



**Project LLP/LdV/TOI/RO/2010/006
E-LEARNING EDUCATIONAL CENTER IN
MEDICINE / E-EDUMED**

DISSEMINATION Plan

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1. GENERAL PLANNING of DISSEMINATION AND EXPLOITATION

A first plan was drafted at proposal stage but it was refined in the start-up phase of the project and will be updated during the first year of project development. It contains activities to be carried out continuously until the project's end (and possibly afterwards).

Our dissemination and exploitation plan addresses the following questions:

- What kind of needs does the project respond to? (needs analysis)
- What are the expected project results? (anticipation of outcomes)
- Who are the potential users and final beneficiaries of the project's outcomes? (exploitation and sustainability of results)
- What types of dissemination activities are appropriate to reach the target groups (action to be taken)
- What are the most appropriate means channels (dissemination channels)
- When should the activities take place? (timing)
- What are the human and financial resources available for dissemination? (resources)
- Who is doing what? (task allocation)

In key words our dissemination will be:

- **Dissemination for involvement**
- **Dissemination for actions**
- **Dissemination for awareness**
- **Dissemination for exploitation**

Our Plan is based on EU's 5 stage model:

1. Defining on which needs does the project respond to (needs analysis) month 4-6
2. Defining on the beneficiaries and potential users of the project's outcomes (primary and secondary target group), elaboration of mailing lists. month 1-3
3. Development of project website – including design, hosting and management 04.2013. Dissemination by creating links for the web sites of the partners, min 4 links in other web pages regarding education/ health sectors; all project outcomes available on web site (end of project).
4. Informing the potential users, relevant professional bodies and organisations about the project, its progress and its results, through a periodic e-Newsletter send via email in each partner country; subscribe option on the web site nr targeted persons 200; nr of newsletters 6; min 2 organisations/country; minimum 2 stake holders/country; permanent;

5. Paper strategy - realising brochures, leaflets and posters with the aim to illustrate the project's objectives and activities. These materials will be available on the project web site; addressed to potential course participants in order to promote their participation in the e-course; addressed to potential users by distribution during events min 4 types for each paper material, 100/type; in all partners languages, nr targeted persons 1000.

Dissemination by articles in official and professional publications related to the specific target groups at different stages of the programme; min 6 publications, nr targeted persons: 1000.

6. Event strategy by conferences presentations (e-learning,ultrasound, educational forums); different stages of the programme; min 2 conferences/partner targeted persons 500/conference

7. Partnership meetings will be followed by presentation mass media; nr targeted persons 100/meeting.

8. Public relations activities, writing and distribution of press releases/packs

9. Exploitation by project "multiplication" events aims at fixing up national in presence or virtual seminars held in each country addressed to target groups to arrange new testing session and encourage further utilization of pilot application. This task also include the organisation of exploitation action during the project final conference (arranged during the project final meeting).

** Actions 4,5,6 - timetable depends on every key result of project in different key stages of the project (delivery of outcomes and according to WPs)

1.1. TOOLS FOR PLANNING DISSEMINATION

We will use a basic tool for planning project dissemination.

1. Dissemination strategy: Aims and target groups.
2. Targets: Estimated number of professions/institutions to be reached.
3. Main dissemination products to be produced.
4. List of target groups and stakeholders.
5. Dissemination activities planned such as:
 - a. Distribution of information
 - b. Project presentations
 - c. Articles and postings (websites, blogs, newspapers, journals, books etc.)
 - d. Other activities envisaged.

The following diagrams and table offer a clear image of these issues.

1.2. MAIN INSTRUMENTS OF DISSEMINATION AND EXPLOITATION

There is not one perfect dissemination method that fits all projects although many Projects seem to rely on the '*Golden Dissemination Four*': website, flier, newsletter and dissemination conference. But the adequacy of a specific dissemination method depends on the nature of the project and its results, as well as on the target groups.

In the age of advanced, interactive Web 2.0 technologies almost all dissemination methods can be done online as well as offline.

The main instruments to transfer our project results to the identified target groups and their channels of distribution will be:

- o *Project website*

- o *Mailing lists* – list of stakeholders at national and international level

- o *Product distribution- tools*: project web site, newsletters, brochures, posters, leaflets, project PPT presentation

- o *Marketing and promotion strategies* used by the partners, specially to promote the course:

- Publish course information on each partner's website and link to it from as many relevant places as possible;

- Inform relevant associations and public bodies (asking for targeted mailing lists);

- Reach other networks, registration in sites promoting LLL, educational forums, social networking (facebook, youtube)

- Media contributions - tools: article in journals, press articles, text, audio and video contribution to interactive internet resources

- o Place course announcements or thematic articles promoting the US module in relevant publications and web pages

- o Promote the training module to colleagues from other partner organizations and networks;

- o Presenting a demo course content for the training module on the public section of the web site

- Present the course at appropriate events such as conferences, seminars or project meetings

- All dissemination paper based materials will be distributed during events and within partnership institutions

- Providing documentation for creditation of Modules to National Authorities

- Personal networking- face-to-face meetings with stakeholders and decision makers

