



Deliverable D1.2

Project communication strategy

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Authors	Zippy Tseng (1. ELIXIR Hub)		
Contributors	Andrew Smith (1. ELIXIR Hub) Elaine Westwick (1. ELIXIR Hub)		
Acknowledgements	NA		
Reviewers	Ana Portugal Melo (24. BioData.pt) Francesca De Leo (42. CNR)		

Log of changes

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4/4/2023	0v2	Ana Portugal Melo (BioData.pt) & Francesca De Leo (CNR)	First review of the deliverable completed
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1. Executive Summary

The GDI Project Communication Strategy provides guidance and resources to support the effective communication of the project. Its objective is to act as a reference point for all aspects of GDI communications, providing guidelines to partners internally, and harmonising communications to users externally.

Through the document we present and discuss:

- Stakeholders, key messages and communication goals
- Communications channels
- Branding
- Communication assets
- Dissemination activities
- Evaluation





2. Contribution towards project outcomes

With this deliverable, the project has reached or the deliverable has contributed to the following project outcomes:

	Contributed
<p>Outcome 1</p> <p>Secure federated infrastructure and data governance needed to enable sustainable and secure cross border linkage of genomic data sets in compliance with the relevant and agreed legal, ethical, quality and interoperability requirements and standards based on the progress achieved by the 1+MG initiative.</p>	No
<p>Outcome 2</p> <p>Platform performing distributed analysis of genetic/genomic data and any linked clinical/phenotypic information; it should be based on the principle of federated access to data sources, include a federated/multi party authorisation and authentication system, and enable application of appropriate secure multi-party and/or high-end computing, AI and simulation techniques and resources.</p>	No
<p>Outcome 3</p> <p>Clear description of the roles and responsibilities related to personal data and privacy protection, for humans and computers, applicable during project lifetime and after its finalisation.</p>	No
<p>Outcome 4</p> <p>Business model including an uptake strategy explaining the motivation, patient incentives and conditions for all stakeholders at the different levels (national, European, global) to support the GDI towards its sustainability, including data controllers, patients, citizens, data users, service providers (e.g., IT and biotech companies), healthcare systems and public authorities at large.</p>	No





<p>Outcome 5</p> <p>Sustained coordination mechanism for the GDI and for the GoE multi-country project launched in the context of the 1+MG initiative.</p>	<p>No</p>
<p>Outcome 6</p> <p>Communication strategy – to be designed and implemented at the European and national levels.</p>	<p>Yes</p>
<p>Outcome 7</p> <p>Capacity building measures necessary to ensure the establishment, sustainable operation, and successful uptake of the infrastructure.</p>	<p>No</p>
<p>Outcome 8</p> <p>Financial support to the relevant stakeholders to enable extension, upgrade, creation and/or physical connection of further data sources beyond the project consortium or to implement the communication strategy and for capacity-building.</p>	<p>No</p>





3. Methods

The European Genomic Data Infrastructure (GDI) project aims to realise the 1+MG initiative's ambition of creating a data infrastructure that will enable secure access to genomics and corresponding clinical data across Europe. The project involves a consortium of partners from 20 European countries and two infrastructure organisations (See GDI website for the list of countries and organisations involved)¹. It will facilitate a cross-border federated network of national genome collections for biomedical research and personalised medicine.

This document is an outline of the strategy in place to communicate outputs from the GDI project. The strategy aims to develop and implement a project-wide communications strategy to ensure and maintain a high level of awareness and trust in the main groups of stakeholders, notably European citizens, data holders, healthcare professionals, researchers and public health authorities.

To define the communications strategy, we build on:

- the experience and skills of the [ELIXIR External Relations team](#)²
- lessons learned from the delivery of the [ELIXIR Hub portfolio of projects](#)³
- the specific project needs, defined by the interaction with three Pillars, different WPs, the coordination team, project partners, and other projects and initiatives, such as B1MG project and 1+MG Initiatives.

