

WP2 STAKEHOLDER FORUM ON DISSEMINATION

Madrid, March 24th, Wednesday, International Room, Ministry of Health, Social services and Equality

OBJECTIVE OF THE FORUM:

The aim of the Stakeholder forum was to share the knowledge among the stakeholders, lead the dialogue and based on the free discussion come to general conclusions addressing the dissemination possibilities, challenges and feasibilities. The input of the stakeholders will help WP2 in further dissemination strategy and activities.

GENERAL FLOW OF THE MEETING:

Throughout the Plenary Assembly the stakeholders were provided with an overview of the JA in general but also of particular deliverables. This gave the WP2 stakeholder forum audience a good knowledge base for the discussion.

The meeting was officially opened by Zuzana Matlonova and Judith van den Broek. All of the audience were welcomed and the objective and flow of the meeting were explained.

After opening and addressing introductory words, two presentations followed. The first part of the presentation provided a brief summary of the last stakeholder forum. These discussions were focused on overall stakeholder's management, stakeholders involvement and participation of the stakeholders within the JA activities. At the first stakeholder forum the role of In-country and professional knowledge brokers was discussed and the first part of the stakeholder analysis was presented.

In the second part of the presentation the focus was on the preliminary presentation of results of stakeholder analysis on qualitative data and further involvement of knowledge brokers In-country on one side and professional on the other. The presentation is available on the website under section Events/Plenary Assembly.

After the presentation, WP2 leaders have explained the discussion sessions.

LOGISTIC OF THE DISCUSSION SESSION:

The participants were divided into 4 discussion groups. Each group received 2 statements with supportive questions to discuss. In every group, a facilitator and notetaker were appointed. At the end of the session, the facilitator of every group presented the discussion main conclusions and ideas that came out of the debates.

DISCUSSION:

A/ Discussion on statement no. 1: Communication of JA deliverables

“The communication and dissemination of current deliverables is sufficient.”

Supportive questions:

- 1) How can communication with regard to specific deliverables be improved?
- 2) Do you think that stakeholder target groups should be identified for each specific deliverable? How? With the use of what means?
- 3) What dissemination tools (innovative) would you suggest to foster the dissemination of the JA deliverables?
- 4) Would it be helpful to organize webinars by particular work packages to communicate work package results and present approved deliverables?

The purpose of this exercise:

The aim of this activity was to gather ideas on dissemination of our deliverables. The partial aim was to come up with the concrete actions how to disseminate better in relation to the products (deliverables) and different target groups.

Group 1 (outcomes presented by Isabella Notarangelo):

- Dissemination of current deliverables is sufficient but further developments are needed. The dissemination channels that are already in use should be strengthened.
- There is room for opportunities and changes in involving more “Professional associations” channels, meetings, media, newsletter and publications.
- Specific tools are needed to put into practice in order to support the dissemination of JA outcomes and results. The tools that can be possibly used include videos, ppt presentations tailored to specific deliverables outputs, LinkedIn groups creation, Twitter and other social networks.
- It is important to select a topic (deliverable) to communicate. Keywords (to make it easy to comprehend and to remember) play an essential role in the process of communication. Special focus was put on national level. Group has agreed that translation of the topics should be done on national level and not by the JA.
- Integration of communication between EU Associations and national level is important.
- Targeting of the national level and fostering the results towards the national level is important

Group 2 (outcomes presented by Greg Allen):

- More explanation is needed, especially in the form of instructions towards the national level (missing steps). Explanatory short videos with more detailed info on deliverables would be



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useful

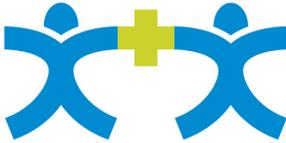
- Most relevant stakeholders should be more actively involved in the JA. It would be helpful to organise the stakeholders by groups (according to interest) on the website
- Updating on new work can be improved - specific mailing lists according to interests of the stakeholder should be created.
- Keywords on deliverables are needed (e.g. migration)
- Real-time website improvements are needed

Group 3 (outcomes presented by Alisa Puustinen):

- Instructions on what to do and how to do this are needed when it comes to the dissemination of specific deliverables or overall Joint Action outcomes
- The specific deliverables should be perceived like products needed to be sold. In this particular case product package should be handled as a whole
- Dissemination should be targeted to various levels such as
 - 1/ International
 - 2/ European
 - 3/ Country specific
- Stakeholder and target groups need incentives to be involved, highlighting the relevance for each target group is inevitable, should be less technical and more explanatory
- Looking for differences on one side and on the connection, linkages on the other
- It is important to encourage the experts to visit different countries and organizations
- JA representatives should act as the ambassadors of HWF planning, together with home countries experts and representatives
- It is important to know what we want to communicate to specific target group:
 - 1/ Mind your terminology
 - 2/ Know your audience
 - 3/ To whom and how
- Concrete summarizing of each deliverable and clear statements are needed. Short presentation packages should be put in place. These should include PPT slides both in general and specific deliverables
- Key findings of the deliverables should be communicated and also messages that can be used in order to foster the legislation processes
- Communication plan for different deliverables is needed
- A need to feed the ownership of the product, building the CRM
- Who is the customer buying these products?

