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ImpleMentAll

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

Deliverable D8.2

Communication Plan

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This document details the communication strategy and plan. It outlines the key messages to be communicated, communication channels to be applied, visual identity, target groups to be reached, tools to be used and individual communication plans for each partner.

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EXECUTIVE SUMMARY

This document describes the ImpleMentAll Communication Plan, providing details on the strategy that shall ensure awareness and high visibility of the activities carried out in the project.

The primary goals of the communication efforts are:

- To give the project high relevance and visibility in order to create awareness of its deployment.
- To encourage open dialogue with relevant, non-scientific communities about the project's aims, methods and outcomes.
- To communicate with other similar or complementary projects and initiatives.
- To support the establishment of the project's position in the European field of innovative eHealth implementation.
- To establish the project's visual identity.

The communication efforts are addressed to these key target groups:

- Policy makers and health organisations
- Healthcare authorities and providers
- Healthcare professionals and their associations
- Patients and their associations
- Other relevant projects and initiatives
- Health industry
- Research partners
- General public
- Press and media

The benefits of ImpleMentAll will not only be relevant for the participating regions, which is why the project is committed to communicating and promoting the concepts of ImpleMentAll widely to make this knowledge available to other European regions and thereby pave the way for a further roll-out of the ImpleMentAll methods/ItFits-toolkit.

The communication strategy will be carried out by use of various communication tools, channels and activities, all further described in this document. The activities include:

- Website implementation and updating
- Editing of press releases and publication of articles
- Organisation of and participation at non-scientific conferences and other events
- Liaison with other relevant initiatives
- Planning and execution of the Midterm Workshop
- Social media updates and network building
- Production of printed and online material as well as project merchandise
- Face-to-face meetings

The communication strategy is carried out on behalf of the Consortium and shall support all project partners' local communication activities. For this purpose, a communication toolbox has been developed containing a core set of specific communication but also dissemination materials and guidelines.

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1. INTRODUCTION

1.1 Project overview and purpose of this document

In recent decades, large amounts of time and money have been put into the development, testing, and implementation of eHealth for a wide range of health problems, in the physical as well as the mental domains. Nevertheless, very few eHealth interventions make it into routine care, and those that do take many years to get there.

ImpleMentAll (IMA) commits to provide an evidence-based answer to this problem through the development, application, and evaluation of tailored implementation strategies in a natural laboratory of on-going eHealth implementation initiatives in the EU and beyond.

Thus, the project aims at having impact on two research and innovation systems. One relates to the field of psychology and the provision of mental healthcare. The second relates to implementation science, i.e. the development of knowledge of and methods in promoting the uptake of research findings.

The on-going implementation initiatives forming the basis for the implementation research are all based on the same case study intervention: Internet-based Cognitive Behavioural Therapy (iCBT). Currently, various iCBT implementation processes are conducted across the world and ImpleMentAll will use this natural laboratory to develop, test, and evaluate a toolkit for tailored implementation strategies expected to make implementation trajectories more efficient for eHealth and eMental health alike.

The objectives for ImpleMentAll are:

1. 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.
2. To demonstrate the impact of the ItFits toolkit on the implementation of eHealth for common mental disorders (iCBT) in 9 European countries (2 of which are Low and Middle Income Countries), and Australia.
3. To disseminate the validated toolkit in various healthcare contexts across Europe.

For the project to be successful, the communication and dissemination of its efforts, experience and results are crucial and will influence the short term and long term impact of the project.

The purpose of this document is to describe the communication strategy and plans foreseen to enhance project impact.

This project distinguishes between communication and dissemination activities, although acknowledging and insisting on the two being closely linked. The distinction is described in section 1.2.

1.2 Communication versus dissemination

The IMA project will produce a Communication Plan (D8.2) as well as a Dissemination Plan (D7.1).

The European Commission describes the communication and dissemination activities as follows¹:

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. It makes **research results** known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policy makers) in a targeted way, to enable them to use the results in their own work.

Communication means taking strategic and targeted measures for **promoting the action itself and its results** to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to **society as a whole** and in particular to **some specific audiences** while demonstrating how EU funding contributes to tackling societal challenges.

Based on these definitions, the ImpleMentAll project has divided its dissemination and communication efforts in a way where dissemination activities will focus on promoting scientific results to scientific target groups, whereas communication will mainly focus on non-scientific target groups such as general media and public, however, also addressing specific audiences whenever appropriate. Thus, communication and dissemination activities will have an overlap of target audiences as shown in figure 1 below. However, these target groups will be addressed with different messages. Where communication efforts will be focused around raising awareness of the project and its actions, dissemination activities will focus on the dissemination of results.

¹ European Commission website: European Commission > Research & innovation > Participant Portal > Support <https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html>

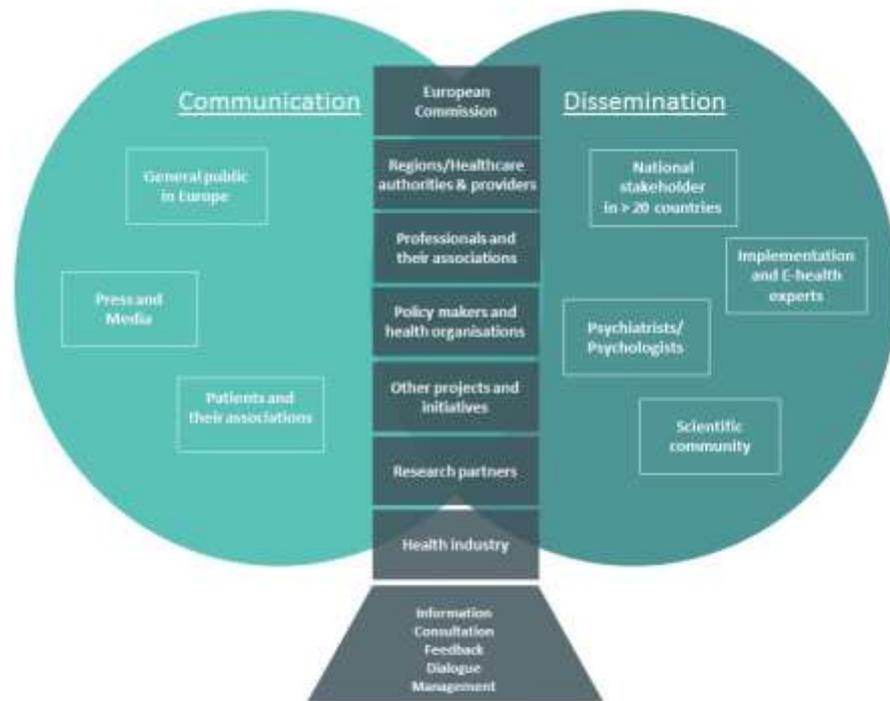


Figure 1: Differences and overlaps between communication and dissemination target audiences in IMA.

Thus highly linked, the D8.2 Communication Plan has been developed in close collaboration with WP7 to align with the D7.1 Dissemination Plan.

1.3 Structure of document

The present document consists of six chapters followed by six appendices:

Chapter 1: Introduction. The first chapter provides a brief introduction to the project and describes the structure of the document.

Chapter 2: Communication strategy. This chapter presents the communication strategy to be implemented in IMA, specifying the communication objectives, target audiences, key messages, and channels.

Chapter 3: Communication channels and activities. In this chapter, the communication plan is outlined by a description of the channels and activities foreseen to carry out the communication strategy.

Chapter 4: Communication toolbox. This chapter provides an overview and descriptions of the communication tools employed in the project. All tools have been gathered in a communication toolbox which gives an easy access and one-point-of-entry to all communication but also dissemination materials.

Chapter 5: Communication Matrix. This chapter visualizes the communication plan as it pairs target groups and communication means.

Chapter 6: Partners' individual communication plans. In this chapter together with appendix 6, all partners, including trial sites, outline their individual communication plans elaborated to promote the project.

Appendices:

Appendix 1: List of conferences, events and journals relevant for the IMA Consortium

Appendix 2: The project's visual identity

Appendix 3: The IMA Twitter account

Appendix 4: Presentations and templates

Appendix 5: Printed materials and merchandise

Appendix 6: Project partners' individual communication and dissemination plans

1.4 Glossary

EC	European Commission
eHealth	Healthcare practice supported by electronic processes and communication
iCBT	Internet-based Cognitive Behavioural Therapy
IMA	ImpleMentAll
WHO	World Health Organization
WP	Work Package

2. COMMUNICATION STRATEGY

The communication activities must be founded on a set of overall objectives and address relevant stakeholders in a strategic and targeted way in order to maximise the effect of the communication efforts. A first step is therefore to make a strategy, identifying the objectives and key messages, as well as the key stakeholders to be targeted along with the overall communication lines. This chapter outlines the strategy.

A second step is to operationalise the strategy, planning which communication tools and activities to deploy in order to reach which stakeholders. This is described in the remaining document, also including the partners' individual communication plans.

2.1 Communication objectives

As described in section 1.2, the overall communication objectives are to reach out to the broader public including decision and policy makers, interest organisations, health industry, etc., in order to promote project actions and impact.

More specifically, the communication activities have the following objectives:

- To give the project high relevance and visibility in order to create awareness of its deployment.
- To encourage open dialogue with relevant, non-scientific stakeholders about the project's aims, methods and outcomes.
- To communicate with other similar or complementary projects and initiatives.
- To support the establishment of the project's position in the European field of innovative eHealth implementation.
- To establish the project's visual identity and voice.

2.2 Target audiences

In order to optimise communication and dissemination efforts, it is important to identify and define the target audience interested in the project. The term 'target audience' implies all stakeholders/ groups of people that could have an interest in the activities and results of ImpleMentAll. The reasons for their interest may vary, and may be personal, professional, or scientific.

Communication activities shall focus on the target audiences listed below, mostly non-scientific stakeholders relevant to this project, but overlaps to the main target audiences for dissemination will occur, especially in the project's online presence (website and social media).

As stated earlier, the project aims at having impact on two research and innovation systems, one relating to the field of psychology and the provision of mental healthcare, and the other relating to implementation science.

For communication activities, the target audiences will mainly be present in the first field, whereas dissemination activities will focus on the field of implementation science - however, with an unavoidable overlap as pictured in figure 1, section 1.2.

For communication purposes, the key target audiences have been identified as follows:

- Policy makers and health organisations
- Healthcare authorities and providers
- Professionals and their associations
- Patients and their associations
- Other relevant projects and initiatives
- Research partners
- Health industry
- General public
- Press and media

2.2.1 Stakeholder descriptions

Policy makers and health organisations

Policy makers on different levels, from local/regional to national and international, hold decisive power in the process of implementing or upscaling healthcare services as their decisions and recommendations form the basis for new developments in health and care. Their willingness to provide new healthcare solutions is essential and may be impacted by their knowledge of new, effective methods for increasing uptake and normalisation. The Consortium will exploit its existing contacts to policy making bodies as well as explore new opportunities for contact to be made in order to gain influence on policy areas and specific policies relevant to the project's goals.

Health organisations are often powerful and capable of influencing policy makers. The Consortium will be in contact with health organisations, e.g. the WHO.