4. Description of work

4.1 Stakeholders, key messages and communication goals

4.1.1 Stakeholders

The main GDI stakeholders and target audience of communications are:

- European citizens and patients
 - National Mirror Groups (NMGs)
 - Umbrella patients associations, such as the European Patients Forum
- Healthcare systems and healthcare professionals
 - Clinicians and nurses
 - Other relevant healthcare professionals, such as genetic counsellors, pharmacists, clinical scientists, bioinformaticians, data analysts
 - Non-profit organisations and the healthcare industry
- Data holders, such as subset who need to be convinced that there is value to entering data in the infrastructure (e.g. researchers, clinicians, hospital administrations and cloud providers)

¹ <https://gdi.onemilliongenomes.eu>

² <https://elixir-europe.org/about-us/who-we-are/hub>

³ <https://elixir-europe.org/about-us/how-funded/eu-projects>



- Public health authorities (national, European, global)
- Scientific press and relevant national media channels
- 1+MG Stakeholder Forum

4.1.2 Key messages

The GDI project key objectives are:

- To realise the 1+MG initiative's ambition of creating a data infrastructure that will enable secure access to genomics and corresponding clinical data across Europe.
- To deploy sustainable and secure cross-border linkage of and access to a multitude of genomic and related phenotypic, clinical and other datasets across Europe based on the progress achieved in the context of the 1+ Million Genomes Initiative.

4.1.3 Communication goal

The main purpose of the GDI communication activities is to build trust and awareness with project stakeholders. The project aims to inform, build trust and reach out to society to show how the GDI project contributes to tackling societal challenges. The communication activities cover the project's results and outcomes and target audiences from the project consortium to key stakeholders, such as citizens, patients and their family members as well as healthcare professionals.

Communicating the impact of the GDI project is one of the key communication goals. The following are impact categories indicated in the ELIXIR website, which are also relevant to the GDI project and can be applied to ensure the impact of GDI communication activities⁴:

- **Benefits of working together:** (also known as relationship capital), facilitate knowledge-sharing and cooperation.
- **Bioinformatics resource uptake:** work to increase their usage and appreciation by users.
- **Equal opportunity:** raise awareness of diversity and inclusiveness.
- **Policy influence:** ensure that policy-makers are aware of the benefits of Open (FAIR) Science.
- **Public awareness:** raise the public's awareness of bioinformatics and open science, including their socio-economic benefits.
- **Research dissemination:** ensure increased awareness of developments related to research infrastructure and their resources.
- **Research efficiency:** make infrastructure, resources and processes faster, easier to use, and more integrated.
- **Research infrastructure sustainability:** work to increase its visibility and appreciation by funders.
- **Skills development:** (also known as human capital), foster better skills for users and service providers.

⁴ <https://elixir-europe.org/about-us/impact/more-examples>





4.2 Communications channels

4.2.1 Website

The primary communications channel for GDI is the main website, <https://gdi.onemilliongenomes.eu/>. The website provides comprehensive information about the project, and will be the host for future updates and events. The primary goals of the website are:

- To communicate the GDI project, its objectives and its organisation clearly.
- To promote activities and achievements of the project, for example events and news stories of the project's progress.
- To advertise the impact of the GDI project to key stakeholders, policy-makers, funders and other experts who work with health data.

4.2.1.1 Website content

The ELIXIR Hub External Relations team is part of the GDI Coordination Office (WP1) and has full editorial control over the website content. However, in developing new content, ELIXIR Hub will regularly consult project partners and other relevant groups within the project as well as external stakeholders. All materials to be published on the website should be sent to ELIXIR Communications Officer Zippy Tseng (yun-yun.tseng@elixir-europe.org), with GDI Coordination (gdi-coordination@elixir-europe.org) in cc.

Currently, the GDI website is a landing page with general information and introduction of the project. In the coming month, a web developer at ELIXIR will work on expanding the website to include more contents. After website expansion, the GDI website will feature more details of the project, including project's objectives, structures (Pillars and WPs) and partners, and display the project's outputs, deliverables, news and events.

