

LASALUS Project

Communication and dissemination plan

Coordinating Institution: Universidad ISALUD

Partner Institutions

European Universities

- Università degli Studi di Roma "La Sapienza" (UNIROMA1), from Italy.
- Università degli Studi di Pavia (UNIPV), from Italy.
- Universidad Pública de Navarra (UPNA), from Spain.
- Ecole des Hautes Études en Santé Publique (EHESP), from France.

Latin-American Universities

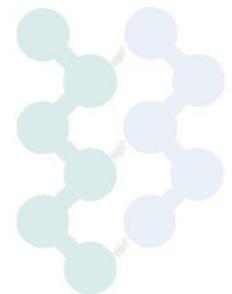
- Universidad de Buenos Aires (UBA)
- Universidad Evangélica de El Salvador (UEES)
- Universidad Nueva San Salvador (UNSSA)
- Universidad Gran Asunción del Paraguay (UNIGRAN)
- Universidad Iberoamericana del Paraguay (UNIBE)
- Universidad (ISALUD) de la Argentina

Technology Development Partner

- Consorzio di Bioingegneria e Informatica Medica (CBIM) di Pavia

Associated Institutions

- Ministero della Salud Italiano
- Organización Iberoamericana de la Seguridad Social (OISS)
- Federación de Asociaciones de Trabajadores de la Sanidad Argentina (FATSA)
- CIRNA ONLUS Foundation of Pavia



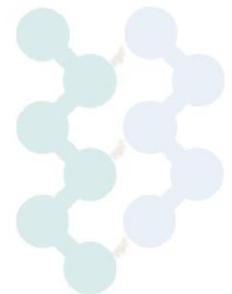


Professionalization on Result-based Healthcare Management
through Distance Education and Simulation-based Training

Communication and dissemination plan	
Activity	7.1 Elaboration of communication and dissemination plan
Date	January 2016
Version	preliminary
N° of pages	29
Reach	Restricted to participant Higher Education Institutions (HEIs) and EU.

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PROJECT NAME

LASALUS: Professionalization on Result based Healthcare Management through Distance Education and Simulation based Training. Agreement Number- 2015-3207 /001-001. Project reference number -561854-EPP-1-2015-1-AR-EPPKA2-CBHE-JP.

Website | <http://www.lasalusproject.eu/>

PROJECT RELEVANCE

The universal recognition of health as a human right, the greatest demand of healthcare services users, the concern of governments and businessman due to the progressive increase in healthcare costs, the poor results in health indicators and the lack of professionalization of healthcare public and private services management, compose a group of forces that constitute a unique opportunity for Higher Education Institutions (HEIs) to develop training offers in healthcare management, which are nowadays few.

The Pan American Health Organization (PAHO) identified the low levels of performance of Latin-American health systems and services as one of the main obstacles to the achievement of health goals, including the Millennium Development Goals. The PAHO also recognizes that exists a lack of critical competencies. Consequently, the Public Ministers and Secretaries of Health of the Americas promoted the importance of strengthening the management and development of health workers. Meeting this goal will require a culture of result-based management as a guarantee of accountability and transparency. It is within this context that LASALUS offers the EU-LA HEIs networking as a contribution to the task of building and strengthening managerial capacity in LA Health Systems and Services.

KEYWORDS CLOUD RELATED TO THE PROJECT

Support from the European Union through the ERASMUS + Programme | Latin American and European Alliance | Good practices in health management and use simulation to develop scenarios to improve health management | Distance Education | Using computer simulation for training in health management | Situational analysis of health management in the Americas | Improving professional skills through simulation | Technological development to improve the professional skills | How will health centers change with trained professionals through simulation

| Why is it good to have a regional curriculum with the support of European and Latin American universities, aim to reach as many health professionals and organizations as possible. | Partner institutions that support the project

IMPACTS

- Make and disseminate a detailed and comparative situational analysis about the existing health care management training in Latin America (professional competences, regulations, sanitary needs).
- HEIs will improve the level of staff and teachers trained in developing an innovative curriculum that includes distance education, the use of simulation based training, collaborative and constructive perspectives in health care management.
- Implement the first year of the new curriculum in one of the participating HEIs.
- Improve workers' health management capacity and conditions in order to better Latin American health systems and services.
- Improve quantity products and services, as well as quality, equity and efficiency of the health care services.
- Improve regional health status indicators: mortality and morbidity rate, etc.

