



**iPAAC**  
INNOVATIVE PARTNERSHIP  
FOR ACTION AGAINST CANCER

# WP2

# Dissemination in iPAAC

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# Summary of WP2 description

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# WP2 OBJECTIVES & INDICATORS

## OBJECTIVES

1. Identification of relevant target groups, networks and audiences and setting up effective **dissemination strategy** and **communication pathways**
2. To develop iPAAC **web portal** and **reporting tools**
3. Optimization and implementation of specific **communication channels** and **content** for defined **target groups**

Outcome indicators



Output indicators



Process indicators

# WP2: OBJECTIVE 1

## **1.** Identification of relevant target groups, networks and audiences and setting up effective dissemination strategy and communication pathways

<b>Process Indicator(s)</b>	<b>Target</b>
<b>Identification of contacts, establishment of communication plans</b>	Data-base of full contacts of all relevant subjects, continuity in communication after previous JA CANCON
<b>Output Indicator(s)</b>	<b>Target</b>
<b>Targeted surveys mapping current communication pathways and information needs</b>	At least 75% of successfully initiated contacts, exact quantification of awareness over main issues of cancer control
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>
<b>iPAAC dissemination strategy</b>	Addressing wide range of audiences with keynote messages relevant for the JA mission, educational potential with special focus on cancer control, prevention and healthy life style

# WP2: OBJECTIVE 2

## **2.** To develop iPAAC web portal and reporting tools

Process Indicator(s)	Target
<b>Communication with WPs to identify key information needs; Web portal – design, architecture, implementation, web maintenance plan</b>	Comprehensive mapping of WPs content and mission, 100% coverage of all JA relevant topics <ul style="list-style-type: none"><li>standardized visual style, logotypes, coherence of all documents and reports with JA identity will facilitate dissemination; distribution of messages, announcement of events, sharing of documents; help-desk and back-office services;</li></ul>
Output Indicator(s)	Target
<b>e-publishing platform; Interactive reporting over data; Functional back-office and intranet</b>	Static web section, presenting documents and outcomes of teams in other WPs; Surveys, epidemiology data, obtained data on care, prevention programmes, etc.
Outcome/Impact Indicator(s)	Target
<b>Sharing information with all target groups, publicity of JA key messages, info platform for all WPs, tools for proactive communication.</b>	Both internal and external communication of WPs driven by the same strategy and performed in the same style; key messages and documents representatively switched from the internal to the external mode; European level communication platform.

# WP2: OBJECTIVE 3

**3.**

## Optimization and implementation of specific communication channels and content for defined target groups

### Process Indicator(s)

**Setting usable channels of communication**

### Target

Communication road map interlinked to the data-base of contacts, **JA back-office for communication management**, active communication with target audience, raising awareness of JA communication strategy

### Output Indicator(s)

**surveys (analyses) getting feedback from target groups; target-specific communication strategies and tools**

### Target

Proactive communication with target groups, feedback analysis, optimization of reciprocal communication; E-reporting, e-newsletter, on-line discussion clubs and social media customized profiles

### Outcome/Impact Indicator(s)

**Measurable and quantifiable**  
– **communication plan**

### Target

Comprehensive communication plan recognizing principle target groups and audiences – annual analyses of communication effectiveness and impact, annual updates

# WP2 KEY MESSAGES & CONTENT

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## **Main focus on**

1. implementation of key recommendations, both those published in the guide of JA CANCON and new ones generated by iPAAC activities
2. sharing of the best experience among partners and JA collaborators

## **Examples of key topics**

- Models of cancer care organization, population-based indicators for control
- Sustainability of complex cancer care, management of innovative therapies
- The best practice in cancer screening programmes
- Data and information background of integrated cancer care
- Indicators of cancer care quality and outcomes
- .....