4.2.1.2 Spelling conventions

The following conventions should be applied to the GDI website as well as to other communication outputs.

- GDI, always capitalised
- Use English [EC style guide](#)⁵

4.2.2 GDI Newsletter

The GDI newsletter for external stakeholders will be released quarterly. The newsletter will present news and updates of the project as well as activities and achievements. All content published in the newsletter must be directly related to GDI, some announcements from third parties will be considered if relevant to the mission and/or activities of the project.

⁵ https://commission.europa.eu/document/download/c45f5b70-2d0e-4da7-b181-b5fe3a16c4bb_en





In addition to news and updates from the project, each issue will also feature different EU projects that GDI works closely with – presenting the results and progress of each collaboration.

The newsletter sign-up form is embedded in the website footer and published back-issues of the newsletter will be available to view. The newsletter will be promoted via the GDI website and social media and the newsletter will be managed and created via the email marketing platform MailerLite.

GDI Newsletter registration link: https://www.subscribepage.com/gdi_euproject

While ELIXIR Hub is responsible for creating and managing the newsletter and the mailing list, the content for the newsletter is developed in consultation with Pillar and Work Package Leaders. In this context, ELIXIR Hub offers:

- A registration form for the mailing list for all partners, external stakeholders and interested parties to subscribe to the newsletter.
- Extensive communications coverage to gather new subscribers on social media, mailing list, [ELIXIR's website](#)⁶ and the [GDI website](#)⁷.
- Provide a newsletter archive via the website.
- [Create a planning sheet](#)⁸ and editorial calendar to programme the newsletter after a key date for the project.

4.2.2.1 Target audience

The newsletter is open to subscription from any individual and the project is focused on a broad demographic of scientists (e.g. biologists, data scientists, social scientists and policy makers). Therefore the content will be understandable and accessible, with the information provided to link to further technical details.

4.2.2.2 Newsletter template

A template for GDI newsletter has been created and will be used for the planning of project newsletters. Contents listed in the template include (but not limited to) project highlights, project news, recommended events, and recommended reads.

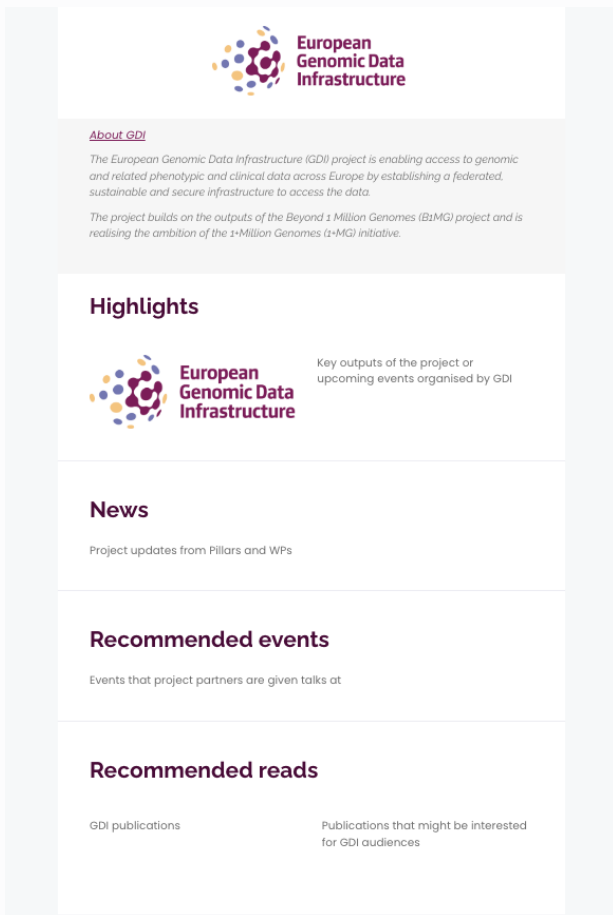
The project highlights section will present the key outputs of the project or upcoming event organised by GDI. The news section includes updates from Pillars, WPs and collaborations with other EU projects, Events and publications related to GDI project will also be listed in the newsletter for project stakeholders' interests.

