

DAPHNE

**Data-as-a-service platform for healthy lifestyle and preventive medicine
610440**

D9.1 Dissemination Plan

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Abstract

The *DAPHNE Dissemination Plan* describes the activities to be undertaken in the DAPHNE project for the enhancement of knowledge exchange and knowledge dissemination as the project proceeds. It describes internal structures and processes for disseminating information within the DAPHNE Consortium, and the external opportunities and requirements for disseminating information to colleagues in the relevant research institutions, commercial organisations, policy-making and professional bodies and the general public. The document includes guidance on how project information should be presented and the acknowledgements which should be made when publishing documents for external audiences. The *DAPHNE Dissemination Plan* does not describe how agreement is reached on the content of scientific and commercial publications, which are instead to be found in the documents *DAPHNE Publication Rules* and *DAPHNE Consortium Agreement*.

Executive summary

Dissemination of the results of the DAPHNE project is important to inform health technology engineers and scientists, as well as health service providers and insurers in order to enable them to make well-informed choices about development, implementation and evaluation of interventions to improve health and reduce the risk of obesity and preventable disease. Dissemination to policy makers – politicians and administrators – at local, national and European level, is also important, as they need to understand the evidence and the sources of evidence for effective interventions.

This Dissemination Plan is intended to provide a framework for the external dissemination of materials arising from the DAPHNE project. Internal communications are largely dealt with in the Description of Work and the Consortium Agreement. The Dissemination Plan excludes plans for the approval and authorship of commercial or scientific papers for submission to scientific journals or presentation at scientific meetings or commercial conferences, or for fulfilment of research degrees. These are considered separately in the documents *DAPHNE Publication Rules* and *DAPHNE Consortium Agreement*.

The DAPHNE Project recognises that presenting the results in a format accessible to the general public is important for several reasons: first because the research is undertaken with public financial support and is therefore accountable to the public; second because the findings from the DAPHNE project may have direct practical value for individuals in aiding their lifestyle choices, and thirdly because the findings of the project may contribute to raising public support for new approaches to health promotion and disease prevention, through local, national and European policy development.

To this end, the Dissemination Plan describes how the results of the DAPHNE project may be communicated to interested parties, including:

- Scientists and professionals in the areas of health behaviour and health education.
- Health service providers – medical practitioners, clinical team managers, diagnostic services, nutrition and physical activity counselling providers, fitness and lifestyle support services and personal trainers.
- Health promotion professionals – public health workers, health education specialists, nutritionists and lifestyle counsellors, nurses, school and community health workers.
- Health insurers and health service resource managers.
- Non-governmental organisations promoting health and consumer lifestyle information.
- National and international public-facing media – news services and agencies, health and human interest magazines and programmes, technology and biomedical research magazines and programmes.
- Policy makers – national science policy and health policy officials and programme developers, local health authorities and facilities managers, government research agencies, World Health Organization regional officials, European Commission policy-makers and European Community research and science policy officers.

The Dissemination Plan describes the internal communications within the DAPHNE Project to ensure adequate dissemination of Project information to Consortium members. It provides guidance on how to present information for public and professional audiences, and how to acknowledge the European Commission for providing Community support under the FP7 research programme. The Plan describes opportunities for public media attention when major results are being published, and how these opportunities can be exploited with media releases, coordinated through Work Package 9. An example of a media strategy is provided in the Appendix.

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Abstract (for dissemination)	<p>The <i>DAPHNE Dissemination Plan</i> describes the activities to be undertaken in the DAPHNE project for the enhancement of knowledge exchange and knowledge dissemination as the project proceeds. It describes internal structures and processes for disseminating information within the DAPHNE Consortium, and the external opportunities and requirements for disseminating information to colleagues in the relevant research institutions, commercial organisations, policy-making and professional bodies and the general public. The document includes guidance on how project information should be presented and the acknowledgements which should be made when publishing documents for external audiences. The <i>DAPHNE Dissemination Plan</i> does not describe how agreement is reached on the content of scientific and commercial publications, which are instead to be found in the documents <i>DAPHNE Publication Rules</i> and <i>DAPHNE Consortium Agreement</i>.</p>
Keywords	Knowledge exchange, dissemination, publications, publicity, media, networks.

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Abbreviations and Definitions

CORDIS: Community Research and Development Information Service

DAPHNE: Data-as-a-service platform for healthy lifestyle and preventive medicine (Project title)

EC: European Commission

EU: European Union

FP7: Framework Programme Seven, the seventh European Community programme for research funding.

