



Annual Dissemination strategy for

European Guide on Quality Improvement in Comprehensive Cancer Control, Cancon

March 2016

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1. Introduction

European Guide on Quality Improvement in Comprehensive Cancer Control (Cancon in short) is an EU joint action aiming to contribute in different ways to reducing the cancer burden in the EU. The joint action is co-funded by participating member states and organisations, institutes, universities and health care units in them, and the European Union. Cancon started in February 2014 and will continue until end of February 2017.

Cancon will produce a *European Guide on Quality Improvement in Comprehensive Cancer Control* for improving the quality of comprehensive cancer control. The Guide is the key document to be communicated. The different stakeholder groups working on Cancon and outside the joint action are kept informed of the on-going work. When the Guide is finished, they will be given the Guide in digital or printed form.

Major responsibilities of Cancon dissemination are disseminating and promoting cancer control information and knowledge, and dissemination to policymakers, member states and relevant stakeholders.

All communication activities are based upon a four-step process for quality improvement. It is also the concept of a continuously rotating wheel of plan-do-check-action (PDCA; the Deming circle).

The dissemination strategy is based on the strategic planning and network analysis which is an evolving process. Similarly continuous evaluation of communication is essential, it is an ongoing process.

2. Objectives, audiences, messages and channels

2016 is the final full year of Cancon. The year will be busy in the preparation of the Guide, which will be ready by Christmas 2016. Cancon WP 4 Guide coordination will take care of the Guide's core chapters, editing, printing and distribution of the printed version.

WP 2 Dissemination will take care of the visual design (book covers, fonts, etc.), and dissemination. WP 2 will be responsible for electronic distribution of the Guide, e-leaflets, etc., and promotional material of the e-Guide.

In June 2016, WP 2 will provide WP 4 the visual design of the Guide. The Guide is scheduled to be ready-to-print by December 2016. WP 2 will start disseminating e-Guide from that on.

Organisation of the final conference in Malta on 14 and 15 February 2017 has also started. Both the Guide and final conference have separate communication plans.

In addition to these, Cancon WP 5 will prepare five policy papers which will aim at positioning cancer control into planning processes of the member states. WP 2 will make sure that these policy papers have Cancon visual identity. WP 2 will collaborate about this with the coordination and WP 5.

2.1 General objectives

The objectives of Cancon communication are similar to Cancon joint action. Communication serves and is aligned with the common objectives which aim to contribute to improvements in overall cancer control through:

- quality based cancer screening programmes,
- better integration of cancer care,
- community-based cancer care approaches, and
- providing concerted efforts in all aspects of survivorship, including palliative care.

Cancon aims at preventing cancer and enhancing the cancer consciousness. Cancon will help member states to place cancer firmly on their national public health agendas and improve national situations by applying and adapting recommendations in the Guide.

2.2 WP2 Dissemination objectives

In addition the communication aims at the following objectives, audiences, channels and messages:

- a) To plan dissemination of the joint action. This is carried out by the Dissemination strategy and Annual communication plans, which are refined and modified throughout the joint action.
- b) To plan and implement a document distribution website. The website is www.cancercontrol.eu , the website has a separate extranet section into which you need to login. The extranet is meant for storing and sharing documents. The extranet has two user groups.
- c) To identify and describe communication channels and key messages according to target groups (see table below).

Target group	Channels	Messages	Objectives
<p>Emphasis on 3rd year: Cancer patients and European citizens; policy papers, the <i>Guide</i> and the final conference NB! The organisations/partners involved in Cancon will serve as focal points to reach these groups.</p>	<p>Webpages, newsletter (published bimonthly), face-to-face conversations, emails, social media (Twitter, FB, LinkedIn, Instagram), brochure; cancer patient organisations, governmental organisations, and media (press releases and pitching to journalists). Also events such as national conferences, meeting of EU health attachees, Cancon policy conference, Stakeholder forum, network meeting, etc. The final conference in 02/2017. NB! Locality; language barriers.</p>	<p>Cancon decreases inequalities and increases quality of cancer care, Cancon improves citizen's health security, and shift from how long to how well cancer patients live. Other messages/topic/themes arising from the Guide and policy papers. NB! Messages to be adjusted according to local situations.</p>	<p>Good outreach and wide audiences, engagement</p>

Table 1. Main target groups, channels, messages and objectives of Cancon

The key messages are formulated to aim at different audiences and they can be adjusted and emphasised further. The key strategic messages can be refined during the joint action.

