ImpleMentAll

"Towards evidence-based tailored implementation strategies for eHealth" GA no. 733025

Deliverable D7.4

Final Report on Dissemination Activities

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This document, *Deliverable 7.4 – Final Report on Dissemination Activities*, covers the dissemination activities carried out during the entire project.

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REVISION	DATE	COMMENTS	AUTHOR (NAME AND ORGANISATION)
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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Executive Summary

ImpleMentAll (IMA) is a European collaboration towards faster and more effective implementation of eHealth interventions. The project's raison d'être is founded on the notion that implementation of new services and technologies is time-consuming and costly – and often fails completely – not least in the healthcare domain.

Solidly based in research, the IMA collaboration, which spans all corners of Europe right across to Australia, has sought to construct an answer to this widespread problem. IMA aimed to develop and test a generic Integrated Theory-based Framework for Intervention Tailoring Strategies (the ItFits-toolkit) for data-driven tailored implementation of evidence-based eHealth services.

IMA has delivered a wealth of information about tailored implementation of eMental health in routine healthcare in various contexts internationally, including in the context of low- and middle-income countries. This is one of only two projects (the other being TICD) that have thoroughly and systematically tested tailored implementation of eMental health services at this scale.

Experiences during IMA, which have been enhanced in the final year of the project owing to the COVID-19 pandemic, are that the political landscape is receptive to innovative and technological solutions playing a greater role in high quality health care.

The plan for the dissemination of this research, including sharing the results and knowledge generated in the project to ensure its outputs' use beyond project lifetime, was outlined in Deliverable 7.1 – Dissemination Plan in September 2017.

This work package over the 51 months of the project, delivered a publication roadmap, repository, and transparent approval process, which supported the proposal of nine IMA-related publications, with six being published to date. It delivered a video podcast series to communicate different stages of the project and disseminated scientific information via three separate series: term of the month, paper of the month, and a Twitter series on challenges and solutions.

In terms of Affiliate Partners, the project successfully signed a Memorandum of Understanding with four partners, two of which have future plans for use of the ItFits-toolkit in national e-mental health projects in Lebanon and Norway.

Looking forward, WP7 has supported future dissemination of the project outcomes via the publication of the document Snapshot: The ItFits-Toolkit, a video on the ItFits-toolkit, and through the delivery of a successful online Final Conference for which we have published online the presentations and full recordings for future reference and dissemination.

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1 INTRODUCTION

ImpleMentAll (IMA) aimed to develop a generic Integrated Theory-based Framework for Intervention Tailoring Strategies (the ItFits-toolkit) for data-driven tailored implementation of evidence-based eHealth services.

During the life of the project, IMA delivered a wealth of information, the dissemination of which is the subject of this deliverable report.

The plan for the dissemination of this research, including sharing the results and knowledge generated in the project to ensure its outputs' use beyond project lifetime, was outlined in *Deliverable 7.1 – Dissemination Plan* in September 2017.

The Dissemination Plan focussed on four key areas:

1. Identification of dissemination strategies
2. Identification of tools and targets
3. Definition of key (scientific) messages
4. A monitoring system for scientific media and publications (Publication Roadmap)

Starting in 2017, Work Package (WP) 7 first aimed to raise awareness of the ImpleMentAll project and its scientific goals, in 2018 the focus shifted to scientific stakeholder engagement and feedback, and since 2019 through to the end of the project in 2021, the focus has been on the promotion and protection of its results, and the ItFits-toolkit in particular. This work culminated with the Final Conference on 16-17 March 2021.

This report details the extensive dissemination activity that occurred across the life of the IMA project through delivery of WP7 tasks and deliverables and the associated Dissemination Plan.

1.1 Purpose of this document

The purpose of this deliverable, D7.4 – Final Report on Dissemination Activities, is to report on the dissemination activities carried out during the project, in line with the Dissemination Plan.

1.2 Structure of document

In addition to this introductory section, which articulates the structure of the document and the dissemination objectives as defined for the IMA project, this deliverable report will provide an overview of WP7 tasks and deliverables and then detail dissemination activities delivered throughout the life of the project.

There are some instances where liaison and innovation management activities, for which WP7 was also responsible, have supported dissemination, such instances are highlighted in this report, noting that they are more fully detailed in e.g. *D7.3 – Report on Liaison Activities*.

Dissemination activities will be detailed in line with the tasks of this work package:

- Dissemination plan
- Scientific Exchange and dissemination
- Liaison activities – supporting dissemination
- Innovation management – supporting dissemination
- Final Conference

This deliverable report will conclude with a summary and provide key points for future consideration for dissemination activities in similar projects.

1.3 Glossary

D	Deliverable
EAAD	European Alliance Against Depression
EU	European Union
H2020	Horizon 2020
iCBT	Internet-based Cognitive Behavioural Therapy
IMA	ImpleMentAll
LMIC	Lower Middle Income Countries
MOU	Memorandum of Understanding
RSD	Region of Southern Denmark
WP	Work Package

1.4 Objective

Dissemination is the public disclosure of the results of the project in any medium.

It is a process of promotion and awareness-raising right from the beginning of a project. In a targeted way, it makes research results known to various stakeholder groups (such as research peers, industry and other commercial actors, professional organisations, and policy makers), to enable them to use the results in their own work.

1.4.1 Definition of dissemination in IMA

In this project, implementation and dissemination were hand in hand, meaning the consortium sought to disseminate the scientific project background, aims and results, but also to disseminate information to facilitate implementation at site level.