ICT: Information and Communication Technologies

NGO: Non-Governmental Organisation

PDF: Portable Document Format

S & PA Professional: publication of the Chartered Institute for the Management of Sport and Physical Activity

URL: Uniform Resource Locator, used to identify a website

WP: Work Package

1 Introduction

The DAPHNE Consortium is committed to making the data generated from the project available to the international research community, to relevant professional groups, policy makers, and to the general public. Deliverable D9.1 in the Description of Work is the present document, whose purpose is to “ensure all partners can participate in knowledge exchange and knowledge dissemination” and it is designed to help fulfil this commitment to the wider community.

Internal communications are largely dealt with in the Description of Work and the Consortium Agreement. This Dissemination Plan is intended to provide a framework for the external dissemination of materials arising from the DAPHNE project. The Dissemination Plan excludes plans for the approval and authorship of scientific papers for submission to scientific journals or presentation at scientific meetings, or for fulfilment of research degrees. These are considered separately in the documents *DAPHNE Publication Rules* and *DAPHNE Consortium Agreement*.

Dissemination of the results of the DAPHNE project is important to inform health technology engineers and scientists, as well as health service providers and insurers in order to enable them to make well-informed choices about development, implementation and evaluation of interventions to improve health and reduce the risk of obesity and preventable disease. Dissemination to policy makers – politicians and administrators – at local, national and European level, is also important, as they need to understand the evidence and the sources of evidence for effective interventions.

Furthermore, presenting the results in a format accessible to the general public is important for several reasons: first because the research is undertaken with public financial support and is therefore accountable to the public; second because the findings from the DAPHNE project may have direct practical value for individuals in aiding their lifestyle choices, and thirdly because the findings of the project may contribute to raising public support for new approaches to health promotion and disease prevention, through local, national and European policy development.

The main purpose of the Dissemination Plan is to describe how the results of the DAPHNE project may be communicated to interested parties, including:

- Scientists and professionals in the areas of health behaviour and health education.
- Health service providers – medical practitioners, clinical team managers, diagnostic services, nutrition and physical activity counselling providers, fitness and lifestyle support services and personal trainers.
- Health promotion professionals – public health workers, health education specialists, nutritionists and lifestyle counsellors, nurses, school and community health workers.
- Health insurers and health service resource managers.
- Non-governmental organisations promoting health and consumer lifestyle information.
- National and international public-facing media – news services and agencies, health and human interest magazines and programmes, technology and biomedical research magazines and programmes.
- Policy makers – national science policy and health policy officials and programme developers, local health authorities and facilities managers, government research agencies, World Health Organization regional officials, European Commission policy-makers and European Community research and science policy officers.

2 DAPHNE project structure

2.1 DAPHNE Management Structure

The management structure is built around a core Coordinating Centre and a Steering Board.

The Coordinating Centre is answerable to the European Commission for the conduct and deliverables agreed in the Description of Work attached to the funding contract. The Steering Board is the principle decision-making body of the DAPHNE project and is chaired by the Principal Investigator of the project. Both bodies are supported by a number of external advisers and sub-committees, to ensure the fulfilment of deliverables by the ten Work Packages.

