



BORDERNETwork 2010-2012: Highly active prevention: scale up HIV/AIDS/STI prevention, diagnostic and therapy across sectors and borders in CEE and SEE.

DISSEMINATION PLAN

Deliverable D2

**August 2010
Berlin**

Objectives of Dissemination

The objective of the dissemination is to raise awareness, ensure visibility and enhance the effective implementation of the project through provision of sufficient quantity and quality of ongoing information and feedback to stake holders and to the community. Awareness raising and commitment will be combined with focused expert dissemination and communication actions, addressing the practice and assuring the transfer of the project's outcomes.

Roles and Responsibilities

The dissemination as a horizontal work package is co-ordinated by the main partner and network coordinator SPI Forschung gGmbH. Nonetheless it is a joint responsibility of all consortium's partners and co-beneficiaries. Here the associated partners with an outstanding role of a core WP-leader will play more active role and will have particular commitment to the proper dissemination of the project's messages and contents.

Target group/Audience

Stockholder's analysis

In the light of highly active prevention bridging gaps between HIV/STIs prevention, diagnostic and treatment is a crucial concern. Therefore the addressed stakeholders should represent the 3 main strands: i.e. HIV/STI prevention experts, Diagnostic and treatment specialists and civil society/community representatives.

In particular, each associated partner in the cross-border model regions will list the relevant stakeholders from the 3 strands and will rank them according to their immediate interest vested in the project and its outcomes. Thus according to the analysis several groups will be addressed as external stakeholders:

- 1) *Direct Multipliers* – active stakeholders on the spot, whose commitment should be gained for dissemination of the produced results, i.e. piloting concepts, adopting effective models, implementing guidelines etc.

Among those are: prevention/outreach teams and service-providers, medical services, physicians, STI clinics, SRHR/family planning centres, youth HIV prevention and sexual health projects, social workers, community-based and/or migrant community representatives engaged in HIV prevention measures;

- 2) *Regional stakeholders* from the interdisciplinary cross-border regions – they draw on competence regarding the health and social problems and related policy in the region, HIV/AIDS competence, involved as participants and/or guests to the regional committees, providing political support and practical assistance.

Among those are: Province's Ministry of Health and Social Affairs, Marshal office, representatives of the regional/vojevodship's/city health authorities, public health institutions and boards, regional initiatives

- 3) *Key stakeholders to the national HIV/AIDS response* and public health programmes, who can provide supporting environment for project's implementation and sustainability of the outcomes

Among those are: representatives of ministries of health, national AIDS committees, public health/infectious diseases institutes, research institutes, universities, clinics, medical associations, medical chamber. Those can be some of the collaborating partners, or their counterparts in the respective country regions;

- 4) *Key international stakeholders* – who can contribute to put forward the European discussion on the topic and are responsible for dressing up of policy response – EU, ECDC, WHO, international expert initiatives/groups, other relevant EU-projects and networks
- 5) *Community members* – civil society organisations, self-help and professional groups working on the topics, offerings services, advocacy and support to the project's target groups: Self-help organisations of PLHIV, migrant/ethnic minority groups, CBOs, youth organisations
- 6) *Public* – informed via the broadest channels of the project's dissemination

Responding to the specific of the bottom-up approach of cross-border networking, which BORDERNETwork implements in 5 EU model regions, one of the selected process indicators is the appropriate level of involvement of the civil society members. Up to 30% of the network members and respectively external stakeholders should be representatives of the community of affected, involved, vulnerable key population groups.