The messages and audiences can be illustrated as expanding circles, where the smallest portrays the 1st year, middle one 2nd and biggest 3rd year with their varying audiences:

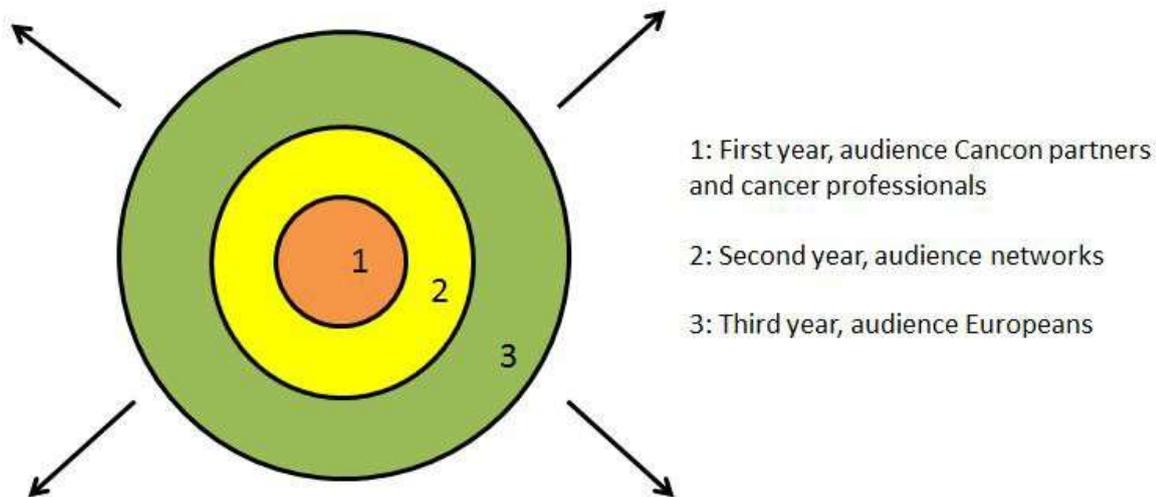


Figure 1. Expanding circles of Cancon communication.

As the high level of engagement is one of the main objectives, cooperation with other relevant joint actions and organisations is essential. Possible cooperation partners are searched for actively. The main partner of communication is the European Association of Cancer Leagues (ECL).

Communication advocacy is active during EU presidencies with other joint actions across the departments (directorates-general; DGs) and European Union borders.

In addition, all communication gives specific attention to reciprocity, for example by collecting feedback, and using different social media channels.

The main channels were listed in the Table 1. above. The main channels to reach partners are the following: meetings, events (see chapter 3.1 below), emails, face-to-face conversations, webpages, newsletters, and social media channels. The main social media channels in use are Facebook, Twitter, Instagram, LinkedIn, and GooglePlus for search engine purposes.

3. Main target groups on 3rd year

During third year the main audience is the Europeans. Most European countries are represented in Cancon: there are altogether 25 countries in Europe of which 23 are EU Member States involved in Cancon.

All stakeholders will be encouraged and assisted in the dissemination, the Dissemination team will provide the necessary tools and messages, and be of assistance in the dissemination. For instance, WP 2 has designed a template for the national conferences on Cancon to be held in the member states. The national conferences on Cancon serve as means to reach local authorities and cancer related stakeholders, which further help in reaching the cancer professionals of every level. More about the national conferences in chapter 2.5.

