

WP 5

Report on
Online TellMe communication strategy

Responsible Partner: Zadig

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Introduction

The TellMe website has now strengthened and it has been visited from the beginning by 310 unique visitors. It displays the project summary, the people and contacts section, the documents that became progressively available to the public, the breaking news, a multimedia gallery of video interviews to some of the partners, an open windows on social networks and a detailed glossary on communication and pandemic.

A periodical newsletter, with all the news about the project, will be sent to a list of European journalists and stakeholders. Facebook and Twitter account have been opened. Communication through the website worked well when we managed to follow important news and to take advantage from them. For instance, when the issue of the withdrawal of flu vaccines occurred, we promptly commissioned ISPO for a survey that we later spread through the web, gaining a good media coverage, although only in Italy. Now we are trying to do the same with H7N9 outbreak in China, analysing social media activity on the topic.

The next challenge is now to broaden our range of action in the whole Europe, monitoring what happens on the continent (and beyond) about flu, pandemic, vaccines etcetera.

Website and online communication development

Now that the project has to show its first results, it is mandatory to accelerate the web-based dissemination of its contents. We thus propose the following activities (some of them were not been planned in the initial work plan):

- **video of the project.** The video explains the project's purposes and first results and will appear on the TellMe website and on its YouTube channel, and forwarded with the newsletter. To improve the efficacy of the dissemination, it is fundamental that all the partners spread it among their contacts. The video is expected to give a solid contribute to make the project – and the website – well known.

- **networking with healthcare media interested in pandemic and flu.** Zadig's editorial staff will carry on analyzing whatever comes out on the media – including social media – about flu, pandemic and vaccines, and collecting mail addresses of journalist interested in health topics all around Europe. Cooperation from all the other partners of the project in this task will be extremely helpful. Particularly, UEMO in Europe and NDSLIF in the US will be requested to recommend healthcare media that could be interested in the project activities.

- **news production and press release.** Zadig's editorial staff will continue writing breaking news about pandemic and in particular on public communication in case of pandemic, both on the website and on the Pandemic Flu channel on Scienceonthenet. The constant implementation of this kind of news aims to validate the role of the site as an eminent and reliable source of information on such a topic. A press release on the main results obtained

by the WP1 – which will be forwarded through the newsletter, together with the video and the most recent breaking news – is currently being developed.

- **social media monitoring.** Every breaking news and every document loaded on the website is immediately posted on Facebook and Twitter. Social media can attract a high number of followers, thus it would be important to keep a stable and permanent activity on these media; such an activity could also include sharing and commenting contents that are not produced by the project, such as the vaccination schedule from CDCs, news from scientific journals and alerts regarding possible outbreaks. Starting from March, this will become a stable dissemination activity in order to get ready for the next flu season, when media sensibility for this topic is at its zenith. Output of this task will be a periodic report of all the contents about flu and communication, and of our related editorial work, that appear on both the social networks.

- **collaboration with European general practitioners (Gps), by UEMO.** As WP2's Document stated: *"The understanding of GPs information needs is extremely important, hence they serve an intermediate link between a higher level stakeholders and the general public. The high accessibility and credibility of GPs makes their communication needs a substantial link in the overall communication process during a pandemic"*. Spreading the knowledge of the website among European healthcare professionals is a key point of our strategy. As stated by DOW, UEMO should cooperate to the management of the website to give news and animate discussions through its vast network of contacts.

Task: It would be ideal that UEMO could managed to involve a GP for each EU state member, establishing them as immediate contact points for the project; they could be responsible for notifying monthly about issues relevant to communication and infectious diseases on national or local level. Information provided in this way could be recorded on the website by UEMO itself. Also, these contacts could receive information from the project, thus establishing an interactive two-ways communication, which is challenging to achieve but highly rewarding in terms of efficacy. It would be also important that UEMO could consult (even through short questionnaires on the website) its own references to better focus on GPs needs regarding communication and information on flu and related topics.

Deliverables: beginning from now, every four months UEMO and ZADIG will organize a meeting to plan the activities of the collaboration, and to assess the European Doctors' accomplishments in terms of local dissemination and collection of information regarding TellMe issues.

- **collaboration with American MDs (by NDLSF).** A similar strategy should be adopted by NDLSF with its US referents. To this end, cooperation between the two WP5 partners would be extremely useful in order to find and develop the most appropriate strategies to pursue such a task.

Task: NDLSF could activate its important network of Disaster Life Support Doctors in order to contribute to the TellMe website about the main topics of the Project. NDLSF can both stimulate the dissemination of the project towards American MD and local Health Agencies, and involve these professionals – on a bimonthly basis - to contribute to the project with news, information, posts, document regarding communication and management during infectious diseases outbreaks.

Deliverables: beginning from now, every four months NDLSF and ZADIG will organize a meeting to plan the activities of the collaboration, and to assess the European Doctors' accomplishments in terms of local dissemination and collection of information regarding TellMe issues.

- **opening of a section dedicated to legal and ethical issues (realized by VUB).** A document on these topics will be soon edited by VUB and released, firstly among the partners for a common revision. The sensitivity of such a topic could call public attention to the website and in general to the project.