1.3. MODALITIES OF DISSEMINATION - most suitable approaches for our project

| No | What? | What for? |
|----|--------------------------------------|---|
| 1 | <i>Project logo</i> | <i>Visual identity of the project</i> |
| 2 | <i>Project website</i> | <i>Central marketing instrument, information and download, access to LMS</i> |
| 3 | <i>Project flier</i> | <i>Information about project and courses, virtual and hard-copy distribution</i> |
| 4 | <i>Project poster</i> | <i>Marketing instrument for events, use in partner institutions</i> |
| 5 | <i>Brochure</i> | <i>Marketing instrument</i> |
| 5 | <i>Standard project presentation</i> | <i>Presentation of the project at conferences and seminars</i> |
| 6 | <i>Project newsletter</i> | <i>Project news and promotion of the courses</i> |
| 7 | <i>Project articles</i> | <i>Presentation of the project to educational communities</i> |
| 8 | <i>Mass media approach</i> | <i>video contribution to interactive internet resources Local TV broadcasting</i> |
| 9 | <i>Networking</i> | <i>reach other networks, registration in sites promoting LLL, educational forums, social networking (facebook, youtube)</i> |
| | <i>EU dissemination</i> | <i>Registration into ADAM and EVE database; registration in sites/organisations promoting LLL; others</i> |

Some aspects need further details.

a. The project website will be the central dissemination tool because of the potential audience. So special attention will be paid in constructing it. First version of the project WEB site will be available with the project start up and the final version of the WEB site will be available in may 2011 in English. The web site will be available in RO, EN, BG, HU, IT. The e-EDUMED WEB site must offer a gateway for information on e-learning medical training programmes and a communication, management and dissemination tool. Also it must evaluate feedback from users and open public by on line questionnaires.

In setting up the project website basic principles of website usability and online reading behaviour will be taken into account because internet users seek immediate gratification and do not spend much time looking for relevant information. For that reason:

- Welcoming words on the front page make the site accessible and friendly.
- The website navigation should be simple and intuitive.
- The structure of the website must be clear and informative.
- The value of the website should become clear at a first glance. The subpages must be easy to identify at first sight.
- Internet users do not normally read whole pages, but scan for information so we will provide texts and materials which are concise and easy to scan; longer texts will be broken into several sub-pages of provided as downloads
- Only websites which provide new information are re-visited: so we will update the project website regularly. The home page will contain permanently news about project

events and outcomes, this will be easy to find and enable a quick update of the most recent activities of the project.

- The website will offer information and external links beyond the limited project scope
- Users want to become active, so we will address the user and offer services and interactive elements (forum, subscription, blog, etc.)

For this reason our site will contain:

A. a public interface, designed for target group/potential users providing useful information on the project and its outcomes. All project outcomes, including dissemination materials will be available in the public part.

B. The e-Edumed Community: forum, chat, feedback, weblog

C. a private section (partnership) for internal use and communication

Links from the e-EDUMED web site to partners web pages will be realized from the beginning.

b. **Newsletters, flyers, articles** will be produced according to **key moments** in project development and delivery of outcomes. We estimate the following key moments to be disseminated:

- Launching of the project
- Needs reports
- Announcing the ultrasound training module and pilot testing
- Dissemination of the US module and course
- Dissemination of the nurse module and course
- Dissemination of the patient module
- Final conference and end of the project.

1.4. EXPLOITATION PLAN

Exploitation: making the best possible use of project results

If dissemination is about making project results available, exploitation is about ensuring that they will actually be used by the target groups: institutions, professionals and learners within and beyond the project partnership.

Effective dissemination activities are a pre-condition for the sustainable use of project outcomes after the end of funding, but are not sufficient. Exploitation consists of 'mainstreaming' and 'multiplication'. 'Mainstreaming' is the planned process of transferring the successful results of our project to appropriate decision-makers in regulated national

systems. Multiplication is the planned process of convincing individual endusers to adopt and/or apply the results of our project.

The issue of the exploitation of results will be high on the project agenda from the very beginning. There will be an exploitation plan from the beginning of the project, that will be constantly revised and updated, and in its final stages define how the project products will be used by the partners after the end of funding. For this, intellectual property rights (IPR) will be discussed and an exploitation agreement foreseen.

The main objectives of the exploitation activities are:

- *To promote and raise awareness about the project contents, developments and results*
- *To successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support*
- *To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended*

The strategy will include:

- Permanent Interaction with stakeholders

Intensive interaction with the eventual users and beneficiaries of the project and other stakeholders is of crucial importance for the successful and sustainable exploitation of the results. The interaction should be ongoing from the beginning of the project work until the end of the working period.

Establishment and ongoing updating of a contact database of potential stakeholders. Each partner will identify local, regional and national decision makers, EU and Health Care Committees, public authorities and professional organizations to be informed about the project and its outcomes.

- Testing and piloting draft educational products on a sample of the envisaged users. In this way important feedback on the adequacy of the project products and hints how to improve them can be received. Beneficiaries will be consulted during development of educational products by the use of questionnaires during pilot testing. Questionnaires will be also available on the project web site (on line) for open public evaluation for satisfaction, quality of products, personal point of view

- The successful results will be published on the WEB site of the project, partners websites and presented to the local, regional and national decision makers and politicians. The EU and the Health Care Committees will be informed about the outcomes of research and publications on this project. The results will be used to prove to EU and national politicians and decision makers the acute need for e-learning in Medical Higher Education

and to improve European Welfare. Distribution of promotional materials to key actors at thematic international conferences to involve them in the project development and encourage results transfer

-Taking provisions for certification of training modules and integration into national educational systems.

