



Annual dissemination strategy for

***European Guide on Quality Improvement in Comprehensive
Cancer Control, Cancon***

July 2015

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 the Guide 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 (see Cancon Dissemination strategy; Annex 1), which is an evolving process. Similarly continuous evaluation of communication is essential, it is an ongoing process. Cancon Dissemination strategy includes more detailed Annual plan template 2014-2017 as Annex 2. Annex 3 includes communication chart/schedule of strategic events and milestones.

2 Objectives, audiences, messages and channels

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.
- c) To identify and describe communication channels and key messages according to target groups (see table below).

Target group	Channels	Messages	Objectives
Emphasis on 1 st year: Member states, governmental and non-governmental organisations (associated partners of Cancon)	Webpages, email, meetings, newsletter (published almost monthly), social media, document papers	Cancon produces the <i>Guide</i> as the key strategic tool for policymakers developing and implementing comprehensive cancer control, and Cancon puts cancer control firmly on European public health agenda	Relevant information delivered timely to the right audiences, engagement
Emphasis on 2 nd year: Scientific and professional organisations and committees, eg. medical and healthcare professional organisations (many collaborating partners of Cancon)	Webpages, newsletter (published almost monthly), and social media, document papers, brochure. Also email and meetings are used occasionally	Cancon will improve national situations by applying and adopting the recommendations of the <i>Guide</i> ; and Cancon contributes to the reduction of cancer incidence by 15% by 2020 by promoting the European Code Against Cancer	To enhance communication reach – analyzing public health and cancer related networks and focal points in Europe (network analysis); engagement, good outreach and wide audiences
Emphasis on 3 rd year: Cancer patients and European citizens	Webpages, newsletter (published almost monthly), social media, brochure; cancer patient organizations, governmental organizations, and media (press releases and pitching to journalists)	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.	Good outreach and wide audiences, engagement

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:

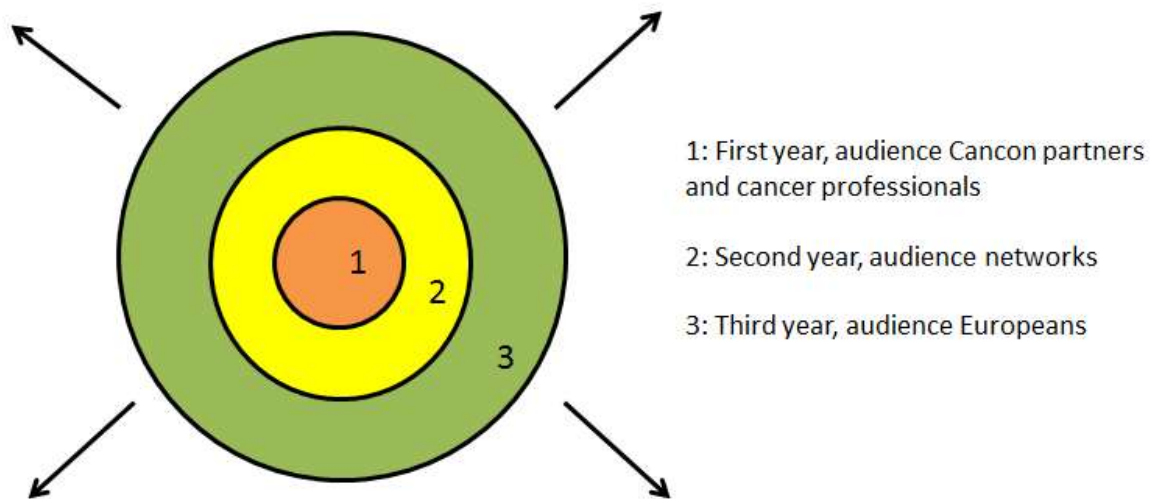


Figure 1. Expanding circles of Cancon communication.

