



**European Wide Certified Diabetes Educator Course
(EU-CDEC) Dissemination and Exploitation Strategy
Plan Report (WP6)**

WP Leader: Prof. João Filipe Raposo (APDP – Diabetes Portugal)

Supported by the:



The present document is the Dissemination Strategy Plan Report of the EU-funded project “European Wide Certified Diabetes Educator Course (EU-CDEC)”. It addresses the steps to assure adequate dissemination of both the project existence and its implementation and the planning to publicize interim and final results.

What is EU-CDEC?

EU-CDEC is a EU-funded project to provide standardized, accredited training for healthcare professionals involved in paediatric diabetes care, creating a common backbone and set of contents and practices. These transferable principles will provide a ‘common European language’, enabling professionals engaged in diabetes education and training to be more mobile and, therefore, facilitate cross-borders exchange. This is also expected to highlight the relevance of specialized diabetes learning, especially in the care of children and youngsters with type 1 diabetes.

The project is informed by a standardized and accredited model in Germany, and is being developed by consortium members in the UK, Germany, Poland, Czech Republic, Hungary, Greece, and Portugal. All consortium members have extensive knowledge and practice in the care of children and young people with type 1 diabetes, as well as in the development and evaluation of professional diabetes education training programs and health research.

The key outcome from the project is an accredited Certified Diabetes Educator (CDE) course, incorporating ECVET (European Credit System for Vocational Education and Training) principles, able to be adapted to the reality of each Member State and to provide the basis for a network of European knowledge exchange. This would not only benefit the professionals themselves, but, more importantly, stands to benefit clinical outcomes of children and youngsters with type 1 diabetes, and provide better guidance and support for their families.

What are the objectives of EU-CDEC?

EU-CDEC aims to address the untrained and/or accreditation-lacking workforce in paediatric diabetes healthcare throughout Europe. Specifically, the project aims are:

- To map the relevant partners, among professionals and patient associations and other institutions;
- To conduct research to identify the barriers and facilitators for the creation of the training curriculum for healthcare professionals and the implementation of the ECVET principles in each EU country;
- To develop an accredited CDE course incorporating ECVET learning outcomes and credit points;
- To establish an accreditation process for the CDE role with agreed assessment, validation and recognition procedures aligned to ECVET;
- To promote networking and partnerships among paediatric diabetes healthcare professionals in Europe, supporting cross-border healthcare, and to stimulate long-term health benefits to youngsters with type 1 diabetes and better support their families.

What is the EU-CDEC Dissemination Strategy?

Our dissemination strategy is not only geared towards the diffusion of information and outcomes from the project but rather to the active involvement of direct and indirect target groups, these being respectively healthcare professionals and patients and their families.

Throughout the project, information dissemination is coupled with requests for feedback. In some instances, relevant information to determine real needs to be addressed within the project is actively pursued. All disseminated materials underline the fact that the consortium is permanently open for dialogue and collaboration.

The present dissemination strategy plan describes the guidelines by which WP6 supports and promotes communication towards and from outside partners and target groups, using this flow to likewise ascertain stronger relations within the consortium.

Which are the EU-CDEC target groups?

We consider three identifiable target groups: i) Healthcare professionals, with a particular emphasis in those involved in paediatric diabetes care, ii) Children and youngsters with type 1 diabetes and their families, and iii) Educational institutions.

The first group stands to benefit from the development and implementation of the accredited CDE course, while the second group will benefit from better trained and motivated professionals, expectedly leading to better clinical outcomes and support. Educational institutions will ultimately be involved to support incorporating ECVET criteria and procedures, and, depending on each country specificity, even to bestow degrees.

To make sure that needs, barriers and facilitators perceived by all these stakeholders are adequately identified and correctly integrated within the work and outcomes of the project, especially taking into consideration the diverse European scenario, is a main task embraced by the EU-CDEC consortium. For this, a good communication strategy is mandatory.

Communication style

We decided to base our communication style, to be applied to all target groups, in two main axis:

1. Scientific content accuracy.

Although our immediate aim is the development and implementation of a CDE course for healthcare professionals, our ultimate goal is to provide better care for children and youngsters with type 1 diabetes, and support for their families. This demands that we establish EU-CDEC as an easily available source of scientifically accurate information, which furthermore reflects their own needs and preoccupations.

2. Inviting and accessible language.

The implemented dissemination strategy uses an inviting and accessible language, taking into consideration the level of both professionals and patients and families (or informal carers). The communication tone is rather personal, since the project evaluates and addresses individual views and expectations to characterize the target groups, and by extent the beneficiary communities.

We consider that, to reach our aim to successfully receive and integrate these contributions, we must provide an open and trustworthy channel of communication. Furthermore, we herein include initiatives to feed back our conclusions and activities to the participants.

Nonetheless, taking into consideration the wide nature of the potential audience for dissemination (healthcare professionals, professional and scientific societies, patient associations, politicians and policy makers, opinion leaders, etc), the considered contents will include expert information for specific audiences and general information for wider audiences.

Purpose, Structure and Review

The purpose of the Dissemination Strategy is to establish guidelines for publication content and also for how this information will be published. Additionally, it provides guidelines on how to elicit feedback from partners and target groups.

The bulk of project information will be disseminated through the official EU-CDEC website (www.eu-cdec.eu) and the Leonardo daVinci ADAM Portal, by social media/electronic and direct contact with stakeholders, and through international, national and local meetings.