# WP2 TARGET GROUPS, AUDIENCIES

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- Representatives of EU Member States (political authorities, relevant health care policy makers, ministries).
- Members of European Parliament
- Professional medical societies, professional associations and EU networks engaged in cancer control, scientific institutes
- Patient organizations
- Journalists
- General public



# WP2 DELIVERABLES & MILESTONES

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- Leaflet (month 3)
- Website (month 3)
  - milestone 3 (month 4)
- Dissemination strategy (month 6)
  - milestone 4 (month 7)
- Communication plan
  - Annual updates
- Layman version of final report (month 36)

- **e-publishing platform** (static part, presenting documents and outcomes of teams in other WPs)
- **interactive tool** enabling users to actively search information needed (browsing tools based on structured database of keywords interlinked with learning units) or to **consume interactive reporting over data** (surveys, epidemiology data, obtained data on care, prevention programmes, etc.).
- **back-office and intranet**, which will support iPAAC management and internal communication.

# STAKEHOLDER ANALYSIS

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- analyzing the target groups for the JA by WPs
- developing key messages and communication channels for each target group.
  1. policy makers and local/regional political authorities
  2. health care professionals, including professional providers and related societies
  3. patients and their relatives
- the map will serve as an input to the iPAAC communication strategy

# DISSEMINATION STRATEGY

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- mapping and analysis of content and targets of **all other iPAAC WPs** and setting up relevant time-related map for the communication of principal themes and topics
- **network surveys** refreshing former maps of the CANCON dissemination and optimizing communication channels and content according to audiences.
- **sustainability** and transfer of knowledge derived from key outcomes and recommendations of iPAAC
- **target-specific communication strategies** based on modern tools
- **e-newsletters** will be published each 3 months of the project **linked** to key topics of individual WPs
- **measurable and quantifiable** communication plan

# SUPPORT TO iPAAC MANAGEMENT

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- standardized **visual style**, logotypes, templates of documents including standardized visibility of EU co-funding; coherence of all documents and reports with JA identity will facilitate dissemination;
- distribution of **messages**, support for **sharing** of documents
- event **calendar**
- help-desk and **back-office** services
- latest **news**, messaging, contributions to the JA newsletter
- **web presentations**, updated information
- **clipping service** for the iPAAC



# DISSEMINATION SUBCONTRACTORS

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- **The Association of the European Cancer Leagues (ECL)**
- **The European Cancer Patient Coalition (ECPC)**
  - help with dissemination activities, organization and/or hosting of dissemination meetings for the MEPs Against Cancer (Brussels), discussion workshops (focused on explaining and implementation of key JA recommendations; workshops associated with selected national stakeholder forums organized by JA Associated Partners
  - active support of networking – help in mapping of contact points and initiating local contacts in EU MS
- **The Organisation of the European Cancer Institutes (OEI)**
  - full day conference focused on key JA recommendations; the conference will be associated with traditional “OEI Days” event;
  - organization of 1 discussion workshop for OEI members and collaborates with focus on JA recommendations in the field of sustainable cancer care management model





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# Collaboration

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# COLLABORATION WITH PARTNERS

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- UZIS will provide publishing and copywriting assistance
- all of the Associated Partners in the iPAAC are included in WP 2
- UZIS will organize network survey and regular surveys on iPAAC dissemination activities (meetings, conferences, publications) among partners, to supplement the clipping service
- please **inform us** about your activities and publishing suggestions at [ipaac@nijz.si](mailto:ipaac@nijz.si) and [ipaac-pr@uzis.cz](mailto:ipaac-pr@uzis.cz)

