u>Outcome/Impact Indicator(s)</u> : Incorporation of identified prioritized research topics in international funding programmes	Universities, Laboratories International programmes funding	<ul style="list-style-type: none"> Scientific Journal articles Events / Seminars / Lectures Institutional webpage (International Organisations, Health Ministry, local Authorities, etc)
	S.O.5	Develop a framework of cooperation on research and best practices implementation to reduce suboptimal vaccination coverage and to increase vaccine protection and confidence, involving EU Member States, EU-JAV consortium member countries and stakeholders (WP8)	<u>Process Indicator(s)</u> : Timely updated reports, web-based surveys and interviews among MS and stakeholders <u>Output Indicator(s)</u> : Immunization Opinion and Sentiment Analysis Framework and Methods	Consortium, Leaders of EU projects National key stakeholders	<ul style="list-style-type: none"> Social networks (Facebook or twitter) National/local press media (scientific journals) optional: newspapers, National/ local radio, National/local television, e-Newsletters
	S.O.6	Ensure efficient dissemination of activities and outcomes from the JA and contribute to sustaining its results (WP2)	<u>Process Indicator(s)</u> : An efficient communication tool for internal and external communication <u>Output Indicator(s)</u> : Communication on JA actions and outputs <u>Outcome/Impact Indicator(s)</u> : Improved knowledge and increased and reinforced activities related to prevention of targeted dissemination	Key stakeholders as identified in the stakeholders' mapping and general public Key stakeholders as identified in the stakeholders' mapping Stakeholders as identified in the stakeholders' mapping	
		4.3.3. Develop an effective strategy of communication towards European young people 7.1 Priorities for Vaccine Research & Development 8.3.2 Selection of the most influential on-line players that can impact the spreading of information related to vaccination on on-line social networks 8.2 Support for effective Joint Action implementation	<u>At an annual workshop 25 ambassadors (20 different countries) receive training</u>	Young ambassadors EU and international funding organisms, European NGO, Research and Industry stakeholders Influential online players as identified in the stakeholders' mapping Potential e-learners as identified in the stakeholders' mapping	<ul style="list-style-type: none"> Workshops – Young ambassadors (Title/ plan time/ Estimated impact) Training opportunities (healthcare-professionals, authorities)

3.6.2 Proposed means of dissemination according to survey's results

Figure 7: Plan of Activities



Apart from the strategic dissemination plan described in this deliverable, project partners are asked to carry out national dissemination activities.

The following list of activities is an initial list of dissemination activities that partners are encouraged to initiate and are described in detail below:

- Put a link on your institutional website to <https://eu-jav.com/> ;
- Identify one communication manager per pilot site and reportback;
- Create a Facebook (FB) page/group (possibly in your native language). Partners FB pages could draw content from the project's FB page (to be launched in December 2019), which could be further tailored to national audiences' needs;
- Provide input for the project's FB page (managed by HCDP/NPHO) and invite other potential EU-JAV users to join the community;

- Identify and approach local/national media with pressreleases;
- Identify national events where EU-JAV results should be presented such as conferences, seminars,workshops;
- Identify regional/national publicationopportunities/channels;
- Publish in national press and / or relevant journals /magazines;
- Present EU-JAV in national or Europeanevents;
- Design a checklist with right communication means for the different target groups ofEU-JAV;
- Inform relevant national stakeholders, encourage participation and train key-stakeholders;

In the sections that follow further details on the above proposed dissemination activities may be found. Please note that at the end of each section a table has been included so that each partner may record the dissemination activities implemented. This will be used in order to monitor the dissemination activities of each partner and the project as a whole.

3.6.3.1 EU-JAV website

The EU-JAV website [<https://eu-jav.com/>] is a communication resource to promote the project, its objectives and partnership and update interested parties on progress, results and outcomes. Additionally, it is a repository for key deliverables. Thus, it is a fundamental tool for the project's interaction with the wider society and its awareness. A determined effort will be made in order to achieve massive dissemination of the project information, which will be attributed in a manner that can be understood also by general public.

In this context, partners of the consortium may publish stories about EU-JAV and their participation in the consortium, on their own platforms. This is a good way to

inform the consortium partner's own ecosystems about their participation and at the same time direct traffic to EU-JAV website.

Consequently, all partners are strongly encouraged to send the link of the EU-JAV website to their relative collaborating stakeholders in a national as well as international level, inviting them to notify the link of EU-JAV website to their webpages (i.e. Useful Links). In this way, a massive dissemination of the EU-JAV website and information would be achieved.

Table 4: Dissemination of EU-JAV website

Date or Period of EU-JAV link website, published in your websites	Date of EU-JAV Link's Attachment on consortium members etc. webpages	Number of visitors to EU-JAV website	Number of organizations that published the EU-JAV Website

3.6.3.2 E-Newsletter

Short and regular e-newsletters will be a key dissemination tool to inform relevant target audiences about the progress of the EU JAV project. They will serve as a tool to communicate key updates of the project and as a channel for relevant stakeholders to be kept informed and engaged. They will be produced by INSERM and circulated appropriately twice a year, as foreseen in the Grant Agreement. Then, it is suggested that they be translated in each country's language for a wider uptake. This is up to each partner's discretion, as no specific budget has been allocated to this activity in the GA. Each country is free to print paper copies, if needed, for distribution to national keystakeholders or attendees of targeted national or localevents.