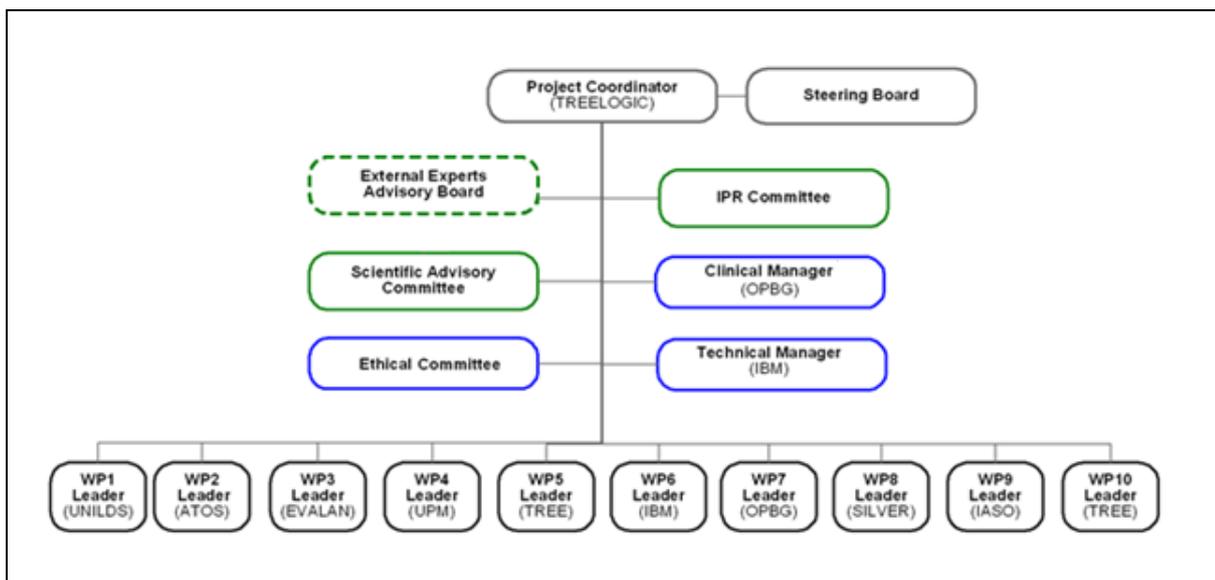


Figure 1 Consortium structure

Work Package 9 is primarily responsible for the operation of the Dissemination Plan and the implementation of the procedures described in the Plan. Work Package 9 is led by the International Association for the Study of Obesity (IASO) now known as the World Obesity Federation.

2.1.1 Co-ordinating Centre

Treelogic SA is the **Coordinating Centre** for the DAPHNE project. Its tasks include:

- monitor and evaluate overall progress and timely completion of the deliverables;
- set up a structure for communication
 - arrange conference calls or meetings with Work Package leaders
 - arrange and facilitate live meetings with Work Package leaders and invited Work Package participants in collaboration with partners
 - develop and maintain a functional website and file-sharing facilities, suitable for storing and exchanging documents;
- store all data and results retrieved from all Work Packages;
- control the financial management of the entire project;
- communicate and report to the European Commission;

2.1.2 Steering Board

The **Steering Board** is the main decision making body of the DAPHNE project. The Board is chaired by the Principal Investigator (Dr Alberto Olmo Fernandez, of Treelogic SA), and the members of the Board are the team leaders from each of the partners of the Consortium.

The tasks of the Steering Board include:

- Monitor project progresses, achievements and costs.
 - Technical and business direction of the project.
- Prepare contract changes (budget, resources, plans, etc).
 - Amendments to the description of work and effort allocation.
 - Specific contractual issues with the EC.
 - Policies for promotion and exploitation of results.
- Resolve problems that have a potential impact on project strategies, resources and achievement of planned objectives, definition of the necessary contingency plans.
- Review the declaration of know-how and/or knowledge.
- Resolve conflicts on issues that have an impact on strategies and objectives.

2.2 DAPHNE e-Network

In addition to the formal structure of the DAPHNE project, the construction of an e-Network is undertaken as part of part of the tasks of Work Package 9. The e-Network is a compilation of the main organisations, projects, associations and agencies in the European Region with an interest in the topics being studied in the DAPHNE project. The e-Network serves two purposes: (i) it will be a vehicle for dissemination of findings of the DAPHNE project, helping to ensure that the DAPHNE results are shared with other groups involved in research on health monitoring technology, health behaviour and obesity prevention in Europe, and (ii) feedback from the e-Network will be used as an additional source of review of the work of the DAPHNE project, to complement the comments from the DAPHNE external advisors.

Meetings will be held to which members of the e-Network are invited, and these meetings will aim to review the work in progress, share the results of the DAPHNE project and reflect on the policy implications.

The DAPHNE e-Network list will be updated on a routine basis throughout the period of the DAPHNE project. The list will be maintained by Work Package 9 and can be accessed in the DAPHNE project pages on the World Obesity Federation website www.worldobesity.org.

3 DAPHNE communication identity

3.1 Name of the project

Communications and products should identify the DAPHNE project.

3.2 Core messages

The core messages should be conveyed in communication products. In brief the core message is *'Personalised data collection as a service for healthier lifestyles'*.

In further detail, the core message is: *DAPHNE is a research project to develop information and communication services for the prevention of overweight and obesity, using personalised sensors to encourage reduced sedentaryness and supporting behavioural change. Pooled data will support health service providers to gain insights into population health behaviour and develop targeted management systems.*

3.3 Acknowledgements and Disclaimers

Communication products should carry the acknowledgement and disclaimer as follows:

DAPHNE is co-funded by the European Union Seventh Framework Programme under grant agreement no 610440. Sole responsibility for the project lies with the participating organisations; the European Commission is not responsible for the use that may be made of any material arising from this project.

