



# Communication and dissemination: how to reach audiences



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WP5/WP6 Joint Dissemination Webinar



# One Health EJP brand foundation



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# 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.





# 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

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 whilst 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.

**Annual Report 2022**

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**Air sampling: A new cost-effective test for detecting *Campylobacter* in chickens, for European farmers**

**HIGHLIGHTS**

- Air sampling is a novel approach to detect foodborne pathogens at farms.
- This method has been successfully tested in multiple countries.
- A combination of air sampling and real-time PCR can produce results as fast as two hours versus four days when traditional methods are used.
- The likelihood of detecting *Campylobacter* in infected chickens has quadrupled with this new testing method.
- This method could have a positive impact on contamination control in poultry production all over Europe.

**“We finally have a low-cost and user-friendly test that can help farmers to screen their flocks for *Campylobacter*. This will prevent cross-contamination between flocks during poultry processing.”**  
Prof. Vibeke Hoffmeyer

The likelihood of detecting *Campylobacter* in chicken has quadrupled with a new air testing method developed in an EU project led by researchers at the Technical University of Denmark. In 2018, *Campylobacter* bacteria caused 70% of all human foodborne illnesses registered in Europe (246,571 cases). Traditional methods to detect the presence of *Campylobacter* in chickens usually involve culturing boot swab samples which takes more than 4 days, whereas the new test method we discuss here produces results in just two hours. Using novel methods, researchers have conducted comprehensive field testing from 44 flocks in four EU member states: Italy, Czech Republic, Denmark and Poland. The researchers used Norwegian chicken flocks as negative control, as chicken faeces from Norwegian flocks are generally free from *Campylobacter*. This novel method uses a type of mini vacuum cleaner which is fitted with a special filter to collect the bacteria in the chicken house. The filter is analysed with a PCR test, which isolates DNA and determines and quantifies *Campylobacter*'s presence in a sample. The method was developed as part of the One Health EJP project, AIR-SAMPLE. The tests found no *Campylobacter* in the Norwegian chicken flocks. The results also show that the likelihood of detecting *Campylobacter* in a chicken flock has quadrupled with the new method. This is because more chicken flocks throughout Europe are being present when the

**TAKE-HOME MESSAGES**

Metagenomic techniques provide considerable advantages over current standard techniques, for example they are unbiased, allow simultaneous detection of different pathogens, are culture-independent and are applicable to different matrices.

Challenges and limitations include the need of large databases and technical expertise, as well as EU General Data Protection Regulation (GDPR) issues.

Results from metagenomic analyses have to be interpreted correctly, and require clear and transparent communication.

The apparent trend in Europe is that metagenomic techniques are entering the routine work of reference laboratories.

**One Health EJP Dissemination Workshop Series: METAGENOMICS**

The One Health EJP Dissemination Workshop on Metagenomics took place online on the 27th of October 2021.

It was organised by the Work Package 5 (WP5) Science to Policy Translation of the One Health EJP as part of the Dissemination Workshop series. The event targeted an audience with decisional power, mostly policy/decision makers and risk managers.

The presentations focused on the applicability of One Health EJP produced solutions, and how they can benefit the prevention, detection, and response to pathogens in One Health settings.

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**Strategic Research and Innovation**

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**OEHP PROJECT OUTCOMES**

**METASTAVA**  
Standardisation and validation of metagenomics methods for the detection

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



# Thank you for your attention!

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