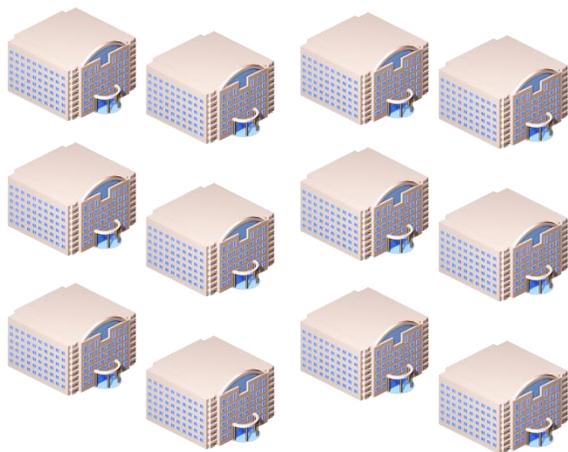
# COVERAGE OF WP MEETINGS

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- WP leaders should provide the iPAAC-PR with information
- in advance, inform the iPAAC-PR about the dates and aims of the meeting
- provide the iPAAC-PR with photos, short description of results, and original materials (for sharing through intranet)

# REQUESTS FOR E-PUBLISHING

## IPAAC PROJECT PARTNERS



COPYWRITING  
TEXT & GRAPHIC ENGINEERING



# LOCAL STAKEHOLDER FORUMS

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- mandatory activity of JA associated partners
- each partner is going to organise one to two such events: for example, at the [points of M 5](#) and [M 32 of the project](#)
- small to mid-size events, with around 20-70 people
- [Aim of the first event](#)  
network amongst local stakeholder groups, gather collaborating partners, introduce the WPs and objectives, so that collaborating partners can actually participate in the JA. They will also discuss the specific local, regional and national barriers to implementation of the recommendations, starting with CANCON recommendations and continuing with iPAAC recommendations.
- [Aim of the second event](#)  
to present the results, with a focus on local/national uptake and implementation of the recommendations. Specifically, local stakeholders should discuss how best to implement the findings and discuss sustainability after the JA.
- [Sustainable network of local experts](#), which we usually do not reach with EU-wide events, should be created, which can meet after the JA in their home countries

# EXAMPLE OF LSF AGENDA

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1. Welcome!
2. A brief introduction to iPAAC, benefits of the iPAAC to the national situation
3. Presentations of cancer control according to national interests, needs and challenges (iPAAC topics: prevention, genomics, registries, challenges, innovative therapies, governance)
4. EU Health Programme and funding opportunities in general
5. Discussion, brainstorming, summary and next steps

# RECOMMENDED LSF COVERAGE

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- partners will be responsible for providing information and coverage of LSFs
- inform the iPAAC-PR about the plans for the conference (dates, aims in English, announcements and programme)
- provide the iPAAC-PR with photos, twitter stream, short English description of results, and original materials
- and, importantly, share new contacts to extend the iPAAC network



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# iPAAC dissemination strategy & website

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# TOOLS SUPPORTING DISSEMINATION

- Target-specific communication strategies, based mostly on modern tools

Official online presentation: E-publishing platform

Intranet: Internal communication platform

BackOffice

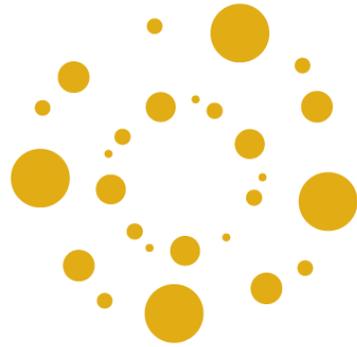
# ONLINE PRESENTATION

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- E-publishing platform
  - HTML (news, static pages) and PDF
  - Newsletter form, feedback form
  - Interactive data viewer (advanced user behavior tracking)
  
- Internal communication platform
  - Google Drive: Sharing documents, calendar
  - BackOffice: Group mailing, helpdesk office, news