In addition to these the European Union and the EU commission will assist in disseminating the Cancon.

It must be noted that the main target group of the Guide are also in focus. They are:

- governments,
- parliamentarians,
- health care providers and funders, and
- cancer care professionals at every level.

Cancer patients can be reached via patient organisations. There are cancer, public health and health service organisations included in WP2 partners: ECPC, ECL, EPHA, ICISG and PGEU. See the list of WP 2 partners in the end of this document.

3.1 Media

The final year of Cancon means more active media work than during 2014-2015. The dissemination team will produce short news, pitch media with Cancon topics, prepare press releases and liaison with media during UICC World Conference in Paris 31.10-3.11. One WP2 team member will be registered as journalist.

Specialist articles deriving from core WPs will be distributed to Cancon website and social media.

Press conferences will be held according to possibilities – this is an option during policy conferences and especially Malta conference. European Science Journalists will be notified about Cancon progress.

3.2 Policy papers

In addition to the Guide, Cancon WP 5 will prepare policy papers which aim at positioning cancer control into planning processes of the member states.

The policy papers are aimed at the decision makers in the governments and in the EU. They support the focus and expansion of the national cancer control plans.

The policy papers deal with five topics which were suggested by the member states. Five expert work groups will support the leaders in writing the papers. The goal is to have all the papers fully finalized late in autumn 2016, in order to present them to a larger public during the Cancon Final conference in Malta (February 2017).

The policy papers can also serve as news or topics for the media locally or among EU/the European Parliament.

WP2 will provide policy papers Cancon visual identity and unified form.

3.3 Meetings and events

Cancon communication will organise 1 annual networking meeting in 2016/2017. The Associated partner ECL will organize 2 policy conferences with the WP2 team.

The final conference of Cancon will be held at Malta on 14 and 15 of February 2017. The planning of the conference started in 2015, and the Ministry of Health in Malta will participate in the organization. There is a separate plan for the roles and work responsibilities at the end of this document.

Cancon dissemination has planned a tailored seminar about Cancon (national policy conference) for the member states. The seminar includes a PowerPoint tool, and a briefing paper/memo/backgrounder about Cancon.

The first national conferences on Cancon have been held in Finland and Slovenia in the beginning of 2016. A second national conference in Finland will be organized in autumn 2016.

Also meeting for the EU health attaches was organised in February 2016 at the Permanent Representation

of Finland to the European Union in Brussels. The health attaches will serve as focal points in the dissemination of Cancon. A second meeting for the health attaches will be organized in autumn 2016.

Cancon will participate in the World Cancer Congress by UICC in Paris. The congress will be organized between 31 of October and 3 of November. Information on Cancon and the Guide will be disseminated in the congress.

4. Network analyses

Cancon dissemination carried out network analysis among European cancer control experts in 2014 and 2015. No network analysis will be done in 2016. According to network analysis in 2015, there already exists a network of European cancer control experts. This includes governmental, NGO's and hospitals/health care providers; people who are involved in Cancon.