Healthcare authorities and providers

In most public health systems, the regional healthcare authorities are also regional healthcare providers in the sense that they own the delivery network. Thus, regional and local health authorities and providers play a leading role in the project as they have the responsibility for the provision and implementation of healthcare to their resident population, and it is therefore important to raise their awareness of new, evidence-based methods for increasing uptake and normalisation. This also makes them a key stakeholder for both communication and dissemination efforts, as they will play a key role in adapting their structure to a new way of delivering (or upscaling) care to citizens, and in deploying the ItFits-toolkit. First contacts will be established with relevant departments in charge of healthcare provision and research, as they can mediate between project partners and the departments responsible for healthcare management. This contact will be established locally by project partners.

Professionals and their associations

As care professionals are directly involved in the deployment of eHealth services, they are a very important stakeholder group for the project. It is necessary to raise their awareness about the potential benefits of new forms of delivering healthcare, as well as potential benefits of tailored implementation strategies. Healthcare professionals are directly involved in the project through the pilots. In addition, as several of the project partners are healthcare professionals themselves, they will promote the project through their extensive networks.

Patients and their associations

Even though the project's overall goals are focused around implementation strategies, a spin-off of the project is that more citizens will potentially be exposed to innovative, evidence-based eHealth solutions, as project interventions seek to increase uptake and normalisation of such services. Thus, patients, who are not yet aware of these solutions, are also a target group for communication activities. For this group of stakeholders, it is primarily important to inform them about the new evidence-based treatment options offered by ImpleMentAll, whereas the implementation strategies have less or no relevance to them. Patients associations represent a relevant target group, as they constitute an expedient communication channel to the citizens/patients, understand their demands, and can inform them about the benefits of the services deployed in ImpleMentAll. Patients and local patient associations will be included via the project partners (see the partners' individual communication and dissemination plans in appendix 6).

Other relevant projects and initiatives

Projects and initiatives working in the same field, e.g. implementation and/or eHealth, often benefit greatly from communicating and sharing their experiences which can lead to important synergies. IMA's existing and growing network of other relevant projects and initiatives will be exploited as an effective communication channel to interested and interesting partners outside of the Consortium.

Research partners:

Research partners are in the periphery of target audiences for communication purposes. The communication efforts will not focus directly on researchers, as this group will be targeted by the dissemination activities, including presentations and posters at scientific conferences and events. However, the IMA messages will be spread at non-scientific events, where research organisations and partners to the project will be present.

Health industry

The work in IMA is interesting for the health industry as it presents an opportunity to learn about new innovative solutions or services that may create business opportunities. New opportunities can create growth, which is one of the overall goals for EC funding programs. Furthermore, the focus on implementation processes can be of potential benefit for industry players and the implementation of their products, services and solutions.

General public

ImpleMentAll focuses on several illnesses in mental health, e.g. depression, all of them highly prevalent in European countries, and as the aim of the project is to improve implementation of eHealth services in general, citizens and the general public form a relevant stakeholder group for the project. During their lifetime, many people will suffer from chronic or severe disease, in the somatic or mental health domains, or know someone who does. Therefore, it is in their interest to know about the deployment of new treatment options.

Press and media

The press and media are linked to the above “general public” target group and represent an important stakeholder group as they play a key role in shaping public opinion and informing the public about new initiatives in healthcare. Press and media are also the channels through which the project will communicate how EU funding contributes to tackling societal challenges.

Other target groups

Implementation and eHealth experts:

In the ImpleMentAll project, implementation and eHealth experts are considered scientific target groups as they are mainly composed by scientists and researchers within the fields. Therefore, these groups are primarily target groups for dissemination activities, and are more thoroughly described in the D7.1 Dissemination Plan. They are briefly mentioned here as communication efforts may be directed towards these groups when appropriate. However, they are not key target groups for communication purposes.

2.3 Key messages

The project has chosen to word its overall goal in the following way:

“Getting eHealth implementation right”.

As this overall goal implies, the project’s main focus is on implementation strategies, i.e. the integration of implementation science in the development of strategies for tailored implementation.

However, as earlier described, a project spin-off is the actual implementation of services and the fact that more citizens will potentially be exposed to innovative evidence-based eHealth solutions, since IMA project interventions in general seek to increase the uptake and normalisation of such services.

This forms two lines of communication; one informs about potentially increased effectiveness of implementation as a result of the IMA project, and one about increased provision of new eHealth services to the citizens through the IMA project.

Which line to follow will depend on the target audience. The message most instantly absorbable to all stakeholders identified for communication purposes would be the message about ImpleMentAll seeking to increase the provision of new eHealth services to the citizens. This will therefore be the key message for communication purposes and will serve as a point of entry to catch the interest of relevant stakeholders.

The key message shall, however, always be followed up by additional messages, explaining what ImpleMentAll is *mainly* about, namely increasing the effectiveness of implementation within the field of eHealth services on the basis of implementation research.

For **communication purposes**, the key message and additional messages are therefore:

Key message:

“ImpleMentAll aims at increasing the provision of new eHealth services to the citizens.”

Additional messages:

- 1. The ImpleMentAll project assumes that innovations can be implemented more quickly and more efficiently when systematically addressing determinants of practice in the context of a local setting.*
- 2. ImpleMentAll will develop tailoring implementation strategies, test them in on-going and up-scaling iCBT initiatives, and demonstrate their impact.*
- 3. ImpleMentAll will deliver a tailoring toolbox (the ItFits-toolkit) to facilitate implementation of evidence-based eHealth interventions.*
- 4. ImpleMentAll will bridge the gap between research and clinical practice within the field of eHealth implementation.*

The wording of the additional messages may be altered depending on the target group. For the general public for instance, the messages will not contain technical/special terminology from the healthcare domain, but the core of the messages will remain the same.

All messages intend to catch relevant stakeholders’ interest in the project, invite them to seek more knowledge and preferably enter into a dialogue with members of the Consortium.

2.4 Channels

The channels identified most suitable for reaching the IMA target audiences are:

- The ImpleMentAll website, which acts as a living window of the project and is regularly updated with news and results throughout the lifetime of the project.
- The ImpleMentAll Twitter profile, which acts as a quick and easy communication channel reaching a broad audience including and surpassing the key stakeholder groups described above. It allows for external stakeholders to follow and reach the project in an informal yet informative manner.
- General media, which is the main channel for reaching the wider public.
- Non-scientific conferences and events, which allow for presenting the project and its outcomes to a large number of people interested in the eHealth area as well as implementation science.
- Exchange of experience and collaboration with other relevant projects and initiatives.
- Face-to-face meetings.

All channels imply specific activities to be carried out. The channels and related activities are further described in chapter 3, whereas tools used for carrying out the activities are outlined in chapter 4.

3. COMMUNICATION CHANNELS AND ACTIVITIES

During the project lifetime, the Consortium will make use of the below channels and activities in order to promote ImpleMentAll at international, national, regional and local levels.

3.1 Website

The IMA website is the main and central communication hub of the project, as it is considered the right channel to reach all stakeholders and to communicate the projects' outcomes and activities regularly according to its progress. All other communication channels and means will lead the audience to the website, which will hold updated information about the project.

Maintenance activities related to the website encompasses distribution of facts and news about the project, along with the project's progress, results, and impacts as they are obtained. The website also provides contact details for all project partners in order to facilitate cooperation and knowledge sharing within and beyond the Consortium.

The IMA website is available at/under the URL: <https://www.implementall.eu/>.

3.2 Social media

In an effort to encourage open dialogue with stakeholders, and to reach a broad audience while showing that ImpleMentAll is a dynamic and active project, an IMA Twitter account has been created under the username [@EU_ImpleMentAll](#). With its Twitter account, the project can announce updates – big or small – and follow / be followed by relevant stakeholders.

Twitter has been chosen as the project's social medium as it is dynamic and vibrant, but still widely used for professional purposes. In addition, several of the project's key stakeholder groups are active on Twitter, e.g. health authorities, interest organisations, other EU funded projects, researchers, the EC, etc.

The content shared on Twitter is a mixture of project news also portrayed on the website, retweeting of relevant posts from the project partners or other stakeholders, as well as small updates from the project's daily activities.

The project, as well as the Consortium, announces updates – big or small – and direct their messages to the attention of relevant stakeholders by the use of hashtags (example: #meetIMA, #H2020) and handles (example: @EU_H2020). Relevant hashtags for tweets related to the IMA project are listed in the communication toolbox – a few examples are listed below:



An embedded timeline of the Twitter account has been added to the project website, displaying the latest tweets at the front page. The purpose is to catch website visitors’ attention and make them follow the project on Twitter.

In addition to Twitter (and possibly other platforms, such as LinkedIn, depending on relevance) a different and more content-rich form of social media will be applied in IMA. After approx. one year in operation, the website will be enriched with a blog featuring posts diving into the many interesting and complex subjects that form the basis of the project. The blog will add life to the website and clearly display who we are as a project, what we do, and why. Also, the blog will be interactive and provide a direct channel for consortium partners and external stakeholders alike to communicate and share their extensive knowledge on implementation, eHealth, eMental health, etc.

3.3 General media

One of the main channels for reaching the press, and through this a wider public, is the production of press releases and articles reporting the project’s aims, key activities, and major achievements. This communication activity will be carried out at overall and local levels at the point of any newsworthy development in the project and in connection with the announcement of workshops and conferences.

With regard to the level of communication, articles will mainly be published in specialised international press, as well as in national and local media in the various partners’ countries.

3.4 Presentations

In the communication toolbox, different presentations are available for project partners to use for various communication and dissemination purposes. Presentations count a general slide deck (PowerPoint presentation) with slides to pick and choose from according to needs and target groups, a one-pager presentation of the project and other shorter presentations. Information useful for presentations, such as the project’s key messages and the strengths of the IMA project, is also presented under the headline “presentations” in the toolbox.

Templates for Word and PowerPoint presentations have been developed to ensure that the project is presented to the outside world in a coherent manner. They are to be used by all partners for both internal and external presentations and are available via the toolbox.

A selection of presentation materials and templates are pictured in appendix 4.

3.5 Non-scientific conferences and events

Conferences and events

The activities and results of the project will be communicated at relevant international, national and regional conferences and events in fields including eHealth, health technology and innovation, eMental health, mental health, implementation research, etc. The consortium partners of ImpleMentAll are often invited as speakers at this type of conferences and events and will have ample opportunity to present the project and its outcomes to a large number of people interested in the above-mentioned fields. A number of target events will also be organised by the project partners as part of their communications and dissemination activities (see appendix 6: Project partners' individual communication and dissemination plans).

Thus, congresses and events in similar fields provide a sound basis for ImpleMentAll to reach its main target groups for the communication and dissemination efforts. For this purpose, a list of relevant conferences and events has been created and distributed to all partners. Furthermore, these conferences and events have been added to the IMA website which always displays the next three upcoming events on the front page. On the subpage "event calendar", all upcoming and former events relevant for the Consortium are displayed. The complete list of relevant scientific and non-scientific conferences, events and journals is available in the IMA shared repository. The list will be updated with upcoming events as they are identified during the lifetime of the project. The list in its current form is shown in appendix 1.

Midterm Workshop and Final Conference

The project will plan, carry out and host two major project events: the Midterm Workshop and the Final Conference, which will aim to gather important stakeholders for knowledge sharing and presentations of the project's results in order to increase visibility, as well as trigger the uptake of the ItFits-toolkit outside of the Consortium.

The Midterm Workshop will have its focus on communicating and promoting the aims, progress, and intermediate results and impact of the project as well as allowing for input and feedback from relevant stakeholders and experts in the fields of implementation science and health innovation.

The Final Conference will showcase the actual results and impact of the project, while engaging relevant stakeholders and setting the scene for the life of these beyond the project lifetime. The Final Conference will have its main focus on scientific results and sustainability of these beyond the project lifetime.