⁶ <https://elixir-europe.org/news/newsletters>

⁷ <https://gdi.onemilliongenomes.eu/>

⁸ <https://docs.google.com/document/d/1HV8eXaGUA4A98ZPsQADygoByozqFCpbYdlUPQ2gD2N4/edit?usp=sharing>



The screenshot shows the website's navigation and content sections. At the top is the GDI logo and name. Below it is an 'About GDI' section with two paragraphs of text. The 'Highlights' section features the GDI logo and a description of key outputs and events. The 'News' section is for project updates. The 'Recommended events' section lists partner talks. The 'Recommended reads' section is divided into GDI publications and other relevant publications.

4.2.3 Social media

In addition to promoting specific activities of GDI and driving more visitors to its website, the project's social media strategy focuses on community building and networking. The Twitter account ([@GDI_EUproject](https://twitter.com/GDI_EUproject))⁹ and LinkedIn account ([Genomics Data Infrastructure](https://www.linkedin.com/company/gdi-euproject/))¹⁰ have been set up and are managed by ELIXIR's Communications Officers within the External Relations team.

4.2.3.1. Hashtags

The project has close relations with 1+Million Genomes Initiatives, therefore, hashtag [#1Mgenomes](https://twitter.com/search?q=%231Mgenomes&src=typed_query)¹¹ should be used in posts related to the initiatives. The hashtag will bring up existing tweets from B1MG project and the European Commission referring to the 1+MG working groups.

⁹ https://twitter.com/GDI_EUproject

¹⁰ <https://www.linkedin.com/company/gdi-euproject/>

¹¹ https://twitter.com/search?q=%231Mgenomes&src=typed_query



GDI project receives funding from the European Union's Digital Europe Programme under grant agreement number 101081813.

As a project funded under the European Union's Digital Europe Programme, [#DigitalEU](#)¹² will be used in posts when mentioning outputs of the project.

Other hashtags that can be used in posts are keywords related to GDI and its key objectives, for example [#Genomic](#), [#genomicdata](#) or [#healthdata](#). Hashtags related to the project's outcomes or events can be created in the future when needed.

4.2.3.2. Tagging

Whenever possible and relevant, social media posts should tag partners and/or project groups whose work is being communicated. To ease the process of identifying the accounts for all 54 project partners, a publicly available [Twitter list](#)¹³ of GDI project partners' official Twitter accounts has been created.

In addition, a document of [communication contacts](#)¹⁴ at GDI project partners has been drafted, accessible to all project partners. The contact list can be used to circulate social media posts from the GDI project account or project partners' accounts in order to boost visibility by sharing posts.

4.3 Branding

4.3.1 Logo

The logo presents a distinguishable identity from the ELIXIR branding and mirrors existing concepts from the 1+MG Working Groups and the [B1MG project](#)¹⁵. The logo was designed by external contractor, [Sci-Illustrate](#)¹⁶.

The design concept of the GDI logo is to reflect the project's focus on infrastructure and connecting different European countries' genomic data.



¹² https://twitter.com/search?q=%23digitalEU&src=typed_query

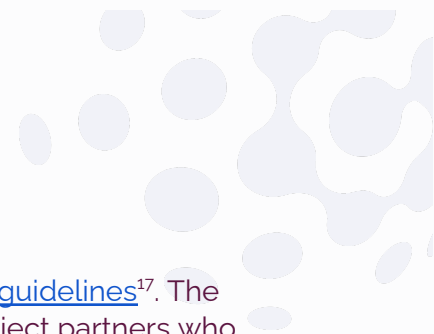
¹³ <https://twitter.com/i/lists/1624054516864671744?s=20>

¹⁴ https://docs.google.com/spreadsheets/d/1zUvK6qxHb8abkfJsqrEYoD8LtMMUIGs1o_VlKLvgXts/edit?usp=sharing

¹⁵ <https://b1mg-project.eu/>

¹⁶ <https://www.sci-illustrate.com/>





4.3.2 Branding guidelines

The external contractor, Sci-illustrate, provides a comprehensive [GDI branding guidelines](#)¹⁷. The branding guidelines are available on the project Google Drive. This enables project partners who wish to present the GDI project to easily lift icons, logos, design, funding acknowledgments from the guidelines for use in their own presentation.