- Organisation of exploitation actions during the project final conference (arranged during the project final meeting) is also foreseen. This plenary conference has the double aim to disseminate and exploit the project final results and products. With the aim to promote the pilot application exploitation it will be invited decision makers to promote their involvement in using project products.

Life after the end of the project

One of the guiding principles in planning dissemination and exploitation of results is that the end of the funding period should not be the end of dissemination activities. The project period is often a phase of intensive work towards ambitious goals. It is wise to think of the time after the project period while still in the first phase. If dissemination can continue after the end of funding the project's impact and sustainability can be increased.

2. How to disseminate?

DIAGRAM of DISSEMINATION OF RESULTS

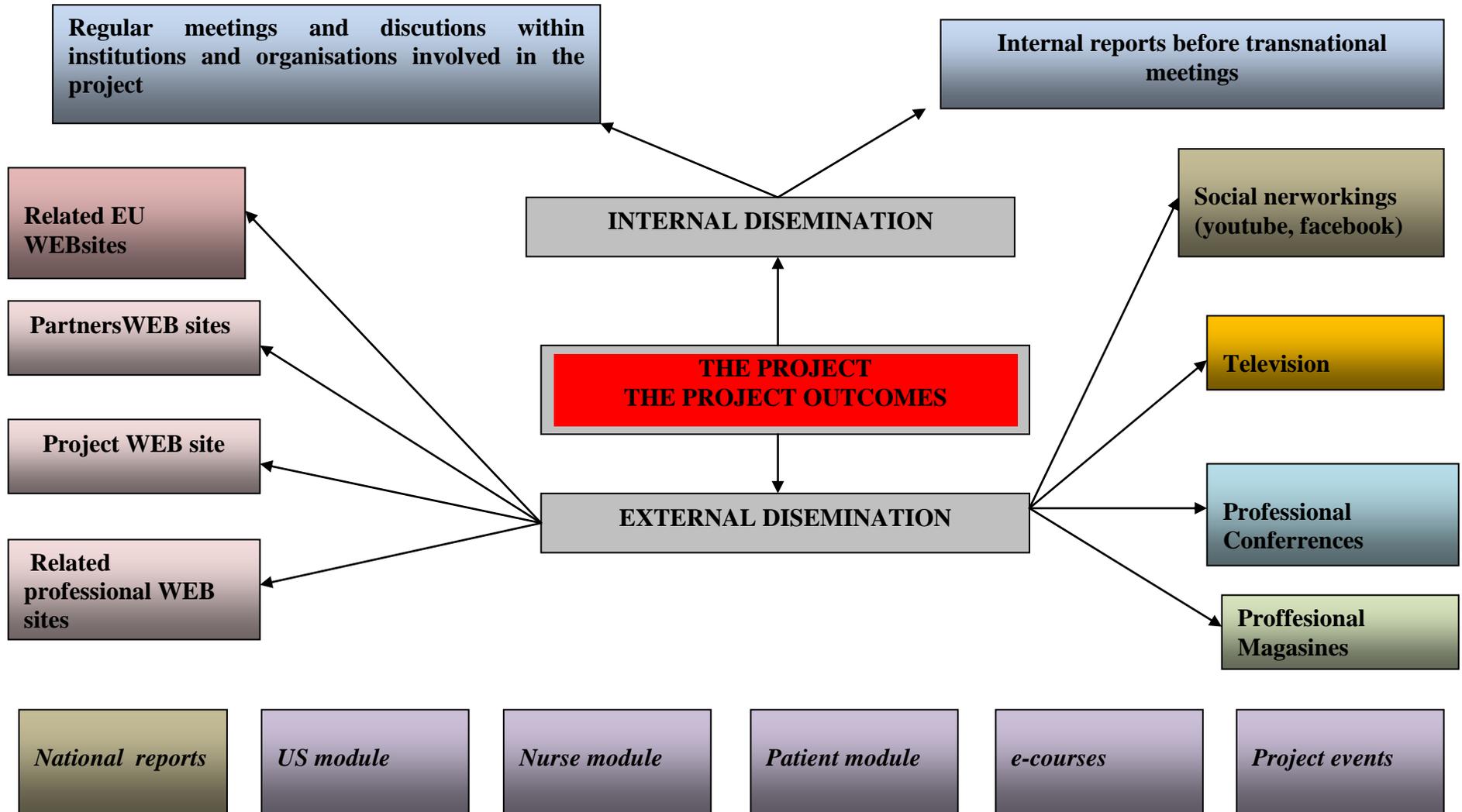


Table 1. VALORISATION ACTIVITIES

| Activity | Aims | Resp | Co-op. Partner | Methods | Target Group |
|--|---|------|-------------------|---|---|
| WP3 Dissemination | | | | | |
| Elaboration of dissemination plan and strategy | setting up the dissemination tools, implementing the use of them by the partners, timetable | P0 | P1, P2, P3, P4 P5 | MT will elaborate a dissemination plan and strategy Key issues: what needs of the project to meet, expected results, identification of beneficiaries, what to disseminate, when, who needs to know and how it should be done. | target groups, partnership, end users, stakeholders |
| Identifying potential users/database | assuring involmnet of target groups and end users | P0 | P1, P2, P3, P4 P5 | Assuring that the results reach the target audience in a format and at a time which enables them to benefit from | target groups partnership, end users, stakeholders |
| Mailing list | list of relevant contacts for dissemination | P0 | P1, P2, P3, P4 P5 | Containing e-mails and adresses for beneficiaries and potential users of the project's outcomes. Each partner will use its own connections in Health and Educational field and will identify local, regional and national decision makers, EU and Health Care Committees, public authoritie | partnership |
| Internet strategy | assuring maximum dissemination | P0 | P1, P2, P3, P4 P5 | Creation of the Project website (design, hosting and management); creating links for the web sites of the partners, min 4 links in other web pages regarding education/ health sectors; all project outcomes available on web site (end of project). | target groups partnership, end users, stakeholders |

| | | | | | |
|----------------|--|----|-------------------|--|--|
| Paper strategy | assuring dissemination by production and publications of regular printed or electronic news letters, leaflets, brochures; articles in official and professional publications related to the specific target groups | P0 | P1, P2, P3, P4 P5 | at different stages; available on the project web site; addressed to potential course participants in order to promote their participation in the e-course; addressed to potential users by distribution during events and posting on the project web site | target groups partnership, end users, stakeholders |
| Newsletters | Informing potential users, relevant professional bodies/ organisations about the project, its progress and its results, subscribe option on the web site included | P0 | P1, P2, P3, P4 P5 | 6 newsletters at different stages of the project corresponding with project milestones | target groups partnership, end users, stakeholders |
| Leaflets | Informing potential users, relevant professional bodies/ organisations about the project, its progress and its results. | P0 | P1, P2, P3, P4 P5 | 4 typesx100x4 languages, in different phases of the project Phases: design, distribution,translation in national language | target groups, partnership, end users, stakeholders |
| Posters | Informing potential users, relevant professional bodies/ organisations about the project, its progress and its results. | P0 | P1, P2, P3, P4 P5 | 4 typesx100x5 languages, in different phases of the project | target groups 1,2,3, partnership, end users, stakeholders |