3.4 DAPHNE website

The website is established at the following URL: <http://www.daphne-fp7.eu/>. The content of the website is discussed in the sections below on dissemination.

3.5 Logos and emblems

Communications about the DAPHNE project, including posters and presentations at conferences, media statements and in-house newsletters and magazines, should carry the logo of the DAPHNE project and the emblem of the European Union with the appropriate text. Communications may also carry the identity and logos of the institution issuing the communication.

The use of the FP7 emblem has been discontinued.

The DAPHNE logo is shown here (next page). Copies of the logo in high resolution should be requested from the DAPHNE project coordinator.

Use of the European Union emblem should be in compliance with the instructions given at http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf. Versions for reproduction are available at http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm and instructions for creating the emblem are at <http://publications.europa.eu/code/en/en-5000100.htm>.



Figure 2 Project logo

The European Union emblem should be accompanied by the acknowledgement shown in 3.3 (above) or a short statement “Co-funded by the FP7 Framework Programme of the European Union” in type face Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana). The type should only be in black, white or reflex blue (the colour of the blue in the emblem).



Co-funded by the
FP7 Framework
Programme of the
European Union

Figure 3 EU Emblem and statement

From January 2014, the FP7 emblem is discontinued. Also note that the European Commission emblem is not appropriate for DAPHNE project publications.

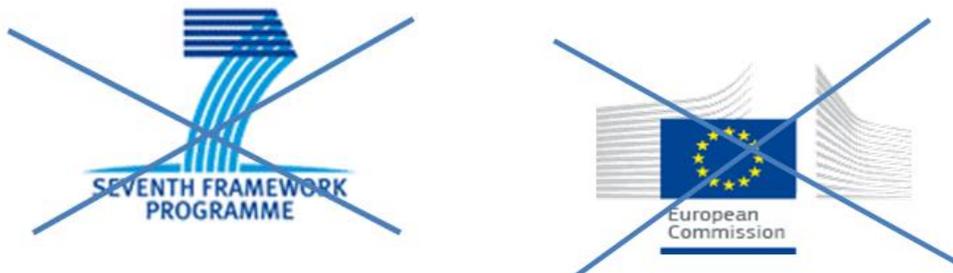


Figure 4 Logos not recommended

4 DAPHNE internal dissemination

4.1 General

Treelogic SA is accountable to the European Commission and takes overall responsibility for the project deliverables.

All DAPHNE partners are responsible for deliverables as outlined in the Work Package descriptions in the Grant Agreement, Annex 1 Description of Work.

The lead partner of each Work Package is accountable to the Coordinator for the deliverables of the Work Package.

The main tools for communication about DAPHNE are the face-to-face Steering Board meetings and meetings between partners, internet-enabled (Skype or equivalent) conferences, telephone conference calls, DAPHNE website-enabled messaging and file exchange, commercial file exchange (Dropbox or equivalent), and e-mails.

4.2 Meetings and teleconferences

The Coordinator (Treelogic SA) is responsible for the communication and organisation of the internal meetings and teleconferences of the project. The DAPHNE partner in the country where the meeting will be held will support the Coordinator in the practical arrangements (location, logistics, etc.). The Coordinator will prepare and distribute meeting agendas and minutes.

4.3 DAPHNE electronic communications

4.3.1 DAPHNE website

Treelogic will set up the DAPHNE website, which will include restricted and public areas. Restricted areas will be used for internal dissemination, and may include the following:

- DAPHNE partners generally – draft papers, published papers, meeting agendas, meeting minutes, other administrative materials.
- Information for specific partners – pages and downloads with technical protocols, designs, assessment instruments, databanks and other materials in electronic form which require controlled access for commercial or data protection reasons.

4.3.2 Other electronic communications

Emails: These will be used extensively for communication between partners during the course of the project. Emails between partners should copy in the DAPHNE Coordinator.

Shared documents: Treelogic SA will develop an appropriate method for file-sharing between partners, using the DAPHNE project website and/or an external platform (e.g. Dropbox).

4.4 Confidentiality

All research data collected and shared by partners within and between Work Packages should be considered confidential. All data must be anonymised prior to data sharing.

The confidentiality of data extends to all information supplied for the purposes of the WPs by individuals, but not to data that is otherwise publicly accessible, e.g. health statistics information for a population group.

