



# **WP2 D2.5: FINAL COMMUNICATION AND DISSEMINATION REPORT ACTIVITIES AND RESULTS 1 OCTOBER 2020 TO AUGUST 2023**

**Karen Dancey, Leah Morantz, Giri Shankar  
Public Health Wales**

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## List of abbreviations

AAR	After Action Review
EC	European Commission
ECDC	European Centre for Disease Prevention and Control
ECHA	European Chemicals Agency
ECHO	European Civil Protection and Humanitarian Aid Operations
EEA	European Environment Agency
EFSA	European Food Safety Authority
EQA	External Quality Assessments
EU	European Union
GDPR	General Data Protection Regulation
GNI	Gross National Income
HCAI	Health care-associated infection
HCID	High Consequence infectious disease
HERA	Health Emergency Response Authority
IHR	International Health Regulation
JA	Joint Action
MS	Member State
RKI	Robert Koch Institute
SCHEER	Scientific Committee on Health, Environmental and Emerging Risks
SHARP	Strengthened international Health Regulations & Preparedness in the EU
SimEx	Simulation Exercises
TTX	Tabletop
WHO	World Health Organisation
WP	Work Package

# SECTION ONE: INTRODUCTION, SPECIFIED GOALS AND EXPECTED RESULTS/OUTCOME

## About this report

This WP2 Communication and Dissemination (C&D) final report focuses on activities and results during 1 October 2020 until 30 September 2023, i.e., after the joint action Interim Periodic Report [\(D1.1\)](#)<sup>1</sup>. This C&D final report informs the:

- o WP1 final report (periodic report template<sup>2</sup>)
- o WP3 indicators for the D3.3 internal evaluation
- o Observations submitted for the D3.5 external evaluation.

To facilitate this, the WP2 Communication and dissemination final report has been structured to include headings specified by the WP1 and WP3 templates. The report meets the needs of Task 2.6: Measurement and evaluation of communications activity.

## The work package two communication and dissemination goal

To achieve efficient and effective visibility, awareness, and acceptance of the project to internal and external stakeholders.

## Expected results/outcome

Communication and dissemination of deliverables is a key element of EU funded projects. Dissemination refers to the process of making the results and deliverables of the project available to internal stakeholders and, importantly, to a wider specialist audience who can take decisions on the take-up and use of results in policymaking or practice improvements. The communications and dissemination function supports the objectives of all other work packages. WP2 aims to generate long term, sustainable benefits:

- o increasing communications and dissemination capability and capacity across the work packages
- o leaving a blueprint for effective programme communications for future Joint
- o Actions.

<sup>1</sup> [Annexe three provides a summary of activities from the earlier period 2019 to 30 September 2020.](#)

<sup>2</sup> [Periodic Report Template SHARP with explanations rev 3.7.2023.rtf](#)

## Evaluation indicators for communication and dissemination<sup>3</sup>

Deliverable	Indicators	Verification methods
Leaflet	Dissemination events	Project reports
Website	<ul style="list-style-type: none"> <li>Analytics: Hits, Downloads, Time spent, Links followed</li> </ul>	Web page host analytics services
Dissemination	Target group feedback	<ul style="list-style-type: none"> <li>WP3 hosted surveys</li> <li>Joint Dissemination evaluation report efforts</li> </ul>

## Communications and Dissemination Summary

The website <https://sharpja.eu/> saw an increase of 298% in the website's popularity between March 2022 and April 2023 and circa 30% increase in organic traffic.

**106 individual communications and dissemination activities** were delivered over the course of the joint action. 78 in the period October 2020 to August 2023. Twenty-eight from 2019 to September 2020.

**Forty-two news posts** were published on the website and shared via direct email and social media.

**Fifty-eight direct email campaigns** delivered between 1 October 2020 to 31 August 2023, targeting the audience through 14,904 emails. The emails were opened 5,211 and prompted 1,455 clicks. The subscribed audience has grown by 198%, from the 300+ internal SHARP Joint Action contacts to 894 subscribers to email updates.

In terms of social media (and subject to constraints of available analytics):

- **2023 ninety-four tweets** achieved 25351 impressions:

Engagements	Retweets	Replies	Likes	Profile clicks - a sign of interest	URL clicks link clicks - a sign of relevance.	Hashtag clicks	Detail expands	Follows	Media views	Media engagements -
810	48	15	134	110	101	8	260	3	131	131

- **2022 twenty-eight tweets** achieved 3276 impressions:

Engagements	Retweets	Replies	Likes	Profile clicks - a sign of interest	URL clicks link clicks - a sign of relevance.	Hashtag clicks	Detail expands	Follows	Media views	Media engagements -
142	12	7	42	22	22	1	22	2	12	12



Each of the **58 campaigns included a post on LinkedIn** which reached 254 followers – mainly, senior level from highly relevant stakeholder organisations, sectors and countries. These posts generated 269 overview page views.

The Facebook channel is favoured by users outside Europe and low-GNI, EU countries with particular use in Greece. This is borne out in positive engagement analytics from SHARP partner organisation EODY. There were 605 followers of the SHARP Facebook Page/profile on 17 August 2023.

**Sixty-four Facebook posts** were published in the period to 17 August 2023, reaching 10,069 people who saw a particular post in their news feed from the SHARP Joint Action page, generating 624 Page and profile visits and 213 *Likes*.

In addition to the workshops and expert meetings organised by the technical work packages, since 2019 SHARP has organised/attended over **twenty events offering dissemination opportunities at global/regional policy; national policy and coordination; and operational levels.**

Over **twenty-six papers have been published in scientific journals** in the period of the joint action to 30 August 2023.

Further detail is included in the following sections.

## SECTION TWO: OVERVIEW OF THE DISSEMINATION ACTIVITIES

### Milestones completed

All milestones were completed by WP2 before the D1.1 periodic report and are manifest in the Communication and Dissemination Strategy 2019<sup>4</sup>.

Nr	Milestone	Due Date (Annex I)	Achieved	Delivery Date (actual)
MS6	Stakeholder analysis	01/08/2019	yes	05/07/2019
MS7	Communications plan	01/01/2020	yes	11/11/2019
MS8	Communication channel strategy	01/01/2020	yes	11/11/2019

### Deliverables

All deliverables were progressed and made public /or in progress by the lead beneficiary: PHW.

No.	Deliverable	Accept Date HaDEA	Comment/Status
D2.1	Leaflet	25/11/2020	Leaflet and banner stand updated September 2022
D2.2	Website	25/11/2020	SHARP Joint Action (sharpja.eu) improvements brief initiated March 2022
D2.4	A blueprint of dissemination		Approved by steering committee and submitted to HaDEA in August 2023. Dissemination planned for September 2023
D2.5	Communication and dissemination report		Submission of this report is anticipated in September 2023
D2.3	Layperson report of the Joint Action final report		Will be actioned when final report available after 30 September 2023 and before 31 October 2023

<sup>4</sup> [MS7 Communications plan includes key messages and MS8 Communication channel strategy](#)

The communication and dissemination (C&D) tasks/activities were guided by the method and means set out in the original proposal:

- o To promote the project and its results by providing targeted information to multiple audiences, in a strategic (i.e., messaging clearly linked to the strategic priorities of the EU) and effective manner.
- o To support all work package leads by collaborative communications and dissemination planning for each of their deliverables using a campaign approach. Subsequent implementation and evaluation of each campaign.
- o Dissemination activities should build on best practices to date and include actions on visibility and awareness, including use of social media.
- o To support work package 4: Integration in National Policies and Sustainability, in the development of an advocacy strategy on identified priorities.

## WP2 specific objectives with process, output, outcome indicators

WP2 performance against specific objectives, including comments on process, output, and outcome indicators appears in [Annexe One: WP2 Specific objectives with Process, Output, Outcome Indicators.](#)

## The strengths and weaknesses of the dissemination activities - major problems and lessons learned

### Strengths

On balance, WP2 has met its objectives - all the milestones as expected, to time and quality and we have delivered high quality campaign work to support the JA's dissemination.

