

## Dissemination and Outreach Plan

---

### Introduction

The PANINI dissemination and outreach plan is used by consortium members and Early Stage Researchers, but also by European Commission, for acquiring a complete picture of the most important dissemination activities undertaken or scheduled on route to full dissemination of the knowledge gained.

The Dissemination and Outreach Plan will be conducted throughout PANINI through Work Package 5 led by UMINHO and UOB consisting initially of training the ESRs in 'How to communicate research to non-scientists'. PANINI will go beyond traditional scientific communication and consider outreach and public engagement activities at Supervisory Board level and ideas will be actively solicited from the ESRs and stakeholders.

Our approach to dissemination, impact and innovation is to co-create and evolve our strategy with our stakeholders, holding a public engagement event with stakeholders/end users in year 1 of ESR projects and a final public engagement event at the end. These events will allow us to refine our research questions to meet stakeholder needs and expectations, conduct a Health Impact Assessment that is fully aligned with those who will eventually translate our findings into action. Regular communication with stakeholders throughout PANINI will also ensure that our research has breadth and is detailed enough to help make our recommendations and findings influence active and healthy ageing at National and European level.

This plan outlines the requirements of the PANINI Network to communicate its work, research and news beyond the target audience to the wider community. We need to use the right medium and means to effectively communicate and disseminate the knowledge that arises from the PANINI research.

More specifically, the document aims to describing the dissemination objectives, strategy and tools used by the consortium toward a successful promotion of the project and the project results.

It should be noted that this is an evolving document and should be used in conjunction with the Dissemination Activity Log, PANINI website and social media, etc., to give an overview of the project's undertaken and planned activities.

### Dissemination Objectives

In order for the dissemination strategy to be effective and to provide tangible results, a well-structured methodology should be adopted in terms of:

- Defining the **main objective** of the dissemination strategy, i.e. promoting the PANINI ideas, objectives and results to all potential stakeholders (*what the Network message is*)
- Defining **what will be disseminated**; the dissemination "products" (*what will you communicate*)
- Identifying the **target groups** for dissemination, i.e. to disseminate the work carried out, knowledge produced and results achieved to the wider possible audience (*who the audience is*)
- Establishing the **appropriate source** for the dissemination activities (*how to communicate*)
- Raising public awareness on the project achievements through the **most suitable means** for communicating with the respective target groups (*what media to communicate through*)

The main objective guiding the dissemination activities should be the provision of appropriate and reliable information to the interested parties about PANINI and the expected results so as to enable exploitation post project. Ensuring the proper awareness towards the project rationale behind producing the specific results is a principal step, which offers insight on what the PANINI project is about, who would be benefit from it and how.

The particular dissemination actions are deemed to be meaningful if they succeed in spreading the research achievements of the PANINI project both to the research and academic environment as well as the public and industry.

### Who is the audience?

Audiences might vary from scientific peers to specific communities affected by the PANINI research findings and/or participants in the projects. These audiences can cross-over with one another, but it should well-thought-out that trying to reach too many audiences at once can dilute the effectiveness.

The potential dissemination target groups for PANINI are identified as followed:

1. **The Scientific community:** with the aim to spread the scientific results and enable triggering their use in other areas, as well potential collaborations.
2. **The wider Public:** with the aim to raise overall awareness on the project and its objectives, performed by individual partners who will use local media to announce the initiation of PANINI and promote the project achievements when concrete results become available.

Thus, it can be considered that when planning a communication event, be it in an oral presentation or written publication format, it is important to identify priority, secondary and (even) tertiary audiences, and adjust accordingly. Some important questions regarding the audience are, for example:

1. **Age** – how old are they?
2. **Knowledge** – what do they already know about the areas of the project or the topic being presented?
3. **Education** – what is their education level?
4. **Involvement** – what will be audience be asked to do? Is their level of involvement within the event/activity clear to them?
5. **Channels** – what information channels does the target audience normally use or respond to? E.g. lectures, radio, social media, print magazines etc.
6. **Incorporation** – how can the information to be conveyed get into those channels?

It is up to each participating organisation, and the ESR, to decide how many of these audiences are truly important and worth prioritizing in each location and in each event. Nonetheless, beneficiaries in PANINI will agree a minimum set of dissemination events which all ESRs (within each project/organisation site) will contribute to, suggested to be:

- **Scientific Outreach** – two (2) scientific outreach activities per calendar year
- **Community Outreach** – one (1) community outreach activity per calendar year

### Who is it useful to / for?

It is important to clearly define for each dissemination event to what precise end it is being conducted. For example, this will be useful both to the beneficiaries of PANINI and, ultimately, to those interested in healthy ageing. A higher interest may be for those particularly concerned with the impact of physical activity and nutritional interventions in older adults, either directly or indirectly (e.g. caregivers, health professionals).