Google  
Analytics



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# Logotype building blocks

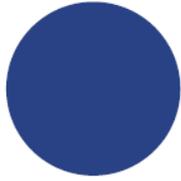
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# COLOURED SCALE

primary colour



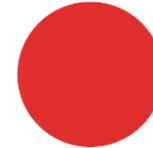
HEX #2A4387  
RGB 42 | 67 | 135  
CMYK 69 | 50 | 0 | 47

secondary colour



HEX #E0AB17  
RGB 224 | 171 | 23  
CMYK 0 | 24 | 90 | 12

additional colours



HEX #E02D2D  
RGB 224 | 45 | 45  
CMYK 0 | 80 | 80 | 12



HEX #F0D553  
RGB 240 | 213 | 83  
CMYK 0 | 11 | 65 | 6



HEX #ABABAB  
RGB 171 | 171 | 171  
CMYK 0 | 0 | 0 | 33



HEX #28B555  
RGB 40 | 181 | 85  
CMYK 78 | 0 | 53 | 29



HEX #E5EA25  
RGB 229 | 234 | 37  
CMYK 19 | 0 | 87 | 0

**i P A A C**

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# DEFAULT SYMBOLIC LOGOTYPE

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# ALTERNATIVE SYMBOLIC LOGOTYPE

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# DEFAULT TEXTUAL LOGOTYPE

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# ALTERNATIVE TEXTUAL LOGOTYPE



**i P A A C**

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**i P A A C**

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# FORMATS OF PROJECT LOGO

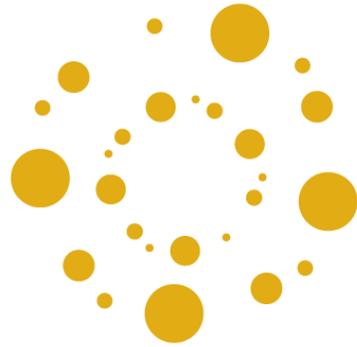
- The logo is available for download at project website
- Use of file formats
  - Websites, electronic materials
    - PNG, JPG, EMF
  - Printed outputs (posters, brochures...)
    - AI, EPS



created by







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# iPAAC project website

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# Innovative Partnership for Action Against Cancer

The Innovative Partnership for Action Against Cancer (iPAAC) Joint Action brings together 24 partners across Europe whose main objectives are to build upon deliverables of the CANCON Joint Action and to implement innovative approaches to cancer control. A Roadmap on Implementation and Sustainability of Cancer Control Actions will be the main deliverable of this Joint Action.

[CONTACT US](#)





4.5

million EC co-funding



24

countries



40

associated partners



3

years

SIGNIFICANT OUTCOMES

## Work packages

<b>WP1</b>	Coordination of the Action	<b>WP2</b>	Dissemination	<b>WP3</b>	Evaluation of the Action	<b>WP4</b>	Integration in National Policies and Sustainability	<b>WP5</b>	Cancer Prevention
<b>WP6</b>	Genomics in Cancer Control and Care	<b>WP7</b>	Cancer Information and Registries	<b>WP8</b>	Challenges in Cancer Care	<b>WP9</b>	Innovative Therapies in Cancer	<b>WP10</b>	Governance of Integrated and Comprehensive Cancer Care



# News



## **iPAAC is launched at a kick-off meeting in Luxembourg**

iPAAC will launch its activities at the first meeting of all Joint Action partners, which will take place in Luxembourg on 16–17 April 2018. This will be the first face-to-face meeting of the full Joint Action consortium as well as the first meeting of the Steering Committee (on 17 April), which involves WP leaders and EC representatives.



## **Governance of Integrated and Comprehensive Cancer Care (WP 10) kick-off meeting in Berlin**

iPAAC Work Package 10, the Governance of Integrated and Comprehensive Cancer Care, led by the German Ministry of Health and the German Cancer Society, will kick off its activities at the first meeting of the WP partners in Berlin on 7–8 May 2018.



## **Challenges in Cancer Care (WP 8) kick-off meeting in Barcelona**

The aim of the Challenges in Cancer Care (Work Package 8) kick-off meeting is to formally begin the WP 8 activities and to review the objectives, methods and planned deliverables and milestones of this work package. The kick-off meeting will bring together WP partners for the first time in Barcelona on 14 June 2018.