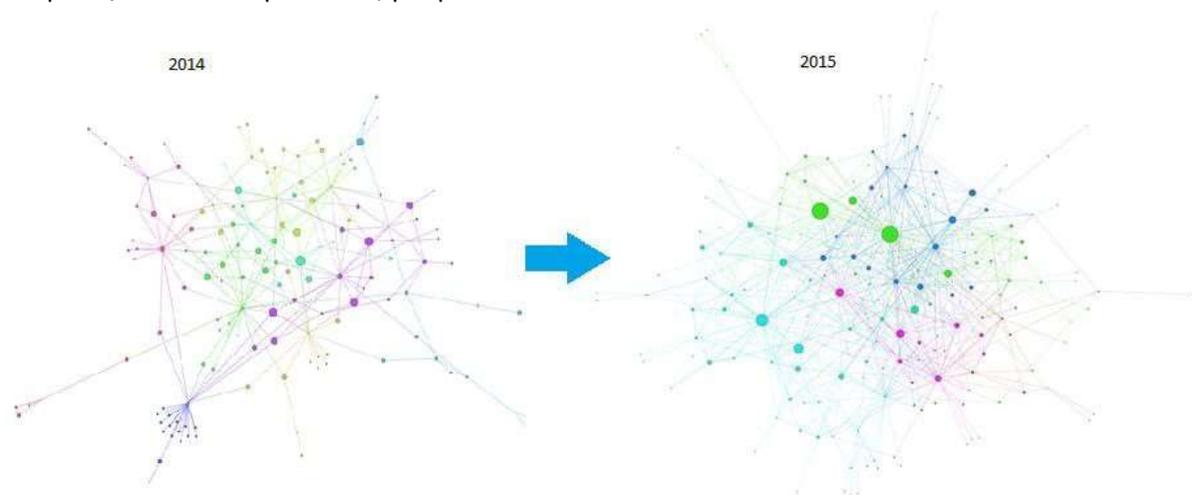


Figure 2. The expanding network of European cancer control experts.

As the figure 2 shows, the networks of cancer control experts in Europe have grown and become denser from 2014 to 2015.

The analysis shows that the current communication network in cancer control in Europe is reasonably well connected: there are no separate groups. According to network analysis, the most preferred channels of Cancon communication are e-mail messages, newsletters and website. Most of the respondents opted for weekly or monthly communications.

Cancon communication will aim to even the communication burden by delivering topical information via the website, newsletter and other channels simultaneously to several respondents. According to analysis, organisational types tend to communicate with similar organisations.

Cancon will use the existing network and improve the communication across the organisations. Communications will focus on outreach, i.e. the outer nodes of the network which tend to be marginalized. Knowledge brokers, ie. nodes that reach to several stakeholder groups will be utilized in planning.

5. Evaluation and measuring

The evaluation of Cancon webpages and social media channels in use - it started during the second year of the joint action. The regular reports and follow-ups are done on the different channels and available on the Cancon website.

Feedback is collected regularly, and social media channels have inbuilt measuring systems which are used.

Facebook analysis tool shows for example post reach and engagement. Twitter Analytics tool helps to measure for example tweets and followers, the engagement and impressions.

The use of different social media channels enables evaluation and constant feedback. Analysing tools, process evaluation and feedback increase reciprocity.

Google Analytics is used regularly for analysing the traffic and users on Cancon website.

Newsletter is analysed and tracked to develop the content further. In addition media monitoring is used when needed.

The evaluation is also carried out in cooperation with the Cancon Evaluation work package, which evaluates the joint action and its communications in whole. The evaluation will be planned in more detail in April in a workshop together with WPs 1, 2 and 3.

Table 2. The third annual dissemination titles, target audiences, channels and timetables

Title	Target audience	Channels	Timetable	NB
Annual plan (3rd)	Cancon WPs	Cancon website	March 2016	Guide, Malta conf.
2nd Parliamentary conf	MEPs, policy-makers, MS representatives, media, experts, patient and professional organisations	Face-to-face-meeting, media, Cancon website + Cancon social media	May 2016 – due to Brussels terrorist attacks probably changes	ECL/WP2
Cancon 3rd network meeting	Patient and professional organisations, NGOs, experts	Face-to-face meeting, Cancon website + Cancon social media	September 2016	
Policy papers	Member states, relevant professional societies, public health and patient organisations, journalists	Cancon website + social media, articles	June 2016 visual identity and unifying form will be provided from WP2 to WP4	WP5 work/ WP2 will help with visual identity and provide short executive summaries for lay audience (Cancon website)
European Guide on comprehensive Cancer Control, print version	MS ministries and other authorities, decision makers	Face to face meetings and seminars, press conferences(?)	June 2016 visual identity given to WP4 from WP2	WP4 responsibility, WP2 will provide design for covers, fonts etc.
European Guide, eBook	MS ministries and other authorities, decision makers MEPs relevant professional societies, public health and patient organisations, Journalists General public (incl. patients)	Cancon website, in section Tools, the Guide will be available as a whole PDF version, plus chapters separately. Additional material will be included to increase its attractiveness. Cancon front page main banners will be changed to support Guide visibility.	Guide eBook ready by the end of the year 2016. Works starts when approval from relevant WPs (WP4 and WP1)	
European Guide, eLeaflets	Journalists, decision makers, patient organisations	Guide promotional leaflets, Cancon website Tools-section + social media		