Project partners are also welcome to reach out to the Communications Officer at the ELIXIR Hub should they require further visual materials or assistance in developing presentations for GDI.

All existing communications materials are accessible on the GDI Google Drive for project partners to access and use.

[Link to GDI Communication Materials](#)¹⁸ (requires access to project repository)

4.3.3 Templates

ELIXIR Hub provides templates for a range of communication activities and reports following the branding guidelines. All GDI presentations should use the official template. The templates include:

- Presentation slides
- Documents
- Deliverables and milestones
- Posters

[Link to GDI Templates](#)¹⁹ (requires access to project repository)

4.4 Communication assets

4.4.1. Graphics, icons and stock images

As detailed in Section 4.3, the GDI logo and branding guidelines are available on the project's Google Drive to facilitate the correct usage of the GDI branding.

A set of icons that fit the GDI colour codes and a collection of GDI project partners' logos are stored in the project's Google Drive folder for project partners to use in their presentation slides.

[Link to the project graphics, icons and partners' logos](#)²⁰ (requires access to project repository)

Requests for further materials, and details on their usage can be directed to ELIXIR Communications Officer yun-yun.tseng@elixir-europe.org with gdi-coordination@elixir-europe.org in cc.

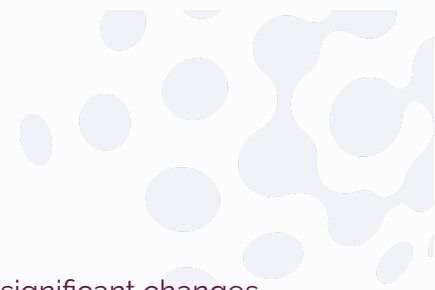
¹⁷ https://drive.google.com/drive/u/0/folders/1wA_LQWv43jRjmQam_ATH2EwF-a2RHP56

¹⁸ https://drive.google.com/drive/u/0/folders/1-5_QTmwHoBnlwZBPMDK94BhSGA_Ik3fV

¹⁹ <https://drive.google.com/drive/u/0/folders/1apd5mW/Ww4gDBLsOmaqmiBDmBHh5oY4lw>

²⁰ https://drive.google.com/drive/u/0/folders/1ciYJ37ivPJABcF_o7xjrZyD_nLuyGUtW





4.4.2. Boilerplate text

The boilerplate text can be reused in new contexts or applications without any significant changes. Examples of use include websites of the project partners, news and press releases and publications.

Boilerplate text:

The European Genomic Data Infrastructure (GDI) project is enabling access to genomic and related phenotypic and clinical data across Europe. It is doing this by establishing a federated, sustainable and secure infrastructure to access the data. It builds on the outputs of the Beyond 1 Million Genomes (B1MG) project and is realising the ambition of the 1+Million Genomes (1+MG) initiative.

4.5 Dissemination activities

Dissemination is the process of ensuring all scientific outputs are openly available and in forms that are easily accessible, understandable and reusable. Dissemination fosters the use and uptake of results and outcomes. In contrast, communications covers the sharing and promotion of wider project efforts. Dissemination activities target audiences that are likely to use the results in their own work, for instance, peers and experts in and outside of the project, including policy-makers. Communications activities target multiple audiences beyond the project consortium, including the media and the public.