If we improve the competences for result-based management of personnel who hold managerial positions in health care services, mainly of those which satisfy the needs of deprived populations, those populations will have access to better services, especially the ones required for the achievement of the Millennium Development Goals.

TARGET GROUPS OF THE PROJECT

Related to short term impact

- Project team.
- Staff and teachers from LA and European HEIs.
- Personnel who hold managerial positions in outpatient centers, hospitals and healthcare services.

Related to medium and long term impact

- Health care centers and patients
- Ministries of Education
- Ministries of Health.
- Mass and specialized media
- HEIs not involved in the Project

GENERAL COMMUNICATION OBJECTIVE

Disseminate the existence, scope and progress of LASALUS Project in order to raise awareness of the specific objectives, focusing on the importance of improving health care management in Latin America. Share the benefits of the actions taken to educational and work activities of health care managers and teams from health care services.

SPECIFIC OBJECTIVES ACCORDING TO EACH TARGET GROUP

Focused on Project's team

1. Create the image and identity of LASALUS Project, according to its aims and relevance.
2. Promote tools to facilitate the linkage of the personnel that represents the areas of communication in each HEIs in order to promote LASALUS global communication team.
3. Provide guidance and support to those responsible for the Project management, so as to design a communication structure that favors communion between all HEIs representatives.
4. Facilitate effective exchanges between HEIs and its collaborative partners.
5. Accept a common code to ensure that the external communication is aligned with the identity of the European Union and the ERASMUS+ Programme, and the Communication and dissemination plan of the project.
6. Define the objectives, activities and specific communication tools for each target group in accordance with the requirements, interests and perspectives identified in the user's needs situational analysis.
7. Prioritize dynamic communication actions that address specific approaches for each phase of the Project and adjustments based on the feedback and measurement of selected indicators to monitor the communication process.



Focused on Staff and teachers from HEIs

1. Raise awareness to direct and non-direct target groups from HEIs community about LASALUS Project, its scope, and framework for action and implementation.
2. Communicate the project contributions in order to encourage their participation in activities of preparation and discussion of the new curricula that will be implemented with distance education and simulation based training.
3. Highlight the benefits of LASALUS Project in each country and the cooperation between Latin America and Europe to carry it forward, under the ERASMUS+ programme.
4. Raise awareness about the importance of networking, collaboration and reciprocity between HEIs, inspired by the philosophy of EU cooperation with LA.
5. Raise awareness of the needs to strengthen institutional capacities to improve the management skills and development of health workers in LA.

Focused on personnel who hold managerial positions in outpatient centers, hospitals and healthcare services

1. Disseminate the Project progress activities and relieve the benefits its implementation gives to countries and partner institutions.
2. Raise awareness of the importance of EU support through the ERASMUS+ programme, promoting the innovation in higher education in health care management as a means to contribute to social and economic development of LA.
3. Raise awareness about the conditions that maintain inequality in health growth in LA countries, in social cohesion and equity in response to bad quality and inefficient health care systems and services.
4. Raise awareness about the situational status of the low levels of performance of LA health systems and services, the lack of critical professional competences in health management, and the importance of strengthen the management skills of health workers.
5. Highlight the relevance of higher education in the field of health care management, for the labour market and the society, and the need to improve the level of competences

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and skills through innovative education programmes.

6. Ensure that they and their colleagues know the new distance education and simulation-based training curricula and the ways to enroll in it.
7. Raise awareness about the importance of working in social networks, generating a thematic community that favors communication with target groups and produces a “long term” awareness.