The Guide as a web version only		SEO optimation, Cancon website	By the end of the year 2016	
Chapter on integrated cancer control (WP 6); chapter title The case for Comprehensive Cancer Centre Network (CCCN)	In addition to general distribution channels	Cancon website, in section Tools, the Guide will be available as a whole PDF version plus chapters separately. Additional channels: -emails -meetings -other events e g national and policy conferences, UICC world conference, -newsletters, -articles	Ready by the end of the year 2016.	
Chapter on community-level cancer care (WP 7); chapter title EU policy recommendations for quality improvement in cancer after-care at the community level	In addition to general distribution channels	Cancon website, in section Tools, the Guide will be available as a whole PDF version plus chapters separately. Additional channels: -emails -meetings -other events e g national and policy conferences, UICC world conference, -newsletters, -articles	ready by the end of the year 2016.	
Chapter on survivorship and rehabilitation (WP 8); chapter title Policy recommendations for quality improvement in cancer survivorship and rehabilitation for EU Member States	In addition to general distribution channels	Cancon website, in section Tools, the Guide will be available as a whole PDF version plus chapters separately. Additional channels: -emails -meetings -other events e g	Ready by the end of the year 2016.	WP2 compiles distributions lists from core chapters

		national and policy conferences, UICC world conference, -newsletters, -articles		
Chapter on screening (WP 9); chapter title Policy recommendations on governance, organisation and evaluation of cancer screening	In addition to general, cancer registries.	Cancon website, in section Tools, the Guide will be available as a whole PDF version, plus chapters separately. Additional channels: -emails -meetings -other events e.g national and policy conferences, UICC world conference, -newsletters, -articles	Ready by the end of the year 2016.	
3 rd Parliamentary conference		Face to face meeting	Late 2016/early 2017	ECL/WP
Malta conference		Face to face meeting	WP2 provides visual identity September 2016 WP2 publishes conference February 2017	WP1/ WP2 deals with communication: and invites journalists and does a press release. -material from the conference: short interviews, videoclips, articles etc.

Table 3. ORGANISATION OF FINAL CANCON CONFERENCE MALTA, 14 -15 FEBRUARY 2017

ACTIVITY	SLOVENIAN PROJECT MANAGEMENT TEAM	DISSEMINATION TEAM	MALTESE ORGANISERS
Determining logistic details (venue, capacity, hotel booking, etc.)			Responsible for hotel booking
Determining agenda/speakers	Responsible for first draft of agenda), liaison for agenda with EC and CANCON SC	Input on first draft and further communication – cancer stakeholders	Input on first draft and further communication – local speakers
Determining High-level Participants	First draft of high-level participants, liase with other stakeholders to supplement list of high-level speakers	Input on first draft and further communication – cancer stakeholders	Input on first draft (particularly regarding local high-level participants and participants related to the EU presidency) and further communication
Inviting High-level Participants	Responsible for drafts of invitations and general sending of invitations	Help to draft invitation, provide contact e-mails, also send out invitations if necessary	Help to draft invitation, provide contact e-mails, also send out invitations if necessary (particularly local and EU presidency related invitations)
Inviting Speakers	Responsible for officially inviting speakers that have been mutually agreed, provide logistic and other information, track response		
Inviting Guests	Invite associated and collaborating partners to event	Input on further stakeholders to invite, sending contact details to project management team	Invite local participants to the event (main coordination and tracking of responses remains with project management team)