## **Governmental Board & Roadmap Coordination Committee kick-off meeting in Brussels**

iPAAC Work Package 4, the Integration in National Policies and Sustainability, will be launched by two working groups meetings in Brussels on 27–28 June 2018. The Governmental Board, bringing together representatives of member states, will meet on 27 June, while the Roadmap Coordination Committee (WP Leaders and EC representatives) will meet on 28 June.



# Partners

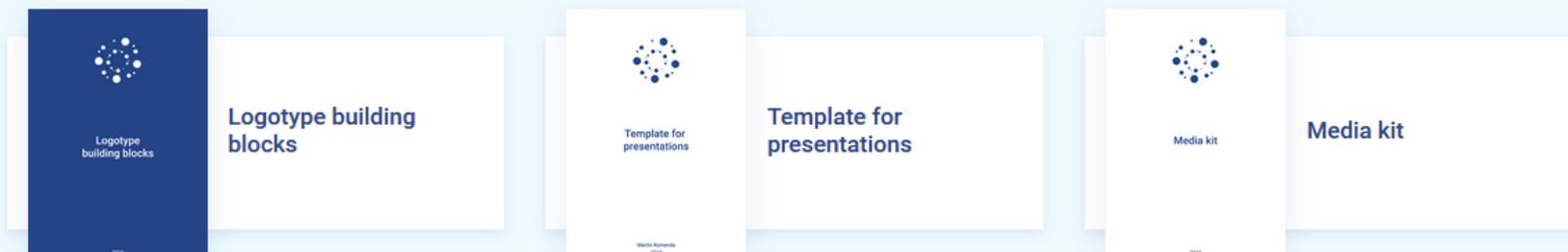
24 partners and 40 associated partners from 24 European countries are involved in the iPAAC Joint Action.



Project partners	
Belgium	Bulgaria
Croatia	Cyprus
<b>Czech Republic</b>	Finland
France	Germany
Greece	Hungary
Ireland	Italy
Latvia	Lithuania
Malta	Moldova
Netherlands	Norway
Poland	Portugal
Romania	Serbia
Slovakia	Slovenia
Spain	United Kingdom



## For the media



## Contacts

### Project management team

National Institute of Public Health of the Republic of Slovenia

[ipaac@nijz.si](mailto:ipaac@nijz.si)

### Dissemination team

Institute of Health Information and Statistics of the Czech Republic

[ipaac-pr@uzis.cz](mailto:ipaac-pr@uzis.cz)



[ABOUT US](#) [WORK PACKAGES](#) [PARTNERS](#) [NEWS](#) [OUTPUTS](#) [CONTACTS](#) | [LOGIN](#)



Institute of Health Information and Statistics of the Czech Republic  
Institute of Biostatistics and Analyses, Faculty of Medicine, Masaryk University  
*joint workplace*



# Innovative Partnership for Action Against Cancer

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[CONTACT US](#)



# WWW.IPAAC.EU



**Innovative Partnership for Action Against Cancer**

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**Introductory Video Coming Soon**

**About project**

The general objective of the iPAAC Joint Action (JA) is to develop innovative approaches to advances

**Innovative Partnership for Action Against Cancer**

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# NEWSLETTER AND SOCIAL MEDIA

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- E-newsletters will be published each 3 months of the project duration, which will be linked to key topics of individual WPs

- Twitter account: @iPAAC\_project





iPAAC INNOVATIVE PARTNERSHIP FOR ACTION AGAINST CANCER



iPAAC @iPAAC\_project

Tweets 3 Following 38 Followers 6

Add your birthday

Let Twitter celebrate with you. You're always in control of who can see it.

Month Day Year

65% complete

Skip Save

Trends for you

#ChineseGP 21.2K Tweets

#SyriaStatement 1,938 Tweets



What's happening?