Focused on Health care centers and patients

1. Disseminate the Project progress activities and relieve the benefits its implementation gives to countries and partner institutions.
2. Raise awareness about the conditions that maintain inequality in health growth in LA countries, in social cohesion and equity in response to bad quality and inefficient health care services.
3. Raise awareness about the situational status of the low levels of performance of LA health systems and services, the lack of critical professional competences in health management, and the importance of strengthen the management skills of health workers.
4. Highlight the relevance of higher education in the field of health care management, for the labour market and the society, and the need to improve the level of competences and skills through innovative education programmes.
5. Ensure that the professionals from health care centers know the new distance education and simulation-based training curricula and the ways to enroll in it.

Focused on Ministries of Education

1. Facilitate the creation of documents that will enable its institutional commitment to support the accreditation of the new health management programmes' curricula, according to the objectives of the Project.
2. Raise awareness about the problems of higher education that directly affect the training and development of health managers to better LA health systems and services.
3. Raise awareness about the need to consider strengthening the institutional capacities of LA HEIs to improve the level of staff, teachers and health professionals trained in health

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care management, to better quantity and quality, as well as equity and efficiency, of health care products and services.

Focused on Ministries of Health.

1. Present the benefits of the project to turn them into positive disseminators of objectives and activities.
2. Raise awareness about the issues / solutions from higher education that directly influence the formation / generation of health managers (such as improving regional health status indicators: mortality and morbidity rate).

Focused on Mass and specialized Media

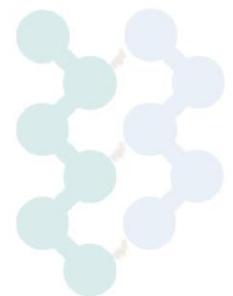
1. Inform and raise awareness of the existence of ERASMUS+ programme, LASALUS Project, EU LA cooperation and EU funding, and the work of HEIs during the development of the Project.
2. Communicate scope, progress and benefits of the Project for the populations of the host country.

Focused on HEIs not involved in the Project

1. Inform and raise awareness of the existence of ERASMUS+ programme, LASALUS Project, EU LA cooperation and EU funding, and the work of HEIs during the development of the Project.
2. Raise awareness of the needs to strengthen HEIs programmes in order to improve the management skills and development of health workers in LA.
3. Expose LASALUS as a project that considers the special needs of LA health services and systems.
4. Introduce the new health management curricula by distance education and simulation-based training, under EU LA cooperation, as a unique model in the region.



These objectives are linked to the intention of marking target groups aware that the project will support LA countries in their improvement of quality, relevance, equity of access, planning, and delivery of training offers in Health Care Management of their Higher Education Institutions (HEIs). Besides, it will develop and implement a new constructive and collaborative LA curricula in health care management using e-learning components and simulation-based training that contribute not only to the development of healthcare management specific knowledge and skills, but also of more transferable skills. The main point is that the project will develop a Health Management Training Simulator, aimed not only at teaching healthcare management, but also at developing different scenarios for strategic planning and daily management of financing, regulatory and healthcare organizations.





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ACTIVITIES

Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Collaboration with the visibility and dissemination of ERASMUS + Programme	Ensure an immediate response to requests from ERASMUS+ members to promote visibility and networking of the programme.	All	Those defined by the communication team of ERASMUS+ programme.	All HEIs that participate in LASALUS project, centralizing the communication channel through ISALUD.	Compliance with the specific requests of ERASMUS+ Programme.	Collaborate with ERASMUS visibility is a crosscutting objective of LASALUS Project.	Throughout the project and after its completion.
Prepare the communication and visibility plan of the Project	<p>Provide guidance and support to those responsible for managing the communication activities.</p> <p>Design a communicational structure that favors effective exchanges between participant HEIs, in order to allow a common code to ensure a coordinated and aligned external communication with the proposed identity, according to each target group.</p>	Communication representatives and authorities from participant HEIs.	Online document ready to be printed. Suggestions and feedback information activities by email and Whats app.		<p>Plan spread among participant HEIs.</p> <p>Online document for easy downloading between participant HEIs.</p> <p>Materials and actions taken, guided by the plan.</p>	Monitoring and periodic adjustments based on the implementation of the project. .	January 2016