They will consist of brief articles and updates about the project. The e-newsletter will include both scientific-theoretic and practice-oriented information. The newsletter will be hosted on the project website and the link to each new issue will be circulated through existing partner networks and stakeholder mailinglists.

Table 5: Newsletters to possibly be translated and circulated by each country

Newsletters	Date of reception of the e-newsletter in English	Sending Date or Period of e-newsletter in national language	Number of recipients	Type of recipients	Estimated population reached	Number of public authorities reached in 2021
Newsletter 1						
Newsletter 2						
Newsletter 3						
Newsletter 4						
Newsletter 5						
Newsletter 6						

Social media profiles play a promotional role for the project and promote its visibility to a wide range of audiences. Even though the survey (see section 3.1) results did not show that social media are important for the great majority of the stakeholders, the project's presence in social networks remains a strong communication means for the general public according to the bibliography (Scanfeld et al, 2010; Mendel et al, 2008). It aims to generate awareness and enhance the online visibility of the project. The most preferred means of communication among social networks (such as Facebook, Instagram, Twitter), according to the participants of the online survey (see above, section 3.1), is Facebook. Thus, each partner may consider having a link on their official website or institutional Facebook page to the project's main Facebookpage.

The content of the Facebook page that will be produced by HCDPC/NPHO for the EU-JAV consortium should be dynamic and interactive. It is noteworthy that Facebook photos, SlideShare (<http://www.slideshare.net/pbl3project>) for presentations or YouTube videos generate higher engagement than the average post. In addition, shorter posts get more interaction.

"Facebook Page Insights" is a free service for all Facebook Pages and Facebook Platform applications and websites. Each Partner is invited to use this service in order to better understand and analyse trends such as user growth and demographics, consumption of content, and creation of content. The metrics data is aggregated on a daily basis.

Table 6: Data regarding national Facebook page/group

Date of creation of the official Facebook page (created by HCDP/NPHO)	Date of creation of national Facebook page	Number of Visitors/Users	Number of "Likes" in the most commented post	Number of people the most popular post reached	Total page likes in June 2019	Total page likes in June 2020	Total page likes in June 2021

3.6.3.4 Events

It is important that the consortium participates in significant events worldwide, organized by the partners' themselves or by third parties, in national or European territory, in order to inform, discuss and network with key stakeholders. Thus, attending and organising events (i.e. workshops, conferences, briefings and open days) aim at: a) networking, b) informing and c) raising awareness. When organizing an event each country should be aware that, based on the stakeholder mapping exercise:

- Health professionals' demand for information focuses mostly on vaccine hesitancy and children's and adults' vaccination and vaccine research and development.
- Public authorities' demand for information focuses mostly on vaccine hesitancy, vaccine research and development and information data systems relevant to immunization.
- Pharmaceuticals' industry and manufacturers' representatives demand for information focuses mostly on children's and adults' vaccination, vaccine research and development and seasonal vaccinations.
- Patients' organisations and religious institutions representatives demand for information primarily on seasonal vaccinations, vaccine research and development and information data systems relevant to immunization. Additionally, they are mostly interested in participating in EU JAV activities relevant to vaccine hesitancy. However due to the relatively low response

rate from civil society and the wider public, a separate survey, targeted to these stakeholders is highly advised.

Table 7: Data regarding partners' events

	Workshops	Open Days	Conferences, Seminarsetc.	Other activity (please specifywhere)	Type of public (focus on public authorities and health professionals)	Main Topic
Participation						
Organization						
Local and National level						
European and International Level						
Number of attendants/parti- cipants						
Number of policy makers						
Number of health professionals						
Number of civil society's representatives						

A practical and easy to use tool to support the organisation of and participation in events is the creation of a “Calendar of Events”, i.e. a list of events where the project will be represented and discussed. This tool will be made available to project partners to support the coordination and organization of partners' attendance and dissemination efforts.

Table 8: Events calendar

YEAR 1 (2018-2019)											
SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12

YEAR 2 (2019-2020)											
SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12

YEAR 3 (2020-2021)											
SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12

3.6.3.5 Press Release

Leaflets have been produced and distributed to partners describing the project, the outcomes and the main activities. The information material has been sent to the press as well.

Apart from the project website, press releases are considered the second most efficient tool for the dissemination of the project since their distribution to a large number of recipients helps promote the project at both national and European level. Press releases will be produced throughout the project's lifetime. At important project milestones, press releases will be issued and sent to European and national

press. HCDP/NPHO and INSERM are responsible for the creation of press releases in collaboration with all project partners. Project partners are encouraged to translate them in their native language - at their own discretion and budget allowance - and create some new ones in their own language, as appropriate.