Further, for this project, and in line with H2020 progamme insights, dissemination and communication strategies were separated to ensure a good balance between general communication to "non-specialists" and a more scientific spread to "specialists". This is depicted in Figure 1 below.
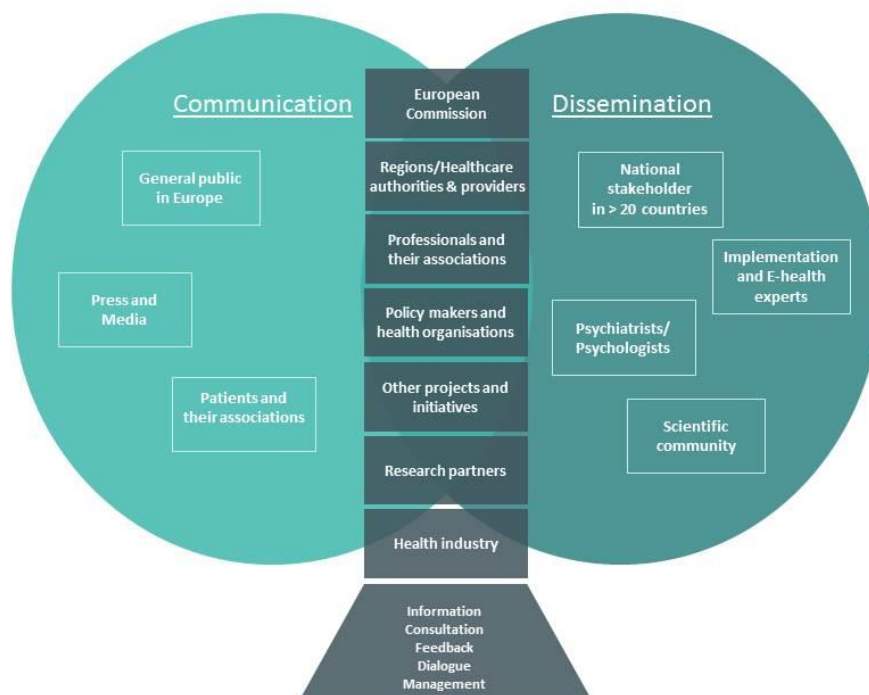

Figure 1: Differences and overlaps between communication and dissemination efforts in IMA

1.4.2 IMA dissemination objectives

The dissemination objectives as articulated in the Dissemination Plan are as follows:

- To give the project high relevance and visibility to create scientific awareness of its deployment.

- To spread the word on the scientific background of the project (Implementation Science, Normalization Process Theory, Tailored Implementation, and MAST-Framework).

- To encourage and facilitate open dialogue with scientific communities about the project's aims, methods, and outcomes.

- To disseminate and spread the results of the project to support decision making processes related to the adoption of tailored implementation strategies (e.g., by care providers, organisations, or policy makers) and the respective toolkit.

- To liaise with other similar or complementary projects and initiatives (in the field of eHealth and Implementation Science in the field of Health).

- To stimulate uptake of the developed tools (e.g., the ItFits-toolkit) by end-users and policy makers, thus ensuring optimal delivery to the European and Australian citizens and beyond.

1.4.3   Key messages for dissemination purposes

The projects key phrase has been: **Getting eHealth implementation right!**

This is based on the scientific sub-themes of IMA:

- **Towards evidence-based and efficient implementation of e(Mental)Health**
- **Lower the burden of mental disorders**
- **Advance Implementation Science**

2 APPROACH

2.1 Work Package 7 – Innovation and Dissemination Management

Work Package 7 (WP7) was lead by the European Alliance Against Depression e.V. (EAAD) and leveraged the broader and substantial network of all IMA consortium partners. As work package leader, the EAAD has drawn on its network of over 20 members from renowned universities, research institutes, and associations. This network and experience makes EAAD one of the leading organisations in the field of depression and suicide prevention in Europe.

2.2 Work Package 7 – Tasks

The tasks of WP7 are defined in the IMA Grant Agreement as follows:

Task 7.1: Development of dissemination plan

Various targeted strategies for project dissemination will be developed for both internal knowledge dissemination (project partners) and external scientific stakeholders. This is closely related and will be aligned with the knowledge exchange plan of WP5, which will specifically deal with knowledge exchange on specific topics relevant to the implementation sites.

Task 7.2: Scientific exchange and dissemination

To streamline and align the expected scientific output, a dedicated Publication Agreement was produced, to which all partners conformed, including application procedure, and alignment with the data issuing procedure from WP3.

Task 7.3 Liaison with relevant EU and non-EU initiatives *(reported via D7.3 – Report on Liaison activities)*

The aim of this task was to keep the project in sync with other EU and non-EU initiatives with similar or complementary objectives to IMA, and to foster, when appropriate, the exchange of information and ideas and any other kind of synergy between the consortium on the one hand and these other EU/non-EU initiatives and projects on the other.

Task 7.4: Innovation management

The main aim of this task was to translate several results and feedback sources from IMA into an innovative and hands-on Implementation Practice guideline for both Europe and LMIC.

Task 7.5: Final Conference

The aim of this task was to showcase the concrete results and impacts of the project, while engaging relevant stakeholders and setting the scene for a sustainable and long-term use of the project's results beyond the project lifetime.

All tasks have been achieved.

2.3   Work Package 7 - Deliverables

The deliverables of WP7 are defined in the IMA Grant Agreement as follows:

D7.1: Dissemination plan

A detailed plan for the dissemination activities to be carried out during the project.

D7.2: Implementation Practice Guidelines for iCBT

Guidelines for stakeholders that are interested in further implementation and uptake of iCBT. The guidelines are based on amongst others the ItFits-toolkit and the lessons learned by the implementation sites during implementation of iCBT and use of the ItFits-toolkit.

D7.3: Report on liaison activities

Report detailing liaison activities carried out during the project with other relevant projects, initiatives, and organisations.

D7.4: Final report on dissemination activities

Final report covering the dissemination activities carried out during the entire project.

With the submission of this deliverable report, all deliverables will have been achieved.

3 IMPLEMENTALL DISSEMINATION ACTIVITIES

In this section of this deliverable report, the dissemination activities delivered throughout the life of the IMA project are detailed under the following headings:

- Dissemination plan;
- Scientific Exchange and dissemination;
- Liaison activities that have been leveraged to support dissemination;
- Innovation management activities that have supported dissemination; and
- The Final Conference.

3.1 Dissemination plan

In the first reporting period, the focus of WP7 was the development and submission of deliverable *D7.1: Dissemination Plan.* This was lodged to the European Commission, as required, in September 2017.