| Event strategy | conferences presentations (e-learning,ultrasound, educational forums); | P0 | P1, P2, P3, P4 P5 | different stages of the programme; | target groups partnership, end users, stakeholders |

| | | | | | |
|---|--|----|-------------------|---|---|
| Congress presentations | Participation in key thematic international/national conferences | P0 | P1, P2, P3, P4 P5 | every partner will participate at min 2 conferences (national, international)/year | target groups 1,2,3, partnership, end users, stakeholders |
| Mass media (1) | articles in relevant trade journals and professional publications related to the specific target groups | P0 | P1, P2, P3, P4 P5 | min. 2 articles for each partner availability depending on outcomes | target groups 1,2,3, partnership, end users, stakeholders |
| Mass media (2) | video contribution to interactive internet resources Local TV broadcasting | P0 | P1, P2, P3, P4 P5 | Associated with project meetings, national seminars, conference; projet millstones | target groups partnership, end users, stakeholders |
| Networking | reach other networks, registration in sites promoting LLL, educational forums, social networking (facebook, youtube) | P0 | P1, P2, P3, P4 P5 | Min 4 networkks | target groups partnership, end users, stakeholders |
| EU dissemination | Registration into ADAM and EVE database; registration in sites/organisations promoting LLL; others | P0 | P1, P2, P3, P4 P5 | | target groups partnership, end users, stakeholders |
| WP 3 Exploitation | | | | | |
| Elaboration of exploitation plan and strategy | To promote and raise awareness about the project contents, developments and results | P0 | P1, P2, P3, P4 P5 | There will be an exploitation plan from the beggining of the project, that will be constantly revised and updated, and in its final stages define how the project products will be used by the partners after the end of funding. | targe groups; end users |

| | | | | | |
|--|---|----|----------------|---|--|
| Permanent Interaction with stakeholders | to successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support | P0 | P1, P2, P3, P4 | Establishment and ongoing updating of a contact database of potential stakeholders. Each partner will identify local, regional and national decision makers, EU and Health Care Committees, public authorities and professional organizations to be informed about the project and its outcomes. | target groups; end users |
| Testing and piloting draft educational products strategy | important feedback on the adequacy of the project products and hints how to improve them can be received. | P4 | P0, P1, P2, P3 | beneficiaries will be consulted during development of educational products (questionnaires during pilot testing). Questionnaires will be also available on the project web site (on line) for open public evaluation for satisfaction, quality of products, personal point of view; distribution of promotional materials to key actors at thematic international conferences to involve them in the project development and encourage results transfer | target groups; end users |
| Final conference strategy | To convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended | P0 | P1, P2, P3, P4 | With the aim to promote the pilot application exploitation it will be invited decision makers to promote their involvement in using project products. | target groups; end users |
| Strategy for incorporating the health modules into VET in health | To ensure that the benefits will endure beyond the life of the project and assure sustainability of project results. | P0 | P1, P2, P3, P4 | recognition by Ministeries of Education and Health in different participant countries, as well as transferring the results to other sectors. | target groups; end users |
| Final conference in Craiova | Final project conference for presenting the project and its progress, sharing information and best practices in the field. | P0 | P1, P2, P3, P4 | Key actors, stakeholders, officials related with health,education will be invited. | target groups; end users, stakeholders |