Each project partner will set target groups for the press releases based on the project's Stakeholder Analysis report. These will be included in the local dissemination plans.

Table 9: Press releases

Timeline	Target group	Number of press releases sent

It is suggested that, in addition to the project website, the EU-JAV press releases be disseminated, as appropriate, through the free section of the EC Research & Innovation website (<https://ec.europa.eu/research/index.cfm?pg=event-submission>), which is heavily involved in communicating the results of EU- funded research to the media and the general public. They could also be submitted in the Community Research and Development Information Service (CORDIS) Wire (http://cordis.europa.eu/news/home_en.html), which offers to journalists the ability to download press releases relevant to EU-funded research. The EU-JAV partners are, also, encouraged to issue press releases at the European Commission's representation offices of their countries (http://ec.europa.eu/contact/local_offices_en.htm).

3.6.3.6 Publications

When asked about the sources of information on vaccinations and other medical issues, participants of the online survey (see section 3.1) consider scientific journals as the second most popular source of information. All project partners are responsible for approaching relevant scientific journals autonomously. Nevertheless, for purposes of assuring an effective spread of information, the Open Access publications to peer-reviewed scientific journals are highly appreciated. Each country should set a publication plan with relevant topics, which should be disseminated. In this way, a minimum set of scientific articles will be ensured.

For all publications, the defined key messages and advantages of EU-JAV results should be taken into account for the respective target groups.

Table 10: List of publications

Open access or not	Topic	Publications

3.6.3.7 Training

According to the description of Tasks 4.3.1 and 4.3.3 of the Grant Agreement, the consortium has already planned training activities and annual competitions targeting young participants, such as students and professionals, specialized researchers, but also policy makers from different countries.

More specifically, at an annual workshop, 25 youth ambassadors (20 different countries) will receive training; discuss with practitioners the effective methods of communicating about vaccination and networking with each other and invited speakers. Moreover, *Annual School Competitions* will raise awareness among school-aged populations across Europe. Hence, unique settings will be offered to promote vaccine uptake while reaching out to parents. In addition, games will provide a unique way to engage and motivate young individuals, enabling them to gain knowledge about vaccination and understand the relevant scientific evidence. The annual competitions would take place 2 months before the European Immunisation Week (last full week of April each year). The competition would encourage students to work in groups of 3 to 5 students to create Public Service Announcements targeting their own age group. These announcements would be used during the immunization week.

EU-JAV will lead the training activities planned at a further stage of the project, aiming to increase capacity building through training in curricula of health care workers and increase or maintain a high vaccine coverage rate in all European countries.

In 2019, under Task 4 of the Grant Agreement, EU-JAV launched a European school competition on vaccination in collaboration with the European Cancer League (<https://eu-jav.com/eu-jav-european-school-competition-vaccination/>).

4 Local / National dissemination plans

The national dissemination plans are an integral part of the communication strategy of this Joint Action. Each project partner is responsible for reviewing this plan and adjusting it to the circumstances / opportunities of its own country. The following checklist is intended to serve as an example of a tool that can assist each partner in choosing the more appropriate dissemination channel according to national/local specificities and priorities.

Below is a list of 7 possible actions that could be performed by the partners of the Joint Action. Partners are requested to perform at least 3 out of these suggested 7 possible actions. Partners are also suggested to involve national and international stakeholders in these actions, considering the current power-interest-legitimacy status of their stakeholders presented in the EU-JAV Stakeholder Analysis Report.

Partners are also encouraged to tailor the below activities to the current key interests of national stakeholders. Partners are also welcome to rely on national media and opinion leaders to boost the impact of these actions in the light of the strengths of these communication channels. (Pick the best communications channels to the most influential target groups - see the Stakeholder Analysis + Annex 1 for examples)

Partners should also keep in mind that they can produce automatically mailing lists from the Stakeholders Database depending on the characteristics they want to use.

Table 11 The seven possible actions items by partners

No.	Action to be taken	Source to be used
1	Send EU-JAV presentation to at least 10 identified national stakeholders after translation from English	Project presentation in English produced by WP2: (editable version - INSERM)
2	Translate and re-share at least 3 EU-JAV Facebook posts via institutional social media	https://www.facebook.com/eujav
3	Upload EU-JAV logo and key message to institutional website	Link to downloadable logo. WP2 to prepare key messages.
4	Organise a national webinar on EU-JAV topics	Webinar topics to be identified by partners in view of most urging topics at national level. Visual toolkit to be provided by WP2 (ppt template, logos, etc, these can be found in the EU JAV intranet)
5	Present EU-JAV at a national conference/workshop translating English template	WP2 to prepare EU-JAV ppt general presentation
6	Share via institutional social media channel a 30-60 sec short video produced by WP2 about EU-JAV with about 250 character text translated to national languages	Video to be prepared by WP2. 250 character message to be translated to national languages by partners. And to be distributed via Facebook and institutional website
7	Share press releases of the Joint Action via institution communication channels - translated to local language	Press release issued by WP2 in relation to key event/achievement in EU-JAV. Share in national media.

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