The Dissemination Plan presented the targeted strategies for project dissemination that were then developed for both internal knowledge dissemination (project partners) and external scientific stakeholders throughout the life of the project.

The appropriate tools and channels for delivering scientific foreground, aims, and results were identified in the plan and employed when appropriate and necessary. This included the dissemination of information via national and local channels. The key messages were outlined and these fed into future collaboration with WP8 from a communications perspective.

The dissemination plan covered four main aspects:

1) Identification of strategies (dissemination strategy);

2) Identification of tools and targets;

3) Definition of key (scientific) messages; and

4) A monitoring system for scientific media and publications (Publication Roadmap).

The Dissemination Plan was informed by relevant literature and further, via an assessment conducted in June-July 2017 of all IMA partners on dissemination activities. The purpose of this assessment was to determine the type of dissemination activities preferred by partners, but also to identify opportunities for dissemination channels via their networks.

Further details are provided in Deliverable Report *D7.1: Dissemination Plan.*

3.2 Scientific exchange and dissemination

3.2.1 Publication Roadmap and repository

The Publication Roadmap created at the beginning of the project has provided transparency and guidance to the consortium in relation to publication processes. It also delivered an official publication agreement and standardised forms for filing a publication proposal and enquiring relevant data for a publication.

The Publication Roadmap addressed the following topics: definitions of scientific publications in IMA; an introduction to open access publishing in H2020; background information on current research trends; suggested conferences, journals, and other scientific media appropriate to the project; a 5-step procedure for publishing scientific articles in the context of IMA; and an ImpleMentAll repository of submitted and published scientific output, preliminary topics for upcoming calls for proposals, publication committee, publication agreement, and annexes (publication proposal form and data access form). The roadmap's structure was shared with IMA's Advisory Board and received feedback in early 2018.

In the context of the project ending, the Publication Committee met in March 2021 to discuss the publication process post project and EAAD is in the process of drafting a procedure that ensures a transparent process but also access of consortium members to project data.

Publication Repository

Throughout the project, all partners were encouraged to register their communication and dissemination activities in a central spreadsheet stored in the project's Dropbox. Via this method, activities such as presentations at meetings and events, papers, press releases, and newsletters were collated. Scientific articles published by consortium members were also published in the "List of Relevant Literature" on the project website.

In addition, again via Dropbox, all scientific papers, posters, and presentations were stored and made accessible to other consortium members. For ease, this folder also included the Publication Proposal Form and the Data Access Form, as well as the Publication Roadmap described earlier.
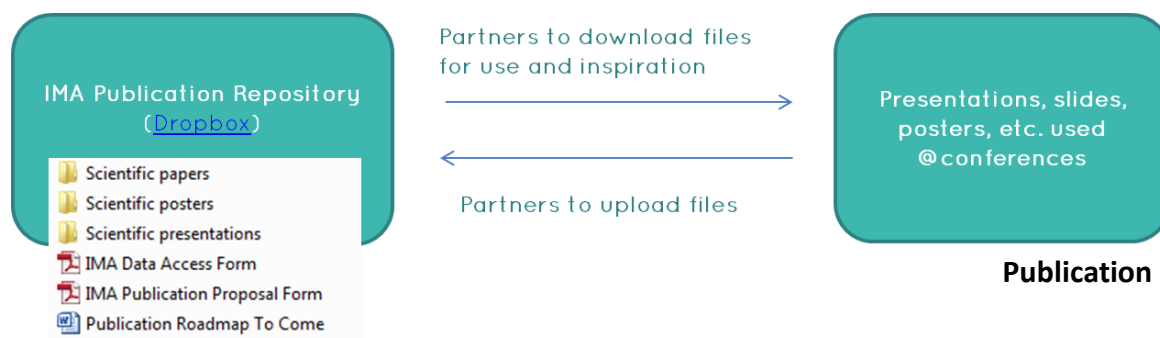

Figure 2: Publication repository in Dropbox to upload scientific publications

3.2.2 Publication Committee

The Publication Committee was established at the beginning of the project as the higher authority to oversee proposals filed by the consortium members.

The Committee consisted of the project coordinator, project and communications manager, scientific coordinator, operational coordinator, WP leaders of WP5 "Implementation management and knowledge transfer" and WP7 "Innovation and dissemination management", as well as the Chair of the Scientific Steering Committee.

The purpose of the Committee was to provide the consortium with guidance as required, to ensure transparency, and to make sure all incoming proposals are well aligned in terms of content to prevent overlap of topics. The publication committee is chaired by the scientific coordinator Christiaan Vis with support from EAAD as the WP7 lead.

3.2.3   IMA-Related Publications

Over the life of the project, nine publication proposals have been submitted and approved by the Publication Committee, one of which is the ImpleMentAll study protocol. To date, six of these publications have been published and are available on the IMA website.

Figure 3: Overview of IMA-Related Publications

3.2.4   Dissemination Toolbox

To support consortium members when disseminating key information about the project and liaising with stakeholders, WP7 in close cooperation with WP8 developed the Communication and Dissemination Toolbox. This included:

- A generic fact sheet (that could be individualised by a partner) covering basic information about the project and expected outcomes
- A generic press release that could be adapted to inform relevant local and national media about the project and key findings
- An information sheet on open access publishing in Horizon 2020

- A scientific slide set to be used as a basis by the partners for their presentations
- Key messages of IMA to disseminate the project's main aims
- Info on scientific social media
- Info on the Publication Roadmap

3.2.5 Translation of NoMAD and ORIC

IMA's two main instruments, the NoMAD and ORIC questionnaires assessing normalisation and organisational readiness for implementing change, respectively, were translated by the consortium partners via forward and backward translation for the purpose of this project.

WP7 and WP8 formatted the questionnaires to meet the project's visual identity, included a citation suggestion and copyright disclaimer (Creative Commons Attribution-NonCommercial 4.0 International License), and uploaded a PDF version of each language (Albanian, Danish, Dutch, English, French, German, Italian, Spanish, and Norwegian) in the "Outcomes and resources" section of the project website. These were accompanied by additional information on the instruments and translation procedures. The Norwegian translation was not part of the ImpleMentAll project, but stems from our network and followed a similar translation procedure (from Danish to Norwegian).