If there is any doubt about the appropriateness of data or information sharing between partners, the receiving partner(s) should assume that the data is confidential unless explicitly informed otherwise by the providing partner. It is then the responsibility of the receiving partner to maintain the confidentiality of the data that has been shared. Shared data must not be used for any purpose other than for running the project and meeting the project deliverables.

5 DAPHNE external dissemination

5.1 Scientific dissemination

The potential authors for scientific papers, presentations and posters, should in the first instance send their proposals to the Coordinator (Treelogic SA) who brings it to the attention of the Steering Board for approval.

Methods for reaching agreement on the **titles and content of proposed papers and rules of authorship** are dealt with in the documents *DAPHNE Consortium Agreement* and *DAPHNE Publication Rules*.

In this section we discuss wider dissemination of scientific papers and scientific presentations to the wider community beyond the primary scientific audience being addressed. In practice, that means considering here the procedures for **dissemination to professional bodies and organisations and to the media and the general public**.

5.1.1 Dissemination of scientific papers:

1. Authors prepare, submit and revise their manuscripts
2. Paper accepted for publication
3. Authors send copy of accepted manuscript to WP9 leader (Tim Lobstein, World Obesity tlobstein@worldobesity.org) and to DAPHNE Coordinator (Treelogic SA)
4. When published, authors circulate reprints (PDFs) to DAPHNE project partners and scientific advisers
5. WP9 leader disseminates information on the paper (or reprint, subject to copyright) to the DAPHNE e-Network and other relevant organisations and individuals
6. The DAPHNE Coordinator places information about the published paper on the DAPHNE website www.daphne-fp7.eu

5.1.2 Dissemination of scientific posters and presentations:

1. Authors prepare and submit abstracts of presentations / posters
2. Presentations / posters accepted for presentation
3. Authors send copies of abstracts to WP9 leader (Tim Lobstein, World Obesity, tlobstein@worldobesity.org) and to DAPHNE Coordinator (Treelogic SA)
4. If the presentations / poster wins an award, authors notify WP9 leader (Tim Lobstein, World Obesity tlobstein@worldobesity.org) and to DAPHNE Coordinator (Treelogic SA)
5. The DAPHNE coordinator places information about the presentation / poster on the DAPHNE website www.DAPHNE-study.eu

5.1.3 DAPHNE satellite / e-Network meetings

1. Symposia and satellite meetings of the DAPHNE project with e-Network and other relevant parties will be coordinated by WP9

2. At least two such meetings are envisaged during the project. One will be timed to allow demonstration of the early findings of the DAPHNE project (probably in 2015) and one will be timed to discuss the policy implications of the final outcome of the DAPHNE project (in 2016).
3. Reports of these meetings will be prepared by WP9 and sent to DAPHNE Coordinator to be placed on the DAPHNE website.

5.2 Non-scientific dissemination

This section outlines the processes and procedures used in the DAPHNE project to disseminate the findings of the project to interested persons outside the scientific community.

5.2.1 Dissemination targets and approaches

Table 1 shows examples of the potential audiences for disseminated materials, and the approaches that might be considered useful.

Table 1: Examples of dissemination targets and approaches

Disseminated to...	Approaches
Health professionals, including public health workers, health promotion specialists, public health nutritionists, fitness industry workers	Articles, editorials, commentaries in professional journals; News items in professional newsletters and bulletins; DAPHNE partners' professional-facing social media (e.g. Linked-In, Twitter, Research Gate) DAPHNE website material on open access CORDIS and other EU-sponsored research services
Biomedical, information and communication technology professionals, engineers and specialists.	Articles, editorials, commentaries in professional and technical journals; News items in professional newsletters and bulletins; DAPHNE partners' professional-facing social media (e.g. Linked-In, Twitter, Research Gate) DAPHNE website material on open access CORDIS and other EU-sponsored research services
Non-governmental organisations for health, consumers, fitness and lifestyle health promotion	Public news media; NGO network newsletters and bulletins; Funding agency newsletters and bulletins; DAPHNE website material on open access
Policy makers and officials, including national policy makers and programme developers, local health authorities and service providers, national agencies, and policy-makers in European Commission and European Community agencies.	Contributions to policy meetings (e.g. European Platform on Diet and Physical Activity); Public news media; Articles, editorials, commentaries in professional journals; News items in professional newsletters and bulletins; DAPHNE website material on open access

	EU-sponsored news and information services
General public and national and international public-facing media agencies.	<p>WP9 dissemination of media releases to news agencies and news services;</p> <p>DAPHNE partners press and media offices and information dissemination services;</p> <p>DAPHNE partners' public-facing social media (e.g. Facebook, Twitter, Research Gate)</p> <p>DAPHNE website material on open access;</p>