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 social media channels in use are:

- Facebook (<https://www.facebook.com/cancon2014>),
- Twitter (https://twitter.com/EU_CanCon),
- Instagram (https://instagram.com/cancer_control/), and
- LinkedIn (<https://www.linkedin.com/company/cancon>).

Cancon has also GooglePlus (<https://plus.google.com/104927803658701813796/about>) page which is established mainly to improve Cancon's Google search visibility.

2.3 Network analyses

Cancon dissemination carried out network analysis among European cancer control experts in 2014 and 2015. According to network analysis, 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.

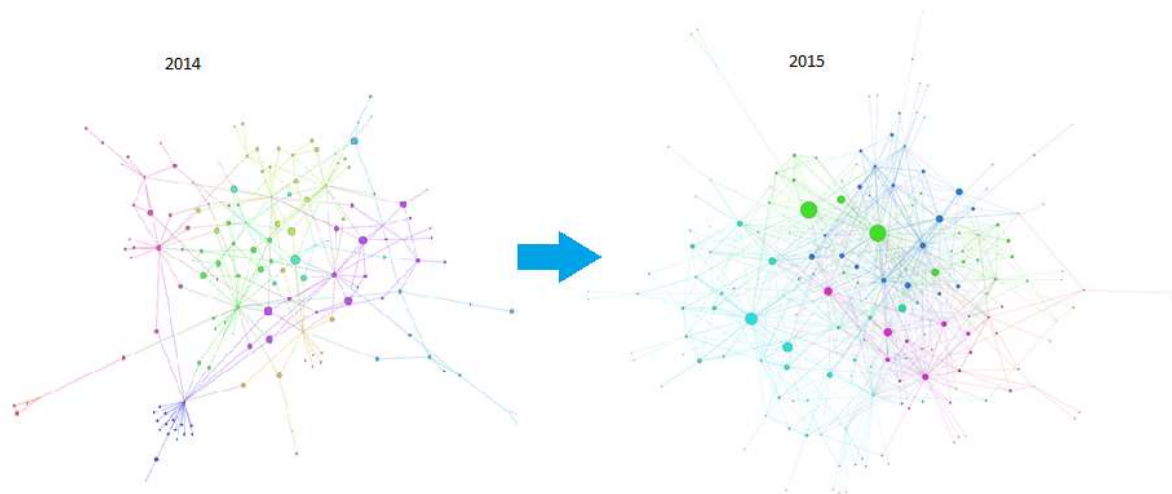


Figure 2. The expanding network of European cancer control experts.

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. The results show that the contacts between the cancer control experts in Europe have increased by 46 % from 2014 which means in average two new contacts.

The results show that the need for more communication has decreased when only 32 % of the respondents wished for more contact with their existing communication partners. Compared with the amount of 66 % in 2014 there is a decrease of 55 %.

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. Research institutes and NGO's are the most often reported contact, while universities are the most marginal group.

Cancon will use the existing network and improve the communication across the organisations. Network analysis will be repeated annually.

2.4 Meetings and events

Cancon communication will organise annual networking meetings and events aimed at the decision-makers (esp. MEPs) will be held in order to extend the outreach. The extended outreach means WHO Europe and across DGs.

During the second year of Cancon one network meeting combined with the 2nd policy conference will be organised at the European Parliament.

Also meeting for EU Health attaches will be organised during autumn 2015.

In addition, Cancon dissemination will plan a tailored seminar about Cancon for the member states. The seminar will include a PowerPoint tool, and a briefing paper/memo/backgrounder about Cancon.

3 Evaluation and measuring

Continuous measuring and evaluation of the communication are essential, they are ongoing processes. Annual network meetings serve as checking points.

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.

Because the building of the organisation was top priority during the first year of the joint action, the evaluation of Cancon webpages and social media channels in use will be started during the second year of the joint action.

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

All 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 activities are planned, then carried out, checked and acted upon the evaluation.

The evaluation is also carried out in cooperation with the Cancon Evaluation work package, which evaluates the joint action and its communications in whole.