2. When to disseminate? Dissemination planning

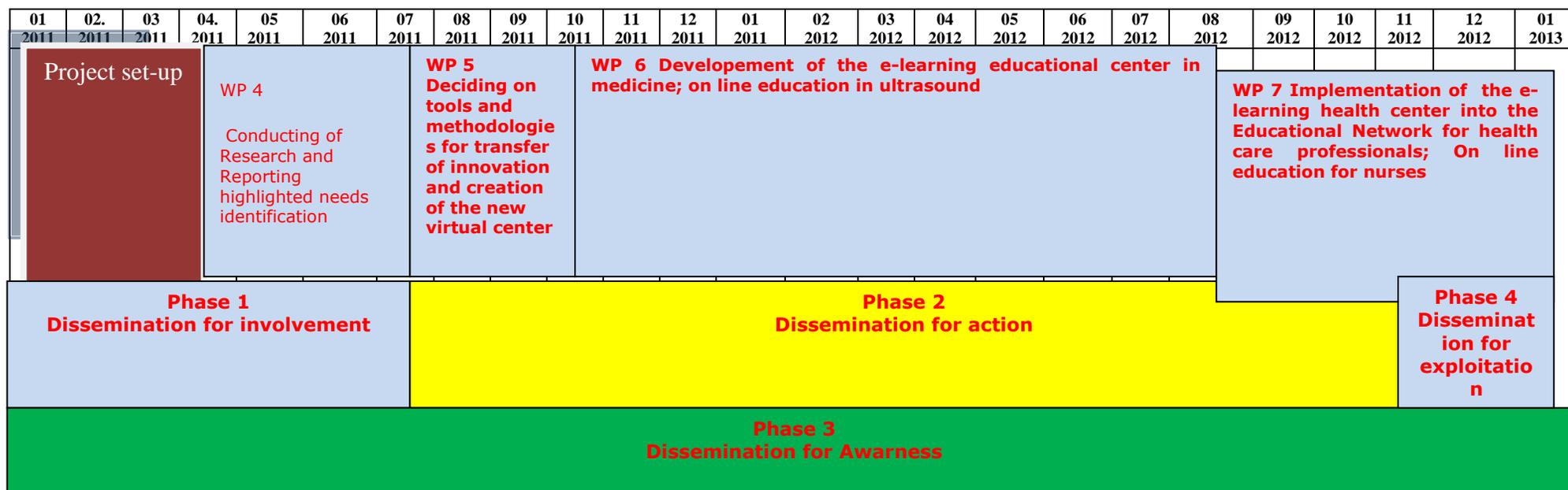


Table 2. IMPLEMENTATION OF VALORISATION ACTIVITIES IN THE WORK PACKAGES

| No. | Activities | Time horizon | Responsible Partner /role | No of targeted persons (estimative) |
|-----|--|------------------|---|---|
| 1 | Continuing dissemination within the institution collaborating in the development of this project. | Since 01.2011 | All partners | 100 |
| 2 | Continuing dissemination through syntetic presentation of the project and its aims through the existing WEB pages of the partner institutions; | Since 04.2011 | All partners | 60 |
| 3 | Mailing list with all appropriate organisations, stakeholders and official authorities in the field and in each partner country; informing about the project and asking for potential feedback; Inform relevant associations and public bodies asking for targeted mailing lists | 01.2011- 04.2011 | All partners | 100 |
| 4 | Elaboration of a periodic e-Newsletter and email distribution to identified organizations and target group members (comprising information about the project, its progress and its results). Elaboration of paped based materials (leaflets, posters) | Since 03.2011 | All partners | 200; Nr. of newsletters 6 min 4 types of flyers; 100/type 4 posters |
| 5 | Creation of the WEB site of the project | 05.2011 | UCV | 5000 |
| 6 | Continuing dissemination through the new created WEB site (syntetic presentation of the project and its aims, the project outcomes This dissemination will be done by creating links to and from the WEB SITES of the Partners as well as links in other Web pages regarding education and health sectors. Publish course information on each partner's website and link to it from as many relevant places as possible | Since 04.2011 | All partners / leading role University of Craiova | Nr. visitors 5 links in other Web pages regarding education and health sectors |
| 5 | In each partner country, the partners will inform the relevant professional bodies and organisations about E-EDUMED through flyers and posters All dissemination paper based materials will be distributed during events and within partnership institutions | Since 03.2011 | All partners | 100 |
| 7 | Continuing dissemination of the programme by official and professional publications and magazines related to the specific target groups, for each participant country about the development of the project in different stages, results, impact | Since 05. 2011 | All partners | 1000 min 6 publications |
| 8 | Dissemination by conferences presentations (e-learning, echography, educational forums) | Since 07.2011 | All partners | min 2 conferences 500/conference |