#### Target group feedback indicator

The target group feedback in May 2023, [Annexe Four: survey of SHARP JA partners by WP3](#) on Work Package 2 communication and dissemination recorded:

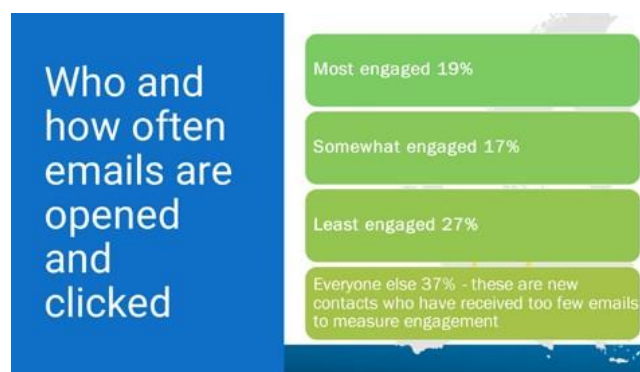
- **Seventy-four percent of responses felt the communication objectives were met, with a weighted average overall of 4.03 out of 5** (with 5 being the best).
- **Work package experience of working with WP2:**
  - The largest number of responses scored WP2 in the highest quintile of the scale from 1 to 5
  - Satisfaction with the quality of the communications produced: Weighted average 4.09 out of five
  - The communications support services met expectations: Weighted average 4.00 out of five
  - Satisfaction with the speed of the WP2 response to communications needs: Weighted average 4.12 out of five

Added value has been created from deeper understanding of these weaknesses which has been translated into a reference document for the planning and implementation of communications and dissemination for future joint actions. The [Blueprint for effective programme communications for future EU Health Policy joint actions](#) is detailed under [further use of the WP2](#) results provides practiced communicators with recommendations, fresh ideas, tools, and inspiration; plus, the pitfalls to watch out for.

### Weaknesses

The challenges/issues/difficulties faced during the implementation of the JA after M24, as provided to the WP3 external evaluation report is summarised here:

The pandemic disruption and demands arising from recovery focus of partners had a negative impact on engagement. There were personnel changes across the work packages.



**Figure 1.** Example of weakened engagement from bulk email tool. Source: Presentation to the Steering Committee recommending remediation actions. Communications weaknesses and threats 04.10.2022

WP2 had a change in personnel in December 2021. Although this saw a slowing of activity for induction and familiarisation for the new communications manager, there was an opportunity to reflect and refine. It also meant that the problems and needs captured in the SHARP Joint Action Midterm External Evaluation report M1-M24 could be addressed in future communications planning.

In parallel, there were high levels of EU level reorganisation; refined strategic priorities and, therefore new key messages, putting additional pressure on the communications function. This external dynamic prompted a refinement to the original Communications and Dissemination Strategy 2019 in order to meet the needs of the dissemination phase. It led to an adapted strategic approach and channel strategy. [Annexe Two: Refined Communications and Dissemination Strategy March 2022.](#)

Regarding evaluation of website indicators, download metrics had not been activated for the SHARP Joint Action website which hampered the delivery of the agreed evaluation indicators. Further, in 2022 Google introduced new options to reject tracking cookies in Europe after its existing dialog boxes were found to be in violation of EU data laws. This, plus other changes, makes Google analytics a less reliable indicator measure. Taking a campaign approach to communication and dissemination (News posts blog, plus measurable digital channels) provides extensive communications performance metrics to compliment the original indicator. The refined Communications and Dissemination approach added the objective that the SHARP deliverables should be easily found – a key factor in the dissemination phase. In 2022 a website analysis identified improvements needed for search engine optimisation (SEO). Functionality improvements were instituted in March 2022 and most web pages updated providing a narrative timeline of activity to date and access to deliverables published. Most WPs now have updated webpages with comprehensive information. The Joint Action website and performance metrics are considered later in the report<sup>5</sup>.

The need for regular communication with WP2 to facilitate the dissemination of deliverables was reported in the mid-term evaluation. This remained variable, with good communications campaign results in instances where WPs did engage, notably 1, 3, 5, 6, 8. One fundamental challenge relating to communication and dissemination is the availability of the partner organisations to engage with communications planning meetings – due to the workload pressure they are under. This meant the support WP2 provided was often on a reactive, last-minute basis and channel opportunities that require early consideration - such as scientific journals; conference abstracts, etc., were missed.

Accessing the existing dissemination resources of the individual partners/ advisor stakeholders is fundamental to effective dissemination. At the outset of the joint action, it was anticipated that each WP lead organisation would include a SHARP Joint Action page in their own websites. In early 2022 a communications review (via desk research) saw that few organisations had achieved this, although some had promoted the joint action via a news post. Most news posts were no longer visible due to the web archive policy of individual organisations, and/or had been *buried* due to the volume of digital communications demands of Covid-19.

Joint Action partners were expected to make full use of their own organisation's social media and dissemination channels/networks for project-related news throughout the duration of the action. However, the May 2023 survey of SHARP JA partners by WP3<sup>1</sup> gathered qualitative indicators - views and attitudes – on the work of Work Package 2 Communication and dissemination recorded challenges in this respect from the thirty-five responses:

- Laborious procedures to use organisations dissemination channels
- No organisational social media accounts
- There are administrative obstacles
- Limited resources available

The significant changes to the health policy infrastructure and pandemic recovery added limitations in the communications and dissemination support available from partners against the work pressures they were under. The valid difficulties reported by some WPs include *limited resources available; administrative obstacles, laborious procedures to use organisations dissemination channels; No organisational social media accounts for security*. Since 2022, WP2 has mitigated this weakness by asking for in-country promotional support for SHARP events – although data on in-country activity is not available, anecdotally this approach has had some success in Greece, Serbia, Portugal, and Latvia with positive impact on recruitment performance; plus, new subscribers and followers.

As deliverables became available, the joint action moved into the dissemination phase. Work package 4 identified several priority deliverables as suitable for policy adoption/use in practice - referred to as sustainable outputs. Although an advocacy strategy on identified priorities was anticipated in the proposal, WP2 has not been briefed to influence continuous discussions with policymakers, ministries, and other stakeholders on sustainable outputs. This could have further informed [Project Results and Visibility: dissemination activities after the project](#).

Undoubtedly, most work packages have undertaken significant activity, achieving the desired objectives of tasks/deliverables. Delays in submitting deliverables left little time to action dissemination campaigns before the end of the action. There may be dissemination opportunities, not yet shared, reported by work packages for the final report. This scenario could also make robust ongoing evaluation of impact challenging.

5 [Website performance metrics](#)

6 [Annexe Six: Target Group Feedback](#)

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<sup>1</sup> [Annexe Six: Target Group Feedback](#)

## A description of Milestones, Activities, Outputs, Deliverables tasks implemented with clear and measurable details

Despite the challenges, significant levels of communications activity<sup>2</sup> have been undertaken to further the following objectives.

**Table 1.** Observations on meeting communications objectives

Objectives	Observations
<p>To achieve efficient and effective visibility, awareness, and acceptance of the project to internal and external stakeholders.</p> <p>To promote the project and its results by providing targeted information to multiple audiences, in a strategic (i.e., messaging clearly linked to the strategic priorities of the EU) and effective manner.</p>	<p>The internal audience had been well served with communications – although there was evidence of low engagement with communications from certain partners in the email analytics Least engaged 179/22% of subscriber contacts who rarely open and click emails.</p> <p>The refined communications and dissemination strategy in March 2022 built on best practices and included actions on visibility and awareness, including use of social media. Focussed efforts to engage external audiences (reach and call to action) as deliverables became available. This saw 163% growth in subscriptions for information from the core internal mailing list of 310 contacts to 815 subscribers at its highest point.</p> <p>WP2 was initiative-taking in making recommendations to raise profile and extend the reach of SHARP communications to new audiences/sectors in campaign planning. Amongst the new subscribers/social media followers are contacts from other sectors on a national level.</p> <p>When partners did cascade communications via their own channels this worked particularly well for some events, notably WP8 and WP6 workshops in Greece, Portugal, and Latvia. However, it was not possible to measure the audiences reached and the success was judged by the number of in-country registrations. A notable exception was work package three lead organisation, EODY, who were able to supply metrics demonstrating a significant level of communications activity supporting all work packages. Annex Five: Dissemination Metrics from Partners.</p> <p>Monitoring external environments to align key communications messages with external influences at the time contributed to improving engagement levels. Engagement metrics from the channels employed could be considered as an indicator of communications relevance - to what extent the outcomes of the project meet the needs of the project's target group identified by each WP.</p>

<sup>2</sup> As detailed in [Annexe Four](#)



Objectives	Observations
<p>To support all work package leads by collaborative communications and dissemination planning for each of their deliverables</p>	<p>This was achieved by adopting a campaign approach, subsequent implementation, and evaluation of each campaign.</p> <p>O365 planner was introduced to manage communications support for deliverables and task across the ten work packages. 135 communications tasks were created from 1 January 2022 to 16 August 2023.</p> <p>Good communications campaign results were achieved where there was strong collaboration between the work package and the C&amp;D function, notably 1, 3, 5, 6, 8. Campaign performance analysis features under Campaign effectiveness.</p>
<p>Dissemination activities should build on best practices to date and include actions on visibility and awareness, including use of social media.</p>	<p>The communications and dissemination approach was based on best practices, considering brand identity; knowing the target audiences and monitoring the external environment; setting clear, attainable campaign goals; using available data in campaign planning; observing GDPR and accessibility legislation; using content to educate; prioritising SEO; optimising multiple platforms. Campaigns were evaluated using an independent spam tester<sup>7</sup>.</p> <p>In March 2022 Tweets earned zero impressions over the 31-day period. By March 2023 Tweets earned 5.2K impressions (the number of times Twitter users saw the tweets) over the 31-day period. In July 2023 SHARP had 326 Followers on Twitter. Further details feature under the Social Media heading.</p>

<sup>7</sup> [Spam test by mail-tester.com](https://mail-tester.com)



## Communication assets and channel strategy effectiveness

### Partner channel preferences in target group feedback

Thirty-five partners responded when surveyed on which channels they use to best reach audiences, (in order of popularity with highest first) <sup>8</sup>.