The several project partners in each country provide information about relevant stakeholders, and media outlets, to be included in dissemination. EU-CDEC members will keep this Dissemination Plan constantly under review, providing feedback to WP6 and likewise being responsible to support the necessary translations of written materials. The official website includes a private section, accessible only to EU-CDEC consortium members to serve as a repository of materials, news updates, and contact point.

Institutional and professionals partners and participants in the project will receive feedback from the consortium either by electronic contact or at scientific meetings. Patients and families that collaborate with the project receive feedback at specifically organized informal luncheons with team members.

The main outcome of the project, the backbone for a EU-adaptable CED course, will be disseminated at the Final Conference, and the contents made available at the official website. An executive summary of the CED course contents, and the EU-CDEC guidelines for scale-up and implementation, will be disseminated as a press release.

Charging policy

As per the European Union regulations, all materials published directly under the EU-CDEC project will be available, to interested parties and to the general public, free of charge. The official website will act as a repository for all relevant materials.

Dissemination Implementation Objectives

As mentioned, the EU-CDEC project addresses three target groups: i) Healthcare professionals, with a particular emphasis in those involved in paediatric diabetes care, ii) Children and youngsters with type 1 diabetes and their families, and iii) Academic institutions.

There are four dissemination objectives:

- a) To guarantee that professionals, clinical, educational, and regulatory institutions are aware of the EU-CDEC, and that they are co-opted to collaborate. Specifically, to ;
- b) To ensure that communication and collaboration with local partners allows the common CDE backbone to be feasibly adaptable to all EU countries;
- c) To impart patients and families with the notion that the added value of an European CDE for professionals, especially when built with their collaboration, impacts directly the quality of the communication between families and healthcare providers;
- d) Raise awareness in policy makers, opinion leaders, and the general public, concerning healthcare issues in paediatric type 1 diabetes.

Key Dissemination Media Plan:

- Official EU-CDEC website;
- Central and Local mailing-lists;
- All project members publications (newsletters and magazines);
- Press releases;
- Social media;
- Media sharing services.

Dissemination Activities for all partners:

- Each partner to promote the EU-CDEC project to their existing contact network;
- Each partner to disseminate the EU-CDEC project when attending appropriate seminars, conferences, workshops, etc, either locally or internationally;
- Each partner to provide appropriate information to local, regional, and national media, including radio, newspapers and television, and to communicate this information to WP6, for EU-wide dissemination.

Year one

Initially, dissemination was focused on project announcement and launch messages to stakeholders about the existence of EU-CDEC, including professional body groups, patient associations, educational institutions and media portals related to Health issues.

This first step was followed by further contact, now inviting participation and contribution in structured data gathering. Interviews were conducted either personally or by phone/Skype, or Focal Groups.

Since this period coincided with WP2 and WP3 work of mapping and adaptation, there were not yet results or materials to be disseminated.

The identity of the project was established by a distinct logo (used in the present document). This permits to visually ensure the immediate recognition of engaged partners. Likewise, an official website was established as an anchor for disseminating information from the project to external general inquiries. A press release was distributed to stakeholders identified in all participating countries, as well as through general channels related to Health news. A leaflet was produced, to be distributed in several dissemination occasions during year two.

Year two

Following the November 2014 consortium meeting, the focus of WP6 will be the dissemination of mid- and final results, namely the blueprint for the ECD course. This will include:

- Updates of the official EU-CDEC website;
- Presentation at key international conferences:
For example, at ISPAD – International Society for Paediatric and Adolescent Diabetes Meeting (November 2015) and at the EASD – European Society for the Study of Diabetes (September 2015);
- Presentation at key local conferences:
For example, at the Portuguese Congress of Diabetes (March 2015) and the British Society for Paediatric Endocrinology and Diabetes Annual Meeting (November 2015);
- Presentation at key meetings for patients and families:
For example, the Portuguese Diabetes Forum (November 2014 and November 2015);
- Academic publications:
Papers in academic peer-review journals about the EU-CDEC results. At least, one paper in a high-impact international journals and six papers in national, also peer-review, journals;
- Practitioner journals:
One articles in a leading international practitioner journal and six articles in national practitioner journals (these to be submitted by the national members);
- News releases:
WP6 will prepare overall materials, in English, to be then translated and disseminated by national partners. WP6 will engage both European-wide and local media outlets, especially those in the medical and educational fields;
- Social engagement through media and social media coverage to raise awareness, both for the ECD course and for paediatric type 1 diabetes healthcare;
- Final dissemination at EU-CDEC conference, in Poland, at the end of the project.

Follow-up

In order to ensure sustainability of the EU-CDEC project results, the consortium is currently engaged in a knowledge transfer ERASMUS+ submission to support scale-up implementation of the ECD course after the duration of the present project.

Dissemination Strategy Plan Progress

In order to ensure that the outlined strategy is effectively carried out, the following actions will be undertaken:

- To ensure accurate and comprehensive record keeping, each Partner is required to report detailed dissemination activities to WP6. The WP6 leader will elicit this information from all members electronically on a quarterly basis;
- These quarterly reports will detail a) the description of the activity undertaken, including the profile of participants, b) the location of each activity, c) the number of participants or description of targeted audience;

- This quarterly dissemination record will inform the production of a Summary Dissemination Report that will be compiled by WP6 and presented at each EU-CDEC project meeting;
- All partners should (when possible) provide evidence of their dissemination activities, for example: copies of brochures/leaflets, clippings from newspapers or trade journals, pictures of the event, website print-out in pdf format, etc. This will enable the project team to get an overview of all dissemination activities and the response to the project, as well as enable WP6 to further support information dissemination.

The present update of the Dissemination Strategy Plan Report will be presented at the November 2015 plenary meeting of the EU-CDEC consortium.