3.2.6 Video Podcast Production

Over the life of the project, a Video Podcast series of work package leaders has been completed. This series followed the life of the project and all videos were published on the IMA YouTube Channel and promoted on the project's Twitter account. Where feasible, before COVID-19, these were filmed at Consortium Meetings.

The series includes a video each of Claus D. Pedersen, Christiaan Vis, and Tracy Finch on the overall and scientific aims of the project; one each from Jordi Piera and Josien Schuurmans on the development of the ItFits-toolkit and the trial coordination; one from Mette Atipei Craggs on the communication within the project, Ulrich Hegerl on the role of dissemination and the need for implementation strategies, Anne Etzelmüller on managing the implementation-as-usual condition in sites; and Kim Mathiasen on reflections on the IMA Final Conference.
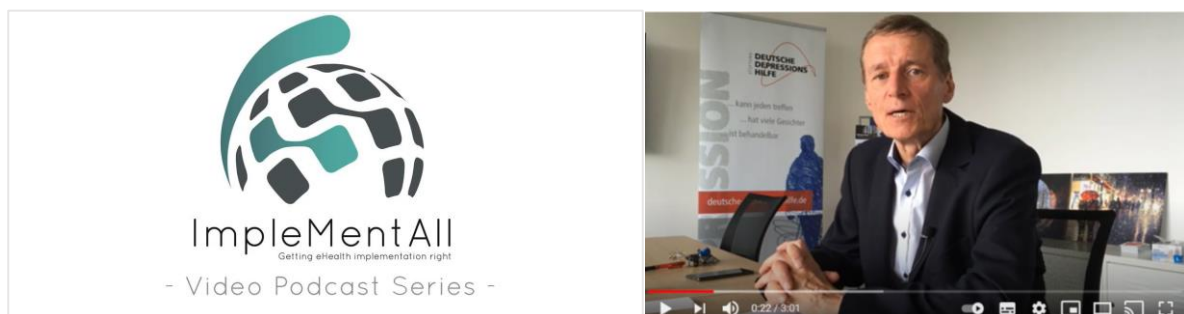

Figure 4: Video of the podcast series featuring Ulrich Hegerl

3.2.7 Implementation Term of the Month Series ("Implementation Friday")

The Implementation Term of the Month Series was delivered as a means to communicate scientific and conceptual terms related to implementation science in general, but IMA specifically. The infographics designed were an easy-to-digest way to raise awareness for the scientific background of the project. Terms shared included: Normalization Process Theory, Readiness for Change, MAST, NoMAD, ORIC, RE-AIM, Sustainability, Tailored Implementation, Transtheoretical model, and Behaviour Change Wheel.

An example of the design and presentation of this series is provided in Figure 5 below.
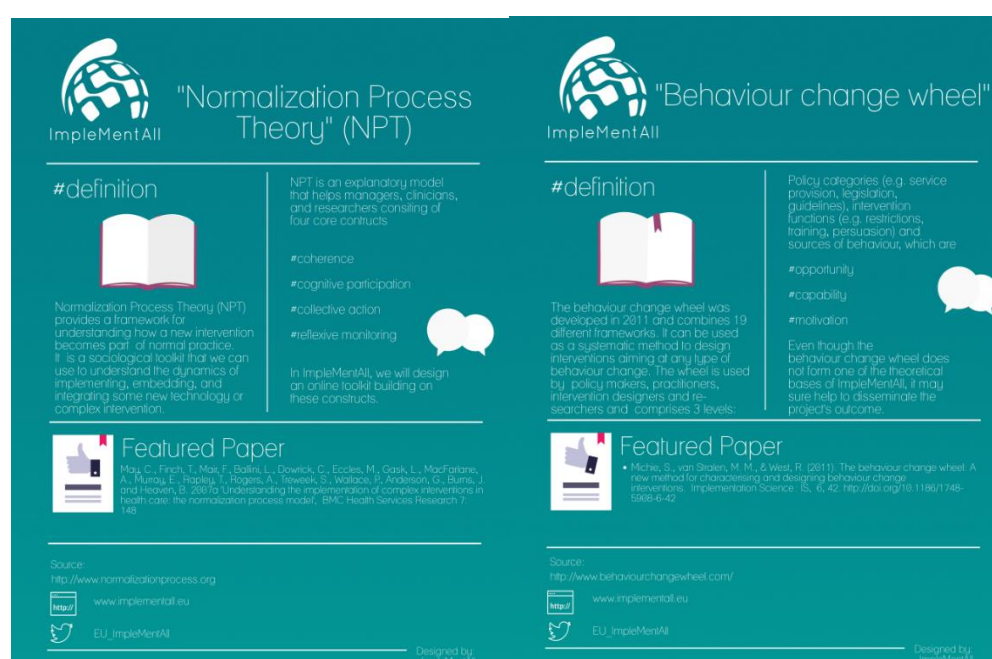

Figure 5: Informative graphics displaying previous "Implementation Term of the Month"

3.2.8 Paper of the Month Series

In 2019, the "Implementation Term of the Month" series was followed by the "Paper of the Month" series.

In this series, Twitter posts summarised the scope of each paper, included a shortened hyperlink to the full-text article and tagged the first author where possible. The main idea of this series was to provide Twitter followers with new literature in the field of implementation science and to create a better understanding of this complex topic.

One of the "Papers of the Month" was published by IMA consortium members, all other papers were published by other implementation science researchers, which led to Twitter reposts by some of the featured authors, increasing the reach of our communication and dissemination activities.