WHO Retweeted



WHO Syria @WHOSyria · 1h

WHO has supported training on psychological first aid and self-care strategies for 25 health care providers from #Rural\_Damascus. #Syria



2 6 30



Show this thread

Horizon 2020 Retweeted



BBI JU @BBI2020 · 2h

We're ready to receive you tomorrow in the #BBInfoday! If you are not able to attend, you can still join us via webstreaming: webcast.ec.europa.eu/hbi-ju-info-

Who to follow



CGTN @CGTNOfficial

Follow

Promoted

Followed by Jose M Martin-Moreno and others



Anna Cichowska Myrup ...

Follow

Followed by Jose M Martin-Moreno and others



Martin McKee #FBPE @m...

Follow

Find people you know

Advertise with Twitter



**Vytenis Andriukaitis** ✓

@V\_Andriukaitis

Following



Glad to support the launch of the new Joint Action on #Innovative Partnership for Action Against #Cancer #iPaac.

Time to translate past work into concrete actions. #Advancedtherapies and reuse of data to treat #Cancer patients.

#WorkPlan #HealthProgramme



@iPAAC\_project



Tweet

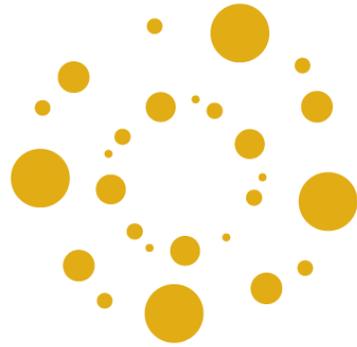
# IPAAC DESIGN MANUAL



# IPAAC DESIGN MANUAL

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- Logotypes (textual and symbolic version)
- Colour scale
- Typography (primary and secondary fonts)
- Application of project visual identity
- Style guideline
  - Capitalization, style tips, ...
- Project website
- MS Office templates (PPTX, DOCX)
- EU funding visibility



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# iPAAC

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Posting news on the iPAAC web portal



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# REPORTING OF PROJECT ACITVITIES

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- Regular face-to-face meetings
- Project workshops
- International conferences
- Interesting outputs and activities

<b>Project events</b>	<b>Local/national events and activities</b>
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# PROJECT EVENTS

- project or WP level
- sources provided by the event organiser
- Google Drive: Minutes from project events

## Meeting minutes

Title:	<i>[Insert title of meeting / workshop]</i>
Purpose:	<i>[Insert purpose of meeting / workshop]</i>
Date and time:	<i>[Date and time in the format 21 October 2010, 16:10 CET, for example]</i>
Location:	<i>[Insert location of meeting / workshop]</i>

## Attendees

Name	Organisation (department, division)
<i>[Insert name]</i>	<i>[Insert name]</i>
<i>[Insert name]</i>	<i>[Insert name]</i>
<i>(please insert as many rows as needed)</i>	

## Decisions made

What and why was decided, what impacts are expected
<ol style="list-style-type: none"><li>1. <i>[List a decision that was made]</i><ul style="list-style-type: none"><li>• <i>[Provide additional description of or information about the decision]</i></li><li>•</li></ul></li><li>2. <i>[List and describe decision made]</i><ul style="list-style-type: none"><li>• <i>[Provide additional description of or information about the decision]</i></li><li>•</li></ul></li></ol>

## Discussion

Items or knowledge to be shared
<ul style="list-style-type: none"><li>• <i>[Provide additional details about the discussion]</i></li><li>•</li></ul>

# LOCAL/NATIONAL EVENTS AND ACTIVITIES

- sources provided by the local project partner on a **monthly basis**
- [Google Drive: Collection of news > Partner folder](#)
- Google Drive: add a record into the overview table

Partner	Date (YYYY/MM/DD)	Title	Annotation (between 50 and 150 words)
ÚZIS ČR	2018/02/16	European Digestive Cancer Days 2017	The conference European Digestive Cancer Days (EDCD) picked up the thread
ÚZIS ČR	2018/04/28	iPAAC website launched	A new web presentation of the iPAAC project was launched on 28 April 2018. Welcome to <a href="http://www.ipaac.eu">www.ipaac.eu</a> !



