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Project title:

ALLCOOL - Raising awareness and action-research on Heavy Episodic Drinking among low income youth and young adults in Southern Europe

Project beneficiareis: Agência Piaget para o Desenvolvimento, Spora Sinergies SCCL, Azienda Unita Sanitaria Locale di Bologna

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Author: Azienda Unita Sanitaria Locale di Bologna

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"This Communication Plan is part of the project '710063/ALLCOLL' which has received funding from the European Union's Health Program (2014-2020)."

Short background:

The project:

ALLCOOL is a project where a consortium of research and collaborating stakeholders in 3 South European countries (Portugal, Spain and Italy) aim to tackle the growing trend of Heavy Episodic Drinking (HED) in the region. More research is needed to analyse the relationship between HED and lower socio-economic youth and young adults (15-30 years old).

This is particularly relevant in Southern European countries going through a socioeconomic crisis, with increasing unemployment rates especially among recently graduated students and decreasing family income.

By promoting healthy lifestyles, filling research gaps and implementing innovative and replicable local interventions focusing on prevention of heavy episodic drinking among youth this project will: 1) promote good health among EU youth population; 2) in the long-term, contribute to the sustainability of the health systems and healthy work forces.

This document:

Communication Plan is a guide for action, presenting the strategy that is pursued for the purpose of communication and dissemination and piratical resources for implementation.

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Communication Plan and Dissemination strategy

In order to achieve WP3 we will propose a Dissemination Strategy aim at planning, targeting, developing and executing communications actions during the project. Attention will be payed to the enhancement and dissemination of project results and correct circular of information within Consortium Members.

This dissemination strategy describes the project's dissemination objectives and measures for achieving project activities. It defines priorities and the key objectives of the project's dissemination; identifies main stakeholder, elaborates means for reaching out to stakeholders, defines timelines for the planned dissemination activities and stakeholder contact and, finally, identifies and prioritises dissemination tools.

1. Objectives of the dissemination Strategy

ALLCOOL dissemination strategy covers both internal and external communication and dissemination, each of which are discussed in turn below. For internal communication will be conducted via email and videoconferences, and meeting with all members of the ALLCOOL consortium.

For external communication objectives of the ALLCOOL dissemination strategy are:

- **Elaborate the consortium's strategy for dissemination activities and engaging stakeholders.**

That is the purpose of this deliverable. It will be reviewed throughout the project in order to assess the effectiveness of different dissemination activities. The dissemination strategy will provide the means and platforms for stakeholders to take information with the project's findings and recommendations.

- **Establish and maintain the project's website**

Project's website will go online until the kick-off-meeting. The website will be the main point of reference for external communication.

- **Establish and maintain social media profiles (Facebook and Twitter)**

Social media will be useful in order to promote the project's activities and outcomes. The main goal of this is to promote and amplify the results of the project, and to follow over time the performance of activities

- **Press releases, flyers and pop-up banner for dissemination to the media and other stakeholders.**

To disseminate project's results to interested and relevant stakeholders we will use the project's deliverables, the research reports and the meeting minutes as a basis to discuss with broad range of stakeholders electronically. In addition, it is expected to contribute to the consortium's research and analyses.

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2. Dissemination tools

The dissemination of the results of ALLCOOL will take several forms and will use different media formats, in order to analyse their effectiveness from additional perspectives by looking at the richness of the media used versus the stakeholders.

- **Website**

The project website <https://allcool.ausl.bologna.it/> is one of the main sources of information about the project available to most stakeholders. The website was established immediately at the start of the project and will be maintained for at least one year after the project ends.

- Article in English on alcohol consumption, HED, youth and life-skills, risk and protective behaviours, harm reduction, project results, binge drinking etc.. If other contents are useful we will post on the website. Articles on achieved project's activities will be put in the results area and news in the news area.
- News and minutes, for any Consultative Forum, meetings relating project activities to highlight the work done.
- Article that shows the performance of the project in their own country. The article can highlight their achievements or even talk about topics and issues that arise during meetings or while conducting the research
- In the download area you can find articles about the project or scientific articles about HED, alcohol, alcohol addiction, youth alcohol consumption. And also all deliverables link with the WP3.

Outcomes: website hits, page views, deliverable/documents downloads, request for information received.

- **ALLCOLL Flyers, pop-up banner and posters**

- Flyer contains a brief description of ALLCOOL and its objectives. It will be distributed at events attended by ALLCOOL partners to increase visibility and expand our network. Each partner can translate the flyers into their own language, release and the distribute in the places and times that they find adequate.
- Banner. identify website interested in exhibiting the banner of AllCool project. In particular, associations, scientific societies, University, NGO's.