- o Email newsletters 3.79
- o Website 3.64
- o SHARP Leaflet 3.52
- o Journal publications 3.45
- o Third party events 3.25
- o Press releases/news posts 3.24
- o Social media channels 3.19

The communications channels identified by partners were included in the mix and provided campaign metrics in addition to those specified in the evaluation indicators.

### Leaflet D2.1

Produced by 25 November 2020, promoting the action in a nonprofessional language to highlight the main aims; structure and output of the project. It is assumed that the leaflet was available at the twenty-one face-to-face [events organized/attended by SHARP since 2019](#).

SHARP Joint Action (sharpja.eu) WP3 lead partner EODY report that the leaflet was downloaded 190 times from their website.

Covid-19 saw communications move wholesale to digital channels, plus environmental objectives by many organisations saw print material being unsupported, [e.g., at EPHC, Berlin November 2022](#).

The [leaflet](#) and [banner stand](#) were updated in September 2022. Five hundred leaflets were printed and distributed at the 17th World Congress on Public Health in May 2023 in support of the SHARP JA dedicated presentation at the event. The banner stands provided strong branding at live events during 2023.

<sup>8</sup> [Annexe Four: survey of SHARP JA partners by WP3](#)

## Project website D2.2

The website went live on 25 November 2020 and was created to meet the specified strategic communications goals to:

- o Build a clear understanding of the SHARP JA purpose and benefits amongst stakeholders.
- o Tell the story of the SHARP JA and clearly show the difference the programme's work is making.

The website will remain hosted by WP1 until March 2024.

An analysis in early 2022 prompted improvements<sup>9</sup> to the website to align with the multi-channel strategy within the refined communications and dissemination approach. Objective-focused improvements positioned the site as **the** portal for external dissemination.

**Table 2.** Website communication and dissemination objectives

Objective	Actions
Relevant and sustainable REACH and AWARENESS	Search engine optimisation (SEO) of content to GROW the audience, ensuring the deliverables can be found by employing key word techniques and introducing backlinks <sup>10</sup>
ENGAGEMENT (INVOLVE/ CONSULT/ COLLABORATE) and CONVERSION of deliverables to impact	Making it more effective for both partners and wider dissemination. Update content on each WP page on sharpja.eu to provide context/ narrative and facilitate publishing of deliverables and underpinning associated campaigns. Subscribe to updates introduced via a plugin that allows GDPR compliant email subscriptions and subscribers data is captured in a backend database.
Visibility	The positive impact of improvements is independently verified.
Evaluation Plan requirements	Upload deliverables by material type e.g., Workshop reports/ recordings, technical reports, survey results, etc., labelled in media.

<sup>9</sup> [Website improvements brief](#)

<sup>10</sup> Also known as "inbound links," "incoming links" or "one way links," from one website to a page on another website. Google and other major search engines consider backlinks "votes" for a specific page, suggesting pages with a high number of backlinks will tend to have higher organic search engine rankings.

## Website Visibility and SEO performance

An analysis using the SEOquake<sup>11</sup> ranks an increase of 298% in the website's popularity between March 2022 and April 2023. This reflects the impact of improvements to ensure the information can be better found.

**Table 3.** Performance analysis comparison with other joint actions 17 March 2022

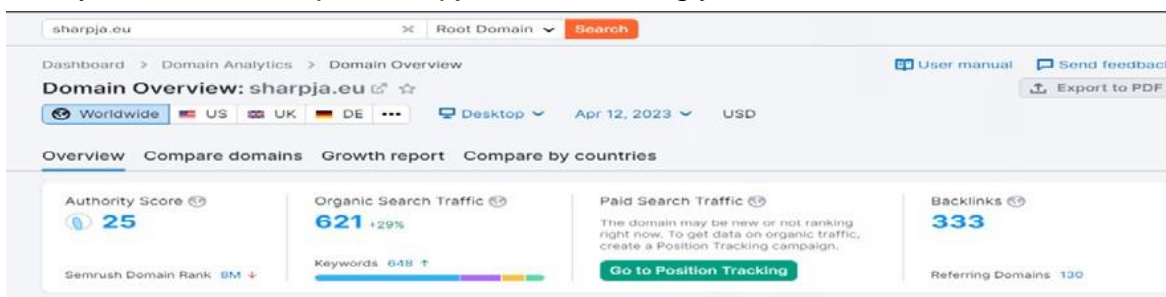


#	URL	Link params			Domain params			Backlink params	
		Google cachedate	Facebook likes	Page source	Google index	Bing index	SEMrush Rank	SEMrush backlinks	SEMrush subdomain backlinks
1	https://sharpja.eu/	14 Mar 2022	n/a	source	98	162	8547967	6	50
2	https://www.healthygateways.eu/	17 Mar 2022	n/a	source	257	5,566	3459247	488	2433
3	https://www.jaterror.eu/	16 Mar 2022	n/a	source	16	30	11902373	2	2

**Table 4.** Improved performance analysis comparison with other joint actions 24 April 2023. Google cache date 24 Apr 2023

#	URL	Link params		Domain params			Backlink params	
		Face-book likes	Page source	Google index	Bing index	SEMrush Rank	SEMrush backlinks	SEMrush subdomain backlinks
1	sharpja.eu	n/a	source	125	51	33 983130	54	280
2	www.healthygateways.eu	n/a	source	304	42	1 620419	796	2578
3	www.jaterror.eu	n/a	source	31	21	7 033329	18	18

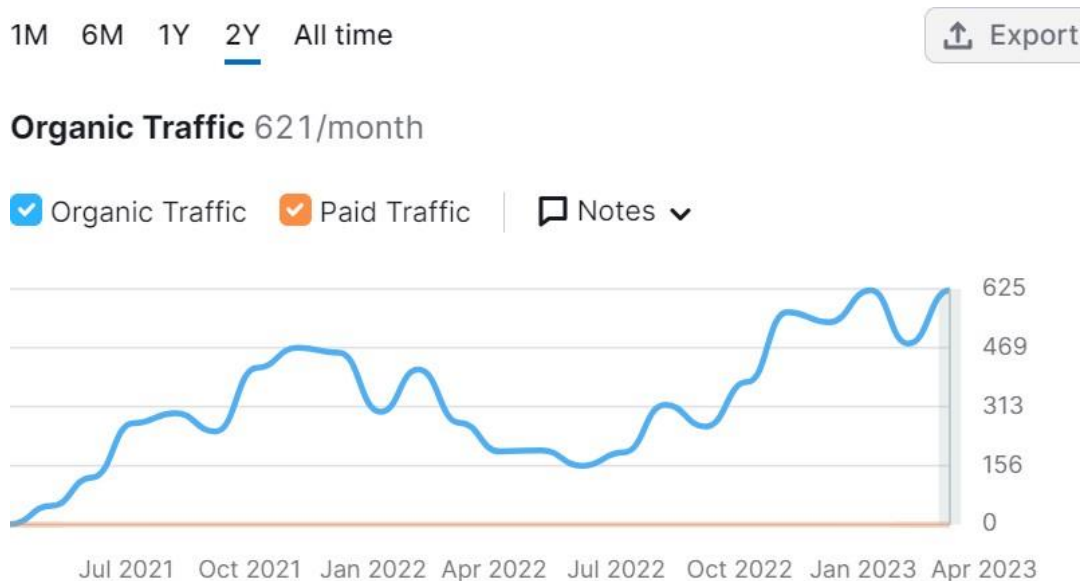
**Figure 2.** Organic search traffic snapshot 12 April 2023 which suggests the adoption of key words sees https://sharpja.eu/ increasingly visible in search results.



Source: SEMrush

<sup>11</sup> [www.seoquake.com](http://www.seoquake.com) plugin uses a scoring algorithm is based on organic traffic coming from Google and Bing

**Table 5.** Organic search traffic by month. N.B reduced levels of activity in mid-2022 as news of a further extension to the joint action was awaited and fewer news stories posted



## Ease of use amongst partners

Twenty-seven (79%) of the thirty-four partners responses scored 3 or 4 out of 5 when surveyed<sup>12</sup> on ease in finding what they were looking for on the website of SHARP JA, with weighted average of 3.88.