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Design, develop and maintain the Project Website	Raise awareness and generate knowledge to all target groups about the problem that justifies the development of the project, its objectives, activities and expected results (public area).	All groups	www.lasalusproject.eu Soon Spanish, Italian and French version		Active website	Permanent update from each HEIs (under ISALUD content administration). Linked with LASALUS simulation-based training platform. Maintenance during the project after its completion.	February 2016
	Generate a site where the project participants access to experiences exchange, communication and training (private area).	Project team					
	Generate knowledge about the project results and actions, or reports to target groups. Hold the material as a communication and information support even after project completion.	All groups					
Development of LASALUS communication and dissemination manual	Ensure that all LASALUS actions that include information and communication activities meet the criteria established by the Strategic Plan of Communication and Dissemination, according to the mandatory requirements proposed by the European Union (EU).	Project team	Online document ready to be printed. Suggestions and feedback information activities by email and Whats app.		Manual spread among participant HEIs. Online document for easy downloading between participant HEIs. Materials and actions taken, guided by the manual.	Monitoring and periodic adjustments based on the implementation of the project. .	January 2016





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Design, develop and maintain LASALUS online social networks.	Raise awareness and generate knowledge to all target groups about the problem that justifies the development of the project, its objectives, activities and expected results.	All	Profiles in Facebook, Twitter, Youtube, LinkedIn, Wikipedia and specific health networks.	All HEIs that participate in LASALUS project, centralizing the communication channel through ISALUD.	Active profiles	Permanent update from each HEIs (under ISALUD content administration).	Throughout the project and after its completion.
Design the newsletter template. Design six numbers and disseminate them.	Disseminate information about the project to all target groups; sensitize decision-makers in the sectors of education and health about the status of health management in LA systems and services; disseminate the project progress.	All	Biannual newsletter to condense data shared on the website, social networks, blogs and media news. Available to be downloaded from the project website and distributed through mail and social networks. The online subscription will be requested in a specific section of the website		Newsletter design done. Broadcast its numbers as set frequency.	Constantly updated, according to the guidelines imposed by the output frequency of the publication. Each HEI should prepare a special mailing list according to the project's target groups.	July and December 2016. July and December 2017. July and December 2018.





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Design graphic material (banners, leaflets, posters and corporate identity elements).	Disseminate the project's image and identity through the material produced.	All	Banners, leaflets, posters, folders.		Design of banners , leaflets and posters to distribute among all participant HEIs, which will deliver them between authorities , teachers and students , current and potential health managers, associations and health workers , Ministries and institutions of health and education		From February 2016
Graphic design of the <i>Baseline healthcare management cluster curricula for LA HEIs</i> .	Disseminate the project's image and identity through the material produced in the workshops organized to reach the document (that will consider distance education and simulation based training).	Project team Staff and teachers from HEIs	Published guides and delivery to the main stakeholders involved in the training of health managers in the region.		Distributed documents. Online version available for downloading in the private section of the project's website.		September 2016





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Organize meetings to publicize the project among HEIs countries, associations, health professionals, Ministries of Health and Education and representatives of regional and international organizations.	Disseminate information about the project to all target groups; sensitize decision-makers in the sectors of education and health about the status of health management in LA systems and services; disseminate the project progress.	All	Conferences organized by HEIs to publicize the project's benefits to target groups. Participation in tactical activities for the project dissemination		Registration of the meetings' resulted documents. Meetings attendance.	HEIs must submit reports to cooperate with the communication activities.	From February 2016.
Develop and publish articles in print and online media.	Sensitize target groups and lay people about the status of health management in LA systems and services; disseminate the project progress.	All target groups, with special attention to mass and specific media.	Press releases, interviews and articles in offline and online media.		Digital clipping folder with the published material related to the project.		From February 2016





