



DigiCanTrain

Digital Skills Training for Health Care Professionals in
Oncology

Project Number: 101101253

WP6: Communication, Dissemination and Exploitation
Deliverable 6.1: Communication and publication plan

1



Co-funded by
the European Union

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Executive Summary

This deliverable contains the communication plan of the DigiCanTrain project; communication channels, target audience, dissemination methods and publication plan on internal and external communication. The communication plan and publication plans are reviewed and updated regularly by the Communication team of the project.

CONTENTS

Executive Summary	2
1. Communication deliverables.....	4
2. Communication objectives.....	4
3. Key message	5
4. Target audiences.....	5
5. Programme requirements.....	6
6. Communication channels.....	7
7. Relevant indicators for monitoring and evaluation.....	10
8. Timeline	11

Annex 1

Annex 2

1. Communication deliverables

D6.1 – Communication and publication plan	M3
D6.2 – Website	M2
D6.3 – Project leaflet in the beginning of the project	M4
D6.4 – Project summary leaflet	M36
D6.5 – Dissemination final report	M35

2. Communication objectives

Successful project communication ensures smooth and appropriate project implementation. The most important objectives of project communication are to **facilitate information exchange within the project consortium** and that the project **outcomes are disseminated to target audiences and project information and results are available** for the key stakeholders.

Efficient and well-facilitated internal communication ensures smooth project progress and supports the achievement of the project objectives, milestones, and deliverables.

With external communication, project goals, progress, and especially the outcome dissemination activities ensures that the stakeholders and those who potentially are users of projects deliverables after project finishes, are aware of the activities and can utilize the materials and methods created in the DigiCanTrain.

3. Key message

The DigiCanTrain key message captures the core idea of the project concisely and clearly. It is used in project material and presentations to clarify the project's purpose and benefits.

The DigiCanTrain key message is:

DigiCanTrain implements a new digital skills training for cancer health care workforce in Europe to support the development of more effective, person-centred health care, digital cancer care services and the use of contemporary eHealth technology.

4. Target audiences

The DigiCanTrain core target audience are **health care professionals including oncology specialists** (medical oncology, radiation, surgery), general practitioners, nurses working with people affected by cancer, allied health professionals and non-clinical health care professionals. The non-direct target audiences are **people affected by cancer** (including individuals who have been diagnosed with cancer and their family members, friends, caregivers) and **health care organizations and policy makers**.

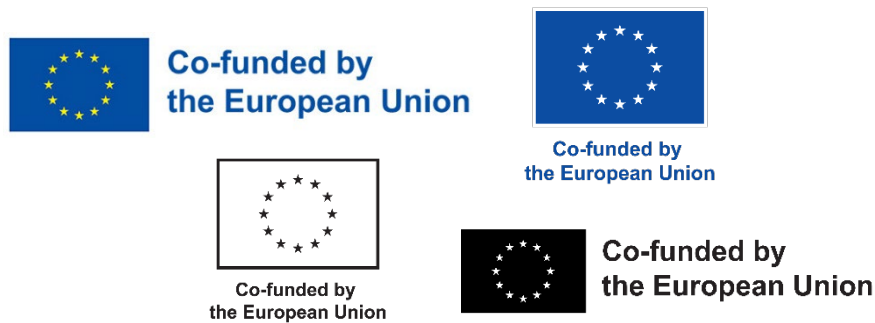
The key stakeholders are leaders of health care organizations (representing management, research and education), national and international oncology NGOs and networks.

5. Programme requirements

DigiCanTrain consortium members **promote the action and its results** by providing targeted information to multiple audiences including the media and the public.

The project uses the **EU emblem** and **funding statement logo** in all tangible and electric material and events by the project.

- The emblem and the logo are available in local languages.



Also, the **disclaimer** in English or local languages is used **in all communication activities**:

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The project members share the following details on the **organizations' websites** and/or **social media accounts**: project summary, contact details, list of participants, European flag, funding statement, and the project results.

In public events, the project displays signs and posters mentioning the **action (101101253 – DigiCanTrain)**, **the European flag and funding statement**.

The project **results will be uploaded** to the EU4Health Project Results platform.

6. Communication channels

Internal communication

Regular meetings are held for different purposes:

- steering committee meetings ensure that the project is moving in the right direction;
- project meetings ensure the smooth operation of the project by providing up-to-date information on pending and upcoming tasks;
- WP meetings will promote the progress and completion of the work package tasks on schedule.