## Website audience growth

The refreshed communications strategy focus on growing the external audience which grew the number of new users of the website between April 2022 and March 2023 by 1,337. The number of users on the 6 September is 4,002<sup>13</sup>.

It is notable that users are predominantly located in countries represented in SHARP JA.<sup>14</sup>

An important note needs to be made about the website audience number. The SHARP JA website is hosted by the Finnish Institute for Health and Welfare and needs to follow the European General Data Protection Regulation (GDPR) which does not allow the tracking of any visitors who have denied cookies while browsing on the site. These visitors are not visible on the Google Analytics data that forms the basis for

<sup>12</sup> [Annexe Four: survey of SHARP JA partners by WP3](#)

<sup>13</sup> [Annexe Eight: Website Analytics. Table 6: Audience: website users by location; sessions; pages per session; session duration and bounce rate](#)

<sup>14</sup> [Users' location](#) which also features the United States, Seychelles, and China outliers

the analysis in this report. It is hard to estimate how many people reject cookies, but it can be said that the real number of visitors is at least somewhat larger than what is shown on the data.

Another consideration is that during this project and the writing of this report, there was a change in the website traffic analysis tool. To better comply with GDPR, Google Analytics was switched to Matomo, a tracking tool that provides similar analytics and data than Google Analytics. This switch was done on the 1 July 2023, meaning that all data from that date onwards is provided by Matomo.

## Audience engagement - subscriptions via the website

Subscriptions is a key conversion indicator illustrating that individuals have been sufficiently engaged to subscribe to further information. It is a measure of the effectiveness of the subscribe *call* to action in campaign communications – emails, social media posts - and from organic web traffic.

On 16 August 2023, the Constant Contact bulk email dashboard confirms 804 unique subscribers with 43 new subscribers in the last 30 days<sup>15</sup>.

As around 350 SHARP partner contacts were input into this bulk email tool originally, it can be assumed new subscribers are being driven by subscribe links in campaign (comprising news post; direct email; social posts) communications. An audience increase of 130%.

## Channel sources of users

This table demonstrates improved visibility as represented by the number of new users arriving from organic search results. Plus, the value of relevant social posts to drive the external audience to the website is highlighted.

**Table 6.** Snapshot Apr 1, 2022–Mar 31, 2023

Default Channel Grouping		Behaviour				
		New Users	Sessions	Bounce Rate	Pages/ Session	Avg. Session Duration
1.	Organic Search	871 (58.73%)	804 (58.90%)	1,166 (46.75%)	66.98%	2.20
2.	Direct	388 (26.16%)	387 (28.35%)	587 (23.54%)	60.99%	2.12
3.	Social	114 (7.69%)	101 (7.40%)	304 (12.19%)	44.41%	2.89
4.	Referral	108 (7.28%)	71 (5.20%)	435 (17.44%)	38.16%	3.04
5.	Email	2 (0.13%)	2 (0.15%)	2 (0.08%)	100.00%	1.00

<sup>15</sup> N.B the subscriber figure fluctuates as personnel move on, unsubscribe, inboxes become too full, or their organisation's security measures block the email delivery.

## Hits indicator

The evaluation plan prescribed a 'hits' indicator. However, Google Analytics has several hit types. The pageviews type which captures an instance of a page being loaded (or reloaded) in a browser.

In the period October 2020 to 6th September 2023 page views over the period totalled 14,354 [versus pageviews metrics for the period December 2019 to September 2020 total of 3,570<sup>16</sup>. This represents a page views growth of 302%.](#)

## Unique pageviews

Although not a specified indicator, the Unique pageviews, i.e., the number of views from separate users, is a better measure of how many different people discovered the pages and were able to access them. There were **13,472** [unique page views over the total period of the joint action.](#)

It is notable that work package pages that have not been updated/optimised attract the least traffic.

## Time spent indicator

Average time on page in seconds illustrates which pages users spend time interacting with, and which pages are not performing well<sup>17</sup>. Generally, 50-60 seconds is considered good<sup>18</sup>. [Sixty-three out of ninety-three pages saw time spent in excess of 60 seconds.](#)

It is again notable that work package pages that have not been optimised attract the least engagement. It is positive to note that campaign news blogs that typically feature longer, in-depth content secure good engagement in terms of time spent.

## Campaign effectiveness

The campaign approach<sup>19</sup> adopted in the refreshed C&D strategy fulfilled two objectives:

To promote the project and its results by providing targeted information to multiple audiences, in a strategic (i.e., messaging clearly linked to the strategic priorities of the EU) and effective manner.

To support all work package leads by collaborative communications and dissemination planning for each of their deliverables using a campaign approach. Subsequent implementation and evaluation of each campaign.

16 Data Source: Analytics sharpja.eu Pages from the entire time 20191201-20230628. Website indicators did not feature in the [Interim Periodic Report \(D1.1\).](#)

17 N.B. It cannot be used to record an interaction hit (download/click to read more) as it ceases when an interaction is taken.

18 [Content square's 2021 Digital Experience Benchmark report, the average time on page across all industries is 54 seconds](#)

## Target group feedback as an indicator of the effectiveness of the campaign approach

When asked [Are you satisfied from the campaign plans provided for your activities/deliverables?](#) Seventy-one percent of thirty-five responses scored satisfaction with campaign plans as 4 or 5, with a weighted average overall of just under 4. It should be noted that not all work packages engaged in campaign planning – either for the confidential nature of their deliverables, or timing around tasks and deliverables.

*Campaign metrics 1 October 2020 until 6 September 2023*

Campaigns had either communication (promoting training, surveys, events) or dissemination (deliverables; reports; general information) objectives.

[The campaign approach detailed in Annex six](#) includes the following measurable channels in the implementation of plans that engaged with internal and external stakeholders:

- o Web posts
- o Email news e-bulletin – linking to web page
- o Social media posts – linking to web page

## Campaign outputs

### News posts

Twenty-one published between October 2020 to September 2023 out of a total of forty-two across the duration of the joint action. One of the best performing news posts was [The relevance of SHARP Joint Action for the EU Health Union](#), with 109 unique page views. This news post outlines how the activity of the SHARP JA supports the vision for the EU Health Union and has been posted on social media several times over the time of the Joint Action. [The best performing news post was published in June 2023 and concerns a training](#) held in Lisbon by the Directorate General of Health (DGS), Ministry of Health of Portugal. The organisers widely shared the post on their own networks and social media which explains why it reached more people.

### Emails

Fifty-eight campaign emails<sup>20</sup> were sent between October 2020 to end August 2023 to 12189 individual addresses, i.e., campaign specific, segmented audiences.

5200 campaign emails were opened.

### Social media

There is evidence that suggests social channel posts play a role in increasing reach to the external audience and drive website hits<sup>21</sup>.

### Twitter

The Twitter account dedicated to SHARP Joint Action has 332 followers on 6 September 2023, from the medical and research community and from across stakeholder organisations. The number of followers on this channel is comparable to other Joint Actions, such as [TEHDAS Joint Action which has 464 followers](#).

### LinkedIn

The channel has an, albeit small, but quality audience of 254 followers, predominantly senior level in larger, highly relevant stakeholder organisations, sectors, and countries<sup>22</sup>.

20 [Campaign emails fifty-eight sent to end August 2023](#)

21 [Table 13: Channel sources of new website users](#)

22 [Annexe seven: Channel campaign performance/LinkedIn](#)



## Facebook

There are 605 followers of the Facebook Page or profile on 17 August 2023, predominantly within a younger demographic of under 44 years. Page and profile visits 624<sup>23</sup>

The Facebook channel is favoured by countries outside Europe and low-GNI EU countries with particular use in Greece. This is borne out in analytics from SHARP partner organisation EODY<sup>24</sup>.

Campaign activity: sixty-four posts published in the period to 17 August 2023, attracting 213 likes, with total post reach of 10,069 impressions<sup>25</sup>.

The SHARP JA final conference was the top-performing organic post in 90 days to 17 August 2023.

## The Agora Network

Each campaign was posted on the Agora Network within the EU Health Policy platform (HPP) making it visible to all >6500 registered users within the network, many of which are external to the joint action and from other relevant sectors. Events featured in the HPP platform calendar. Posts on the platform are shared in a twice weekly email direct to registered users in boxes.

<sup>23</sup> [Annex seven: Channel campaign performance/Facebook](#)

<sup>24</sup> [Annex Five: Dissemination Metrics from Partners](#)

<sup>25</sup> The number of people who saw a particular post in their news feed from the page. This metric is estimated and counts reach from the organic of each post.

## Project Results and Visibility

Major results and key findings, their uptake and future potential use has been scoped in Work Package 4: D4.2 Sustainability Report: final report.