5.2.2 News releases

News releases and other media alerts are issued to journalists, press agencies and media contacts. The theme of the press releases will be linked to the publication of significant scientific publications and presentations. The strategy is as follows:

1. On the basis of the pre-publication manuscript (or pre-conference abstract), WP9 drafts a press release and makes proposals for extracted information, lead author's quotes and Principal Investigator's quotes.
2. Authors and Coordinator comment on draft press release
3. After iterations of the press release, the authors and Coordinator approve the press release
4. WP9 arranges for a copy of the pre-publication manuscript (or pre-conference abstract) to be placed on a non-linked website page, to be available to journalists prior to publication.
5. Approved press release is circulated to authors and other Work Package leaders
6. Authors and Work Package leaders arrange for their institutions' media offices to translate the press release and to be prepared to issue the press release when publication date is known
7. WP9 contacts journal publisher and editor-in-chief to alert them to the intention to issue a press release relating to one of their papers, WP9 alerts the organiser and press office of a conference of the intention to issue a press release relating to one of their presentations.
8. Authors inform WP9 of date of publication of paper or date of presentation of a poster or paper at a conference, at least one week prior to the event.
9. WP9 alerts all authors and Work Package leaders and Coordinator of date of publication and proposes a date of issue of the press release. The issue date should be approximately 4 days prior to the publication of the paper or presentation of a paper or poster at a conference.
10. WP9 distributes press release to international journalists, with embargo date set for day of publication of paper or date of presentation at a conference. Press release is also sent to journal editor-in-chief and journal media office.
11. Journal press offices may issue press releases: authors send copies of press release to WP9
12. If conference press offices issue press releases, authors send copies to WP9
13. Authors collect examples of all media reports that come to their attention
14. Authors send examples of media reports and other media activities to WP9.

These steps are shown diagrammatically on the following page.

