

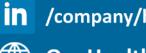






## **Communication and dissemination:** how to reach audiences

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**OHEJP Comms Team:** Elaine Campling, Jennifer Cantlay, Aurore Poirier, WP5/WP6 Joint Dissemination Webinar

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## One Health EJP brand foundation









# Why is 'brand' important?

## Brand:

- is a powerful yet intangible asset
- explains your purpose and vision
- should 'talk' to the identified audiences

## Initial steps to create a brand:

- create a strategy and plan
- identify who you want to engage with, what you want to say and what they want to hear
- decide how you are going to reach your audience/s.

AUDIENCE	INFORMATION	COMMS FUNCTION	COMMS OBJECTIVE	COMMS CHANNEL
OHEJP Partners	All internal (including confidential) and external communications.	Maintain good relationships and lines of communication.	Foster integrative and collaborative work approaches. Demonstrate OHEJP impact/scientific outcomes. Demonstrate use of funds.	Website, social media, newsletters, email marketing, editorial, conferences, PR.
Stakeholders	Internal and external (relevant) communications.	Maintain good relationships and lines of communication.	Transparency of project and progress. Demonstrate use of Grant. Demonstrate OHEJP impact/ scientific outcomes	Website, social media, newsletters, editorial, conferences, PR.
Policy Makers	External communications.	Brand awareness. Foster relationships to grow network. Sustainability of project. To affect change.	To inform and open dialogue. Demonstrate OHEJP impact/scientific outcomes.	Social media, website, external newsletter, editorial, PR.
International bodies	External communications.	Brand awareness. Foster relationships to grow network. Sustainability of project. To affect change.	To inform and open dialogue. Demonstrate OHEJP impact/scientific outcomes.	Social media, website, external newsletter, editorial, PR.
Scientists - external	External professional communications.	Brand awareness. Foster relationships.	To inform.	Social media, editorial, website, external news, email marketing, networking, conferences, PR.
Healthcare Professionals - external	External professional communications.	Brand awareness. Foster relationships.	To inform.	Social media, editorial, website, external news, email marketing, networking, conferences, PR.
Students, Early Career Researchers	External communications.	Brand awareness. Create the next generation of OHEJP collaborators and One Health scientists.	To inform, educate and inspire.	Social media, website, editorial, email marketing, networking, conferences.
General Public	Jargon-free external communications	Image building, brand awareness.	To inform and educate.	Social media, website, newsletter, editorial, PR.





## Website

- Central knowledge resource, sustainable beyond the lifetime of the Programme
- Designed to be user-friendly
- Clear, consistent in branding style that is visually appealing to convey information to its audience.







## Newsletters

- Newsletters have been an effective way for One Health EJP to speak directly to our audiences and remain connected
- They are designed with the recipient in mind with audience-related content
- Uncluttered design style and use of imagery makes for a more compelling document
- We publicise our newsletters on our website, via social media and by direct mail.





#### Key Announcements

This is the final Consortium newsletter issued prior to the One Health EJ ending on 30th September 2023. Thank you to all our partners an collaborators who have helped to ensure the great success of thi programme. Our most recent achievements are celebrated and ou sustainability plans are shared in this last edition. We look forward t seeing you at our Final Meeting in Paris on 11th and 12th September registration is still open!





Celebrating the success of the One Health EJP Stakeholder Conference 2023 Collaborating to face future One Health challenges in Europe. The impact of three do provide the second state of the state of the second state of the second state of the operation of the second state of the second state of the second state of the operation of the second state of the second state of the second state of the index second state of the second state of the second state of the second installand specific clouded processing and in the second state of the second state of the installand specific clouded processing second of the Longest Commission, state installand installand, pharmanolical, whething, public health, minimumer, and commerce regenations, who







## Social media

Social media offers a unique opportunity to communicate directly with audiences, with numerous channels to choose from.

The Comms Team identified Twitter and LinkedIn as the most appropriate channels to reach our audiences.

 Twitter is used to reach a wide audience including consortium members, scientists, stakeholders, students and the general public



 LinkedIn - to reach a primarily target of scientists, stakeholders and institutes both with and within the OHEJP consortium.





## Events and activities promotion

The OHEJP has been active, throughout the programme, in continuing to bring people together – researchers and policy makers alike – to further strengthen and grow the network, and to continue to diffuse our knowledge and keep the One Health momentum going.

- Annual Scientific Meetings
- Workshops
- Stakeholder meetings
- Continuing Professional Development
- Summer Schools

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Branded communications with clear messaging, to publicise each event/activity and achieve maximum engagement via appropriate channels.





## **Dissemination assets**

The Comms Team ensure the One Health EJP brand remains consistent across all content.

Collaborate with Project Leaders and the Project Management Team to collate content.

All publications are designed with the end user in mind, ensuring the layout is visually appealing whist not losing sight of the message: practical and aesthetically engaging.

We leverage as much interest as we can for all publications via dedicated dissemination plans.



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## Lessons Learned

- Define what you wish to achieve with your communication and dissemination from the outset.
- Define your different audiences and the most appropriate way to reach them.
- Build an easy-to-navigate website with the user in mind.
- Ensure your social media posts are attention grabbing (in the right way!).

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- Adapt the language and purpose of communication assets to suit the audience.
- Keep events and presentations concise and engaging.









# Thank you for your attention!

OHEJPcommunications@surrey.ac.uk







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