3.6 Liaison with other EU initiatives

Projects and initiatives working in the same field, e.g. implementation and/or eHealth, often benefit greatly from communicating and sharing their experiences. IMA's existing and growing network of other relevant projects and initiatives will be exploited as an effective communication channel to interested and interesting partners outside of the Consortium supporting valuable liaison opportunities.

3.7 Face-to-face meetings

Apart from the above-mentioned communication channels and media, the project will of course also spread its news through face-to-face meetings whenever possible and relevant. This is the most traditional, but still very effective, way to communicate and spread information, as it allows targeting the message and obtaining a direct feedback from the interlocutor. Unless it is part of an organised event, this kind of activity will not be officially registered.

4. COMMUNICATION TOOLBOX

For distribution among project partners, the ImpleMentAll project has prepared an electronic communication toolbox with a core set of specific communication tools and materials. The purpose of the toolbox is to support project partners in their communication activities but also their dissemination activities. The toolbox provides an easy access and a one-point-of-entry to all relevant communication and dissemination material, whether addressing scientific or non-scientific audiences.

As shown in figure 2, the toolbox is structured around 7 categories: Visual identity; Website and Social media; Presentations; Printed material and Merchandise; General Media; EC requirements; Tips & Inspiration.

For each headline, there is a number of sub-categories. When clicking a category, the user will be directed to material or explanations that support communication and dissemination activities related to the subject in question.

The toolbox will be placed in the IMA shared repository. It is a living document in which categories and tools can be added or updated if relevant and beneficial to the project partners.

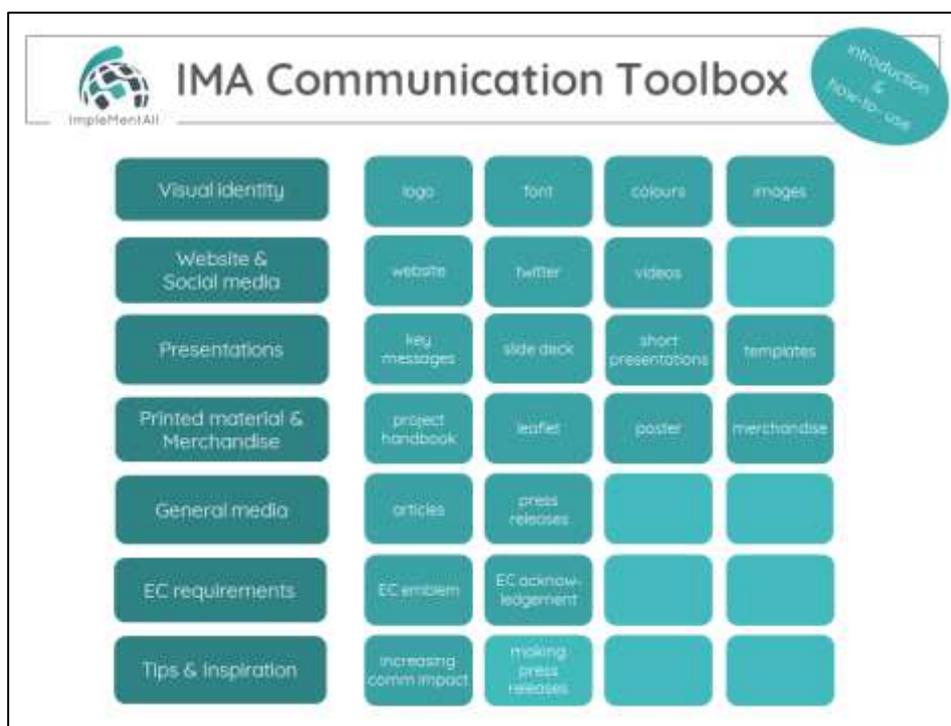


Figure 2: Front page of the IMA Communication Toolbox, providing a content overview and a one-point-of-entry to all communication and dissemination material

Those tools that were or will be made primarily for communication purposes are briefly described below. For this deliverable, selected tools and materials are shown in appendices 2-5.

4.1 Visual Identity

The IMA visual identity is composed by logo, colours, font and images. The symbolic meanings of the logo and the chosen colours are explained in the communication toolbox, which also gives guidance on how to download the chosen font, Quicksand Regular. Furthermore, the toolbox provides images made specifically for ImpleMentAll to be used for various communication and dissemination purposes.

The four elements constituting the visual identity of ImpleMentAll are displayed in appendix 2.

4.2 Website & Social media

Website

The website is one of the main communication channels and its content like news spots, general project information, project deliverables and newsletters are important tools to establish interest and dialogue with stakeholders.

The toolbox explains the main purpose and structure of the website, which is to communicate facts and news about the project. The toolbox reminds project partners of the useful information they can find on the website (e.g. upcoming conferences and project members' contact details) and encourages project partners to provide the website administrators with project updates from their specific sites.

Videos, infographics and a blog are some of the communication tools that the project plans to use in order to reach out to various stakeholders through the website.

To see the website, visit www.implementall.eu.

Social media (Twitter)

The toolbox explains how to use Twitter as a means of communication with IMA stakeholders and general promotion of the project. It also explains the meaning of terms like hashtags and handles, and how to use these.

For a visual presentation of the Twitter account, see appendix 3.

4.3 Printed material and merchandise

The project will produce printed material, such as leaflets, posters and postcards with general information about project objectives, approach, partners, and impact. The aim of the printed material is to raise awareness of the project, to establish the project's identity

and to guide interested readers to the project website, where more in-depth information can be found, as well as to the Twitter account, where the project's progress and activities can be followed.

Pictures of the printed materials and merchandise produced at this stage are displayed in appendix 5.

Project handbook

Being a large, ambitious project with many stakeholders, ImpleMentAll needs a well-organised management structure and effective communication channels among partners to favour collaborative work. To support this, a project handbook has been completed as a tool for internal communication.

The purpose of the handbook is two-fold:

First, to provide the Consortium with an agile and brief document giving a short and clear picture of the work to be done in the ImpleMentAll project, such as objectives, timing and tasks, expected results and financial flow. Moreover, it can be used by the partners for communication purposes too, offering a thorough description of what ImpleMentAll actually is and what it wants to achieve.

Second, it is intended to be a practical daily tool for management directed to all partners, to provide them with a reference for everyday work: operational procedures, methodology, core steps, deadlines and financial monitoring.

The project handbook is accessible through the communication toolbox in an electronic version. It has also been printed and distributed in hard copy among project partners.

Leaflet

A project leaflet will be produced and will be distributed to all partners as well as at conferences worldwide. The leaflet contains basic information about ImpleMentAll, such as objectives, partners and time frame. The leaflet is designed for a broad audience and has the purpose to raise awareness of the project, and to guide interested readers to the project website and the Twitter account.

An update of the leaflet is planned to be made halfway through the project, when more content can be added on project outcomes and progress.

Poster

A poster will be produced with general information about ImpleMentAll, such as objectives, partners and time frame. The poster is designed for a broad audience and has the purpose to raise awareness of the project at conferences and events, and to guide interested readers to the project website and the Twitter account.

The poster will be available in an electronic version in the communication toolbox for partners to download and print. It can be used in its current version or serve as a template for partners to modify according to needs and purposes.

Merchandise

In addition to the printed material, a small collection of merchandise has been produced with the logo and colours of the project for distribution among partners and stakeholders. The nature of the merchandise is decided in coherence with the most relevant distribution channels and target groups. At this stage of the project, it has been decided to make pens, post-it pads and tote bags as these are easily distributed at conferences and events. Roll-ups will also be produced with logo and project colours as eye-catchers at conferences and events. Merchandise will be distributed among partners throughout the project and more material will be produced if needed.

The toolbox shows the merchandise at hand.

4.4 General media

One of the main channels for reaching the press, and through this a wider public, is the production of press releases and articles. The toolbox gives general advice on how to produce press releases and articles and will provide access to IMA press releases and articles already produced.

4.5 EC requirements

On all printed material, IMA will insert the EC emblem and EC acknowledging text, thus demonstrating how EU funding contributes to tackling societal challenges.

The toolbox provides information on how to use the EC emblem and acknowledging text correctly.

4.6 Tips & inspiration

A section in the toolbox has been dedicated for tips and inspiration, which will be added whenever relevant content is identified.

5. COMMUNICATION MATRIX

Targeting communication efforts and means according to stakeholder groups is crucial in order to establish contacts and get the message across. When applied for communication of the project, each means is therefore designed with the specific target group(s) in mind. Target groups and communication means have been paired in the matrix below. Thus, the matrix constitutes a visual reproduction of the communication plan.

	Policy makers and health organisations	Health authorities and providers	Professionals and their associations	Patients and their associations	Other projects and initiatives	Research partners	Health industry	General public	Press and media
Website	X	X	X	X	X	X	X	X	X
Twitter	X	X	X	X	X	X	X	X	X
Press releases									X
Articles	X	X	X	X	X	X	X	X	X
Presentations	X	X	X	X	X	(X) ²	X		
Posters	X	X	X	X	X	(X)	X		
Leaflet and other printed material	X	X	X	X	X	X	X	X	X
Videos and infographics	X	X	X	X	X	X	X	X	X
Blog	X	X	X	X	X	X	X	X	X
Conferences, and events	X	X	X	X	X	(X)	X		X
Liaison with other initiatives					X	X			
Face to face information	X	X	X	X	X	X	X	X	

Table 1. Target groups paired with main communication means

The matrix will be reviewed at regular intervals, as the status of stakeholders as well as communication means may change over time and over the progress of the project.

² The communication efforts will not focus directly on researchers, as this group will be targeted by the dissemination activities, including presentations and posters at scientific conferences and events. However, the IMA messages will be spread at non-scientific events, where research organisations and partners to the project will be present.

6. PARTNERS' INDIVIDUAL COMMUNICATION PLANS

An active communication effort from all project partners is crucial for the success of the communication and dissemination results. Therefore, all IMA partners and their trial sites have committed to engage in the communication and dissemination activities and have prepared individual plans for their activities, including identification of their stakeholders and suitable channels and tools for reaching out to them.

All the partner specific communication and dissemination plans are listed in appendix 6.

Continuous reporting on communication and dissemination activities will be conducted at partner level through a project reporting tool (Excel sheet) available to all project partners. This tool will demonstrate the reach of the project and potentially serve as inspiration for relevant activities for the partners to participate in.