The deliverables have been promoted through campaigns and are visible on:

- o the [SHARP Joint Action website](#) which will remain hosted by THL until March 2024
- o social media channels (featured in the Campaign Effectiveness heading) hosted by THL and managed until end October 2023
- o the Health Policy Platform, only managed to end October 2023

Additionally, there are four permanently visible (sustainable) channels for post joint action visibility.

### Journal publications

A total of ten papers have been published in the period of the joint action to 30 August 2023.

Although not specified in the evaluation template, these are key dissemination metric as journals are permanently available to external audiences, e.g., used by researchers to gather evidence for decision-making when considering policy changes. Such publications are a fundamental dissemination channel for further use/uptake of the joint action results.

As paid-for, journal paper analytic tools<sup>26</sup> were not included in the communications strategy or budget we will lack consistency on the way the dissemination performance is recorded. Therefore, this data is presented in variable formats.

Date	Publication	Paper	Dissemination
16 July 2020	Nature Medicine volume 26, pages1405–1410 (2020) <a href="https://www.nature.com/articles/s41591-020-0997-y">https://www.nature.com/articles/s41591-020-0997-y</a>	<b>Rapid SARS-CoV-2 whole-genome sequencing and analysis for informed public health decision-making in the Netherlands.</b> <a href="https://doi.org/10.1038/s41591-020-0997-y">https://doi.org/10.1038/s41591-020-0997-y</a> Funded by SHARP JA in response to Covid specific needs.	<a href="#">Metrics</a> 52k Accesses 164 Citations 239 Altmetric 350 tweeters One blog 1 Facebook pages Five news outlets 387 Mendeley

<sup>26</sup> Such tools include Altmetric which tracks where published research is mentioned online, and provides tools and services to institutions, publishers, researchers, funders, and other organisations to monitor this activity.



Date	Publication	Paper	Dissemination
30 September 2020	European Journal of Public Health, Volume 30, Issue Supplement_5, September 2020, ckaa166.606, <a href="https://doi.org/10.1093/eurpub/ckaa166.606">https://doi.org/10.1093/eurpub/ckaa166.606</a> .	<b>SHARP Joint Action – Strengthening International Health Regulations and preparedness in the EU</b> <a href="#">A Katz</a> , <a href="#">O Karvonen</a> , <a href="#">A Di Caro</a> , <a href="#">F Vairo</a> , <a href="#">G Ippolito</a> , <a href="#">R Grunow</a> , <a href="#">D Jacob</a> , <a href="#">M Salminen</a>	<b>103</b> pdf downloads Cited two times
10 Nov 2020	<a href="https://www.science.org/doi/full/10.1126/science.abe5901">https://www.science.org/doi/full/10.1126/science.abe5901</a> Funded by SHARP JA in response to Covid specific needs.	<b>Transmission of SARS-CoV-2 on mink farms between humans and mink and back to humans</b> (Provided proof that even in Western countries, SARS-CoV-2 is transmitted from animals to humans highlighting the epidemiological role of animals during the current pandemics and reinforcing the need for cross sectoral collaboration in responses.	<a href="#">Picked up by 240 news outlets</a> <a href="#">Blogged by nineteen</a> <a href="#">Referenced in five policy sources</a> <a href="#">Tweeted by 3136</a> <a href="#">Referenced in one patent</a> <a href="#">On 4 Facebook pages</a> <a href="#">Referenced in 12 Wikipedia pages</a> <a href="#">Reddited by seven</a> <a href="#">Highlighted by one platform</a> <a href="#">On one video</a> <b>681</b> readers on Mendeley
14 July 2021	Journal of Exposure Science & Environmental Epidemiology volume 31, pages876–886 (2021) <a href="https://doi.org/10.1038/s41370-021-00344-2">https://doi.org/10.1038/s41370-021-00344-2</a>	<b>Development of a mechanism for the rapid risk assessment of cross-border chemical health threats</b> <a href="#">Charlotte Hague</a> , <a href="#">Rob Orford</a> , <a href="#">Tom Gaulton</a> , <a href="#">Eirian Thomas</a> , <a href="#">Lisbeth Hall</a> & <a href="#">Raquel Duarte-Davidson</a>	<a href="#">Metrics</a> <b>279</b> Accesses <b>6</b> Citations <b>1</b> Altmetric
20 July 2022	"Microorganisms 2022 Jul 20;10(7):1470. doi: 10.3390/microorganisms10071470	<b>Adaptation of Brucella melitensis Antimicrobial Susceptibility Testing to the ISO 20776 Standard and Validation of the Method.</b> Therne, A. et al. WP7 provided antimicrobial susceptibility testing (AST) utilising the EMERGE laboratory network who specialize in highly pathogenic infectious agents. Their contribution was important, as improvement to testing standards for Brucella melitensis is an urgent need.	<a href="#">Cited by two</a>



Date	Publication	Paper	Dissemination
20 March 2023	Front. Microbiol., 20 March 2023 Sec. Infectious Agents and Disease Volume 14 - 2023   <a href="https://doi.org/10.3389/fmicb.2023.1120285">https://doi.org/10.3389/fmicb.2023.1120285</a>	<b>ORIGINAL RESEARCH article:</b> <b>Enteroaggregative Escherichia coli as etiological agent of endemic diarrhoea in Spain: A prospective multicentre prevalence study with molecular characterization of isolates</b> María Teresa Llorente, Raquel Ramiro María, Antonia Remacha, Rocío Martínez-Ruiz, <a href="#">Mónica de Frutos</a> , Matilde Elía, Isabel Onrubia Also published by isciii.es <a href="#">Enteroaggregative Escherichia coli as etiological agent of endemic diarrhoea in Spain: A prospective multicentre prevalence study with molecular characterization of isolates (isciii.es)</a> <a href="#">New SHARP Joint Action research identifies gaps in endemic diarrhoea diagnosis in high-income countries - SHARP Joint Action (sharpja.eu)</a>	<b>1,160</b> Total views <b>169</b> Downloads Mentioned by <b>Four</b> <a href="#">tweeters</a> Readers <b>7</b> <a href="#">Mendeley</a>
Undated	EUCAST	<b>Data on wild type distribution for Brucella melitensis and Bacillus anthracis is now available at EUCAST – another trusted source.</b>	
April 2023	This preprint is Under Revision at BMC Globalization and Health. <a href="https://doi.org/10.21203/rs.3.rs-2637752/v1">https://doi.org/10.21203/rs.3.rs-2637752/v1</a>	<b>Assessing Public Health Preparedness and Response in the European Union. A Review of Eu-Level Simulation Exercises and After-Action Reviews</b> Mari Nythun Utheim, Mohammed Gawad, Karin Nygård, Emily Macdonald, and one more	Seventy-four views on Research Square. Two downloads on Research Square
26 April 2023	Popul. Med. 2023;5(Supplement): A1013 <a href="https://doi.org/10.18332/popmed/164667">DOI: https://doi.org/10.18332/popmed/164667</a>	<b>Abstract: How sharp are your health security arrangements against cross-border health threats?</b> Attend the SHARP Joint Action workshop to find out exactly that. <a href="#">Anna Kratz</a> , <a href="#">Milena Vasic</a> , <a href="#">Nikolaos Bitsolas</a> , <a href="#">Giri Shankar</a> .	Total views: seventeen
26 April 2023	Popul. Med. 2023;5(Supplement): A1676. <a href="https://doi.org/10.18332/popmed/165071">DOI: https://doi.org/10.18332/popmed/165071</a>	<b>Abstract: SHARP Work Package 7: EMERGE Laboratory Network,</b> <a href="#">Daniela Jacob</a>	Total views: twenty