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Prepare and publish the final document with conclusions and recommendations	Synthesize the objectives, actions and results obtained in LASALUS Project.	All, with special attention to participant HEIs	Final document		Distributed final document. Digital support document will be available to download.	HEIs must submit reports to cooperate with the communication activities.	From July 2018
Organize the Final Conference : "New paradigms in training professionals on healthcare management"	Synthesize the objectives, actions and results obtained in LASALUS Project.	All, with special attention to participant HEIs	Final Conference		Conference organized. Registration of participants		September 2018





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Activity	Aims	Target group	Communication tools	Responsible	How indicators will be measured	Assumptions	Date
Organize meetings to publicize the project among HEIs countries, associations, health professionals, Ministries of Health and Education and representatives of regional and international organizations.	Disseminate information about the project to all target groups; sensitize decision-makers in the sectors of education and health management in LA systems and services; disseminate the project progress.	All	Conferences organized by HEIs to publicize the project's benefits to target groups. Participation in tactical activities for the project dissemination		Registration of the meetings' resulted documents. Meetings attendance.	HEIs must submit reports to cooperate with the communication activities.	From February 2016.
Promote the dissemination and visibility of the Computerized simulator for Healthcare management training	Disseminate information and strengths about this product, resulted from the implementation of LASALUS Project, in connection with the new curricula that will improve the health management skills in systems and services.	All	Website, social networks, conferences and workshops, media coverage, public relation activities.		Request of information about the simulator	HEIs must help with the promotion of the simulator in each countries.	From September 2017



LASALUS innovative characteristics to keep in mind

- Improved practices and new approaches in health care management teaching, to cater for the needs of disadvantaged groups, to address geographical and socio-economic disparities, and to deal with social, linguistic and cultural diversity.
- More openness and skillfulness to meet and network with other organizations involved in education and health care that lead to find related international cooperation opportunities.

ABOUT THE ACTIVITIES**Website**

lasalusproject.eu is opened to provide information to each target group, with access to public documents and links of interest, association with social networks (facebook, twitter, linkedin, youtube), content networks, subscription to the newsletter, ERASMUS+ Programme and other areas of cooperation EU-AL. Its restricted area save private documents and materials useful for the development of the project by the partners (reports, minutes of meetings, drafts for discussion) and common resources (institutional templates, presentations, logos, questionnaires), and access to learning platform for training activities. It will also have a special area to connect with the simulator platform.

Thus, the website will offer regular update to exchange reports produced by HEIs but also will allow the dissemination of events and activities. The site is expected to turn into a thematic network about the improvement of health management competences in LA. After the completion of the project, ISALUD will guarantee the continuity of the website.

The team responsible for the web management will search and generate content based on text and photographic / audiovisual material. It will also manage the back office to the daily burden of upgrades, promote site traffic from social networks and press activities. In addition, the group will monitor and evaluate analytics related to the web number and length of visits, and its reading information in order to adjust what is necessary to reach more traffic and interaction with users.

Social networks

Due to the interaction of people with different platforms (apart from a website), it is necessary to create a thematic community on social networks that allow the connection with followers, in the places they feel comfortable to look for information.

Contents will be published in facebook, twitter, linkedin, wikipedia and youtube. In relation to the first network, it will be developed a corporate page, daily updated with attention to audience behavior (depending on likes, shares and comments received).

Twitter will be used to generate greater immediacy in communication. The few characters that users can write favors a higher frequency of messages broadcast. That reason gives the opportunity to find more content to interact with, according to the project core. LinkedIn is a network of professionals, companies and information related to workplaces. It will be extremely useful to create an institutional profile that let make contact with people and professional groups in Latin America and European countries.