APPENDICES

Appendix 1: List of conferences, events and journals relevant for the IMA Consortium

Appendix 2: The project's visual identity

Appendix 3: The IMA Twitter account

Appendix 4: Presentations and templates

Appendix 5: Printed materials and merchandise

Appendix 6: Project partners' individual communication and dissemination plans

APPENDIX 1: List of conferences, events and journals relevant for the IMA Consortium

CONFERENCES	
Name, Date, Place	Domain
ISRII 9th Scientific Meeting 12 - 14 October, 2017, Berlin, Germany http://www.isrii-conference.com/	E-mental-health
WPA World Congress 8 – 12 October 2017, Berlin, Germany http://www.wpaberlin2017.com/	Psychiatric Disorders (worldwide)
International Training: “Exploitation of EU Project Results with a Focus on IP in the Field of Health and Biotechnology” May 10-11, 2017, Prague, Czech Republic https://www.iprhelpdesk.eu/event/3908-FFH2.0_EUIPRHD_Prague_2017	Training Course (EAAD will take part)
Global Implementation Conference June 20, 2017, Toronto, Canada https://gic.globalimplementation.org/	Expanding Implementation Perspectives: Engaging Systems. Specific conference program tracks related to this theme of Systems and Implementation are currently under development and will be announced later.
Training course: “Implementation: Theory and Application in Health Care” Three on site meetings in Linköping, Sweden: September 20, 2017 October 10-12, 2017 November 30, 2017 https://www.implementation.eu/events/implementation-theory-and-application-health-care-1	This course provides a broad introduction to the field of implementation science, its history, development and theoretical foundation. The overall aim is to achieve improved understanding of the challenges of implementing new practices in health care.
4th biennial Society for Implementation Research Collaborative (SIRC) September 7-9, 2017, Seattle, USA https://societyforimplementationresearchcollaboration.org/4th-biennial-society-for-implementation-research-collaboration/	Implementation Mechanisms: What Works and Why?
10th Annual Conference on the Science of Dissemination and	Translation,

<p>Implementation in Health December 4-6, 2017, Virginia, USA http://www.academyhealth.org/events/site/10th-annual-conference-science-dissemination-and-implementation-health</p>	<p>Dissemination & Implementation Public & Population Health Analytic Tools Access to Care</p>
<p>Health 2.0 Europe May 3-5, 2017, Barcelona, Spain (Also later dates in the US and India) http://health2con.com/</p>	
<p>eHealth Week 2017 May 10-12, 2017, Malta http://www.ehealthweek.org/ehome/index.php?eventid=198654&tabid=447653&</p>	<p>Data for Health: the key to personalised sustainable care.</p>
<p>HTAi Annual Meeting June 17-21, 2017, Rome, Italy http://www.htai.org/news-events/upcoming-events/cal/event/detail/2017/06/17/htai_2017_annual_meeting.html</p>	<p>Theme: Towards an HTA Ecosystem: From Local Needs To Global Opportunities.</p>
<p>34th ISQua Conference 2017 (International Society of Quality) October 1-4, 2017, London, England http://www.isqua.org/Events/london-2017</p>	<p>Theme: Learning at the System Level to Improve Healthcare Quality and Safety.</p>
<p>WHINN - Week of Health and Innovation 10-12 October, 2017, Odense, Denmark http://www.whinn.dk/</p>	<p>Health innovation, new technologies and sustainable solutions.</p>
<p>ICIC17 – 17th International Conference on Integrated Care (IFIC) 8-10 May, 2017, Dublin, Ireland https://integratedcarefoundation.org/events/icic17-17th-international-conference-on-integrated-care-dublin</p>	<p>Theme: Building a platform for integrated care: delivering change that matters to people</p>
<p>EPA: The 26th Congress of the European Psychiatric Association (EPA 2018) March 3-6, 2018, Nice, France http://www.epa-congress.org</p>	<p>Psychiatric Disorders (European Level), Integration of new technologies and research findings into person centred approaches.</p>
<p>World of Health IT Spring 2018 (venue and program to be announced) http://www.worldofhealthit.org/ehome/index.php?eventid=217976&</p>	
<p>HIMSS2018 (Healthcare Information and Management Systems Society) March 5-9, 2018, Las Vegas, USA http://www.himssconference.org/</p>	
<p>4th Australasian Implementation Conference (AIC) October 22-24, 2018, Melbourne, Australia http://www.ausimplementationconference.net.au/</p>	<p>The AIC aims to advance implementation science - the integration of research findings and</p>

	evidence into policy and practice - to ensure more effective implementation will result in better health
JOURNALS	
Name	Domain
BioMed Central: Implementation Science https://www.biomedcentral.com/	Implementation Science aims to publish research relevant to the scientific study of methods to promote the uptake of research findings into routine healthcare in clinical, organisational or policy contexts.
JMIR (Journal of Medical Internet Research) http://www.jmir.org/	

APPENDIX 2: The project's visual identity

The IMA visual identity is composed by the below logo, colours, font and images.

COLOR		
	CMYK : 74 : 51 : 45 : 39 RGB : 63 : 63 : 92 #3e525b	Pantone 7545C
	CMYK : 78 : 28 : 44 : 13 RGB : 47 : 130 : 132 #2e8184	Pantone 7475C
	CMYK : 69 : 0 : 38 : 0 RGB : 62 : 183 : 174 #3db6ae	Pantone 7465C
	CMYK : 20 : 54 : 50 : 10 RGB : 191 : 126 : 111 #b7e6f1	Pantone 7591C

IMA colours



IMA logo with and without tagline



IMA images



IMA font: Quicksand

The symbolic meanings in brief:

Logo choice: The logo was created with a symbolic meaning. The curve symbolises a process, where something is started and finished. The form of the circle is symbolising the globe.

The different elements and the colour changes within the elements symbolise cooperation between different countries and the sharing of knowledge.

Colour choice: The colours were chosen with focus on what they are signalling.

The red colour signals strong, serious, sincere and kind. It also signals inclusion.

The grey colour signals mature, responsible, elegant, expectations and practical.

The green/blue colour signals professionalism, communication and independence. Being a friendly and warm colour that neutralises chaos, it invites to and opens up for communication. The blue part gives a feeling of peace and quiet, whereas the green part gives a feeling of balance and growth.

APPENDIX 3: The IMA Twitter account



The IMA Twitter account front page.



IMA tweets are imbedded on the project website at the bottom of the page next to the event calendar.

APPENDIX 4: Presentations and templates

A selection of presentation materials and templates for project partners to use for communication and dissemination purposes:



IMA PowerPoint template



IMA word template



IMA one-pager presentation of the project

APPENDIX 5: Printed materials and merchandise



The project handbook



First draft of leaflet (work in progress)



Post-it pads



First draft of poster (work in progress)



Pens



Postcards

APPENDIX 6: Project partners' individual communication and dissemination plans

1. RSD (incl. trial site: Centre for Tele Psychiatry) & 2. SDU

Means for reaching stakeholders in public*	
Website	<p>As lead of the IMA communication activities, RSD implements and maintains the project's website www.implementall.eu, where facts and news about the project are communicated along with the project's progress, results, and impacts as they are obtained.</p> <p>RSD will produce a project newsletter every 6 months and make it available for all interested stakeholders through the project website.</p> <p>ImpleMentAll is promoted on the website www.cimt.dk, as an international innovation project in the region. CIMT is the Centre for Innovative Medical Technology at Odense University Hospital. The site gives a general introduction to ImpleMentAll and links to the project's website and Twitter account.</p> <p>The project will be promoted on the webpage of the Centre for Tele Psychiatry www.psykiatrienisyddanmark.dk/wm432627, hosting the trial information about the overall project and the local trial in Danish including link to the overall project webpage. Additionally, it will be promoted on the webpage of the Mental Health Services of Southern Denmark www.psykiatrienisyddanmark.dk/wm459880.</p>
Press, media and events	<p>Through press releases, relevant local and national media will be informed about the project and key findings. A first press release was issued at the beginning of the project to the local media. A further press release will be issued at the start of the trial to local, regional, and national news media, and others will follow along with project progress.</p> <p>We plan to place articles in non-scientific, national magazines like e.g. "Sygeplejersken", "Dagens Medicin", and regional magazines like e.g. "Sund i Syd" – with a focus on the services that the project is implementing.</p> <p>ImpleMentAll will be promoted by RSD representatives at national and international events such as ETC 2018, WHINN 2018 and eHealth week 2018.</p> <p>We also plan to present the project and the local trial on international research conferences e.g. of the European and the International Societies for Research on Internet Interventions.</p> <p>The Centre for Tele Psychiatry will be hosting a national conference on tele psychiatry in 2018, where the ImpleMentAll project will be presented.</p> <p>We plan to present the project at a national 'theme day' on technology assisted psychological services hosted by the Danish Psychological Association.</p> <p>RSD will organise a Midterm Workshop focusing on the communication and promotion of the objectives, progress and intermediate results and impact of the project. Relevant stakeholders and experts in the fields of implementation science and health innovation will be invited to the workshop to give input and feedback. The workshop will serve as a platform for increased communication activity around the project, e.g. through the local press, the project's website and Twitter.</p>

Social media	<p>RSD has created and maintains the ImpleMentAll Twitter profile under the name @EU_ImpleMentAll. Through this profile, the project follows and is being followed by key persons and organisations relevant to the project's scope. The content shared on Twitter is a mixture of project news, retweets of relevant posts from project partners or other relevant stakeholders, as well as small updates from the project's daily activities. Often, tweets will have the main purpose to direct its readers to the project website.</p> <p>Project members from RSD are all active on Twitter, and ImpleMentAll is often promoted through their personal profiles, thus spreading IMA updates through their network.</p> <p>Additionally, the Centre for Tele Psychiatry will promote the project on a group for tele psychiatry on LinkedIn: www.linkedin.com/groups/8287818/profile</p>		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders <p>Others : Give-aways (e.g. pens with logo), advertorials in magazines, mailings to general practitioners</p>		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	Lars Kayser, Ass. Prof., Health Informatics and innovation, University of Copenhagen, DK		National
2.eHealth experts			
3.Psychiatrists, psychologists (e.g. national or local associations)	Danish Psychological Association, www.dp.dk Dansk Psykiatrisk Selskab, www.dpsnet.dk		National
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	<p>Faculty of Social Sciences, Health Economics, University of Aalborg, DK</p> <p>Healthcare authorities and providers in EU regions</p> <p>European Commission & Parliament</p> <p>Policy and Health organisations, e.g. WHO</p> <p>Interest groups, e.g. in the EC Community in Brussels</p> <p>IT industry, e.g. Cocir</p>	<p>Website</p> <p>Face-to-face meetings</p> <p>Printed material</p> <p>Newsletters</p> <p>Presentations at conferences and events</p> <p>EC Open Days</p> <p>Workshops/Theme days</p> <p>Active dialogue</p>	Regional, national and international
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
https://www.journals.elsevier.com/internet-interventions/	The application of information technology in mental and behavioural health		

Journal of Medical Internet Research https://www.jmir.org/	Research on Internet and technology use in medical and mental health service	
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*events may be public or non-public

3. Black Dog Institute

Means for reaching stakeholders in public*			
Website	The ImpleMentAll trial will be featured on the Black Dog Institute website under eMental Health Research (https://www.blackdoginstitute.org.au/research/key-research-areas/emental-health). This page is currently under development and will go live in the coming months. The StepCare program which will be used as part of <i>ImpleMentAll</i> is already featured under “Delivery” and this will be featured as part of the broader <i>ImpleMentaAll</i> activities.		
Press, media and events	<p>The Black Dog Institute has an in-house Marketing and Communications team which work across multiple forms of media (digital, print, social and radio networks). The Marketing and Communications team will highlight the project through the Black Dog Institute website, social media pages and use local and national media through press releases, as appropriate.</p> <p>The project will also be presented by the BDI team at multiple national and international conferences over the course of the project. The team regularly attend the International Society for Research on Internet Interventions conference, along with Australian conferences, particularly the Society for Mental Health Research annual conference and the annual NHMRC Research Translation Symposium.</p>		
Social media	The Black Dog Institute has a healthy social media presence on Twitter and Facebook – both of which will be used to promote the project by our dedicated Digital Communications Officer. The Institute also has a thriving and engaged Health Practitioner Network that receive regular newsletters about project developments and outcomes. It is anticipated that the current project will be included in this activity.		
Dissemination and communication tools	<ul style="list-style-type: none"> • Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	Experts at other ImpleMentAll sites and national researchers (such as those based at ANU)	...	National/International
2.eHealth experts	eHealth researchers in Australia at BDI, ANU, UNSW, Macquarie University, Sydney University, University of Melbourne Experts at other	...	National International