The following articles were featured in 2019:

- Andersson, G., Titov, N., Dear, B. F., Rozental, A., & Carlbring, P. (2019). Internet-delivered psychological treatments: from innovation to implementation. World Psychiatry, 18(1), 20-28.
- Fernandez, M. E., Gill, A., van Lieshout, S., Rodriguez, S. A., Beidas, R. S., Parcel, G., ... & Kok, G. (2019). Implementation mapping: using intervention mapping to develop implementation strategies. Frontiers in public health, 7.
- Hempel, S., O'Hanlon, C., Lim, Y. W., Danz, M., Larkin, J., & Rubenstein, L. (2019). Spread tools: a systematic review of components, uptake, and effectiveness of quality improvement toolkits. Implementation Science, 14(1), 83.
- Joosen, M. C., van Beurden, K. M., Rebergen, D. S., Loo, M. A., Terluin, B., van Weeghel, J., ... & Brouwers, E. P. (2019). Effectiveness of a tailored implementation strategy to improve adherence to a guideline on mental health problems in occupational health care. BMC health services research, 19(1), 281.
- Lane-Fall, M. B., Curran, G. M., & Beidas, R. S. (2019). Scoping implementation science for the beginner: locating yourself on the "subway line" of translational research. BMC medical research methodology, 19(1), 133.
- Nilsen, P., & Bernhardsson, S. (2019). Context matters in implementation science: a scoping review of determinant frameworks that describe contextual determinants for implementation outcomes. BMC health services research, 19(1), 189.
- Varsi, C., Nes, L. S., Kristjansdottir, O. B., Kelders, S. M., Stenberg, U., Zangi, H. A., ... & Westeng, M. (2019). Implementation strategies to enhance the implementation of eHealth programs for patients with chronic illnesses: realist systematic review. Journal of medical Internet research, 21(9), e14255.
- Vis, C., Ruwaard, J., Finch, T., Rapley, T., de Beurs, D., van Stel, H., ... & Smit, J. (2019). Toward an objective assessment of implementation processes for innovations in health care: Psychometric evaluation of the normalization measure development (NoMAD) questionnaire among mental health care professionals. Journal of medical Internet research, 21(2), e12376.

Figure 6: Twitter retweet of one of the authors who were featured within IMA's "Paper of the Month" series

3.2.9   Challenges and Solutions Series

In 2020, following the 'Implementation Term of the Month' series in 2018 and the 'Paper of the Month' series in 2019, EAAD and RSD developed and published a Twitter Series titled: ImpleMentAll, Challenges and Solutions - that presented the views of each work package. In this series, each work package leader was asked to provide a quote in relation to challenges and solutions pertaining to their work package. These were then published over time as a series. An example of a quote (from WP2) can be seen in Figure 7 below.

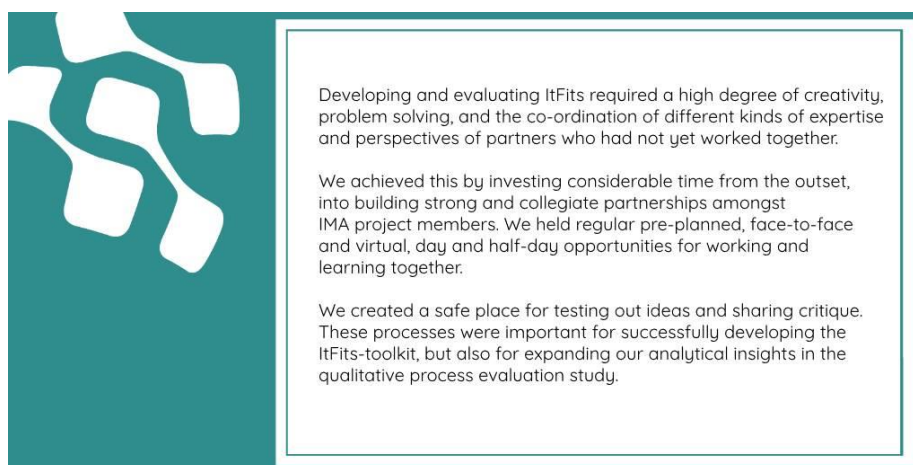In this series, the highest level of impressions achieved was 1,589, as seen in Figure 8 below.

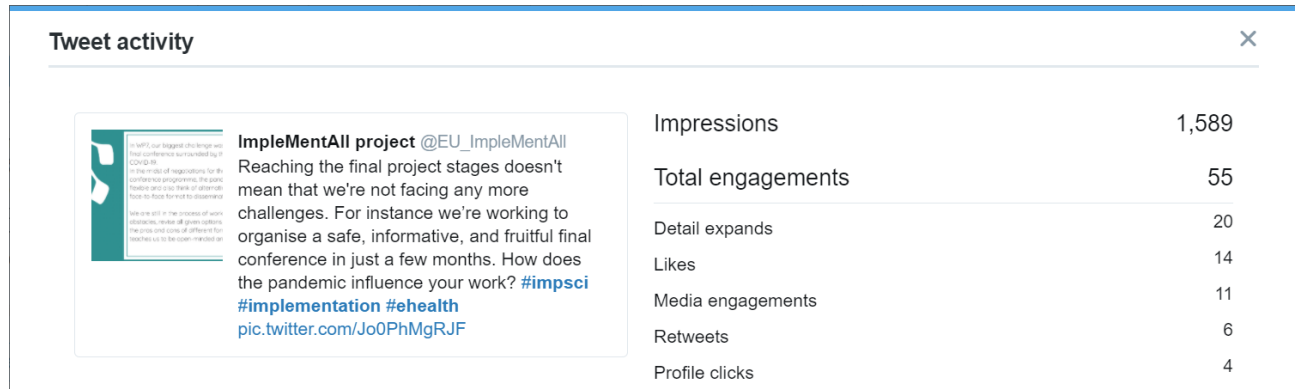**Figure 7: Twitter Series Quote – WP2**

Figure 8: Twitter Series – Tweet with the most impressions

3.2.10 Research Gate

A profile of IMA was established on ResearchGate - a network that provides scientists with tools to connect, collaborate, and keep up with research relevant for them.

This platform has provided access to a network of academics and other research stakeholders through which dissemination of project updates, results, and published articles has occurred. To date, 19 project-related updates have been posted on ResearchGate, the project has been recommended 9 times, is followed by 59 accounts, and currently has a total of 805 reads.