| | | | | |
|-----|--|---------------------------------|-------------------------------|----------------|
| 9 | Meetings followed by presentation of the different phases of the project for mass media (TV broadcasting, video clips) | each transnational meeting | All partners | 100/meeting |
| 11 | Dissemination by creation of the e-learning platform; free acces – trial session | 01.2012- 02.2012 | FORCOM All partners | Nr. visitors |
| 12 | Dissemination of Ultrasound module | 02.2012 | UCV/ECOMEDICA All partners | 200 |
| 13. | Dissemination of Nurse module | 06.2012 | UCV/ECOMEDICA All partners | 200 |
| 14. | Dissemination of Health culture module for patients | 08.2012 | SUNNYMED All partners | 150 |
| 15, | Networking. Joining similar networks registration in sites promoting LLL, educational forums, social networking (facebook, youtube) Personal networking- face-to-face meetings with stakeholders and decision makers | Since 07.2011 | All partners | Min.4 networks |
| 16 | Thematic conference in Craiova | 12.2012 | All partners | 100 |
| 17 | Mass media approach - video contribution to interactive internet resources Local TV broadcasting | Corelated with project meetings | | |
| 18. | EU dissemination - Registration into ADAM and EVE database; registration in sites/organisations promoting LLL; others | Since 03.2011 | UCV All partners | |
| 19. | Inclusion of new modules of formation in the offer of universities and training institutions | End of project | All partners | - |
| 20 | Providing documentation for creditation of Modules to National Authorities | Stratting with 02.2012 | ECOMEDICA INNOVAMED | |
| 21. | Deployment of results in different vocational training contexts: - developing a list with possible transfer of information within the health; - starting the setting-up of a cycle of professional meetings | End of the project | All partners | |

3. WHAT TO DISSEMINATE?

- **The project (aims, objectives, partnership)**
- **The project outcomes**

THE PROJECT

The first thing to do is to send out the message: We exist, this is who we are, this is where we are and this is our mission! When spreading this basic information expectations for the future are created and the ground paved. What else should we tell to the outside world? Next we should spread information about news and upcoming activities and events, opportunities for people to participate and materials they can use.

Bienzle/Gelabert/Jütte/Kolyva/Meyer/Tilkin (2007), *The Art of Networking*, p. 114

Dissemination will start with making the project known by the project web site, newsletter¹, WEB SITES of the Partners, links in other Web pages regarding education and health sectors, mailing list.

PROJECT RESULTS

The exploitable project results are identified as follows:

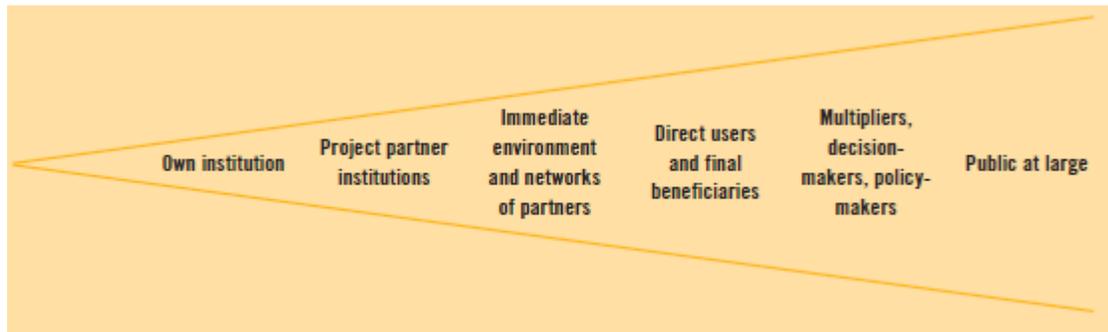
- Learning and teaching products like curricula, reports and comparative study, e-learning platform and its content - training modules) and e-courses.
- Methodologies, ideas and experiences. They are intangible and usually not as durable as tangible learning and teaching products, but often a very rewarding outcome of a transnational project

Final products are very important in the dissemination strategy. Project results and tangible products are undoubtedly the most valuable dissemination objects. In fact, all the other information activities can be seen as a preparation for the dissemination of the final outcomes and products. Our project, however, will not wait with its dissemination activities until these products will be ready, but will disseminate preliminary results whenever it reaches a milestone, e.g. the end of the research phase, results of need analysis, pilot phase.

Furthermore, the constant evaluation of the project and its outcomes throughout the project lifetime will also provide feedback to partners on whether the project outcomes are in accordance with the identified target group's and project beneficiaries' needs.

4. TO WHOM TO DISSEMINATE?

Dissemination will be carried on different levels (local, regional, national, European and sectoral levels) via efficient relays. It provided informations in a planned way to relevant audiences, recte target groups and sectors, mass media, official and professional publications, organisations at local/national as well as European level (Health Organizations, Professionals Organizations in Echography and nurses, public authorities related to Medical, Educational and Training Compartments); a continous process for aims, objectives and outcomes of the project. In this way we will assure that project dissemination activities will cover several ranges, from the immediate environment to the public at large.