	ImpleMentAll sites		
3. Psychiatrists, psychologists (e.g. national or local associations)	Australian Psychological Society (APS)	...	National
	Royal Australian College of General Practice		National
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	Consumer/carer groups: The Black Dog Institute Lived Experience Advisory Panel (LEAP) and CRESP / Lifespan Lived Experience committees (suicide prevention) IT: Black Dog Institute IT team and platform	...	National National
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Australian and New Zealand Journal of Psychiatry	Psychiatry research	http://journals.sagepub.com/home/anp	
Australasian Psychiatry	Psychiatry research	http://journals.sagepub.com/home/apy	
Medical Journal of Australia	Health/medical research	https://www.mja.com.au/	

**events may be public or non-public*

4. GAMIAN - Europe

Means for reaching stakeholders in public*			
Website	The project will be promoted on our website: https://www.gamian.eu/project-category/ongoing-projects/		
Press, media and events	The project will be promoted through an international newsletter, which is published and distributed to all members and patient organisations. The newsletter will also be available our website. We will present the project at the Annual Convention of GAMIAN Europe, where G-E will have an information stand to discuss case by case,		
Social media	We will use social media, where our main focus will be on Facebook and Twitter. .		
Dissemination and communication tools	<ul style="list-style-type: none"> Printed material, blog & videos Newsletters Conference Presentations/participation 		
Means for targeting specific stakeholders			
	Name & short description /	Tools (see 2.1)	Regional / National /

	Website		International
1.Implementation experts
2.eHealth experts
3.Psychiatrists, psychologists (e.g. national or local associations)
Please also list: 4.Consumers / patients groups 5.Health management experts 6.Researchers 7.Policy makers 8.Health economist experts 9.IT companies / IT experts 10.Law and ethics experts	All our member patient organisation	Newsletters and conventions	International and National
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	

**events may be public or non-public*

5. GET.ON

Means for reaching stakeholders in public*	
Website	<p>There is a description of the overall project in German stating the GET.ON Institute as a partner and explaining the main aims of ImpleMentAll as well as a link out to the ImpleMentAll website: https://geton-institut.de/aktuelles/das-get-on-institut-als-partner-in-grossem-europaeischen-forschungsprojekt/</p> <p>A description of the overall project in German is in preparation for the following websites www.svlfg.de (internet-based interventions of GET.ON are part of this implementation project for preventing mental health disorders) and http://www.psych1.phil.uni-erlangen.de/index.shtml (FAU is the scientific partner of SVLFG and responsible for the evaluation of the effectiveness of the included e-Mental Health solutions).</p>
Press, media and events	<p>Through press releases and advertorials we will inform the relevant local and national media (e.g. newspapers, specialist journals, TV, radio, magazines) about the project and key findings.</p> <p>We will furthermore set up a newsletter and identify relevant newsletters of German organisations (e.g. German Association of General Practitioners, federal chamber of psychotherapists), that could be a communication channel for our goals.</p> <p>We will present the project at several events:</p> <p>Workshops about e-Mental Health solutions in psychotherapy: Verhaltenstherapiewochen Dresden,</p>

	<p>Freiburg, München (2018); CIP education institution for CBT therapists in training (01/2018)</p> <p>ISRII International Sociatey for Reseach on Internet Interventions October 2017, Berlin.</p> <p>Posters or oral talks: 35. Symposium der Fachgruppe Klinische Psychologie und Psychotherapie der Deutschen Gesellschaft für Psychologie (DGPs; May 2018); 6. Bayerischer Tag der Telemedizin (March 2018); ESRII 2018</p>		
Social media	<p>We are going to use the Facebook page of the GET.ON institute to promote the project as well as a newsletter from the GET.ON Institute to inform people about the project.</p> <p>Additionally, we will promote the project through personal profiles on social media (e.g. LinkedIn, Research Gate).</p> <p>A Facebook page of SVLFG is planned and will also inform about the IMA project and the involvement of SVLFG and the offered internet-based interventions.</p>		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders • Others : Give aways (e.g. pens with logo), advertorials in magazines, mailings to general practitioners 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts Active dialogue Mailings Scientific publications Conference presentations	... Face-to-Face
2.eHealth experts	... Health ministers e-Health law	... Active dialogue Mailings Scientific publications Conference presentations	... Face-to-Face
3.Psychiatrists, psychologists (e.g. national or local associations)	... German Association for Psychiatry, Psychotherapy and Psychosomatics (DGPPN) Federal chamber of psychotherapists (BPTK)	... Printed material, blog & videos Newsletters Scientific publications Conference presentations	... National and regional

		Workshops Active dialogue	
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	... Health insurance companies, Voluntary workers, Country Women's Association, German Association of General Practitioners, Insured patients (e.g. farmers, horticulturists, foresters), Sales representatives and tele-center employees of SVLFG	... Printed material, blog & videos Newsletters Scientific publications Conference presentations Workshops Active dialogue Give aways Advertorials in magazines Mailings	... National and regional
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Bayerischer Tag der Telemedizin: https://www.telemedizin.tag.de	Telemedicine	Online: presentations, impressions	
https://telemedizinportal.gematik.de/	Information and news about completed and current telemedical projects.	Online, can be dynamically/ gradually complemented	
EhealthCom: http://e-health-com.de/	Telemedicine, topics of different Ehealth sectors for Germany, Switzerland and Austria	Online, print: every two months	
ASU Zeitschrift für medizinische Prävention	Actual focus on mental disorders, implementation of the new prevention law	Online (limited); print: monthly	
Bayrische Telemedallianz: http://www.telemedallianz.de/index.html	Telemedicine, EHealth (newsportal)	online	
Gesundheitsportal Bayern: Telemedizin & Ehealth: http://gesundheitsportal.bayern/category/telemedizin_ehealth			
HealthBytes Blog: http://www.healthbytes.de/	news and analyses regarding digital Health and mHealth	online (rarely)	
Telemedizinführer Deutschland: http://www.telemedizinfuhrer.de/	telemedicine and	yearbook	

	eHealth	
Telemedizintelemedizin24.de: https://www.ztg-nrw.de/	telemedicine	online, conferences, congresses
Ärztezeitung: https://www.aerztezeitung.de/	news of helath policy	online: 5 times a week; print: 3 times a week

**events may be public or non-public*

6. European Alliance Against Depression (EAAD) & German Depression Foundation (DF)

Means for reaching stakeholders in public*	
Website	<p>The two homepages of the EAAD: A general organizational website available via www.eaad.net (900 visits per month) is already equipped with a section on the IMA project: http://www.eaad.net/mainmenu/research/current-projects/ and has featured some project updates already via its news section, e.g.: see here</p> <p>Furthermore, the depression awareness website www.ifightdepression.com (2000 visits per month) available in 12 languages is currently reprogrammed and will feature updates in a special news section as well (in all languages).</p> <p>The homepage of the DF (https://www.deutsche-depressionshilfe.de/) is visited by approx. 3000 people a day. In the subsection of the Research Centre Information about IMA will be available soon. Some “milestones” of the project and the results could be featured in the Newsfeed of the homepage. This information will also be included in the Newsletter (with over 15000 recipients).</p>
Press, media and events	<p>The media will get informed on IMA through a joint press release by the EAAD and the DF in autumn 2017. This is further planned to be repeated when preliminary results are available and when the German site starts working more actively on the project. The press release will feature some information about the slow uptake of innovation in healthcare systems and a short description of the project and its goals. Approximately 1000 journalists working in different fields can be reached with this press release(s). The “Informationsdienst Wissenschaft”(Science Information Service) is part of the press forwarder targeting especially journalists in the field of science and respective journals in all German speaking countries.</p> <p>The DF also hosts an annual press conference that focuses on a different thematic topic each year. Results of the IMA project could be part of this conference during the project running time.</p> <p>The DF furthermore hosts the German Patient Congress for Depression every two years, a platform for over 1.000 patients, relatives and experts on depression and mental health. The project was featured already at EAADs information booth (see below) in August 2017 and will be present again at the congress in 2019.</p>
Social media	<p>Both, the EAAD and the DF are very experienced and active on different social media channels.</p> <p>The EAAD hosts a twitter account since April 2017 (over 100 followers) and has already featured project updates and activities related to WP via this channel. Followers represent various stakeholders and organizations around depression, suicide prevention and mental health across the globe, patients, relatives, journalists and patient organizations across Europe and worldwide.</p> <p>The DF is furthermore since 2012 active on Facebook (7200 Followers), twitter and Instagram and is followed by patients, relatives and healthcare professionals and various stakeholders, mainly from German speaking countries. First results and especially the ItFits-Toolkit can be promoted using these channels in order to reach a broad audience. IMA and the Toolkit should be presented in a simple way and adapted to the respective target audience to better fit the social media channels.</p>

Dissemination and communication tools	<ul style="list-style-type: none"> Printed material, blog & videos Newsletters Scientific Publications (Study protocols, short reports etc.) Conference Presentations/participation Workshops/Webinars Active (personal) dialogue with relevant stakeholders Others : Homepage and social media 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	<p>The EAAD consortium (with over 20 countries across the globe, experienced with community based interventions and its implementation in different health care systems)</p> <p>The German Alliance Against Depression (National coordination of appr. 80 regional alliances against depression and dissemination partner for iFightDepression Tool)</p> <p>Fraunhofer-Institut für Offene Kommunikationssysteme, FOKUS Innovationszentrum Telehealth Technologies (http://www.fokus.fraunhofer.de)</p>	<p>EAAD Newsletter Active dialogue</p> <p>Active dialogue EAAD Newsletter Printed Material</p> <p>Active dialogue (through EAAD)</p>	<p>International</p> <p>National</p> <p>National</p> <p>National</p>
2.eHealth experts	<p>...</p> <p>Daniel?</p> <p>Dr. Markus Moessner (Heidelberg) (ist ja auch im Advisory Board glaub ich, von mir vorgeschlagen)</p> <p>Alexander Markowetz</p> <p>Kristina Willms?</p>	<p>...</p> <p>Jeweils: personal contact</p>	<p>...</p>
3.Psychiatrists, psychologists (e.g. national or local associations)	<p>The EAAD consortium (with over 20 countries across the globe)</p>	<p>EAAD Newsletter Active dialogue</p>	<p>international</p>
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist	<p>Patient groups:</p> <p>Deutsche Depressionsliga http://www.depressionsliga.de/ueberuns/kurzvorstellung.html</p> <p>“Diskussion Forum Depression” (largest German speaking forum on depression)</p>	<p>Newsletter/Website</p> <p>Newsfeed</p>	<p>national</p> <p>national</p>

experts 9.IT companies / IT experts 10.Law and ethics experts	https://www.diskussionsforum-depression.de/ Health management Experts: Dr. Gravert - Health management of Deutsche Bahn and cooperation and funding partner in the dissemination of the German iFD Tool IT companies: c-two (IT provider of iFightDepression Tool)	Unknown Active dialogue	National Regional (Leipzig)
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Bundesgesundheitsblatt - Gesundheitsforschung - Gesundheitsschutz	The "Bundesgesundheitsblatt" is a monthly journal encompassing articles on health research, health protection issues and questions concerning the public health sector and health politics.	online and print, open access mögl., impact 1,147	
Psychologische Rundschau	Die Psychologische Rundschau includes theoretical and methodical developments in psychology. Particular consideration is given to work reflecting on theoretical and methodical positions that might even take a provocative position. Critical discussions of new developments is encouraged and but also basic research and implementation are a central part of the Journal.	Online (evtl.print), impact 1,107	
Das Gesundheitswesen	Das Gesundheitswesen gives a forum to News from all part of the public health sector since 80 years. It publishes original studies, reviews, statements and messages from the essential associations of the health sector.	Print und online, impact: 0,419	
Public Health Forum	xxx		

**events may be public or non-public*

7. VU Amsterdam

Means for reaching stakeholders in public*	
Website	The project is promoted through our Triple-e website (https://www.triple-ehealth.nl/en/projecten-overzicht/) that brings together various research projects dealing with eHealth. In addition, the project will be made visible through our university's website as well. For both holds that a description will be added in near future and links updated.