Teams platform is for sharing, co-writing, editing, and storing documents, such as deliverables, project application, support documents, files and templates. Teams is used also for informing about non-urgent matters. The coordinator ensures the right users in Teams by updating the user lists at the Management team meetings.

Emails are used for important and urgent issues.

Internal newsletter will summarize up-to-date information and announcements to keep all partners up-to-date. The coordinator sends it twice a year and additionally in case needed.

External communication

Visual identity

For standardized visual identity, the project uses the project **logo, fonts** and **colors**.



Publications and other communication activities

Project PowerPoint for partners to be used and when needed modified for presentations on different internal and external events.

The format of communication and public relations is **open access publications**.

DigiCanTrain uses the CRediT **authorship principles in scientific publishing** (<https://www.elsevier.com/authors/policies-and-guidelines/credit-author-statement>).

In publications, the **action** (101101253 – DigiCanTrain) must be mentioned. The **European flag and funding statement** must be included on the *cover* or *the first pages* following the editor's mention.

The EU4Health project **TRANSITION** operates in the same thematic field. Thus, the two projects cooperate to avoid submitting to the same publications and overlap on publication content. To increase visibility of both projects, the project websites will be linked.

The publication plan is an attachment to this plan. It contains the planned timeline, authors, the type and purpose of the publication, and the planned channels (these may change depending on review processes).



Website

digicantrain.fi website contains information about the project, material and information for trainers, the consortium details and contact details.

The project website will inform on the objectives and results of the project. It will be updated regularly with produced material and news.

Events

The consortium members promote the project, its actions and outcomes in multidisciplinary national and international events and conferences. Examples of these conferences are

- Yearly ESMO conference,
- Networking in Health Care education,
- Quality and Safety in Health Care, and
- Digital Health Conference.

DigiCanTrain forum gathers European stakeholders and relevant professional NGOs to the dissemination event. This will support further use of the project results and promote sustainability. The hybrid event takes place in Estonia at the end of the project.

Social media

DigiCanTrain is present in social media using the organization's already existing channels. This will ensure the widest possible dissemination of messages to target groups interested in the themes.

The main channels used are **Twitter, LinkedIn, and Facebook**. They have extensive user bases, and they are ideal for distributing various types of content, such as blog posts, articles, videos, and infographics. The channels also have the potential to add traffic to the project website.

All DigiCanTrain-related posts must have the hashtag **#digicantrain**. Other Topical hashtags are: **#digitalskills #healthcare #cancercare #cancertraining #onkologytraining #interspecialtytraining #oncology**. The must-use hashtags connecting the post to the co-funder are **#EU4Health** and **#HealthUnion**.

All the hashtags cannot be utilized in all posts. For example, when posting on LinkedIn, it should be considered that the algorithm doesn't prioritize posts containing more than three hashtags.

The tone DigiCanTrain publications use is professional and clear, and when possible, interesting so that it arouses the reader's interest.

Project summary leaflets

The project fact sheet (*D6.3 – Project leaflet in the beginning of the project*) was made in the beginning of the project (month 3) to describe the objectives and actions of DigiCanTrain with the project visual look. It was translated to six languages: English, Estonian, Finnish, Greek, Romanian and Spanish. The fact sheet summarizes the project idea and contains the contact details and has the project website address.

D6.4 Project summary leaflet, an infographic summary of project and its results (outcomes), will be published at the end of the project in six languages.

7. Relevant indicators for monitoring and evaluation

To assess the effectiveness and impact of project communication activities, the following target numbers are

Number of scientific publications:	3
Number of other publications	10
Number of website views during the project:	500
Number of presentations, workshops, or webinars	10
Number of participants in presentations, workshops, or webinars	200
Number of appearances in media:	5
Number of social media publications:	40

The activities will be entered to the dissemination activities log in DigiCanTrain Teams platform.

8. Timeline

The annexes, **Publication plan** (annex 1) contains the planned and potential publications and the publishing/producing timeline. All partners have budget for publishing purposes (open access), thus ad hoc publications may need additional self-contribution. First publication is aimed to be realized already in 2023, however, as in scientific papers the review processes can be long, the expected submission is in two first papers 2023, but actual publication later 2024.

Potential conferences and events (annex 2) contain conferences and events and their dates in which the project staff plans to participate to disseminate the project. All partners have dedicated budget to participate in at least one conference. Thus, additional self-contribution may be required from partners. Dissemination of results via conferences and events realizes at the earliest in autumn 2023 (after mapping study, reviews and workshop have been done).