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**Consumers, Health and Food
Executive Agency**



ExPO-r-Net WP2

- **Dissemination Plan for cross-communication, knowledge transfer and activity integration**

Led by:

**European Society for Paediatric Oncology –
SIOPE**



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DISSEMINATION PLAN (1)



□ Message

The **ExPO-r-Net** project is uniquely positioned to:

- Foster successful implementation of the **European Reference Network (ERN)** concept in the field of Paediatric Oncology as a collection of rare and complex diseases in line with the EU Directive on patient rights in cross-border healthcare

thereby advancing:

- Equal access to quality care, treatment and patient outcomes across Europe through innovative solutions linking hubs of coordination across the region,
- Patient empowerment to benefit from excellence in care abroad or in one's own setting,
- Cost-effectiveness in healthcare.



DISSEMINATION PLAN (2)



□ Consistent visual identity



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DISSEMINATION PLAN (3)



□ Target Groups

- **Professionals:** Medical practitioners and researchers;
 - **End-user groups:** Parents and Patients (incl. young people/Teenagers and Young Adults);
 - **Policy makers:** EU institutions and (sub)national authorities;
 - **Industry:** Pharmaceutical (and medical devices) organisations;
 - **General public**
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□ Tools

- **Online:**
 - Project website (public) www.ExPOrNet.eu including DISSEMINATION TOOLKIT for partners,
 - Project intranet,
 - Electronic newsletter,
 - Twitter hashtag [#ExPOrNet](https://twitter.com/ExPOrNet);
- **Physical:**
 - Information brochure,
 - Flyer (bookmark type),
 - Roll-up banner;
- **Cross-cutting:** Logo – Press releases – Advertisements, etc.

DISSEMINATION PLAN (4)



□ Dissemination channels and activities

➤ **Events:** Presenting, awareness raising and distribution of project material

Examples of events include:

- **External:** European Commission ERN events – Scientific Congresses (International and European) – Policy events (European and national) – Major meetings of EU-based tumour boards, etc.;
- **Internal:** ExPO-r-Net Project Executive Committee meetings – ExPO-r-Net General Assembly, etc.

➤ **Strategic partners:** Consistent information, cross-communication and mutual initiatives

Existing partners and key interlocutors include:

- **Professionals:** European Cancer Organisation (ECCO) – European Oncology Nursing Society (EONS) – SIOP (International);
- **Parents and patients:** Childhood Cancer International (Parents and Patients) – Eurordis;
- **Policy makers:** MEPs Against Cancer;
- **Other/Multi-stakeholder:** European Forum for Good Clinical Practice (EFGCP) – Rare Cancers Europe (RCE) – European Data in Health Research Alliance.



DISSEMINATION PLAN (5)



□ Dissemination channels and activities (cont.)

- **Media:** Press releases, publication of relevant articles and advertisements, encouraging other types of coverage (e.g.: TV, radio)
including opportunities of further collaboration with:
 - **Publications:** European Cancer Journal, Cancer World, etc.

- **SIOPE activities as a professional society:** Coverage as part of SIOPE broader communications, events, and other projects
Examples of coverage by SIOPE include:
 - **SIOPE website:** Linking to the ExPO-r-Net project website and news;
 - **SIOPE newsletter:** Featuring key updates on ExPO-r-Net;
 - **SIOPE social media:** Dissemination of the **#ExPOrNet** Twitter hashtag;
 - **SIOPE events and projects:** Consistent inclusion of ExPO-r-Net information material and/or content in SIOPE meetings and events of other projects where SIOPE is actively involved (such as ENCCA, PanCareSurFup).



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