## Visibility of SHARP Joint Action when referenced in third party publications

Date	Publication	Paper	Dissemination
September 2019	53rd DAYS OF PREVENTIVE MEDICINE INTERNATIONAL CONGRESS NIŠ, SERBIA	<a href="#">Book of abstracts</a>	No data.
30 March 2023	European Journal of Public Health, Volume 31, Issue Supplement_4, November 2021, Pages iv21–iv26, <a href="https://doi.org/10.1093/eurpub/ckab154">https://doi.org/10.1093/eurpub/ckab154</a>	<b>Early warning indicators of COVID-19 burden for a proslient European pandemic response</b> , Farrugia Beatrice, Neville Calleja.	Total Views 1,484 1,151 Pageviews 333 PDF Downloads cited two times
08 November 2021	Journal of Exposure Science & Environmental Epidemiology <b>volume 33</b> , pages111–117 (2023) <a href="https://doi.org/10.1038/s41370-021-00384-">https://doi.org/10.1038/s41370-021-00384-</a>	<b>Global event-based surveillance of chemical incidents</b> <a href="#">Tom Gaulton</a> , <a href="#">Charlotte Hague</a> , <a href="#">David Cole</a> , <a href="#">Eirian Thomas</a> & <a href="#">Raquel Duarte-Davidson</a>	<a href="#">Metrics</a> 2047 Accesses 2 Citations 2 Altmetric
09 Mar 2022	European Journal of Health Law PMID: 35303718. DOI: <a href="https://doi.org/10.1163/15718093-bja10070">10.1163/15718093-bja10070</a>	<b>The Multilevel Dimension of Rules-Based Disease Surveillance beyond the State</b> , Pedro A. Villarreal	Full Text Views 1027 PDF Views & Downloads537
06 January 2023	BMC Public Health <b>volume 23</b> , Article number: 36 (2023) <a href="https://doi.org/10.1186/s12889-022-14706-4">https://doi.org/10.1186/s12889-022-14706-4</a>	<b>Evaluating intra-action reviews at points of entry: ongoing learning opportunities during the COVID-19 pandemic</b> <a href="#">Doret de Rooij</a> , <a href="#">Miriam van de Watering</a> , <a href="#">Remco van Dijk</a> , <a href="#">Thijs Veenstra</a> , <a href="#">Rolf Appels</a> , <a href="#">Corien Swaan</a> & <a href="#">Aura Timen</a>	<a href="#">Metrics</a> 753 Accesses 1 Altmetric
30/ Mar/2023	<a href="#">Eurosurveillance</a> <a href="#">Volume 28, Issue 13,</a> <a href="https://doi.org/10.2807/1560-7917.ES.2023.28.13.2200475">30/Mar/20.https://doi.org/10.2807/1560-7917.ES.2023.28.13.2200475</a>	<b>A methodological approach to intra-action reviews - application and adaptation of existing global guidance during the COVID-19 pandemic response in Ireland, 2021.</b> <a href="#">O'Connor Eoghan</a> , <a href="#">O'Riordan Mary</a> , <a href="#">Morrissey Mary C.</a> , <a href="#">Dever Niamh</a> , <a href="#">O'Mahony Clíodhna</a> , <a href="#">Romanowski Shem</a> , <a href="#">Boland Máirín</a> .	

## Dissemination events

SHARP participated in seven stakeholder events with an advocacy purpose – raising profile and initiating engagement.

**Table 7.** Details of SHARP visibility at external events including audiences reached (where recorded)

Date	Activity/channel	Audience
07-May-21	7 May 2021 Work package one presented at the <b>Joint Action TERROR</b> online kick-off meeting.	Thirty-one partners from 17 European countries.
1-3 June 2022	Work package one disseminated SHARP Joint Action progress at the <b>ECDC expert consultation on the implementation and evaluation of non-pharmaceutical interventions</b> , Stockholm, Sweden.	
27 – 28 Sept 2022	SHARP Joint Action presents at the <b>annual meeting of the National Focal Points (NFPs) for threat detection, EWRS &amp; IHR and the NFPs for Preparedness &amp; Response.</b>	
28-29 Sept 2022	WP1 contributed to <b>ECDC COVID-19 Lessons Learnt Expert meeting, Stockholm, Sweden.</b>	
08 May 2023	<b>Federation of European Academies of Medicine (FEAM) webinar</b> , <i>Are we ready for the next cross-border health crisis?</i> Sara Bengtsson of the Public Health Agency of Sweden (work package five lead) was able to join the discussions. Disseminating how SHARP Joint Action helps strengthen preparedness for all hazards cross border threats to health and its particular focus on lower GNI countries. SHARP Joint Action had identified that countries themselves report that their IHR capacities have strengthened prompted by the efforts made in the management of the pandemic.	Eighty participants



Date	Activity/channel	Audience
08 June 2023	Raised the profile of SHARP amongst EU policymakers and WHO Euro by posting in the chat during the <b>European Observatory on Health Systems and Policies webinar ‘Responding to the perma-crisis: Strengthening health systems resilience priorities and best practices.’</b> This session with senior policymakers from EU Member States, highlights how they are responding on the key priorities of governance, health workforce, and innovations in healthcare delivery. The session also explores European and international governance responses to strengthen health system resilience, with the European Commission, WHO, and the current trio of EU presidencies: Sweden, Spain, and Belgium. Watch the recording here.	Senior policymakers from EU Member States
20 June 2023	Mika Salminen (THL) disseminated an update on SHARP Joint to the thirty-two authorities represented in the <b>Health Security Committee (HSC)</b> . The HSC has a key role in coordinating action taken by the Commission and member states to implement the regulation on cross-border threats to health.	Thirty-two member EU state authorities
12-13 Sept 2023	<b>ECDC annual meeting of the National Focal Points (NFPs) for threat detection, EWRS &amp; IHR and the NFPs for Preparedness &amp; Response.</b> <a href="#">Poster presentation</a> of SHARP results.	108 participants divided into four groups for Poster presentations. SHARP JA presented to twenty-six participants

## The SHARP JA Final Conference

This was organised on the 19 and 20 June 2023 in Helsinki, attended by 151 participants, ninety-seven in person and 54 online. In addition to JA partners and collaborators, representatives from European stakeholder organisations, such as DG SANTE, ECDC and WHO took part. Work packages presented their work. The event concluded with a panel discussion on how to sustain the results of the JA after the end of the project. [A news post and video of the Conference](#) was produced to further raise visibility; emailed to SHARP contacts and subscribers and shared via social posts to external audiences. SHARP JA Final Conference, 19-20 June, Helsinki 16 videos 149 views Last updated on 19 Jul 2023.

## SHARP JA Training Platform

Many SHARP deliverables were facilitated via events – intelligence gathering workshops; training opportunities and the outputs from the latter remain visible in the SHARP JA Training Platform<sup>27</sup>, developed and hosted by WP8 lead, the Institute of Public Health of Serbia, “Dr Milan Jovanovic Batut”.

### Further use of the WP2 results

Although not considered a priority output, WP2’s *Blueprint for effective programme communications for future EU Health Policy joint actions* has been produced as one way to meet the communications WP aims to generate long term, sustainable benefits by increasing communications and dissemination capability and capacity across the work packages.

*This guidance document serves as a reference point for the planning and implementation of communications and dissemination for future joint actions. It does not set out how to do communications, but provides practised communicators with fresh ideas, tools, and inspiration; plus, the pitfalls to watch out for. It also suggests recommendations, including those for funding organisations to consider when specifying the communications requirements of proposals for future joint actions.* This document will be shared with external audiences via a dissemination campaign in September 2023 that includes editorial in the Serbian Journal of Public Health; a news post; direct email to subscribers; and social posts. The principles have already been shared with [JA TERROR](#) work package two for use in their development of their communications and dissemination activity.

### Future potential use of major results and key findings to facilitate their uptake

More recently, external environment monitoring has identified a potential further opportunity for a number of the SHARP Joint Action reports that conclude further research is necessary. The [Beready4pandemics.eu](#)<sup>28</sup> is a European partnership whose work includes the preparation of an innovative and visionary Strategic research and Innovation Agenda. The partnership could be made aware of the relevant SHARP reports which could then be considered as the basis for further research.

<sup>27</sup> [New account \(batut.org.rs\)](#)

<sup>28</sup> HORIZON-HLTH-2021-DISEASE-04-06 “Building a European partnership for pandemic preparedness” under grant agreement 101057795. Starting date: 01.06.2022. † End Date 31.05.2025



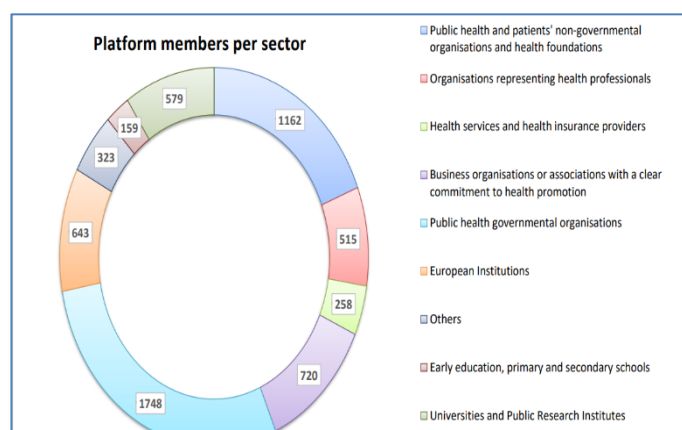
## Audiences - target groups and added value

**Table 8.** The three stakeholder segments specified for SHARP Joint Action

Global/regional policy level:	
Key stakeholders that are important to the success of the project and should act as 'champions' or communications channels to ensure your project has a high profile and that the results are made known.	<ul style="list-style-type: none"> <li>● World Health Organization</li> <li>● World Health Organization European Regional Office</li> <li>● EU Commission                             <ul style="list-style-type: none"> <li>◆ DG SANTE</li> <li>◆ DG ECHO</li> </ul> </li> <li>● European Centre for Disease Prevention and Control (ECDC)</li> <li>● The Scientific Committee for Health, Environment and Emerging Risks (SCHEER)</li> </ul>
National policy and coordination level:	
Key at the dissemination stage as a route to impact/sustainability of the deliverables. These operate in fragmented and multi-level political systems	<ul style="list-style-type: none"> <li>● Health and health security policy makers</li> <li>● National focal points (NFPs) for the International Health Regulations (2005)</li> <li>● Health security committee representatives</li> <li>● ECDC preparedness and response NFPs</li> <li>● National public health agencies</li> <li>● Food safety authorities</li> <li>● Chemical safety authorities</li> </ul>
Operational level:	
Potential to influence those who have responsibility for devising and enacting operational plans	<ul style="list-style-type: none"> <li>● Health provider organisations</li> <li>● Local and regional public health officers</li> <li>● Public health laboratories</li> <li>● Local and regional outbreak investigation teams</li> </ul>

Desk research of organisations under each segment expanded the audience to 70+ organisations. This Excel file<sup>29</sup> details the organisations within the stakeholder segments listed above with descriptions of relevance; links to websites; Twitter (now X) handles and suggested hash tags.