Comprehensive Cancer Care Networking (CCCN) as effective cancer management model: pilot project of the Czech Republic (2014 -> 2017)

CanCon

Institute of Biostatistics and Analyses Masaryk University, Brno, Czech Republic

IBA MU

 20180216-duse...



 20180216-photo...



 20180216-photo...



 20180216-photo...



European Digestive Cancer Days 2017

The European Digestive Cancer Days (EDCD) picked up the thread of European annual conference on colorectal cancer, which took place in the years 2012 to 2015 in Brno, Czech Republic. The ED (2017) conference was organized by the Masaryk Memorial Cancer Institute (MMCI), the Institute of Biostatistics and Analyses of Masaryk University (IBIA), Institute of Biostatistics and Analyses of the Faculty of Medicine of Masaryk University (FAM MU) and F&D, Member of the European Parliament.

EDCD was, among all activities, the most successful in terms of attendance, which is a high indicator of the high successful treatment of the early stages and the availability of innovative personalized therapies during colonoscopy. On the other hand, other diseases such as pancreatic cancer, liver cancer or colorectal cancer should be highlighted. For example, pancreatic cancer is currently the third most common cause of death from cancer in Europe. It also offers for early detection about 10 times less than for colorectal cancer and is associated with a poor prognosis.

 20180216-repor...

# PRINCIPLES

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- Administration: ÚZIS ČR
- Each project partner nominates a contact person responsible for providing news and updates within their WP or institution
- All documents (texts, photos, presentations...) should be provided via the project [Google Drive](#) platform
- One event/article = one folder
- Each event/article is defined by **DATE** and **VENUE/PARTNER?**  
Example of folder name: 20180416-luxembourg
- Each file is defined by **DATE** and **TYPE** or **AUTHOR** (for presentations)  
Examples of file name:  
20180416-report.docx, 20180416-photo-01.jpg, 20180416-dusek.pptx

# DISSEMINATION TEAM

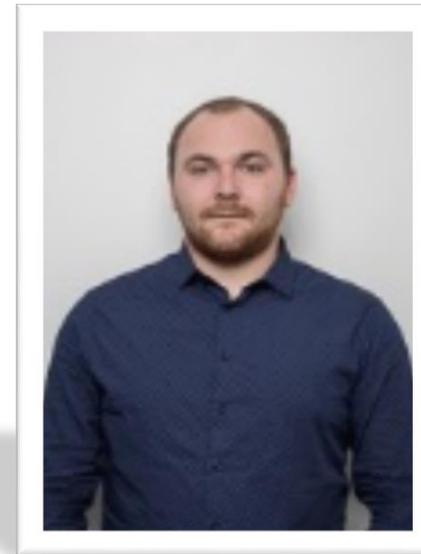
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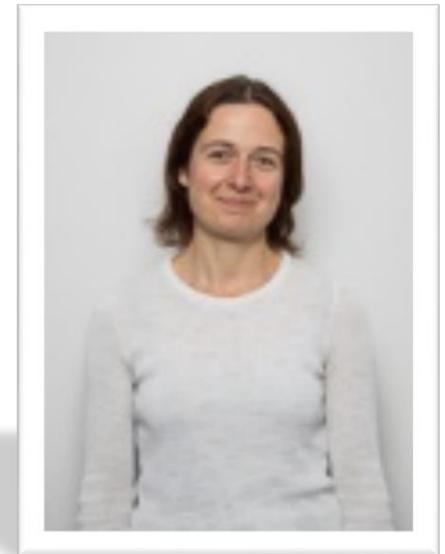
Martin Komenda, PhD



Jakub Gregor, PhD



Vojtěch Bulhart



Lenka Šnajdrová, PhD