5.2.3 Schematic flowchart for media strategy

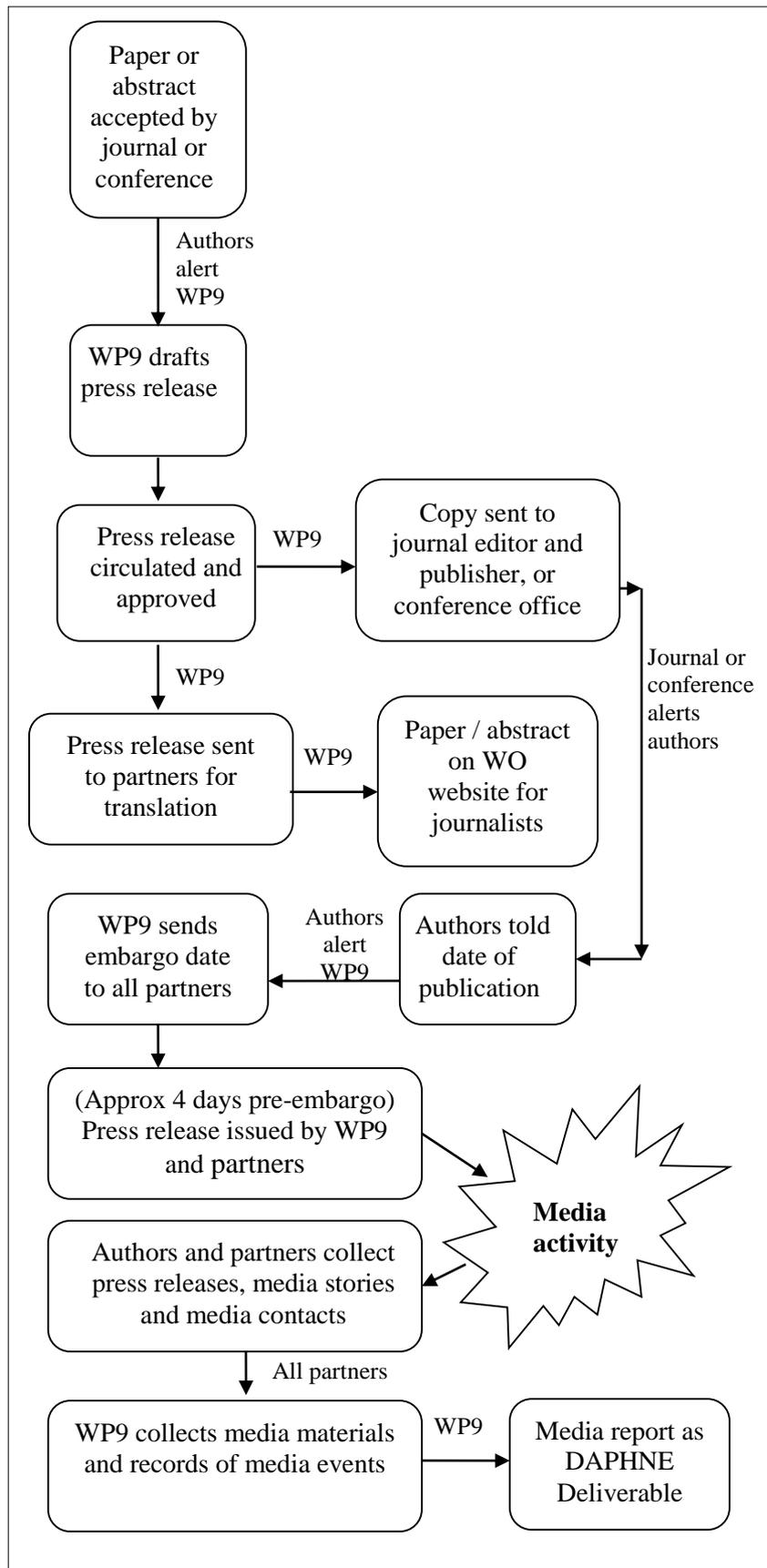


Figure 5: Schematic flowchart for publicising scientific papers

5.2.4 Newsletters

Newsletters provide an additional means of communicating with interested members of the e-Network, and to the general public, relevant professionals and the public media. One or two Newsletters may be produced each year, highlighting DAPHNE activities. Steps in the formation and dissemination of the *DAPHNE Newsletter* are as follows:

1. Coordinator of DAPHNE or a DAPHNE partner alerts WP9 to an event or activity of DAPHNE which may merit a Newsletter.
2. WP9 drafts text for a newsletter based on the event or activity materials.
3. Relevant partners comment on and approve the text of the newsletter.
4. WP9 distributes the *DAPHNE Newsletter* to all consortium institutions and to e-Network members.
5. Partners may forward the *DAPHNE Newsletter* to their media offices where appropriate.

5.2.5 Social Media

Press releases and other news may be disseminated through social media such as Twitter and LinkedIn. DAPHNE partners and partners' institutions should be encouraged to disseminate positive stories about the DAPHNE project when appropriate. When partners use social media to disseminate DAPHNE news a common hashtag should be used by all i.e. #DAPHNE. Linking other partners (for example @_worldobesity_) into the tweet will also help alert others to the news and allow them to disseminate the news more widely.

5.3 DAPHNE website

The DAPHNE website will provide a first point of contact for many members of the general public as well as professionals and others seeking information about the activities being undertaken in the DAPHNE project.

The open access area of the DAPHNE website will contain pages and hyperlinks for different stakeholders and may include the following:

- Project goals, results and implications for the general public, in the languages of the partners' participating countries
- Examples of the types of data collected by the DAPHNE partners
- Project published results (subject to copyright laws)
- DAPHNE public-facing Deliverables
- Key recommendations based on the DAPHNE results (adapted from the Policy Briefing, Deliverable D9.5)

6 External dissemination actions for the DAPHNE Project

Table 2 shows some examples of the actions available for dissemination of the DAPHNE Project results.

Table 2: Examples of dissemination actions for the DAPHNE Project.

Level of dissemination	Target audience	Strategy	Example action	Content
International	Scientific	Publication in peer reviewed international journals	Write papers for e.g: <ul style="list-style-type: none"> • <i>Obesity Reviews</i> • <i>Journal of Behavioural Nutrition and Physical Activity</i> • <i>Journal of biomechanics</i> • <i>Journal of Public Health Management and Practice</i> 	Design of sensors, evaluation of data quality, reviews of use of data for health service management.
			Write editorial for e.g. <i>British Medical Journal</i>	Overall approach to the use of biosensors for health professionals.
		Presentations in conferences and meetings	Submit abstracts to e.g: <ul style="list-style-type: none"> • European Congress on Obesity • European Health & Fitness Forum 	Powerpoints or Posters on the DAPHNE approach, on use of sensors and use of data.
		Dissemination to e-Network	Distribute PDFs of papers and abstracts to scientific networks (subject to copyright limits)	Newly published scientific papers
	Professional	Presentations and written communications to European networks of professionals especially in health and bio-medical applications.	Submit proposals and papers to e.g: <ul style="list-style-type: none"> • S & PA Professional (journal of the Chartered Institute) • International Union for Health Promotion and Education • International Health, Racquet & Sportsclub Association 	Intervention design and components Summary of review of technologies DAPHNE results and evaluation
	Media	Press releases and opportunities to contact DAPHNE Principal Investigator	Distribute to press:	Press releases tied to event : - Publication of major scientific paper