Additionally, WP2 made extensive use of the Health Policy Platform Agora Network through posts were visible to 6 000 platform members comprising public health and patients' non-governmental organisations and health foundations; organisations representing health professionals; health services and health insurance providers; business organisations or associations with a clear commitment to health promotion; public health governmental organisations; European institutions; universities and public research institutes.



<sup>29</sup> [SHARP Joint Action External audience database \(Excel 56KB\)](#).

### *Other sectors*

In addition to organisations representing other sectors listed in the external audience database, are the subscribers generated via the website<sup>30</sup>. The subscribers include individuals from:

- o countries outside of the SHARP Joint Action partnership
- o contacts from partner organisations not directly involved in SHARP Joint Action work package delivery
- o regional preparedness and response organisations
- o state governments
- o private sector - health service providers; aviation; border security
- o not for profit
- o laboratories
- o universities

### *Added value*

The geographical scope; knowledge, expertise of SHARP JA partners and exchange of good practices; building on their involvement with previous Joint Actions and projects funded from the EU Health Programmes all indicate European added value. Networking across participating member states is an important tool for disseminating results.

The challenge for such a large and complex JA is delivering in an environment that has numerous other factors affecting its outcomes. The deliverables are designed to improve identified gaps but cannot lay absolute claim of direct improvement. As we have seen, unexpected factors such as the pandemic catalysed improvements in IHR capacities. However, **increasing audience engagement levels with SHARP communications suggests that the deliverables are being welcomed at a time when EU Health Policy is compelling improvements in national preparedness plans that consider all hazards; cross sectoral and intra border considerations.**

<sup>30</sup> Data source: Constant Contact Sign up list of 635 contacts, accessed 31 August 2023. N.B the subscriber figure fluctuates as personnel move on, unsubscribe, inboxes become too full, or their organisation's security measures block the email delivery.

*Increased communications and dissemination capability and capacity across the work packages - communications-related training opportunities*

In its efforts to increase communications and dissemination capability and capacity across the work packages, WP2 has initiated or contributed to the following communications-related training opportunities:

- o Risk Communication had been identified as one of the core capacities of the International Health Regulations that requires the most strengthening among the SHARP partner countries. The importance of Risk Communications came to the forefront of the response to the COVID-19 pandemic. In response to this, Work Package 5 of the SHARP Joint Action held a Risk Communication workshop in March 2021. Over forty representatives attended the forum, representing partner countries engaged in the work package activities. Presenters shared best practice examples that related to the WHO benchmark tool and Joint External Evaluation indicators for risk communication capacity. Participants then went on to discuss these further in break-out sessions where they were able to share additional examples and challenges they had faced in their respective countries during this pandemic. Details of the workshop were disseminated via a [news post](#); and the materials from the *Communications planning in the context of Risk Communications* webinar now feature on the [SHARP JA Training Platform](#).
- o On 29 April 2021 [Tackling COVID-19 Fatigue webinar - SHARP Joint Action \(sharpja.eu\)](#), was delivered to complement the activities of [Work Package 5](#) and [Work Package 8](#), **WHO EU COVID-19 Fatigue framework**. The event was attended by over 60 participants from across the EU and neighbouring countries with a strong mix of epidemiologists, public health practitioners and communications professionals. The session included presentations from framework co-author **Katrine Bach Habersaat** and **partner countries who explored the different ways they had delivered on each of the key strategy areas**. **A 4 June 2021 news post disseminated the recordings from the event and the full suite of materials from this WP2-led webinar. In line with the C&D multi-channel strategy, the recordings were shared and are visible on the YouTube video sharing platform.**
- o [Katrine Bach Habersaat - Introducing COVID19 Fatigue, presentation on YouTube](#). forty views
- o [Leah Morantz 5 Cross Cutting Principles](#) fourteen views
- o [Anna-Leena Lohiniva on the impact of data analysis around public perceptions and how it can be used to tailor approaches to COVID-19 fatigue and risk communications](#). Fifteen views

- o [Dr Tanya Melillo Public Health consultant heading the infectious disease prevention and control un. in Malta and Charmaine Zahra is a Specialist Trainee in Public Health Medicine at the Ministry for Health, Malta, explored how making the most of every engagement opportunity had helped identify the barriers faced by people across Malta.](#) 12 views
- o [Huw Cook Communications Officer talks through an example of how Public Health Wales had worked in partnership to promote a Safe Ramadan in Wales. He detailed the decision-making process, how partners were identified and what new approaches had enhanced the coproduction process.](#) 40 views.

In June 2022 Work package 2 delivered training to individual work packages on the principles of [Dissemination for Impact: Preparing information for Policy Makers](#) (PowerPoint 2.45 MB) and [Content writing best practice.docx](#) designed to improve quality of deliverables and capability in engaging communication. The material was developed in line with [Joint Research Centre Competence Framework – ‘Evidence for policy’ for researchers.doc](#).

- o Effort was applied by work package two to address weaknesses in the SHARP joint Action website in meeting the Web Accessibility Directive (Directive (EU) 2016/2102). This directive provides people with disabilities with better access to websites and mobile apps of public services. On 27 June 2022 [a training presentation](#) was made to the Steering Committee to ensure ongoing compliance with the Web Accessibility Directive was delivered by work package 2.
- o WP2 initiated a development opportunity to mitigate evidence (from the from bulk email tool) of weakened engagement. The [Communications weaknesses and threats was presented to the Steering Committee on the 04 October 2022.](#)

As part of its communications support to WP lead organisations, WP2 was able to introduce new digital tools such as the O365 forms app that made event registrations more efficient. Plus, sharing best practice on GDPR compliant communications.

## SECTION THREE: FUTURE RECOMMENDATIONS

### A blueprint for effective programme communications for future EU Health Policy joint actions D2.4

Work Package 2 (Communications and Dissemination) used its experience of supporting the joint action with communications and dissemination (C&D) – the strengths; weaknesses; opportunities and threats – to create [D2.4 A blueprint for effective programme communications for future EU Health Policy joint actions](#). This guidance document serves as a reference point for the planning and implementation of communications and dissemination for future joint actions. It suggests recommendations, including those for funding organisations to consider when specifying the communications requirements of proposals for future joint actions. Amongst the summary of recommendations are:

- o Ideally, a joint action's dissemination plan will link with a broader dissemination strategy for the EU Health Programme.
- o Explore the collaboration functionality within the secure Health Policy Platform networks. Funders could consider making it mandatory to create
- o a joint action network within the Health Policy Platform
- o Explore the free to use PM<sup>2</sup> - The European Commission's Official Project Management Methodology.
- o Consider impact metrics more strongly from the project initiation phase.

A further potential underlying factor could be the organisational assumption that health emergency preparedness is typically underfunded. The perception that health systems for prevention are an investment rather than operational costs promising future cost-savings. There are calls for the European System of Accounts to be reviewed to enable the classification of certain health expenditure on preparedness as investment.

## SECTION FOUR: WP2 IMPLEMENTATION RELATED DEVIATIONS

### Deviations from Annex 1, the consequences, and the proposed corrective actions

This section features tasks not fully implemented, critical objectives not fully achieved and/or not being on schedule.

#### *Late submission of deliverables*

The issue relating to late submission of deliverables impacting on the effectiveness of dissemination is recorded under [weaknesses](#). The impact of up to eleven of deliverables being finalised for dissemination in the final month of the joint action places pressure on WP2 resources and reduce the planning/implementation time available to achieve quality campaigns.