### What to communicate:

These events can be based on the collected PANINI data or can be based on identified needs of each ESR location. Taking into consideration the potential influence of each location/target audience in the selection, the dissemination content can cover groupings of the different data categories also previously identified, namely:

1. **Psychological** – wellbeing, depression, anxiety, stress
2. **Physical function/activity** – walking speed, balance, activities of daily living, accelerometry, self-reported activity, muscle function
3. **Cognitive function** – executive function, memory, reaction time
4. **Nutrition information** – self-reported dietary intake, nutritional assessment, protein-energy balance assessment
5. **Biological** – methylation of candidate genes, genomic variants, immunoassays
6. **Anthropometrics & body composition** – BMI, bioimpedance, DEXA data
7. **Socio-demographics**
8. **Social networks** – typology, size, composition and density of social networks influence eating and physical activity behaviours
9. **Qualitative** – data from individual interviews exploring eating behaviours, social capital, and identification of key social dynamics that promote or inhibit the ability of ethnically diverse older adults to change eating and physical activity behaviours

These data and topics can be those that underpin the findings and scientific publications arising from each ESR's project within PANINI or in associated topics of interest. The important aspect is that it is not sufficient to “get the message out there,” but rather that the message (within each dissemination/communication event) needs to be delivered effectively and accurately in a manner that the target audience can use it and/or learn from it. Ideally, it will be delivered in a way that you can follow up and assess whether the message has been used or incorporated into users' lives, i.e. measurable impact.

### Means of communicating

Dissemination is seen to be effective when multiple communication channels are considered. In that respect, PANINI has identified the following means for communicating the project achievements to the identified target groups:

- Setting up of the project website: [www.birmingham.ac.uk/panini](http://www.birmingham.ac.uk/panini). The website is being continuously updated to reflect the project evolutions.
- Press releases in printed or online media for announcing the project start, results and information.
- Definition of common dissemination “images” among all partners, such as the project logo and project templates – posters, presentations etc., ensuring uniformity and brand knowledge of PANINI to third parties.
- Production of promotional material (where applicable). This includes brochures, leaflets, posters, etc. to be sent to all partners for further distribution through their communication channels and networks.
- Presentation of the project and its results as they become available at relevant events, workshops and conferences.

- Establishment of close links with other projects active in the same areas as PANINI or similar. This is a continuous action undertaken by the project to engage with other ageing projects.
- Publications in scientific and industrial journals.
- Social Media – this will be used on a daily basis to ensure that PANINI is engaged with wider ageing forums and ‘conversing’ with interested parties about its research. This will include Twitter, Linked In, Instagram and others as deemed appropriate.

### **Photos:**

When dissemination or outreach takes place it is essential that high quality photos are taken to record the event, press cuttings or publication links are saved and added to the PANINI website or used for social media notices.

It is also essential that the project ensures that the photos taken would not violate any confidentiality and / or consent is gained. A strategy that is sometimes used is to take pictures only shows hands holding materials, or doing work.

### **Types of Outreach**

As stated above the potential target groups for PANINI are the scientific community and wider public. The participating organisation and the ESR will decide which audience is targeted at each event based on the dissemination message and means of communicating. The minimum set of dissemination events which all ESRs (within each project/organisation site) will contribute to will be:

#### **Scientific Outreach:**

This outreach covers from publications in peer-reviewed journals (3 per annum) to seminars and talks in scientific-directed workshops, symposiums, seminars and meetings. The size of the event is not of particular importance but the main or primary audience considered is, in fact, scientific peers. A good “rule of thumb” is that if it requires a peer review process and/or an abstract submission (for selection) then it can be most probably considered within the “scientific outreach” domain, but not exclusively. Scientific outreach can also include intra- or inter-departmental talks and presentations, at each higher education institution, or even between PANINI sites, or a talk at a local hospital for health care professionals. The underlying idea is to branch out as time goes by, for example, by ultimately, presenting the findings in an international meeting via a poster or an oral presentation, or publishing an article as a first author.