4.5.1 External events

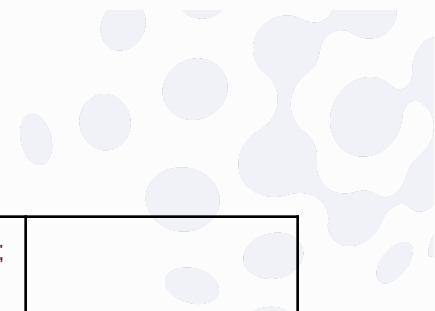
To raise awareness about the main aim and outputs of the GDI project, project partners are encouraged to attend key events that are organised by external parties or organisations. By presenting at external events, the relevant scientific communities will be able to use the results and outcomes of the project in their own work. Some possible events could include (but not limited to) the following: conferences, workshops, 1+MG stakeholder forum, Digital Europe and other EU-funded projects' events.

Below is a list of relevant events that could be attended by GDI partners (more will be added as the project progresses):

Event	Type	Organiser	Target groups	When
The festival of Genomics & Biodata ²¹	Conference	Front Line Genomics	Data users (clinicians, health professionals, researchers);	25&26 January 2023 (Annually in January)

²¹ <https://www.festivalofgenomics.com/>





			service providers; data holders	
ESHG 2023 ²²	Conference	The European Society of Human Genetics	Data users (clinicians, health professionals, researchers)	10-13 June 2023 (Annually, next event 1-4 June 2024)
ASHG ²³	Conference	American Society of Human Genetics	Data users (clinicians, health professionals, researchers)	1-5 November 2023 (Annually)
EOSC Symposium 2023	Conference	EOSC ²⁴	Data users (clinicians, health professionals, researchers); policy-makers; infrastructure providers	Annually

4.5.2 Publications

Publication is one of the key dissemination activities as it can help increase awareness and publicity of technical knowledge resulting from project implementation. Project partners are encouraged to add manuscripts, preprints and peer-reviewed publications to the GDI Dissemination [activities tracker](#).²⁵

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to GDI and dissemination activities funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement.

GDI acknowledgement for communications activities:

“GDI project receives funding from the European Union’s Digital Europe Programme under grant agreement number 101081813.”

A more detailed information on EU funding acknowledgement can be found in the [GDI project handbook](#).²⁶

²² <https://www.eshg.org/home>

²³ <https://www.ashg.org/>

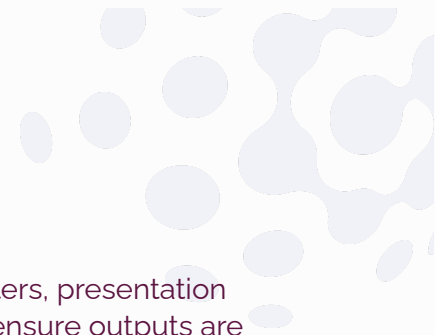
²⁴ <https://eosc-portal.eu/>

²⁵ https://docs.google.com/spreadsheets/d/1dtQwIS_LapIU5NQH7WHFADb2Nb2FHxG-DFZYH8GJwSI/edit?usp=sharing

²⁶ https://drive.google.com/file/d/1fxViZWoTO1zEiDCS4kPg_hjl75kgZHjF/view?usp=sharing



GDI project receives funding from the European Union’s Digital Europe Programme under grant agreement number 101081813.



4.5.3 Zenodo

[Zenodo](#)²⁷ will be used as a home for project outputs, such as deliverables, posters, presentation slides, training materials and other related documents. Efforts will be made to ensure outputs are published in a timely manner, ensuring good visibility and impact; for example, sharing links to Zenodo documents on the GDI website and social media.

Dissemination will be facilitated by the use of appropriate metadata when uploading to Zenodo (e.g. grant agreement number 101081813, Digital Europe, ORCID IDs of the authors), which will improve FAIR metadata for findability, as well as project-wide aggregation by EC's OpenAIRE. Zenodo also provides the number of views and downloads of documents, which can be used to evaluate project dissemination progress.