			<ul style="list-style-type: none"> • World Obesity Federation international press lists • Scientific conference press rooms • International professional organisations’ press lists • Scientific journal press office 	- Presentation at international event
	Public	Open access publication of press releases, news stories and DAPHNE materials. Production of <i>DAPHNE Newsletters</i>	Make easily available through the front pages of the DAPHNE project website http://www.daphne-fp7.eu Disseminate with social media LinkedIn, Twitter etc.	All public-facing materials
Regional, national and local	Scientific/ Professional	Publication in peer reviewed national and regional journals	Submit papers to e.g: <ul style="list-style-type: none"> • <i>Nederlands Tijdschrift voor Geneeskunde</i> • <i>British Journal of Sports Medicine</i> 	Data collection design Results and evaluation of sensor performance
		Presentations in national and regional conferences and meetings	Submit abstracts and papers to e.g: <ul style="list-style-type: none"> • UK Active Summit • Mediterranean Conference on Medical and Biological Engineering and Computing 	Implications for professional practice guidelines
	Media	Press releases and opportunities to contact local DAPHNE Consortium partners	Distribute to press: <ul style="list-style-type: none"> • Consortium partners’ institutional media offices • Scientific conference press rooms • National professional organisations’ press lists • Scientific journal press office 	Press releases tied to event: <ul style="list-style-type: none"> - Publication of scientific paper - Presentation at national or local event
	Public	Open access publication of press releases, news stories and DAPHNE materials. Production of <i>DAPHNE Newsletters</i>	Make easily available through the front pages of the DAPHNE project website http://www.daphne-fp7.eu Disseminate with social media LinkedIn, Twitter etc.	All public-facing materials

7 Conclusions

This document provides a plan for the dissemination of the activities and results of the DAPHNE Project, in fulfilment of Work Package 9, which has the purpose to *“raise awareness of the project results among the main relevant stake holders: including health professionals, the scientific community, the media and the public at large”*.

Annex A World Obesity Federation general dissemination plan for media statements and briefings

This Annex provides an example of the media dissemination approach taken by the World Obesity Federation when it issues a press statement or launches a briefing paper.

Table A.1: World Obesity Federation general dissemination plan for media statements and briefings

Media Statement			
Dissemination method	Description	Examples	Reach
Press	Email the media statement to press contacts for publication (will be embargoed for a designated press day)	Media and press contact lists that cover chronic disease, health and health education, physical activity, food and food marketing, children families and schools, advocacy and consumer protection.	~6000 media contacts (local, national, international, and media agencies)
WO website pages	Promote the media statement and briefing on the website	Homepage	The WO website received 246,774 unique views between January and June 2013
		News Centre	
		Press releases	
WO Newsletters	Include an alert in regular WO communications	Weekly	5079 contacts
		Monthly	11330 contacts
		WO member organisations	168 organisations and other members
Social media	Share the release via social media accessible to WOrld Obesity Federation	LinkedIn WO Group	784 members of WO group
		LinkedIn news feed	5 staff accounts with over 1000 combined contacts
		Twitter	WO and 4 staff accounts – combined total 2000 followers
Briefing for policy makers			
Dissemination method	Description	Examples	Reach
WO website	Promote the new briefing on the website and include in list of WO publications	Policy resources	The WO website received 246,774 unique views between January and June 2013
		Homepage	
Mailing lists	Share the briefing with mailing lists	Meeting participants and invitees	180

	accessible to the policy team such as participants of the event and interested parties, and invite them to share with their own lists	UK Health Forum and Sustain for inclusion in their news mailings	~250 international organisations
		Health ministers, legislators, UN delegations	~700 contacts
		WHO regional and HQ officers in NCDs, maternal and child health, physical activity and nutrition. Additional UN and related agencies (SCN, FAO, UNICEF, OECD, WB).	~80 contacts
Social media	Share the release via social media accessible to WO	Linked-In WO Group	784 members of WO group
		Linked-In news feed	5 staff accounts with over 1000 combined contacts
		Twitter	WO and 4 staff accounts – combined total 2000 followers