Outcomes: number of flyers & posters printed and distributed, number of events that are displayed and/or distributed.

- **Newsletter**

ALLCOOL consortium had decided to produce 5 newsletters. This will highlight key results and activities. It can be easily distributed to our mailing list of stakeholder contacts. All newsletters will

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be archived on the website. Newsletters will be elaborated in English, then partners translate it to their language and send it to their own mailing list. Newsletters are about project activities results, articles or reports elaborated by partners or news and activities plan. The communication office will send a month before a suggestion for Newsletter's text to all partners.

Outcomes: number of contacts to whom the newsletter is sent.

- **Media communications and press releases**

ALLCOOL consortium will prepare press releases in local Members State for communication to media and stakeholders. The communication office will prepare press releases in English and after each partner will translate it into their language and disseminate it in local press.

Outcomes: number of press releases circulated, number of media communications issued

- **Social media: Facebook and twitter**

Online social networks are another potentially useful dissemination tool and channel. The ALLCOOL consortium believes this is a good means of outreach to the public. ALLCOOL results and activities will be disseminated through popular social network, Twitter and Facebook.

Facebook (<https://www.facebook.com/allcoolproject/>)

It will be made a search of pages that deal with similar topics so as to expand the number of likes and reach more people. It will be posted European news on the topic (alcohol, youth, HED) like ESPAD report and other content like this, and scientific articles, CFM news, main results of the project and so on. Moreover, Facebook will be useful to connect with agencies and NGO's who work on the topic (Eurocare, emcdda etc.). Posts will be written in different languages. News and post will be use also to increase website visit.

Twitter (<https://twitter.com/allcoolproject>)

In this social network we will use the same strategy of Facebook. In addition, we will follow specialized agencies, NGOs, Municipalities and research centres on the project topic. Each partner can suggest this kind of institution from their country so we can follow them.

Outcomes: number of member/followers, network page view, page comments, re-tweet.

3. Stakeholders

Primary stakeholders for ALLCOOL include the following groups:

- **Decision makers and politicians:** such as EU, national and community authorities produce important policy documents on alcohol.
- **Professionals:** professional associations (NGO, Voluntary Association), public health and social institution have insights into needs and motivation on drinking problem and on different areas of scientific research. Also, to have direct contact with persons and young people target of project.
- **Researchers:** Research institutes, Research Councils, Universities. They are often both major users and creators of information and data. Particularly interesting to look at institutes organised on EU or International level.

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- **CSOs (Civil Society Organization)** are important for reaching out to individuals who are engaged in the issue of alcohol use and correct information on it.

3.1 Stakeholder Analysis

Stakeholder engagement is key to the success of any initiative. One of the tasks of AllCool is to define and agree upon stakeholder categories that will provide an initial point of reference for the dissemination strategy. However, these categories may be updated and redefined as the project progresses.

The project’s Communication Plan includes various dissemination activities. Key tasks are identifying individual stakeholders, creating a taxonomy of stakeholders and analysing their stakeholder motivations (i.e. their interests, needs and drivers). This task will form the basis of engaging stakeholders through interview, focus groups, workshops and other means throughout the project and will ensure that analyses, findings and recommendations of the project are based on realistic stakeholder contexts, interests and drivers.

Stakeholder affiliation & group	Why we want to reach stakeholder	Stakeholders ¹
Decision makers and politicians	<ul style="list-style-type: none"> • To inform them about policy issue address by the consortium • To invite them to consider recommendations made by the consortium on alcohol and alcohol policy • Encourage to adopt AllCool guidelines 	In Spain: <ul style="list-style-type: none"> • Department of Municipality Health, Youth, Gender equality and public transport • Police In Italy: <ul style="list-style-type: none"> • Prefecture • Emilia Romagna Region In Portugal <ul style="list-style-type: none"> • Municipality
Professionals	<ul style="list-style-type: none"> • Engage with data analysis address by project and possible methods of implementation • pay attention to the data and data analysis carried out by the consortium • understand and promote actions and activities taking into account what the research has achieved 	In Spain: <ul style="list-style-type: none"> • Specialized agencies In Italy: <ul style="list-style-type: none"> • Head Psychologist for Ser.T • USL prevention services • Unit for Promotion of Health