Wikipedia is one of the ten most popular sites in the world. Having a definition of the project in such web will favor the positioning of LASALUS each time web users search on Google, Bing, Yahoo and other search engines, which directly referred to the project or to activities linked to it.

An institutional channel on Youtube will be developed to include all audiovisual files used to contextualize the project and its activities.

Related with this section, it is also important to start the search for profiles that could link with the topics related to LASALUS Project to invite them to join (to activities and support). The initial task should be the connection with projects' teams working under the ERASMUS+ Programme.

Project Newsletter

This tactic of marketing and direct communication is chosen to disseminate information about the project to different target groups. It is also considered to sensitize health and education decision-makers about the low levels of health management in LA. Regarding the newsletter design, its structure will have four sections: editorial, one about the problem and the context that address the project, another with tools and activities to fulfill the objectives of the project, and one with a summary of the project progress.

Six newsletters will be produced over the three years of the project. For this, two months prior to its delivery, each HEI should cooperate with information about the Project status in its country. The newsletter will also include data already published in media. All the material need to be send to the Project Communication Coordinator.

A month before the distribution of the newsletter, it will require the approval of the General Coordinator, prior to promotion.

Participant HEIs should generate a strategic mailing list to send the newsletter (segmented depending kind of professional, public and private organizations, professional associations, health and educational institutions, lay people). We recall that social networks and the website refer to the newsletter subscription. In addition, it will have an icon that will allow direct subscription to colleagues, with the intention of expanding the targeted reach.

Once released, we will monitor open mails, clicks and resend numbers to be considered in future deliveries.

Dissemination Conferences

In addition to generating the meetings and conferences planned by LASALUS Project, it will be also necessary to organize or participate in events related to health, education, technology and other subjects linked to the aims of the project.

For example, it could be a Congress on Health Systems in Argentina, or an event carried by the Ministry of Labor about the impact of technologies in working activities, etc. In them, participants

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HEIs should ensure the presence of LASALUS Project material in order to promote the visibility among various industry players involved in those events.

After organizing or participating in an event it is necessary that each HEI register the name of the activity (Example: 5th International Health Systems Congress, Buenos Aires, July 20th-22nd), the number of attendees, photos and/or videos. If possible, HEIs representatives should invite attendees to subscribe to LASALUS newsletter, in order to increase followers in online communication channels.

Articles in media

Under the aim of raising awareness and generate knowledge about the ERASMUS programme , the problem that justifies the development of LASALUS project , its objectives, activities and expected results, it is crucial to promote press activities since the beginning of LASALUS Project. Initially each HEI will enlist each own media channels (such as the university magazine, video platforms, website, TV-radio programs, billboards) to promote the Project progress activities in their own institution.

Then, it will be required to write a second list with the mass and specific channels in the country where each HEI communication team considered the information will be received and published.

Monitoring action

This task will be accomplished throughout the course of the project. Such data will allow the report and evaluation of budget allocation, in addition to monitoring compliance with the activities schedule, deviations and updates.

POST-PROJECT VISIBILITY

It is agreed that the first post-project activity will be the document with the recommendations registered in the Final Conference, as well as the knowledge related with the implementation of the new curricula and the uses of the health simulator.

The website will be updated with regional activities and the information linked to the implementation of the distance education and simulation based-training curricula in new LA countries.

That news will enable the development and publication of articles in media to communicate the scope, progress and results concretized by the post-project stage, with new professional and populations receiving the impacts of LASALUS.

This situation will make possible to organize meetings of updating and dissemination activities between HEIs, health professional associations, Ministries of Health and Education and representatives of regional and international organizations, in order to report progress activities after the end of the project. The meetings will require the design and publication of documents to illustrate results, goals and new objectives faced in the post project period, depending on the current context.

In order to evaluate the actions suggested, we will continue considering the performance indicators used during the development of the project.