4.1. TARGET GROUPS

Target groups are entities and/or individuals that can potentially benefit from the project results. For a productive and effective dissemination and exploitation of the project outcomes, it is essential that target groups are identified at an early stage of the project. The targeted sectors were P85.4 - Higher education and Q86 - Human health activities E-EDUMED project has the following main target groups:

4.1.1. Direct Target Group

The direct target group (primary target group) includes organizations and individuals that will be direct users of the project results. These are especially:

O in terms of individuals

- Medical doctors;
- Nurses
- Students

- Residents
- Patients

** employees, employers, individuals, trainees, adult learners

o in terms of organisations

- Vocational training organizations and other training providers
- Universities, colleges and other providers of medical education
- Public and private Health Institutions
- Professional associations (ENT-PROFS)

Doctors (including residents), nursing professionals and patients represent the first beneficiary of the training courses developed by E-EDUMED partnership.

Medical Students are future direct beneficiaries of the e-learning materials in terms of trainees. Medical Students will allow tailoring a valuable lasting training offer.

4.1.2. Indirect Target Group

The indirect target group (secondary target group) includes individuals and organizations that can lead indirectly to the direct target groups of the project. These are especially:

O in terms of individuals

- Professionals in the medical educational system as future beneficiaries of the e-learning materials in terms of trainers.
- Managers in health institutions as directly interested in CME of their employees

o in terms of organisations

- VET providers Associations;
- Association of Universities and other higher education providers;
- Public authorities responsible for the development and implementation of the vocational training policy (local and national); Educational program leaderships
- Institutional officials at clinical sites
- Institutions or organisations providing learning opportunities within the context of the Lifelong Learning Programme, or within the limits of its sub-programmes (EDU)
- Government – key staff of department Medical Continuous Education
- Accreditors
- Certifying bodies

Educational program leadership include individuals with local responsibility for educational programs at all levels of the continuum—for example, deans and their staff, department

chairs, and residency program directors. These individuals have high credibility as well as detailed knowledge of their own organizations.

Institutional officials at clinical sites. Clinical site administrators (hospital directors) and faculty/physician practice administrators are critical to ensure that proposed changes can be implemented in teaching institutions and that appropriate faculty are available to participate. They also may provide financial and other resources. Institutional leaders at the medical staff level also set requirements for credentialing and privileging. Managers responsible of Medical Training Services have also been interviewed in order to assess economic and political assumptions for the enhancement of the e-learning methodology, the rationale behind managers' decisions, costs/benefits ratio, legal constraints and training requirements for medical professional profiles.

Accreditors. Organizations that accredit educational programs/providers at continuing level of medical education (Romanian College of Physicians and other similar organisation in partner countries)—along with accreditors of health care organizations (European Union of Medical Specialists/European Accreditation Council for Continuing Medical Education (UEMS/EACCME), are important in that they set expectations at the level of the medical education system.

Certifying and licensing bodies. Physicians-in-training and physicians demonstrate their knowledge and skills through the examinations and other assessments used for licensure and certification. These assessments define, at a national level, the requirements for entry into and continuation in practice. Therefore, it is critical to include the organizations responsible for setting these standards: Ministry of Education, Research, Youth and Sports, Ministry of Health, the Romanian College of Physicians and similar organisations in partner countries, universities.

Medical education and related associations. National organizations serve as forums to bring individuals together and to serve as the voice of the profession and the medical education community to external groups.

These include associations representing the medical profession and medical students at the national and state levels, professional medical societies and associations, institutions of medical higher education, medical research institutes medical departments/public health authorities and other CME providers in each participant country, professional associations (SRUMB- The Romanian Society of Ultrasound in Medicine and Biology, SIUMB in Italy, MOTESZ in Hungary).

4.1.3. Long-term beneficiaries

It is also essential to identify the long-term beneficiaries of the project. There are certain interest groups that will benefit from the project outcomes, although not on a short term but rather on a long term basis. The dissemination plan indicates scanning activities to identify broader target groups with a potential interest in the results

These are potential trainees of the training elaborated by the project.

In addition, it is interesting to note that the internet has made dissemination world-wide. Although the activities of the Lifelong Learning Programme are European, the project information on the websites is accessible to people on every continent. In this way European projects can have a geographically broader impact than originally thought selecting and approaching this group we used connections with professional organisations and universities,

4.2. Methodology in accessing and involving the target group

A. Informing the stakeholders

A.1. *Identifying potential users* and inform them about the project; identifying similar EU projects and network; elaboration of a **mailing list**. E-EDUMED partners will identify concrete organizations and individuals in their countries belonging to both the primary and the secondary target groups. On the basis of this research, a database will be elaborated containing the contacts of the relevant organizations and individuals. Furthermore, partner will identify key organizations and networks at European level through which project results can be transferred.

The identification of key stakeholders will allow partners to transfer project results more easily and carry out more focused exploitation activities. This will also increase the probability that the project results are applied by the target group beyond the project and will be done in connection with the dissemination activities.

The importance of stakeholder management to support the project in achieving its strategic objectives is crucial. In order to attain this we must first identify and assess the key people, groups of people, or institutions that may significantly influence the success of our project, interpreting and influencing both the external and internal environments and involve them from an early stage of the project, so their views can be considered in the development of outcomes.