**Each ESR is required two (2) scientific outreaches per calendar year.**

**Each PI, within each PANINI site, should also make note of their project-related outreaches.**

#### **Community Outreach:**

This outreach covers communication events in local papers, radio and television stations, to blogs and social media. While the first can be considered a mainstay of science dissemination efforts, the latter ones can also be powerful means of connecting with specific audiences. Here, both the location and the target audience matter and should be of primary concern. While in science communication a researcher may turn to the media as the chief place to get coverage, identifying other channels (e.g. small talks and presentations for local groups at church or community centres that already gather regularly and are eager to receive guests) should also be considered. Community-target groups may even, for example, already have strong Facebook followings and it is a matter of networking news feeds. Other options to consider are blogs, video-blogs, or even YouTube channels (both original and contributions to existing ones that already have an established audience). Also here the underlying idea is to branch out as time goes by, for example, by ultimately, organizing a public “Open Doors” type event where the community or a target-group is invited to take part in a dedicated events to engage and learn about a certain topic.

**Each ESR is required to complete one (2) community outreach per calendar year.**

*Note; for example, the creation and maintenance of a Facebook page counts as one contribution, per year, not as separate contributions every time something is posted on the wall, even if work is behind each posting.*

**Each PI, within each PANINI site, should also make note of their project-related outreaches.**

### Scheduled Events

Below is a summary of the planned dissemination events for future months as identified from the PANINI grant agreement and consequently become deliverable activities.

It must be noted that it is not feasible to attend all events, but also that additional events can be identified during the whole project lifetime. Nevertheless, PANINI ESRs and organisations will aim to attend as much as possible as well as continuously prepare and submit relevant contributions, with increasing numbers as soon as first tangible results are available.

✓ “Half-Day” January Event | Public Engagement | Birmingham:

More information will be provided in a timely manner; however, at this point the ESRs should organize in pairs to have a small demonstration booth, poster, and/or laptop presentation, for a public engagement activity at the January event in Birmingham. A clear and effective message should be conveyed (e.g. “Eat more spinach!”). This event will serve as a basis for the “big event” that each ESR is encouraged to organize at his/her own site at the end of the project. Interaction is crucial to this event, you will need to talk to the older people and engage them with your display. Even if you have a computerised demonstration you may choose to also have a poster behind your stand with more information about the demo/your project.

✓ “Big-Event” | Public Engagement | At ESR site:

More information will be provided in a timely manner; however, each ESR is expected to organize a big community outreach activity at each her/his own site, in which the ESR should be able to engage with the public in activities that relate to your area of work that was developed during his/her fellowship.

✓ “Final PANINI Dissemination Event” | Public Engagement | TBA, possibly Amsterdam:

These prior events will serve as preparation for the final PANINI dissemination event attached to the final PANINI conference scheduled for Project Month 44 (Aug 2019). This event will be a longer and larger version of the half-day/Big Event engagement events and may potentially also involve data collection from attendees. More information will follow.

### How to record and communicate events internally:

Dissemination events derived by participants as part of PANINI should be tracked via the “Activity Logs” that are part of the Deliverables. These should be filled-in on a regular basis (reminders for these are sent by either *Kally Bhartti* <K.Bhartti@bham.ac.uk> or by Admin <panini.project@contacts.bham.ac.uk>). Meeting the deliverable deadline and reporting period is the responsibility of the PI and ESR at each beneficiary site. A copy of these reports should also be sent to *Nadine Santos* <nsantos@med.uminho.pt> (site UMinho) as Dissemination Lead. From the information gathered an analysis will be attempted to “measure the efficacy of the communications campaigns”; thus, it is possible that more information will be asked for as events take place and it is more clearly defined as how to measure “effectiveness” and “reach” of the events.

The PANINI website will indicate PANINI “Scientific Outreach” and “Community Outreach” events, thus each site and/or ESR is free to fill in the form outside reporting periods, so to keep-up-to date the general public with access to the site. For this purpose, a Form will be placed in a Dropbox so that each ESR can add information at any time. This will be used as the basis for website updates.

*Proposed timeline for ESR outreach activities:*

OUTREACH TIMELINE GUIDELINE	PER ESR PER SITE		
	2017	2018	2019
1	1 Scientific Outreach 1 Community Outreach	2 Scientific Outreach 1 Community Outreach	2 Scientific Outreach 1 Community Outreach
2	<b>"Half-day" Public Engagement Event</b> 2018   Birmingham   Community Outreach . Pairing up of ESRs . Booth/poster/display/demonstration		
3	<b>"Big Event" Public Engagement Event</b> 2018/2019   At ESR site   Community Outreach . Each individual ESR . Organize a community outreach event in-line with area of project		
4	<b>"Final Event" Public Engagement Event</b> 2019 (M44)   TBA   Community Outreach . Each individual ESR . A longer and larger version of the "Half-day" & "Big Event"		