Providing registration support, registering participants (online registration, information on event)	Set up online registration, provide information for participants		Help project management team with local information for participants
Preparing the graphic design for the event (programme design, posters, etc.)		Provide the local organising committee and project management team with graphic design for	
		event, final programme for printing (based on input from project management team), elements needed: programme design, poster design, e-conference book design, promotional items	
Ordering and providing promotional material for the conference (conference folders, pens, etc.)	Should mutually agree on the financing (NIJZ or MOH Malta) based on calculated shipping costs, costs are in the WP 1 budget. Liasion with WP 4 team regarding delivery of the printed Guide	Input on items to include in the conference pack, other promotional items	Should mutually agree on the financing (NIJZ or MOH Malta) based on calculated shipping costs, costs are in the WP 1 budget. Liasion with WP 4 team regarding delivery of the printed Guide
Announcing call for posters, collecting poster proposals	Announce and disseminate call for posters, collect and review posters, input from SC		
Determining which external guests to invite (stakeholders)	Determine which stakeholder guests should be invited (if space permitting)	Determine which stakeholder guests should be invited (if space permitting)	Determine which local guests should be invited (if space permitting)
Providing registration for participants at the event			Provide staff for registration, help at the event, registration list supplied by Project Management Team

Providing catering, dinner			Provide catering, dinner, Project Management Team helps with registration
Providing technical and logistic support at event, filming			Film the event, technical support for speakers in conjunction with Project Management Team
Preparing e-conference book	Prepare with material from speakers	Provide graphic design for the e-conference book after receiving final version from Project Management Team, promotion and publishing on website	
Collecting and publishing presentations and video clips on internet	Gather video clips and presentations	Publish and promote presentations and video clips on internet	Must provide video clips and presentations to Project Management Team
Coordinating media coverage for event, press clipping	Gathers information, promotes event	Promotes event on website, social media and in professional/stakeholder circles	Promotes event in local media

TIME SCHEDULE WITH DEADLINES

TASK	DEADLINE
Save the Date for participants	June 2016
Graphic design template for event prepared	September 2016
First draft of conference agenda	September 2016 (confirmation at Steering Committee meeting)
Invitation of high-level participants	September 2016
Liase with stakeholders on first draft, final draft	October 2016
Invitation of speakers	October 2016
Invitation of participants (AP, CP, stakeholders)	October – November 2016
End of registration for participants	January 2017
Final agenda for printing	February 2017
Conference	14 – 15 February 2017
Gathering & publication of presentations, video clips and e-conference book	End of February 2017

Table 4. The partners and main contacts of Cancon WP 2 Dissemination:

ECL	Wendy Yared	wty@europeancancerleagues.org	Director	Brussels
	Kate O'Regan	Kate@europeancancerleagues.org	Policy and Project Officer	
	David Ritchie	david@europeancancerleagues.org	Senior Cancer Control Officer	
ECPC	Mihaela Militaru	mihaela.militaru@ecpc.org	Director	Brussels
	Francesco Florindi	francesco.florindi@ecpc.org	Public Affairs Coordinator	
	Francesco de Lorenzo	francesco.delorenzo@ecpc.org	President	
ENGAGE, European Network of Gynaecological Cancer Advocacy Groups	Isabel Mortara	imortara@kenes.com	Coordinator	
EPHA	Nina Renshaw	nina@epha.org	Secretary general	Brussels
	Zoltán Massay-Kosubek	zoltan@epha.org	Policy Coordinator	
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EUSJA	Jens Degett	jens@degett.org	President	Strasbourg
	Marina Huzvarova	huzvarova@ssc.cas.cz	Vice-President	
Hope	Pascal Garel	sg@hope.be	Chief Executive	Brussels
	Isabella Notarangelo	eco@hope.be	Health Economist	
ICISG European counselling services like KID/DKFZ and Cancer research UK	Susanne Weg- Remers Martin Ledwick			Heidelberg/London
PGEU	Jamie Wilkinson	j.wilkinson@pgeu.eu	Director of Professional Affairs	Brussels