3.3 Liaison activities – supporting dissemination

Activities highlighted in this section align to Task 7.3 and the approach and outcomes have been reported in detail in *D7.3: Report on Liaison Activities.* The primary goal of these activities was liaison, however there are clear instances where they have supported dissemination and thus are included here. For full details, please refer to *D7.3: Report on Liaison Activities.*

3.3.1 Levaraging the EAAD network as a worldwide dissemination platform

Liaison across the EAAD network has provided a solid platform for dissemination. Throughout the project, updates have been provided via the regular EAAD newsletters to relevant stakeholders and experts in the field of mental health, depression, suicide prevention, and community-based implementation.

The project has also been presented to the network at the EAAD General Assembly meetings in 2017, 2018, 2019, and 2020. The EAAD network has already proven an effective channel for future dissemination and exploitation of the ItFits-toolkit among different countries and health care systems.

3.3.2   ImpleMentAll Affiliate Partners

Affiliate partnerships developed during the project have supported the dissemination of IMA information, and now looking forward, use of the results and the ItFits-toolkit.

Through a Memorandum of Understanding, four Affiliate Partners have developed an agreement for future collaboration in relation to the ItFits-toolkit. These include: the European Implementation Collaborative (EIC), the Haukeland University Hospital in Norway (Bergen), the Mental Health Commission of Canada, and the National Mental Health Program (Ministry for Health) in Lebanon.

The Affiliate Partners in Norway and Lebanon will shortly commence their use of the ItFits-toolkit in national projects and both presented their work at the Final Conference. These presentations are available in PDF on the IMA website and as recordings on the YouTube channel.

The Affiliate Partner in Canada was also a keynote speaker at the final conference. This presentation is also available on the IMA website and YouTube channel.

3.3.3   Other liaison activities that directly benefited dissemination

- **Mental Health Innovations Network** – the project's scientific visibility was increased via this platform for the global health community. Information on IMA was disseminated via a public lecture.

- *Consortium for Implementation Science -* IMA project information was disseminated via features in two newsletters (January 2018 after CM3 and in June 2018 after CM4) and had a published post about the project's launch.

- *MooDFOOD -* a multidisciplinary consortium involving 13 organisations in 9 European countries with an overlapping interest to IMA (depression). MooDFOOD combines expertise in nutrition, preventive psychology, consumer behaviour, and psychiatry. IMA attended this project's dissemination meeting in May 2018 in Palma/Spain and exchanged on ways and best practice dissemination strategies for IMA that will be crucial towards the last year of its lifetime.

3.4   Innovation Management

The activities undertaken in this section align to Task 7.4: Innovation Management. During the early project phase, WP7 aimed at raising awareness of the ImpleMentAll project and its scientific goals (2017), followed by scientific stakeholder engagement and feedback (2018). The final years of the project then focussed on the exploitation of the final results and the ItFits-toolkit as the product of the project.

The EAAD and several consortium members have extensive expertise in dissemination of research results, frameworks, and guidelines across Europe. In collaboration with the rest of the consortium, EAAD ensures that the results and products from WP 1-6, input from various stakeholders, patients, and decision-makers were translated into innovation by further developing the framework into practice guidelines for Europe and LMIC, namely, *Deliverable 7.2: Implementation Practice Guidelines.*

3.4.1 Deliverable 7.2 – Implementation Practice Guidelines

Deliverable 7.2 was completed in March 2021, in line with the aim to disseminate the validated ItFits-toolkit in various healthcare contexts across Europe. The purpose of this deliverable, the Implementation Practice Guidelines, was to provide guidance to stakeholders that are interested in tailoring their implementation to deliver faster and more cost-effective commencement of a new service or technology. To deliver a product to stakeholders that is both accessible and targeted in its guidance, the Implementation Practice Guidelines were converted into the 'Snapshot – the ItFits-toolkit'.

The Snapshot provides a short overview of common implementation challenges, an overview of the ItFits-toolkit, key recommendations for implementers resulting from lessons learnt during IMA, a case study with an implementation user of the ItFits-toolkit, and key information and further contact details about the IMA research project.

The Snapshot draws on the experiences of the IMA implementation sites in using the ItFits-toolkit across various health care settings, and lessons learnt during their use of the toolkit. As the IMA implementation sites are based in a range of health care settings across Europe and Australia, including in two low- and middle-income countries, the recommendations are appropriate for a diverse audience.

The Snapshot is a public document and was launched at the IMA Final Conference on 16-17 March 2021.

Figure 9: Snapshot: The ItFits-Toolkit

3.5 Final Conference

A decision was made in late 2020 for the final conference to be held online, rather than in Amsterdam as planned. In line with the original plan, it was determined that the final conference would still strive to be a two-day event with diverse, high quality speakers presenting keynotes, panel discussions, and workshops. The two-day conference focussed on the technical (theoretical and headline results) on the first day and the practical (implementation) on the second, providing attendees with opportunity to interact and engage.

The promotion of the final conference occurred largely through existing communication channels (IMA Twitter and website) and networks of consortium members. EAAD created two communication packs with graphics Tweets, LinkedIn articles and draft emails that consortium members could use for promotion. The first was to 'save the date' and the second once the program and first speakers were announced. The strong communications following across these platforms that had been built throughout the life of the IMA project were leveraged for conference promotion.

Figure 10: IMA Final Conference Branding

A final conference landing page (https://conference.implementall.eu/) was developed within the IMA website, through which participants could register to attend.
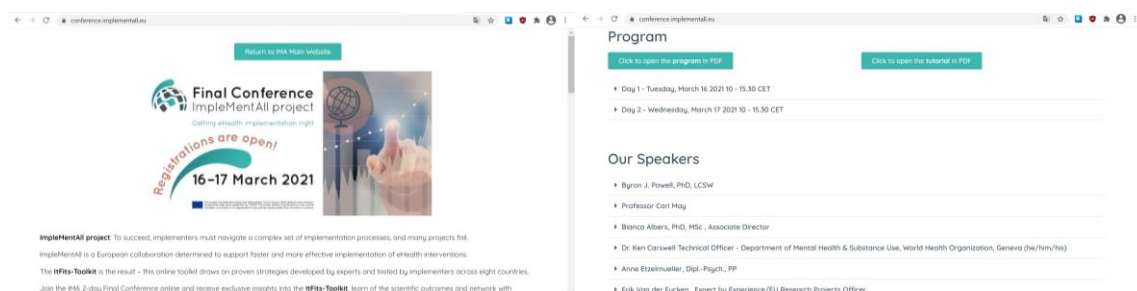

Figure 11: IMA Final Conference Landing Page

Delivering an interactive final conference online was challenging and required extensive support of all 25 speakers across 10 countries and support for the conference moderators who were located in different countries for the event. The final conference was successful in attracting quality keynote speakers, provided opportunity for those within the consortium to contribute, and included two presentations from projects looking to use the ItFits-toolkit in the roll out of national e-mental health projects (Norway and Lebanon).