<p>Press, media and events</p>	<p>The project has received local press attention through our University's independent newsletter (Advalvas). We plan to do so more in near future and once protocols and results will be ready.</p> <p>We plan to present the project at the following events:</p> <ul style="list-style-type: none"> - ISRII Berlin – Oct 2017: accepted poster session and presentation in pre-conference session) - GIC Toronto – June 2017: accepted poster session; but we declined due to travelling costs) - Invited speaker at a one-time event organised by the EIC on Evidence-informed policy making – Sept 2017 Brussels - Netherlands will be organising the GIC in 2019; we are involved in developing the scientific program; see https://gic.globalimplementation.org - We will be organising a new national Implementation Symposium in February 2018. - National CBT conference – November 2017 - VCGT (national association of CBT therapists) accepted oral in a symposium on eMH <p>We also plan to host:</p> <ul style="list-style-type: none"> - GIC 2019 - National Implementation Symposium 2018 		
<p>Social media</p>	<p>We will promote the project through:</p> <p>Twitter: Heleen Riper (and Christiaan Vis a bit)</p> <p>Linkedin: Christiaan Vis</p> <p>Research gate: Christiaan Vis</p> <p>Furthermore, we will promote through Triple-e news feeds including Twitter.</p>		
<p>Dissemination and communication tools</p>	<ul style="list-style-type: none"> • Printed material, blog & videos Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders 		
<p>Means for targeting specific stakeholders</p>			
	<p>Name & short description / Website</p>	<p>Tools (see 2.1)</p>	<p>Regional / National / International</p>
<p>1.Implementation experts</p>	<p>Implementation Symposium 2018</p> <p>GIC 2019</p>	<p>Presentation / workshop</p> <p>Presentation</p>	<p>National</p> <p>International</p>
<p>2.eHealth experts</p>	<p>Triple-e</p>	<p>Website/blog</p>	<p>National</p>

	ISRII 2017	Presentation / poster	International
3. Psychiatrists, psychologists (e.g. national or local associations)	VCGT (national association of CBT therapists) https://www.vgct.nl/over-cgt	Presentation and information booth perhaps	national
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Implementation Science		https://implementationscience.biomedcentral.com	
Internet Interventions		https://www.journals.elsevier.com/internet-interventions/	
JMIR		https://www.jmir.org	
Trials		https://trialsjournal.biomedcentral.com	
BMC Psychiatry		https://bmcp psychiatry.biomedcentral.com	
Plos one		http://journals.plos.org/plosone/	

**events may be public or non-public*

8. Community Centre for Health and Wellbeing

Means for reaching stakeholders in public*	
Website	We're on the working process in developing the organization's website and negotiating with the Institute of Public Health on promoting the IMA's project activities
Press, media and events	<p>We will provide campaigns with activities that aim to increase public awareness on IMA project through media, publication and dissemination of educational materials, seminars in schools, universities, community and health centres.</p> <p>We will publish articles at the Bulletin of the Institute of Public Health, which will promote the project and its outcomes.</p> <p>We will present the project at:</p> <ul style="list-style-type: none"> - The International Conference of Public Health that will be held in Tirana, Albania in May 2018

	<ul style="list-style-type: none"> - The International Conference of the Albanian Association of Psychiatrists that will be held in Struge, Macedonia in November 2017 <p>We also plan to host events to promote the project</p> <ul style="list-style-type: none"> - World Mental Health Day, October 10th - Inviting all the implementing partners of the IMA project in our annual International Conference of Public Health (which is organized every year in the beginning of May in Tirana) 		
Social media	Andia Meksi will promote the IMA's project activities through a dedicated page on Facebook.		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders • Others : News papers and magazines 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts
2.eHealth experts	<p>... The International Society for Research on Internet Interventions http://isrii.org/#</p> <p>EAAD http://www.eaad.net/</p>	<p>--- Conference Presentations/participation Active (personal) dialogue with relevant stakeholders</p>	<p>... International International</p>
3.Psychiatrists, psychologists (e.g. national or local associations)	<p>Urdhri i Psikologut http://urdhriipsikologut.al/</p> <p>Lidhja e Psikiatrise Shqiptare http://lpsh-al.org/</p>	<p>Conference Presentations/participation Active (personal) dialogue with relevant stakeholders Printed material, blog & videos Workshops/Webinars</p>	National
Please also list:
4.Consumers / patients groups
5.Health management experts
6.Researchers
7.Policy makers
8.Health economist experts
9.IT companies / IT	<p>The International Society for Research on Internet Interventions http://isrii.org/</p> <p>Ministry of Health, Albania http://www.shendetesia.gov.al/</p>	<p>Conference Presentations/participation Active (personal) dialogue with relevant stakeholders Printed material, blog & videos Workshops/Webinars</p>	<p>International National</p>

experts			
10.Law and ethics experts			
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
1. Health Bulletin http://www.ishp.gov.al/health-bulletin/	The Health Bulletin is published by the Institute of Public Health once in three months and aims to promote and inform epidemiologists, public health professionals, doctors, nurses, public health researchers and other health professionals on its activities and relevant public health topics.	On line and printed	
2. Albanian Medical Journal http://albanianmedicaljournal.com/	AMJ is an open access international peer reviewed journal open to scientists of all fields of health sciences. The journal provides an overview of the public health and medical developments in transitional countries of the Western Balkans.	On line and printed	
3. Albanian Journal of Medical and Health Sciences http://ajmhs.umed.edu.al/	It's an international official journal of the University of Medicine, Tirana (Universiteti I Mjekësisë Tiranë – UMT) in the Republic of Albania. AJMHS is a peer-reviewed open-access scientific journal, published three times a year.	On line and printed	

**events may be public or non-public*

9. London School of Hygiene & Tropical Medicine

Means for reaching stakeholders in public*	
Website	<p>The project has been promoted through our centre's website: http://www.centreforglobalmentalhealth.org/projects/improving-access-care</p> <p>Through the Institutional website: https://www.lshtm.ac.uk/</p> <p>As well as through our MHIN group: http://www.mhinnovation.net/find?search_api_views_fulltext=Implementall&sort_by=search_api_relevance_1</p>
Press, media and events	<p>We plan to organise frequent events to promote the project, through seminars, lectures and talks.</p> <p>Podcasts, are another instrument that will be used to promote the study. A first podcast introducing mental health issues in Eastern Europe has been broadcasted: http://www.mhinnovation.net/blind-spot-global-mental-health-map-central-and-eastern-europe</p> <p>We plan to present the project at these three events:</p> <ul style="list-style-type: none"> - ISRII 9th Scientific Meeting - The International Conference of Public Health, Tirana, Albania, May 2018

	<p>- EPA: The 26th Congress of the European Psychiatric Association</p> <p>We held a seminar at the London School of Hygiene & Tropical Medicine, which was very successful and widely attended by public outside the school, Embassy personnel (Albania and Kosovo) as well as a wide range of students and academics. The deputy Minister of Health of Albania gave a talk, alongside other distinguished colleagues: https://www.lshtm.ac.uk/newsevents/events/breaking-walls-building-bridges</p> <p>The seminar is also available as a webinar and is being promoted to be accessed frequently: http://www.mhinnovation.net/breaking-walls-building-bridges-mental-health-reforms-central-and-eastern-europe</p>		
Social media	<p>Arlinda Cerga-Pashoja promotes IMA's project activities through Twitter and Facebook.</p> <p>MHIN is also very active in helping promote the project through their Twitter account.</p>		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts			
2.eHealth experts	<p>The International Society for Research on Internet Interventions http://isrii.org/#</p> <p>EAAD http://www.eaad.net/</p>	<p>Conference Presentations/participation</p> <p>Active (personal) dialogue with relevant stakeholders</p>	<p>International</p> <p>International</p>
3.Psychiatrists, psychologists (e.g. national or local associations)	<p>Urdhri i Psikologut http://urdhriipsikologut.al/</p> <p>Lidhja e Psikiatrise Shqiptare http://lpsh-al.org/</p>	<p>Conference Presentations/participation</p> <p>Active (personal) dialogue with relevant stakeholders</p> <p>Printed material, blog & videos</p> <p>Workshops/Webinars</p>	<p>International</p>
Please also list: 4.Consumers / patients groups 5.Health management experts 6.Researchers 7.Policy makers	<p>The International Society for Research on Internet Interventions http://isrii.org/</p> <p>Ministry of Health,</p>	<p>Conference Presentations/participation</p> <p>Active (personal) dialogue with relevant stakeholders</p> <p>Printed material, blog &</p>	<p>International</p> <p>International</p>

8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	Albania http://www.shendetesia.gov.al/ Ministry of Health, Kosovo http://www.kryeministri-ks.net/?page=2,241	videos Workshops/Webinars	
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
JMIR (Journal of Medical Internet Research)	E-Health	Online	
BioMed Central: Implementation Science	Implementation	Online	
Internet Interventions	E-Health	Online	

**events may be public or non-public*

10. The Australian National University

Means for reaching stakeholders in public*			
Website	The Centre for Mental Health Research at the Australian National University (ANU) has its own website (http://cmhr.anu.edu.au/), although it will soon be relocated under the Research School of Population Health website (http://rsph.anu.edu.au/). We will provide details of the project on this site under the listings of projects currently being conducted within the Centre, including details of the work being conducted at ANU and information about the broader <i>ImpleMentAll</i> project activities.		
Press, media and events	We don't currently have plans for specific media releases, although an engagement plan will be developed as the project progresses. We regularly attend the International Society for Research on Internet Interventions conference, where we would aim to present findings, along with Australian conferences, particularly the Society for Mental Health Research annual conference and the annual NHMRC Research Translation Symposium.		
Social media	A component of the project at ANU will include promotion through Facebook advertisements and posts. The Centre for Mental Health Research is active on Facebook, promoting the research conducted at the Centre.		
Dissemination and communication tools	<ul style="list-style-type: none"> • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International

1.Implementation experts	Experts at other ImpleMentAll sites and national researchers (ANU, UNSW)	...	National/International
2.eHealth experts	eHealth researchers in Australia at ANU, UNSW, Macquarie University, Sydney University, University of Melbourne Experts at other ImpleMentAll sites	...	National International
3.Psychiatrists, psychologists (e.g. national or local associations)	Australian Psychological Society (APS) Royal Australian College of General Practice	...	National National
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	Consumer/carer groups: ACACIA (ACT Consumer and Carer Mental Health Research Unit) and CRESP / Lifespan Lived Experience committees (suicide prevention) IT: Black Dog Institute IT team and platform	...	Regional/National Regional/National