Group 4 (outcomes presented by.....):

- It is all about cooperation and co-production, to make people from different target groups interested
- More regular newsletters
- Targeted documents to specific audience after the deliverable is produced (strategic communication.) "Project clips" and short headlines would be useful
- Official meeting for country profiles would help
- We need to do some processing to help stakeholders prioritise these information (e.g. use of



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- media and social media)
- Conferences and webinars are very useful tools
- The question popped up: How would you measure the effectiveness of the dissemination efforts?
- Audience analysis for dissemination of certain deliverables is needed. Are all of the stakeholders identified and their need monitored or is there a room for further analysis?
- Tools such as Prezi's, 1 page summaries or other promo material would be helpful

SUMMARY AND CONCLUSION OF DISCUSSION 1:

From the reporting from all 4 groups, we could state that:

- There needs to be tailored approach for the dissemination of particular deliverables
- The deliverables should be looked at as the products that require communication strategy and specified tools to be used
- The stakeholder prefer to be instructed what channels they should use and what tool to involve in order to help with the dissemination of our products
- Deliverables need to be targeted to specified target groups
- Key messages, key words, slogans /customization and branding of the deliverables/ need to be put in place such like in any other product distribution
- Social media and interactive tools are supporting elements in dissemination of JA products
- Every deliverable could be summarized into short version and translated into national language to support national awareness and applicability processes

ACTION TO BE TAKEN BY WP2:

- In order to foster the dissemination of particular deliverables, WP2 will approach each WP leader and his team as deliverable discussion on how to disseminate the particular products needs to be established between WP2 and particular WP
- WP2 suggests to organize a conference call with every work package individually (WP4, WP5, WP6 and WP7) to jointly agree on the communication strategy and on the tools that will be used (tools that are effective and yet feasible)
- Timeframe of the calls will be confirmed - DDL -April/May 2015
- On the basis of the mutual discussion, WP2 will develop a communication plan for every deliverable. This will be published in the upcoming update version of the dissemination plan

DISCUSSION:

B/ Discussion on statement no. 2: Communication and stakeholders involvement

“The European professional organizations can support the national level organizations and their constituency organizations in disseminating JA deliverables and its use in practise.”

Supportive questions:

- 1) How can communication with regard to specific deliverables be tailored to different stakeholders (e.g. country level and professional organizations - european and national)?
- 2) Would the merge of In-country and Professional knowledge broker network empower the stakeholder activity and interests towards the JA results?
- 3) Do you have experiences of similar kind from elsewhere? (different project or some other joint initiative)
- 4) Can professional organizations facilitate the development of in-country platforms?

The purpose of this exercise:

The purpose of this activity was to receive the views of professional organizations representatives on how they can support the dissemination of JA product and foster the dissemination and awareness of the JA on national level.

Group 1 (outcomes presented by Isabella Notarangelo):

- The EU professional associations can support the national level organisations in disseminating the JA deliverables and its use in practice (Message from associations: Yes, we can but we need to be better informed and involved from the beginning)
- Translation of the deliverables into national languages is inevitable, summaries, executive summaries, key words directed to recipients
- Presentation of JA deliverables at national level to start the dialogue between national authorities and stakeholders (EU organizations) - push and pull dialogue
- Better information and transparency on knowledge brokers network
- Professional organizations must be involved in the development of In-country platforms

Group 2 (outcomes presented by Gregg Allen):

- Tailoring of country stakeholders in JA
- Key words contribute to tailoring
- Cooperation between in-country and professional knowledge broker networks that might involve merging at certain points
- In country platforms should continue, question is who should take the lead in this (government have the networks, funding and structure)

Group 3 (outcomes presented by Alisa Puustinen):

- Collaboration with other EU projects (focused on Health Workforce) would be supportive
- It is really helpful to work via professional organizations - do the organizations need
- A governmental mandate after all?
- The role of the private organizations need to be taken into account:
 - 1/ health care suppliers
 - 2/ insurance companies
 - 3/ recruiters
 - 4/ Engaging in the public-private debate

- 5/ at least to stay on track on the overall development of the HWForce field
- How can different countries adapt or adopt the work from the JA?
- Motivational messages to get to people and involve them „emotionally“
- An interactive map on the website where the under/over supply is presented country by country
- Balancing between short and long term planning

Group 4 (outcomes presented by):

- Packaging/ filtering to highlight professional/national areas of interest
- Webinars and targeted meetings - discussion on translation into practical use
- Translation of the executive summaries into national languages is important
- WP7 network of experts should be involved along with the network of Knowledge brokers and professional networks to disseminate
- It should be joint effort of both In country and professional KB network, not merging

SUMMARY AND CONCLUSION OF DISCUSSION 1:

From the reporting from all 4 groups, we could state that:

- The networks both of the knowledge brokers networks should not be merged, it should be managed towards the joint effort
- Webinars and targeted meetings are important as they foster the dialogue
- Highlighting the difference between professional and national areas of interest is inevitable
- Collaboration with other EU platforms will be in support of disseminating and communicating the JA results forward
- Professional organizations need to be better informed on the processes from the beginning
- Better information and transparency on both of the knowledge brokers network is needed

ACTION TO BE TAKEN BY WP2:

- To strengthen the information awareness of professional organizations and thus their involvement, WP2 will foster the development of Professional knowledge brokers network
- WP2 will send the inviting e-mail to all our associated and collaborating partners professional organizations representatives to join the network
- Professional knowledge brokers will be invited to the webinar designed for them and also to In-country Knowledge brokers webinar to strengthen the relationship on both sides
- -DDL for this activity - May/June 2015