In addition, there was strong representation from each work package in the program, but also the implementation sites and young researchers had the opportunity to take part.

This can be seen in the conference program provided below in Figure 12.

IMPLEMENTALL

Getting eHealth implementation right

Final Conference
ImpleMentAll project

ImpleMentAll **Final Conference**
16-17 March 2021

Day One Program (10.00 - 15.30 CET)

JOIN VIA CONFERENCE LINK, MEETING ID: 880 8041 2426

10.00 - OPENING - Day One
ImpleMentAll Final Conference
Moderators: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Christiaan Vis, Scientific Coordinator - ImpleMentAll

10.15 - KEYNOTE
Strategic Intentions and Everyday Practices: what do normalisation processes look like?
Professor Dr. Carl May PhD FAcSS FRCGP (Hon), Professor of Medical Sociology

10.45 - KEYNOTE
Opportunities to improve mental health services through adaptive and tailored approaches to implementation
Assistant Professor Byron J. Powell, PhD, LCSW;
Brown School and School of Medicine; Co-Director, Center for Mental Health Services Research; Washington University in St. Louis

11.15 - COFFEE BREAK

11.30 - PRESENTATION
Headline results of the ImpleMentAll project:

Effectiveness Study
Christiaan Vis, IMA Scientific Coordinator

ItFits-toolkit Process Evaluation
Professor Tracy Finch, Professor of Healthcare and Implementation Science

Implementation-as-usual
Anne Etzelmüller, Dipl.-Psych., PP Implementation Research Manager at HelloBetter by GET.ON, Work Package Lead "Implementation Management and Knowledge Transfer"

12.25 - FLASHTALKS
Digital Prevention of Depression for Farmers? A Qualitative Study about Barriers and Facilitators in the Nationwide Implementation of Tailored Internet Interventions from a Health Workers' Perspective
Johanna Freund M.Sc. (Clinical Researcher)

Do target-group specific interventions pay off? - Adaptation and implementation of digital mental health interventions to German farmers
Dr. Elena Heber, VP Content & Research (HelloBetter)

13.10 - LUNCH BREAK - CHANGE TO WORKSHOPS
(VIA ZOOM MEETING LINK, MEETING ID: 838 9606 3803)

14.00 - WORKSHOP
Showcase of the ItFits-toolkit and live question and answer session with developers and implementers

Workshop Moderators:
Professor Tracy Finch, Professor of Healthcare and Implementation Science
Johanna Freund M.Sc. (Clinical Researcher)
Dr. D. (Denise) J.C. Hanssen, Psychologist, researcher, implementation lead for Master Your Symptoms

Caroline Oehler (M.Sc.Psych), Implementation Lead, German Depression Foundation
Sebastian Potthoff, C. Psychol, PhD, Lecturer in Public Health
Professor Tim Rapley, Northumbria University
Kristine Tarp, Anthropologist, PhD, Postdoc
Ingrid Titzler, M.Sc. (Project and Implementation Lead, trial site GET.ON

14.55 - FLASHTALK
All(most) implemented for patients?
Erik Van der Eycken - Expert by Experience / EU Research Projects Officer, GAMIAN

15.15 - CLOSING NOTE
Moderators: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Christiaan Vis, Scientific Coordinator - ImpleMentAll

Getting eHealth implementation right

Final Conference
ImpleMentAll project

Day Two Program (10.00 - 15.30 CET)

JOIN VIA CONFERENCE LINK, MEETING ID: 880 8041 2426

10.00 - OPENING - Day Two
ImpleMentAll Final Conference
Moderators: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Christiaan Vis, Scientific Coordinator - ImpleMentAll

10.15 - KEYNOTE
Innovation to Implementation: e-Mental Health in Canada
Nicholas Watters, MBA. Director, Access to Quality Mental Health Services, Mental Health Commission of Canada

10.40 - PANEL DISCUSSION (Audience Q&A)
ImpleMentAll and Implementation in the context of COVID-19
Moderator: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Panelists: *Dr. Arlinda Cerga Pashoja, Assistant Professor of Global Mental Health with the London School of Hygiene and Tropical Medicine*
Professor Dr. Ulrich Hegerl, President of the European Alliance Against Depression and the German Depression Foundation

11.05 - PANEL DISCUSSION (Audience Q&A)
Theories and evidence - Context and Tailoring of Implementation Strategies
Moderator: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Panelists: *Bianca Albers, PhD, MSc - Associate Director*
Professor Carl May PhD FAcSS FRCGP (Hon), Professor of Medical Sociology
Assistant Professor Byron J. Powell, PhD, LCSW;
Brown School and School of Medicine; Co-Director, Center for Mental Health Services Research; Washington University in St. Louis

11.40 - COFFEE BREAK

12.00 - PANEL DISCUSSION (Audience Q&A)
ImpleMentAll Results - understanding the ItFits-toolkit, a qualitative and quantitative perspective
Moderator: *Kim Mathiasen, PhD, Project Coordinator - ImpleMentAll*
Panelists: *Professor Tracy Finch, Professor of Healthcare and Implementation Science*
Josien Schuurmans, PhD, Senior Investigator/Trial Coordinator - ImpleMentAll
Christiaan Vis, Scientific Coordinator - ImpleMentAll