4.5.4 Tracking and monitoring

Dissemination efforts are the responsibility of all work packages, in contrast to communications efforts which fall primarily under WP1. All dissemination activities contributed by GDI partners will be added in the [GDI Dissemination activities tracker](#)²⁸ by project partners. The tracker is included in the project's monthly internal newsletter to remind project partners to record external activities where project partners have given a talk or presented a poster at and the target audiences. A biannual reminder will be sent out to project partners to ensure the data are updated.

4.6 Evaluation

The evaluation of GDI communications will be carried out continuously. It will summarise and analyse the impact of each communication channel and — if necessary — adjust the strategy or individual communications actions. Reports on GDI communications activities and their evaluation will be shared with the project consortium regularly through WP1 meetings and other presentations as required.

4.6.1 Communication metrics

The communication metrics will measure the engagement rate, the quality of communications and the reach outside the GDI project. Data collected will include:

- Web traffic metrics
- Performance of GDI newsletter provided by MailerLite
 - Subscriber variation
 - Click rate

²⁷ <https://zenodo.org/>

²⁸ https://docs.google.com/spreadsheets/d/1dtQwIS_LapIU5NQH7WHFADb2Nb2FHxG-DFZYH8GJwSI/edit#gid=0





- Opening rate
- Benchmark with other comparable newsletters
- Zenodo analytics
 - Views
 - Downloads
- Twitter analytics
 - Followers
 - Number of posts
 - Post impression and engagement rate
- LinkedIn analytics
 - Followers
 - Number of posts
 - Post impression and engagement rate



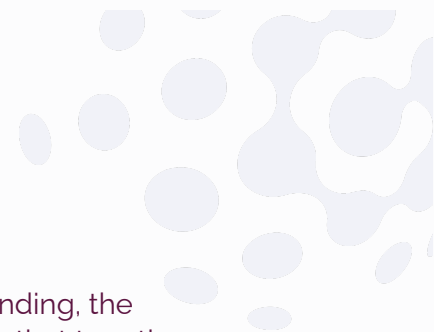
4.6.2 Dissemination progress

The GDI Dissemination activities tracker captures the details of all dissemination activities contributed by project partners. To monitor dissemination progress, a [GDI Dissemination activities tracker](#)²⁹ has been created for partners to input information on external activities, including events that partners have attended or presented at. The [GDI Dissemination activities tracker](#)²⁴ also aims to track GDI publications submitted during the project period.

- For external activities, the information collected includes:
 - Name of the event
 - Date and location
 - Website link
 - Who attends or speaks
 - Topic of the presentation
 - Type of presentation (talk, panel discussion, poster presentation or others)
 - Type of audience (industry, academia, policy maker, public or others)
- For publications, the information collected includes:
 - Publication title
 - Authors
 - Paper URL or DOI
 - Publication date and year
 - Publication type (GDI-led publication, GDI cited paper or others)

²⁹https://docs.google.com/spreadsheets/d/1dtQwIS_LapIU5NQH7WHFADb2Nb2FHxG-DFZYH8G_JwSI/edit#gid=0





5. Conclusion

The communication strategy defines the communication channels, the GDI branding, the communication assets, the evaluation criteria and the communication guidance that together provides the means for effective internal and external communication. The evaluation criteria will be used to monitor the effectiveness of the communication strategy providing the means to act and ensure that the communication strategy remains fit for the purpose along the project lifetime.

At the moment of writing this communication strategy (M04 of the GDI project), the strategy is already in place and being used across all WPs, such as WP meetings and the GDI kick-off meeting. In the coming months, we will evaluate the effectiveness of the communication channels, and use this information to improve the current strategy.

The communication strategy is in place and being used across all WPs for internal and external communications, the outputs of the monitoring process (periodic assessment of the evaluation criteria) will provide the means for the continuous realignment of the communication strategy.

ELIXIR's Communications Officer will continue monitoring and evaluating the effectiveness of this Communication Strategy and make recommendations when necessary.