Content of Dissemination/Messages

- 1) Promotion information about project – summary, partner structure, objectives and background philosophy
- 2) Baseline analysis and reports – Milestones of the project in relation to the assessment/stocktaking phase under core work packages (WP6-9);
- 3) Instruments and study protocols of the research actions – sentinel surveillance in STI patients and bio-behavioural surveillance survey among sex workers (WP5);
- 4) Reports with research findings and recommendations for the practice (WP5)
- 5) Guidelines, manuals, pathways elaborated with analysed results and recommendation for the practice:
 - (e.g. guides for improved access to early HIV/STI diagnostic for most at risk groups (WP6),
 - pathways for management of HIV Co-infections (WP7),
 - manual for good practice models in participatory prevention in migrant/ethnic minority communities (WP8)
- 6) Concepts for training in communication and counselling on sexual health topics for medical professionals/students (WP4)
- 7) Curriculum for university communication and counselling training and Train-the Trainer concept (WP4)
- 8) Concept for transfer of highly active HIV prevention, through implementation of concerted cross-border health objectives (WP4)
- 9) On-line evaluation and quality development tool QUIET for youth HIV/STI prevention projects and SRHR actions (WP9)
- 10) Reports on conducted 6 Fact Finding Missions in 4 non EU countries outlining gaps in HIV prevention, diagnostic and treatment in EU-border regions to ENP regions.
- 11) Evaluation report focusing on outcomes and indicators' measurement.

Methods

- 1) **In the initial phase of the project (Months 1 -9):**
 - Logo; Website's extension and update: www.bordernet.eu
 - Project Flyer and Newsletter, disseminated both electronically (as PDF version) and in printed form;
 - Promotion of project via links to websites of partners, other international and EU-funded projects and EAHC's project data base;

- Emailing stakeholders' lists for dissemination of executive summary

2) In the intensive assessment and development phase of the project (Months 3 – 32):

- (Satellite) Workshops in the frame of important international conferences;
- Conference presentations and posters, participation in dissemination events of other EU-projects;
- Website;
- Newsletter,
- Invitation of stakeholders to projects events/meetings/seminars/workshops
- Press releases and mass media coverage
- Participation of programme meetings and workshops of the Health Programme of EU/EAHC
- Individual contacts/service-provision to members of affected communities, promoting the outcomes of the project

3) In the concluding phase of the project (Months 30-36)

- Publishing Brochure with major project's outcomes
- Articles in scientific impact journals
- Project reports
- Dissemination conference
- Evaluation conference
- Digital media – CD ROM, USB key

Legal Notice

It is the role of the co-ordinator SPI Forschung (Leader also of WP2.Dissemination) to ensure that EU co-financing is made visible with regards both to the project's internal audience (associated and collaborating partners) and external stakeholders' audience.

All dissemination contents and channels, printed and electronic media will promote the support of the Health Programme of EU, in which frame the project has been financed.

EC/EAHC logos and the promotion statement: "This *publication* arises from the project *BORDERNETwork*, which has received funding from the European Union, in the framework of the Health Programme. The sole responsibility of any use that may be made of the information lies with the author/s (SPI Forschung gGmbH and other authors)" will be printed on all project-related documents (deliverables, milestones, reports, programme, presentations, posters) together with the **SPI Forschung gGmbH/ Germany** should be mentioned in publications/dissemination materials of the associated partners/co-beneficiaries.

Based on the partner agreement with the European Commission the dissemination plan foresees that: ".. Ownership of the results of the action and of intellectual property rights, and of reports and other documents relating to shall be **vested by the beneficiaries**"