12.40 - PANEL DISCUSSION (Audience Q&A)
Future ideas for the ItFits-toolkit in research and practice
Moderator: *Christiaan Vis, Scientific Coordinator - ImpleMentAll*
Panelists: *Sebastian Potthoff, C. Psychol, PhD, Lecturer in Public Health*
Josien Schuurmans, PhD, Senior Investigator/Trial Coordinator – ImpleMentAll
Caroline Oehler (M.Sc.Psych), Implementation Lead, German Depression Foundation

13.15 - LUNCH BREAK - CHANGE TO WORKSHOPS
(VIA ZOOM MEETING LINK, MEETING ID: 838 9606 3803)

14.00 - PRESENTATION
Application of the ItFits-toolkit in Future Implementation Projects *(Choice of two parallel presentations)*

The Norwegian perspective – planned use of the ItFits-toolkit by the Centre for Mobile Mental Health, in seeking to increase the use and impact of digital psychological interventions in Norway
Dr. Robin Kenter PhD – postdoctoral research fellow at the Department of Clinical Psychology at the University of Bergen, Norway

The Lebanese perspective – planned use of the ItFits-toolkit in rolling out Step-by-Step, an electronic mental health intervention, known as "Khoutweh Khoutweh", in Lebanon
Ms. Jinane Abi Ramia, PhD candidate, MPH, Project coordinator, National Mental Health Programme (NMHP) | Ministry of Public Health, Lebanon
Ken Carswell, DClinPsy, Department of Mental Health & Substance Use, World Health Organisation, Geneva

14.45 - PANEL DISCUSSION
Reflections of the ImpleMentAll Scientific Steering Committee
Moderator: *Professor Dr. Heleen Riper, Chair ImpleMentAll Scientific Advisory Board*
Panelists: *Professor Dr. Ulrich Hegerl, Member ImpleMentAll Scientific Steering Committee*
Assoc. Professor Dr. David Daniel Ebert, Member ImpleMentAll Scientific Steering Committee

15.10 - CLOSING NOTE
Moderators: *Kim Mathiasen, PhD, Project Coordinator, ImpleMentAll*
Christiaan Vis, Scientific Coordinator, ImpleMentAll

Figure 12: IMA Final Conference Program and Speakers

Three videos were developed for the final conference: one that demonstrated the ItFits-Toolkit, which can be used as a promotional product after the conference, one that highlighted research officers in the implementation sites, and one that provided a memory of activities of the consortium members throughout the 51 months of the project.

All presentations from the final conference plus a recording of each session have been published on the IMA website and the YouTube Channel for future dissemination purposes.

The final conference was attended (online) by 180 participants across 23 countries. For the morning sessions, this equated to 74% of those registered attending and for the afternoon sessions, an attendance rate of 52%. The top ten countries in terms of attendance are listed below, noting that the 23 countries extended to Australia, Saudi Arabia, and Mexico. All questions from attendees not answered during the panel discussions were followed up post conference, linking the attendee with the relevant speaker.
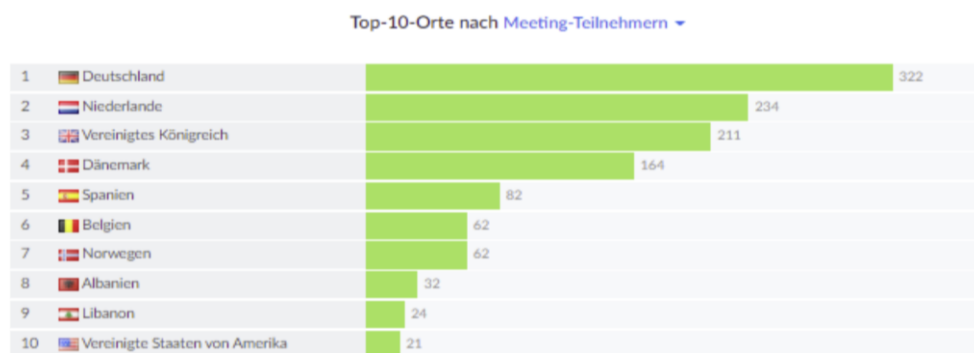

Figure 13: Top 10 countries of IMA Final Conference Attendees

Tweets were sent out during the final conference, which attracted a positive response as per below:
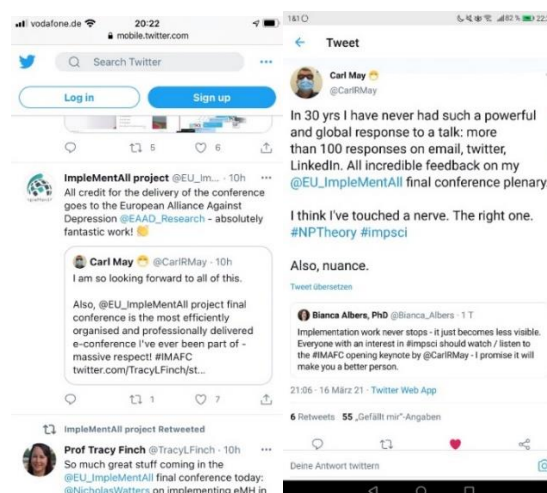

Figure 14: Twitter response

4 CONCLUSION

4.1 Summary

WP7 has delivered all of the required tasks and deliverables as articulated in the Grant Agreement. IMA has been successful in creating a high level of recognition with key stakeholders, as evidenced by the attendance at and interest in the the Final Conference.

In terms of innovation management, the success of the project is evidenced in many ways, but a particular highlight is the two national projecs in Lebanon and Norway, which are planning to utilise the ItFits-toolkit in their implementation.

4.2 Future Considerations

The initial work carried out to set the dissemination plan and identify stakeholders put the IMA project on a good path to success from the dissemination perspective. Working closely with WP8 to ensure alignment between communications and dissemination has delivered a high awareness of the IMA project.

Having said this, the need to pivot and adapt to current issues in a project of this duration is also key. The arrival of the COVID-19 pandemic in the final year of the project produced many challenges, but also opportunities. The ability to understand the political and social context of the pandemic, in terms of the demand for eHealth services, ensured that the dissemination (and communication) of the project was positioned within this narrative. This was evidenced by the national level policy discussion at the Final Conference and a panel on the impact of COVId-19 on implementation.