The benefits of using a stakeholder-based approach are that:

- we can use the opinions of the most powerful stakeholders to shape our project at an early stage. Not only does this make it more likely that they will support us, but their input can also improve the quality of our project
- by communicating with stakeholders early and frequently, we can ensure that they fully understand what we are doing and understand the benefits of our project – this means they can support us actively when necessary and help for a future continuation of the project.

For this reason we will draw a list of all potential stakeholders, reviewed the list and identified the key stakeholders and the specific interests these have in our project, considering issues like: the project's benefit(s) to the stakeholder; the changes that the project might require the stakeholder to make; and the project activities that might cause damage or conflict for the stakeholder.

A.2. *Ongoing production* of clear, targeted information on project's achievements via appropriate means– production and publications of regular printed or electronic news letters, leaflets, brochures and creation of the WEB site of the project (**paper strategy**).

A.3. Assuring that the results *reach the target audience* in a format and at a time which enables them to benefit from (target group, users, local, regional, national and EU decision makers and politicians)- dissemination by multimedia articles, conferences, seminars, workshops, meetings, thematic conferences, WEB site, to coincide with key project milestones; public relations activities - **event strategy** aims at promoting partner participation in key thematic international/national events.

A.4. **Internet strategy** aiming in promoting the project by the setting up of the project Web site. It includes the production of the eVETsportMEd e-learning platform Demo and periodic e-Newsletters; links to partner pages and other educational pages

B. Involving the stakeholders

B.1. Assessing the training needs of the target group

A clear and dynamic focus on user needs will be developed during April-May 2011. The analysis focuses on defining the needs of the target group and orientating project activities to effectively answer these needs, taking into consideration the different educational contexts of European partner countries. In selecting and approaching this group we used connections with professional organisations and universities, already established at this time of the project.

B.2. Pilot testing by the users for the e-learning platform and educational modules

Pilot testing of the e-learning platform will be coordinated by FORCOM and PROFIMEDIA staff. Role of the other Partners: collect and provide feedback and data.

All the functionalities will be tested (registration, access, online fruition, download and exit) based on questionnaires for a control group of learners to test the usability and attitude about the course, checking if the prototype is fit for purpose, and that the level of knowledge/user interface/language, graphical approach and interaction is suitable.

Quality criteria of software characteristic will be applied as follows: Functionality, Reliability, Usability, Efficiency Maintainability, Portability; analysis for the feedback information.

FORCOM and PROFIMEDIA will evaluate the user-friendliness of the system on an on-going basis, encouraging feedback from the users - test group.

B.3. Assessing the quality of products

Evaluation of products effectiveness and impact (expectations and customer satisfaction questionnaire for the target group) and evaluation of project usability and transferability by questionnaires addressed to end users, stakeholders and open public will take place.

5. WHO IS DISSEMINATING?

Shared responsibility amongst all the partners

Dissemination is of such high importance in the project that it should not be allocated just to one person or to one project partner. Each partner will be involved in dissemination activities. The dissemination plan clearly sets out each partner's specific tasks in line with their particular interests and expertise. Responsibility for the dissemination and exploitation of results lies with the whole partnership.

The networks of each partner are essential channels of dissemination and they should be involved in the dissemination plan of the project.

The projected network for training which links the partners will itself act as an efficient dissemination media.

UCV as the coordinator of this project commits itself to share its expertise with all the project partners in order to be successful. and use its national and international cooperation network in dissemination. It will participate with specialist in the medical, technical, quality assurance and language specialist;

HU partners, as coordinators of previous project will share the insights gained by this experience with all the project partners and disseminate the results through an already well established network. Ecomedica together with Bulgarian medical unit and university consortium (IT) commits itself to give creative input and feedback on educational issues. The president of Ecomedica is general secretary of the National Society of Ecography and team specialists have strong connections and participated in many medical exchange programmes and scientific events.

The role of EU programme actors in dissemination

Although dissemination is mainly the responsibility of each individual Multilateral Project, other actors in the Lifelong Learning Programme can support a project in this task, most notably the European Commission and Executive Agency, the National Agency and the networks and projects funded by Grundtvig and other actions of the Lifelong Learning Programme.

European Commission and Executive Agency

To increase visibility of the projects funded by the programmes implemented by the Directorate-General for Education and Culture (DG EAC) the database EVE

(http://ec.europa.eu/dgs/education_culture/eve/) was launched in Spring 2009. It is an electronic platform for the dissemination and exploitation of results. Project co-ordinators are invited to contribute to EVE as their project and products evolve.

Similar databases exist for projects funded by Leonardo da Vinci (www.adam-europe.eu) and for decentralised projects (EST, <http://est.indire.it>)

National Agencies

The National Agencies should be priority target organisations for project dissemination, as they can open access to project actors and educators at large.

Other funded projects

Networking with other projects working in the same thematic area can open up new opportunities for dissemination. Projects could for example join their efforts in the implementation of dissemination campaigns or events if they have similar topics or target audiences.

Continuing with a project focusing on dissemination can be another option. In the transversal programme of the Lifelong Learning Programme there is a special action for dissemination issues: Key Activity 4: Dissemination and exploitation of results. Funding is available for projects with an integrated approach across two or more educational sectors and/or related activities in the field of culture, media, citizenship and youth.