Dissemination Template

What	Why	To whom	How	When	Evaluation
Dissemination Activity/Message	Purpose	Audience	Method	Time-line	
1.Create and promote project's profile	<i>Awareness, Promotion</i>	<i>Public</i>	<i>Website, Flyer, E-Newsletter</i> <i>Link project's website to EAHC web-site</i>	<i>Ongoing from Month6*</i>	<i>Contacts to project co-ordinator by interested stakeholders</i>
2.Inform stakeholders, regional/local partners of collaborating partners about project's start	<i>Awareness, Promotion</i>	<i>External stakeholders, other projects, scientific community</i>	<i>Emailing lists;</i> <i>Dissemination of Executive Summary;</i> <i>Project Flyer</i>	<i>M7</i>	<i>Feedback from respondents</i>
3.Linking project's website to partner websites , to relevant EU and national platforms and networks,	<i>Promote, engage, visibility</i>	<i>Other projects, EAHC, public</i>	<i>Create Project Profile in existing data bases (Clearing House AAE)</i>	<i>M9</i>	<i>Feedback from other projects</i>
4.Participation and presentation of the project in international forums and conferences, incl. participation to technical and scientific meetings of EAHC(Health Programme)	<i>Engage, inform, contribute to European dialogue, present findings</i>	<i>Scientific community</i>	<i>Conference presentations,</i> <i>Conference poster;</i> <i>Moderation of Workshops</i>	<i>Ongoing from M7</i>	<i>Invitations to international conferences, printed posters/presentations</i>
5.Dissemination of project's baseline analysis results – assessment/stocktaking reports (Project Milestones)	<i>Engage, inform, contribute to European dialogue, present findings</i>	<i>Scientific community, collaborating partners, external stakeholders,</i>	<i>Website, Emailing lists,</i> <i>EAHC website,</i> <i>AAE</i>	<i>M13-18</i>	<i>Feedback from stakeholders</i>
6.Dissemination of project research methods and instruments (WP5)	<i>Inform, Exchange, dialogue</i>	<i>Other projects, scientific community</i>	<i>Stake holder's workshops, On-site visits,</i> <i>Telegram Sentinel-Surveillance,</i> <i>Exchange-meetings</i>	<i>M23</i>	<i>References , response to survey design</i>
7.Satellite conference/Workshops and expert trainings –	<i>Engage, inform, contribute to European</i>	<i>Other projects, EAHC, external stakeholders, Scientific community</i>	<i>Delivery-launch workshops;</i> <i>Emailing lists,</i>	<i>M7, M15, M17, M18, M23</i>	<i>Feedback form for participants</i>

Deliverables (D7, D9, D10)	<i>dialogue, present findings</i>		<i>EAHC website, Website; Clearing House AAE</i>		
8.Visibility act at the World AIDS Conference 2010 in Vienna (WP 9);	<i>Promote, visibility</i>	<i>Public</i>	<i>Photo shooting, Press Release, Conference Documentation</i>	<i>M7</i>	<i>Press coverage</i>
9.Launch of on-line tool QUIET and dissemination Europe- wide (3 languages) (WP9)	<i>Inform, educate, improve quality, ensure sustainability</i>	<i>Scientific community, youth HIV prevention projects,, youth workers, public</i>	<i>Websites, Clearing House AAW</i>	<i>M24</i>	<i>Usage of tool</i>
10.Dissemination of guidelines, manuals, pathways elaborated with analysed results and recommendation for the practice - Deliverables (D4,D5,D8) and Milestones	<i>Inform, educate, improve quality, ensure sustainability</i>	<i>Scientific community, medical experts, treatment institutions ,public, civil society</i>	<i>Delivery-launch workshops; Emailing lists, EAHC website, Website; Clearing House AAE</i>	<i>M30-M36</i>	<i>Response from interested stakeholders to implement the guidelines</i>
11.Publications of reports and articles in scientific journals like Epidemiologisches Bulletin (Germany),	<i>Inform, educate, improve quality, assure sustainability</i>	<i>Scientific community</i>	<i>Publications</i>	<i>From M25-M36</i>	<i>References</i>
12.Round tables with stake holder groups/service providers/regional meetings for consultations and dissemination of concepts for highly active prevention/training curriculum (WP4)	<i>Inform, transfer to practice, assure sustainability</i>	<i>External regional stakeholders, regional health authorities, medical chambers, clinics, universities, regional network's members</i>	<i>Regional meetings/workshops /conferences</i>	<i>M25-M34</i>	<i>Participants committed to implement</i>
13.Publication and dissemination of a brochure with project outcomes	<i>Inform</i>	<i>Public</i>	<i>Printed and electronic media</i>	<i>M30-M36</i>	<i>Feedback from external evaluator</i>
14. 1-Day Dissemination Conference in Luxemburg	<i>Present main outcomes of project and its</i>	<i>European health policy makers and international stakeholders (EU-funded</i>	<i>Conference</i>	<i>M34</i>	<i>Feedback from participants and evaluator</i>

(EAHC)	evaluation to	projects and initiatives)			
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**M – project month*

M1 – January 2010 (project month 1)