Scientific media

Journal/Webpage	Scope	Additional info (online, print, circulation)
Australian and New Zealand Journal of Psychiatry	Psychiatry research	http://journals.sagepub.com/home/anp
Australasian Psychiatry	Psychiatry research	http://journals.sagepub.com/home/apy
Medical Journal of Australia	Health/medical research	https://www.mja.com.au/

**events may be public or non-public*

11. GGZ inGeest

Means for reaching stakeholders in public*	
Website	GGZ inGeest has a general website (www.ggzingeest.nl). Under the theme 'Research & Innovation' IMA is mentioned. <ul style="list-style-type: none"> IMA is listed as one of the international eHealth research projects, with an external link to

	<p>www.implementall.eu.</p> <ul style="list-style-type: none"> ▪ Relevant news about IMA will be presented at the newsfeed. For example, in October 2016 we already announced the great news about the funding of the project (https://www.ggzingeest.nl/onderzoek/nieuws/?filterMonth=9&filterYear=2016) ▪ Scientific results of IMA will be mentioned in the list of publications when published <p>Furthermore, GGZ inGeest has an intranet for all employees, with an e-health theme site. We will write a general text about ImpleMentAll that will be then published on intranet.</p> <p>As the department of psychiatry of VUmc is part of GGZ inGeest, we will also write about ImpleMentAll at the following websites (in collaboration with VUA) at:</p> <ul style="list-style-type: none"> ▪ Amsterdam Public Health (APH): the academic research institute within the VUA, VUmc, Amsterdam Medical Centre (AMC), University of Amsterdam (UvA). https://www.amsterdamresearch.org/web/public-health/home.htm ▪ Triple- eHealth: VU, VUmc en GGZ inGeest research network 'Triple-E': http://www.triple-ehealth.nl <p>Information and news about IMA will be updated on all media regularly when the project progresses.</p>		
Press, media and events	<p>We will promote ImpleMentAll at any relevant events on a local, regional, national and international level. In workshops, presentations and posters at conferences and scientific congresses.</p>		
Social media	<p>We hope to enhance the uptake of our results by using Twitter. There are several Twitter-accounts that may help us spreading the news about IMA.</p> <ul style="list-style-type: none"> ▪ Both GGZ inGeest (@GGZinGeest) and Triple e-Health (@Triple_ehealth) have Twitter-accounts and retweet relevant post about i.e. e-health. ▪ The Department of psychiatry of VUmc and GGZ inGeest has a Twitter-account (@PsychRes): they tweet about the latest on psychiatry research and events from the department is. ▪ Our trialsite eHealth@Mind is active on Twitter (@ehealthatmind), Facebook and Instagram. For example, they already retweeted ImpleMentAll posts on Twitter. 		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	Trimbos/centrum voor implementatie https://www.trimbos.nl/over-trimbos/centrum-voor-implementatie	newslink	national
2.eHealth experts	NICTIZ	newslink	National/internationa

	https://www.nictiz.nl		I
3. Psychiatrists, psychologists (e.g. national or local associations)	Nederlandse vereniging voor psychiatrie https://www.nvvp.net/home	Workshop/newslink	National
	Landelijke Vereniging van Vrijgevestigde Psychologen & Psychotherapeuten https://www.lvvp.info/	newslink	national
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	Fonds psychische gezondheid http://www.psychischegezondheid.nl	newslink	national
	Ned Kad (centre of excellence on depression and anxiety) http://nedkad.nl	workshop	national
	Depressievereniging (patient group) http://www.depressievereniging.nl/	newslink	national
	Minddistrict https://www.minddistrict.com	newslink	national
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Triple-e, https://www.triple-ehealth.nl	Expertise network on e-mental health of VUmc, VU, GGZ inGeest en ARQ.	Online platform on e-mental-Health	
Amsterdam Public Health, https://www.amsterdamresearch.org/web/public-health/home.htm	The academic research institute within the VUA, Vumc, AMC and UvA	Online platform on (mental) health	

**events may be public or non-public*

12. Fondation Fondamental

Means for reaching stakeholders in public*	
Website	We can imagine putting a link and information about the project on our website https://www.fondation-fondamental.org/
Press, media and events	Currently we do not have any specific events. We can consider posters in our centers and put "flyers" at the disposal of the public. The project could be the subject of communication at regional and national congresses for health professionals and the public
Social media	Our network uses facebook and twitter. We will be able to promote this project via these social networks
Dissemination and commu-	<ul style="list-style-type: none"> Printed material, blog & videos Newsletters Scientific Publications (Study protocols, short reports etc.)

Communication tools	<ul style="list-style-type: none"> Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts
2.eHealth experts
3.Psychiatrists, psychologists (e.g. national or local associations)
Please also list: 4.Consumers / patients groups 5.Health management experts 6.Researchers 7.Policy makers 8.Health economist experts 9.IT companies / IT experts 10.Law and ethics experts
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
...			

**events may be public or non-public*

13. Badalona Serveis Assistencials (BSA)

Means for reaching stakeholders in public*	
Website	<p>BSA has done a general explanation of the project at its international website. The online information is accessible within the following link: https://apps.bsa.cat/drupal/?q=node/145</p> <p>It is interesting to note that BSA is currently under the process of developing a new public website that will gather all the different online sites of the organisation into a single one. Right now, there are two main sites, the first one (http://www.bsa.cat) presents all the general information about the organisation in local language (Catalonian and Spanish) while the second one (https://apps.bsa.cat/drupal) is meant to deliver information of all the international activities the organisation is involved. This happens because the main site is using old technology that does not allow adding a new language such as English in order to promote all the R&D activities done within the organisation.</p> <p>After the merging process of these two sites, the online users will be able to find the same information in just a single one. The content will be available in Catalanian, Spanish and English and the main domain to access it will be http://www.bsa.cat The format of information will come in: project information (following a template), pieces of news (when something relevant happens) and blog entries.</p> <p>Further to the official site/s of the organisations, BSA is also in the process of constructing the website of</p>

	<p>the Badalona Reference Site on the European Innovation Partnership on Active and Healthy Ageing. That website will have a section where all the stakeholders being part of the ecosystem will be able to promote their projects. We will also use it to promote the project. The link will be provided once available.</p>
<p>Press, media and events</p>	<p>BSA normally sends out a press release when a new project starts. After that, for each key milestone other press releases will be distributed among media. Normally, the target audience for BSA is at local, regional and national level. Our presence in many international projects in the field of eHealth has brought a lot of attention from local and regional TV, newspapers, regional journals and radio.</p> <p>One example is the Smart Health Journal (http://www.smartandhealth.com/) which is a paper and online media where BSA has been collaborating since the first edition of it. When the project is more advanced, we plan to have an article in there about the project.</p> <p>Besides, the conferences that have already been identified and that are available in the Dropbox folder we also consider to present the project at the European Telemedicine Conference (ETC), which will be delivered in conjunction with the World of Health IT in spring 2018 in Sitges (Barcelona).</p> <p>BSA is one of the founders of the ETC and in fact, within the next one we will be the hosts. The ETC has been moving around every year, changing the location according to the partner that was acting as host. Within 2018, BSA will be hosting it in Sitges (Barcelona), so there will be plenty of room to promote the project.</p>
<p>Social media</p>	<p>BSA is quite active in social media. The different channels used within the organisation are:</p> <ol style="list-style-type: none"> 1) Youtube: The corporate Youtube channel will be used to disseminate any video material produced within the context of the project. The link to the channel is https://www.youtube.com/channel/UCU1gcjXGGRVnRxqy2O-nEPA 2) Flickr: The corporate Flickr channel will be used to disseminate any graphic materials such as pictures from Consortium Meetings, etc. The link to the channel is https://www.flickr.com/photos/bsa_badalona/albums/ 3) Twitter: BSA has different Twitter accounts and plenty of professionals that are active within that social media. For the ImpleMentAll project we think though that the most relevant accounts that will promote the project and any relevant information about it will be mainly people from the R&D Department including: <ol style="list-style-type: none"> a. Account from the R&D Department: https://twitter.com/RDiBSA b. Account from Valentina Tageo: https://twitter.com/ValentinaTageo c. Account from Maria Navarro: https://twitter.com/mnasin d. Account from Sergio Garcia: https://twitter.com/SergiGarcia79 e. Account from Jordi Piera: https://twitter.com/jpieraj 4) Slideshare: The corporate Slideshare channel will be used to disseminate any public presentation that we think is interesting to share with the community. The link to the channel is https://pt.slideshare.net/BSABadalona
<p>Disse-</p>	<ul style="list-style-type: none"> • Printed material, blog & videos

mination and communication tools	<ul style="list-style-type: none"> • Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	-	-	-
2.eHealth experts	ITACA Institute València - vtraver@itaca.upv.es Marco d'Angelantonio - marcodange@gmail.com	- Printed material, blog & vídeos - Newsletters - Conference Presentations/participation	International
3.Psychiatrists, psychologists (e.g. national or local associations)	Cluster Salut Mental Catalunya - msanchezbret@clustersalutmental.com	- Printed material, blog & vídeos - Newsletters - Conference Presentations/participation	Regional
Please also list: 4.Consumers / patients groups 5.Health management experts 6.Researchers 7.Policy makers 8.Health economist experts 9.IT companies / IT experts 10.Law and ethics experts	Open Evidence – flupieanez@open-evidence.com	- Printed material, blog & vídeos - Newsletters - Conference Presentations/participation	International
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
International Journal of Integrated Care - https://integratedcarefoundation.org/ijic-international-journal-integrated-care	Integrated care	Online	
Journal of Internet Interventions - https://www.journals.elsevier.com/internet-interventions/	Internet Interventions	Online	
Smart Health Journal - https://www.journals.elsevier.com/smart-health	Smart Health	Online	
“Revista de psiquiatria y salud mental” - http://www.elsevier.es/es-revista-revista-psiquiatria-salud-mental-286-acerca-revista	Psychiatry and mental health	Online	

**events may be public or non-public*

14. MENTAL HEALTH CENTER PRIZREN

Means for reaching stakeholders in public*			
Website	<p>We will promote the project through our organization's website and facebook fan page.</p> <p>http://kastriotfetahaj.com/qkuk/prizren/</p> <p>https://www.facebook.com/qshmshib/</p>		
Press, media and events	<p>We plan to promote the project through interviews, publication of reports about events, materials, conferences national and regional, symposia etc.</p> <p>We plan to present the project at the "ISRII 9th Scientific Meeting", which is due to take place in Berlin, Germany where our abstract entitled 'Exploratory, cross-sectional survey on public perceptions of e-psychotherapy in Kosovo' has been accepted for an ORAL PRESENTATION.</p> <p>We also plan to promote the project through our workshops with psychiatrists, psychologists, family doctors, nurses etc.</p>		
Social media	<p>The facebook fan page will be used to promote the project in all its phases. Also, the personal account of the principal coordinator / researcher in Kosovo (facebook, tweeter, linkedin, ResearchGate) will be used for this purpose.</p>		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Newsletters • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts
2.eHealth experts
3.Psychiatrists, psychologists (e.g. national or local associations)	<p>1. Albanian Psychiatric League (Asociation of psychistrist of Kosovo and Albania) http://lpsh-al.org/</p> <p>2. Kosovo Psychiatrists Association (Asociation of psychistrist of Kosovo) http://apk-ks.org/</p>	<p>Printed material, Newsletters, Scientific Publications, Conference Presentations, Workshops, Personal dialogue</p>	<p>1. Regional</p> <p>2. National</p>
Please also list: 4.Consumers / patients groups 5.Health management experts	<p>1. Patients' Rights Association in Kosovo https://www.facebook.com/prakkosova/</p> <p>2. Ministry of Health of Republic of Kosovo</p> <p>3. Hospital Clinical University Center Kosova</p>	<p>Printed material, Newsletters, Personal dialogue</p>	<p>1. National</p> <p>2. National</p> <p>3. National</p>

6.Researchers 7.Policy makers 8.Health economist experts 9.IT companies / IT experts 10.Law and ethics experts			
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
...			