¹ The number of Stakeholders changes with the implementation of the project

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		<ul style="list-style-type: none"> Emergency Department <p>In Portugal</p> <ul style="list-style-type: none"> Specialized agencies
Researchers	<ul style="list-style-type: none"> consider the results of research and explore the theme of drinking promote research results provide feedback on/insight research results Enable researchers to participate in dialogue around drinking and HED To develop and implement guidelines developed by AllCool 	<p>In Spain</p> <ul style="list-style-type: none"> School university students <p>In Italy:</p> <ul style="list-style-type: none"> University of Bologna
Others CSOs (Civil Society Organization)	<ul style="list-style-type: none"> to encourage civil society to lobby policy-makers to consider the recommendations made by the consortium to raise awareness on HED and young and youth situation 	<p>In Spain</p> <ul style="list-style-type: none"> youth organizations <p>In Italy:</p> <ul style="list-style-type: none"> Al-anon familiar aid group for Alcoholics

An understanding of the interests of stakeholders, their motivation and drivers is essential for effective dissemination and prioritisation. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Stakeholders are often varied and heterogeneous, with different level of interest or power. Identifying stakeholders in each of the case studies is underway. Each case study will have its own configuration of stakeholders, and this will be taken into account in the further refinement of dissemination strategy.

3.2 Mapping of tools to stakeholders groups

Stakeholder type	tools
Decisors makers and politicians <ul style="list-style-type: none"> - city officials - municipal representatives - councillors Municipal - councillors Region - National representatives - health directors 	<ul style="list-style-type: none"> - scientific newsletter - newsletter - press release - social media - web site - Focus group and events
Professionals <ul style="list-style-type: none"> - NGOs 	<ul style="list-style-type: none"> - newsletter - press release

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<ul style="list-style-type: none"> - Health/education/social workers - Peers 	<ul style="list-style-type: none"> - social media - web site - Focus group and events
Researchers <ul style="list-style-type: none"> - University researchers - study centres - researchers 	<ul style="list-style-type: none"> - newsletter - press release - web site - journal articles - Focus group and events
CSO	<ul style="list-style-type: none"> - newsletter - press release - social media - web site

4 Execution of the dissemination strategy

After discussion of the dissemination strategy with all ALLCOOL partners, all consortium partners will make significant contributions to its full and effective implementation.

Task	AUSL	Partners action
Logo	<ul style="list-style-type: none"> - A designed logo will be the graphic line of the whole material produced for the project. 	<ul style="list-style-type: none"> - approved
Web site	<ul style="list-style-type: none"> - Content Development will be updated in English. - web site management - The received news will be uploaded in two days at the most. - Three different area for post: Results, Downloads and news. 	<ul style="list-style-type: none"> - provide information and articles in English regarding the pursuit of the activities. - Provide news and minutes meeting for the news, also media material (photo, video etc.)
Social Media	<ul style="list-style-type: none"> - Facebook Pages - twitter accounts - Will update news, articles and all communications material to improve communication and dissemination. - insert news and posts also on issues closely related and alcohol addictions and young people. 	<ul style="list-style-type: none"> - The information to include in the Facebook page will be sent to the communication office. - The Facebook page will be promoted in other pages with similar topics.

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Communication Tools	<ul style="list-style-type: none"> - Design and printing of flyers and posters 	<ul style="list-style-type: none"> - Each consortium member will have Flyers, Poster, Pop- Up, made in collaboration with the three members' communication handlers.
Media communications and press releases	<ul style="list-style-type: none"> - writing articles about the launch of the project, the progress of the project and dissemination of results. - The articles will be written in English and uploaded on the website and sent to each partner. 	<ul style="list-style-type: none"> - Sending press releases to different partner's media network
Newsletter	<ul style="list-style-type: none"> - Newsletter structure - Newsletter content - Mailing list database for 4 specific stakeholder - 5 newsletters: a beginning, an end and 3 every four months 	<ul style="list-style-type: none"> - Proposals for newsletter - Contacts of the stakeholders in the 4 types - Newsletters we send it unique from Italy or becomes repeatable in every country? We build a newsletter in English to be sent from Italy to the general mailing list and then one for each country in the local language to be sent to a different list.

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5 Time sheet for Communication Tool

	February	March	April	May	June	July	August	September	October	November
Web Site	AUSL	APDES	SPORA	AUSL	AUSL	SPORA	AUSL	APDES	SPORA	AUSL
Facebook/ Twitter	AUSL	AUSL	APDES	AUSL	AUSL	SPORA	AUSL	AUSL	AUSL	SPORA
Newsletter			AUSL will send proposal	ALL PARTNER	2°NEWSLETTER			AUSL will send proposal	ALL PARTNER	3°NEWSLETTER
Press release			AUSL sends it in English					AUSL send it in English		

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