*events may be public or non-public

15. University Medical Center Groningen (UMCG)

Means for reaching stakeholders in public*			
Website	The website of the intervention (www.gripopklachten.nl) is currently targeted at informing (Dutch) patients and health care professionals. We will add a page on scientific research, and promote ImpleMentAll on this page		
Press, media and events	In the next few months, we will present our intervention at several national (NOLK congress; VGCT congres) and international meetings (Sympca, ISRII). In these presentations we will also mention the ImpleMentAll project.		
Social media	The Master Your Symptoms intervention has a Twitter (@GripOpKlachten) and Facebook account. The Twitter account is used for short announcements. We will announce our presence at and relevant information from meetings using Twitter. Facebook will be used for longer blogs on results and progress of the project. Judith Rosmalen is active on Twitter (900 followers). She tweets about Medically Unexplained Symptoms , including studies towards treatment and implementation, and thus also on ImpleMentAll results. Both Judith Rosmalen and Denise Hanssen will also add information about ImpleMentAll to their personal LinkedIn pages.		
Dissemination and communication tools	<ul style="list-style-type: none"> Printed material, blog & videos Scientific Publications (Study protocols, short reports etc.) Conference Presentations/participation Workshops/Webinars Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts
2.eHealth experts
3.Psychiatrists, psychologists (e.g. national or local associations)	NOLK (www.nolk.info) Dutch platform experts working with patients with medically unexplained symptoms	Workshops	National

	EAPM (www.eapm.eu.com) European association for psychosomatic medicine	Workshops	International (european)
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	4. PAE (Pain Alliance Europe) 6. Master Your symptoms Consortium 7. (Innovation Fund) Health Insurances 9. Nedap, RoQua	4. Active dialogue with relevant stakeholders (e.g. patients) 6. Scientific publications 7. Active dialogue with relevant stakeholders 9. Active dialogue with relevant stakeholders; printed material	4. International 6. National & International 7. National 9. National
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
Medisch contact	Platform for Dutch doctors and other people working in health care to share opinions and (scientific) findings	Journal, website and newsletters	
NTvG	To share ,medical knowledge with Dutch doctors (all specializations)	Journal	
Huisarts & Wetenschap	To share medical knowledge and practical experiences with Dutch general practitioners	Journal	

**events may be public or non-public*

16. Azienda Sanitaria Locale Torino 3 (ASLTO3)

Means for reaching stakeholders in public*	
Website	<p>Implemental will be promoted through the link to the ASLTO3 website: www.aslto.piemonte.it</p> <p>A specific section of the website collects all the information about the current European projects with a direct involvement from ASLTO3; among them there is the ImpleMentAll project with a direct link to the Implementall website.</p>
Press, media and events	<p>We plan to present ImpleMentAll at regional, national or international events, which will be organised by our team and organisation. In addition, we will present it at scientific events related to the project where we participate. Example: V National Meeting of young Psychiatrists “Postmodernità e psichiatria 2.0” in Cagliari on 21-23th September 2017. We will take part in this event with a specific presentation about the project.</p> <p>The project has been presented by dr. Enrico Zanalda recently in the following event during the session II “Il paziente nell’era 4.1” on 5th June 2017: La glibalità dell’intervento nel paziente con schizofrenia: l’era 4.1” in Torino on 5-6th June 2017.</p> <p>In 2018 we will host the 48th National Congress of the Italian Society of Psychiatry which will be held on 13-17th October 2018. We will host it in Torino, where we will also promote the ImpleMentAll project. We also plan to use the EIP on AHA channel (“European Innovation Partnership on Active and Healthy</p>

	Ageing”) through the participation in the Action Group B3 “ Integrated Care”. We intend to inform all partners of EIP through the EU exchange platform used by the working group for communication and updates. Our general aim is the present the project in future events when possible.		
Social media	We will, in personal LinkedIn profiles of key persons involved in the project, communicate some information about the progress of the activities and when we will reach important milestones or results.		
Dissemination and communication tools	<ul style="list-style-type: none"> • Printed material, blog & videos • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts			
2.eHealth experts			
3.Psychiatrists, psychologists (e.g. national or local associations)	<p>Italian Society of Psychiatry SIP http://www.psichiatria.it/ Dr. Enrico Zanalda Secretary</p> <p>Regional Section SIP – Piemonte e Val d’Aosta (SIPPIEVA) www.sippieva.it</p> <p>Regional Section SIP – Veneto PSIVE www.psive.it</p> <p>SocietàItaliana di Epidemiologia Psichiatrica SIEP www.siep.it</p> <p>Società Italiana di Psicopatologia SOPSI www.sopsi.it</p>	<p>Conference Presentations/participation</p> <p>Scientific publications</p> <p>Active (personal) dialogue with relevant stakeholders</p>	Scientific communication at national/international level
Please also list:			
4. Consumers / patients groups	Assistenza sanitaria territoriale Regione Piemonte	Active (personal) dialogue with relevant stakeholders	Regional and national level involvement as policy maker
5. Health management experts	Dr. Vittorio Demicheli General Director		
6. Researchers			
7. Policy makers	EIP on AHA	Conference Presentations/participation	Communication and dissemination at international level
8. Health economist experts	Action Group B3 “Integrated Care”		
9. IT companies / IT experts	Dr. Ylenia Sacco Member – Health	Active (personal) dialogue with relevant stakeholders	

10.Law and ethics experts	<p>economic expert</p> <p>Teaching at Bachelor's Degree in Psychiatric Rehabilitation Techniques of the School of Medicine and Surgery of the University of Turin Dr. Enrico Zanalda Professor</p>	<p>Scientific publication and knowledge exchange</p>	<p>Scientific communication at national</p>
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
<p>Italian Society of Psychiatry SIP http://www.psichiatria.it/</p>	<p>Scientific communication and dissemination at national/international level. The Italian Society of Psychiatry is affiliated to the World Psychiatric Association</p>		

**events may be public or non-public*

17. Newcastle University

Means for reaching stakeholders in public*	
Website	<p>There is currently a link to the project webpage on Newcastle University website, via Tracy Finch's profile page: http://www.ncl.ac.uk/ihs/staff/profile/tracyfinch.html#research</p> <p>We will add a project description and link to the Normalization Process Theory website: www.normalizationprocess.org</p> <p>We are in the process of adding a link to University of Southampton website.</p>
Press, media and events	<p>We are including promotion of the project and weblink on all relevant research presentations, including the following so far (just examples so far, not exhaustive):</p> <p>Academic conferences:</p> <p>Science of Improvement Conference, Harrogate, UK. November 2016. Finch, T. on behalf of NoMAD team. Improving implementation progress using Normalization Process Theory: Development and validation of the NoMAD survey tool.</p> <p>International Congress of Behavioural Medicine (ICBM) Conference, Melbourne, Dec 2016. Finch, T, Girling, M, May, CR, Mair, F, Murray, M, Treweek, S, Steen, IN, McColl, EMC, Dickinson, C, Rapley, T. Can we measure implementation progress using normalization process theory: Development and validation of the NoMAD survey tool.</p> <p>VU University Amsterdam, January 2017. Nomad workshop as part of 'Symposium on Innovating healthcare: An implementation Science perspective'. Co-facilitated with Christiaan Vis & Jeroen Ruwaard.</p>

	<p>University of Melbourne, Department of General Practice, Dec 2016. Finch, T. Can we facilitate the embedding of complex health interventions using theory-based measurement? Normalization Process theory (NPT) and the NoMAD survey tool. Departmental seminar.</p> <p>Monash Centre for Health Research and Implementation (MCHRI), Melbourne, Dec 2016. Finch, T. Implementation theory for measuring the embedding of complex health interventions: Normalization Process theory (NPT) and the NoMAD survey tool.</p> <p>National Centre for ehealth research, Tromso, Nov 17. Pope C, will cite project as exemplar in workshop about implementation research and HTA .</p> <p>We are also open to hosting our own events, but no specific plans as of yet.</p>		
Social media	<p>Partner members active on twitter:</p> <p>Tracy Finch: @TracyLFinch</p> <p>Carl May: @CarlRMay</p> <p>Catherine Pope: @cj_pope</p> <p>Sebastian Potthoff: @SDPotthoff</p> <p>We are promoting the project as opportunities arise, tweeting the project link and relevant hashtags, targeting key parties of interest.</p>		
Dissemination and communication tools	<ul style="list-style-type: none"> • Scientific Publications (Study protocols, short reports etc.) • Conference Presentations/participation • Workshops/Webinars • Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts

2.eHealth experts	Norwegian Centre for ehealth research, Tromsø: http://ehealthresearch.no/en/		International
	Ehealth Research Unit, University College London (UCL) (Professor Elizabeth Murray) http://www.ucl.ac.uk/pcp/research-groups/themes/ehealth	e-Hit	National
	Glasgow University Institute of Health & Wellbeing, Professor Frances Mair http://www.gla.ac.uk/researchinstitutes/healthwellbeing/staff/francesmair/	NPT; e-Hit	National
3.Psychiatrists, psychologists (e.g. national or local associations)
Please also list: 4. Consumers / patients groups 5. Health management experts 6. Researchers 7. Policy makers 8. Health economist experts 9. IT companies / IT experts 10. Law and ethics experts	6...NIHR CLARHCs AHSNs Elizabeth Murray MIND?GB.
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	
https://implementationscience.biomedcentral.com/	Implementation Science Journal	Online	

*events may be public or non-public

18. Redmax

Means for reaching stakeholders in public*			
Website	The project will be posted on 2 websites: www.redmax.nl and www.tbureau.nl Both site will contain general information, reference to the project website and twittertags. Also relevant research findings and relevant questions to seek information with our customers and partners will be posted here. All within boundary of privacy and security.		
Press, media and events	We will use LinkedIn to post frequent blogs on the project. We have no public events planned for the project yet.		
Social media	LinkedIn company page tbureau and personal page https://www.linkedin.com/in/jackvanqils with a reach of 1700 people.		
Dissemination and communication tools	<ul style="list-style-type: none"> Printed material, blog & videos Conference Presentations/participation Active (personal) dialogue with relevant stakeholders 		
Means for targeting specific stakeholders			
	Name & short description / Website	Tools (see 2.1)	Regional / National / International
1.Implementation experts	tBureau.nl	Blog	National
2.eHealth experts	Zorgvisie	Blog	National
3.Psychiatrists, psychologists (e.g. national or local associations)	SVR www.stichtingvrijgevestigdenrommen.nl	Blog Personal Dialog	National
Please also list: 4.Consumers / patients groups 5.Health management experts 6.Researchers 7.Policy makers 8.Health economist experts 9.IT companies / IT experts 10.Law and ethics experts	Nictiz www.nictiz.nl	Personal Dialog	National
Scientific media			
Journal/Webpage	Scope	Additional info (online, print, circulation)	

*events may be public or non-public