#### *Advocacy strategy on identified priorities*

WP2 “To support work package 4: Integration in National Policies and Sustainability, in the development of an advocacy strategy on identified priorities”. This is not a WP2 deliverable/task/milestone and does not feature in evaluation indicators. WP2 has not been briefed to influence continuous discussions with policymakers, ministries, other stakeholders, i.e., the advocacy strategy on identified priorities initially anticipated in the proposal. This could have further informed [Project Results and Visibility: dissemination activities after the project](#). Following a proposal and recommendations around the final conference in July 2023. WP4 has not had the capacity to work with WP2 in progressing an advocacy strategy. To mitigate this situation, WP2 began to include advocacy (engagement) objectives in the dissemination plans for individual deliverables.

#### *WP2 Work in progress at the time of writing*

- o WP4 D4.2 Sustainability report dissemination plan
- o WP10 D10.2 Feasibility study report dissemination plan
- o WP6 Tabletop Exercise Preparedness and Response Planning to Threats from Vector-borne diseases dissemination plan
- o WP7 Population Medicine journal paper, Comparative analysis of different molecular methods for detection of Aigai virus

WP2 D2.3 Layman report – awaiting final report and anticipated 30 September 2023

## ANNEXE ONE: WP2 SPECIFIC OBJECTIVES WITH PROCESS, OUTPUT, OUTCOME INDICATORS

### Milestones completed

Nr	Milestone	Due Date (Annex I)	Achieved	Delivery Date (actual)
MS6	Stakeholder analysis	01/08/2019	yes	05/07/2019
MS7	Communications plan	01/01/2020	yes	11/11/2019
MS8	Communication channel strategy	01/01/2020	yes	11/11/2019

### Deliverables

No.	Deliverable	Accept Date HaDEA	Comment
D2.1	Leaflet	25/11/2020	Leaflet and banner stand <a href="#">updated September 2022</a>
D2.2	Website	25/11/2020	<a href="#">SHARP Joint Action (sharpja.eu)</a> improvements brief initiated March 2022
D2.4	A blueprint of dissemination		Approved by steering committee, and dissemination planned for September 2023
D2.5	Communication and dissemination report		Submission of this report is anticipated in September 2023
D2.3	Layman report of the Joint Action final report		Will be actioned when final report available after 30/09/2023 and before 31 October 2023

## Specific objectives with process, output, outcome indicators

<b>Specific Objective Number</b>	1 (WP2)	
<b>Specific Objective</b>	Phase 1 – Objective Setting: Understand the business and public health objectives of the programme and set out specific communications objectives arising from these	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
<p>Communications lead to undertake scoping of business objectives of programme, holding meetings with other work package leads as required</p> <p>Development of specific communications objectives</p> <p>Identification of programme stakeholders to provide sign off for latter stages of communications strategy development</p> <p>Communications planning session to be organised with programme coordination team to agree objectives</p>	<p>End of month 1</p> <p>End of month 1</p> <p>End of month 2</p> <p>End of month 2</p>	<p><a href="#">2-3 July 2019</a> As part of the SHARP JA Partnership Forum in Vilnius, Lithuania <a href="#">a Communications workshop (PPT 739Kb) gathered key message and stakeholder information from each of the Work Packages</a> for the development of the communications and dissemination strategy. A <a href="#">Presentation of the communications timing plan</a> (PDF 450Kb) was made to more than seventy participants from 24 countries.</p> <p>The quality control approval process for deliverables managed by WP1 was published July 2019.</p> <p>5 and 6 March 2020 Communications planning session with WP1 programme coordination team</p>
<b>Output Indicator(s)</b>	<b>Target</b>	
<p>Communications objectives finalised</p> <p>Sign off process agreed</p>	<p>End of month 2</p> <p>End of month 2</p>	<p>March 2020 Communications objectives finalised</p> <p>The quality control approval process for deliverables managed by WP1 was published July 2019.</p>
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
<p>Agreed way forward for communications approach to project – communications objectives understood and agreed, senior project stakeholders understand role in sign off communications materials going forwards</p>	<p>End of month 2</p>	<p>November 2019 A specific and appropriate <a href="#">communications and dissemination strategy</a> submitted. The <b>MS7</b> Communications plan includes key messages and <b>MS8</b> Communication channel strategy. Presentation to all partners in Serbia December 2019</p>



<b>Specific Objective Number</b>	2 (WP2)	
<b>Specific Objective</b>	Phase 2 – Audience Needs: Identify internal and external audiences for the programme and their needs	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
<p>Identify internal and external audiences for the programme, meeting with other work package leads as required</p> <p>Conduct stakeholder analysis segmenting audience into levels of interest and influence in readiness for development of channel strategy and key messages</p> <p>Hold workshops (x 33) with each country's programme and communications leads to understand specific needs and challenges (e.g., system maturity, technology)</p> <p>Identify language needs – including which countries have statutory duties to communicate in particular languages</p>	<p>End of month 3</p> <p>End of month 4</p> <p>End of month 6</p> <p>End of month 6</p>	<p>Completed as part of the development of the communications and dissemination strategy approved November 2019.</p> <p>Completed as part of the development of the communications and dissemination strategy approved November 2019</p> <p>Following the <a href="#">2-3 July 2019</a> workshop, partners focus in this early phase was the development of their work package deliverables. Engagement with communications planning was then further hampered by the COVID-19 impact on SHARP JA.</p> <p>WP2 was unable to access the communications resources of partners, as detailed in the WP2 final report.</p> <p>The revised Communication and Dissemination approach initiated in February 2022 provided a renewed focus on the objective to identify internal and external audiences for the programme and their needs.</p> <p>Completed as part of the development of the communications and dissemination strategy approved November 2019 when it was agreed the working language as English.</p>
<b>Output Indicator(s)</b>	<b>Target</b>	
<p>Stakeholder analysis completed</p> <p>Workshops completed</p> <p>Definitive list of specific communications/ language needs of each country complete ready for inclusion in communications strategy</p>	<p>End of month 4</p> <p>End of month 6</p> <p>End of month 6</p>	<p>Communications and dissemination strategy approved November 2019.</p> <p>Communications planning meetings were held with all WPs following approval of the revised Communication and Dissemination approach.</p>
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
<p>Audiences for programme are identified, their role in the programme and their specific needs are understood and documented for consideration in future stages of planning</p>	<p>End of month 6</p>	<p>Audiences documented within the communications and dissemination strategy approved November 2019.</p> <p>The revised Communication and Dissemination approach initiated in February 2022 included further work on audiences captured in an excel database used in communications and dissemination planning.</p>



<b>Specific Objective Number</b>	3 (WP2)	
<b>Specific Objective</b>	Phase 3 – Key Messages: Produce and agree a set of key messages for each stage of the programme	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
Produce and agree key messages linked to business and communications objectives Tailor key messages to audiences – what do we want each audience to think, feel and do? Translate key messages Adapt key messages to suitable channels	End of month 7 End of month 9 End of month 9 End of month 9	Initial key messages documented within the communications and dissemination strategy approved November 2019. The revised Communication and Dissemination approach initiated in February 2022 included further work on key messages and the importance of linking with current EU strategy. This principle was then used in individual communication and dissemination campaigns using the external audience excel database to ensure consideration of key messages tailored to specific audiences.
<b>Output Indicator(s)</b>	<b>Target</b>	
Key messages drafted, approved by senior internal stakeholders, and finalised Key messages tailored to audiences identified in phase 2 Key messages translated into identified languages Key messages tailored to communications channels	End of month 7 End of month 9 End of month 9 End of month 9	Initial key messages documented within the communications and dissemination strategy approved November 2019. From February 2022 campaign plans were developed in collaboration with/and approved by senior internal stakeholders before campaign implementation. From February 2022 campaign plans featured Key messages tailored to audience segments. Translated into identified languages not applicable
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
Agreed set of programme key messages with a clear approach to their use with identified audiences and with specific channels	End of month 9	From February 2022 overarching programme key messages, including the The importance of strengthening preparedness and IHR implementation Benefits of SHARP JA to citizens/countries EU Added Value The changing EU Health Policy context during the SHARP Joint Action

<b>Specific Objective Number</b>	4 (WP2)	
<b>Specific Objective</b>	Phase 4 – Channel strategy – identify a channel mix, considering whether some channels should be developed per country/ language or whether a single overarching multilingual channel is more appropriate	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
Develop a channel strategy Commission a bespoke website for the programme Set up social media channels Identify long-term, sustainable ownership for channels Commission programme branding to run through all channels and other project documentation	End of month 6 End of month 9 End of month 9 End of month 6 End of month 7 for completion by end of month 9	The channel strategy was developed and approved 01/01/2020 25/11/2020 SHARP Joint Action (sharpja.eu) went live. An improvements brief was initiated March 2022. Twitter: Facebook and LinkedIn accounts went live September 2019, owned by WP1 THL. SHARP – Twitter account rationale and usage guide developed October 2019. Brand guidelines developed in December 2019
<b>Output Indicator(s)</b>	<b>Target</b>	
Channel strategy developed and agreed, including roles and responsibilities for ownership Website commissioned, built and ready to go live Social media channels developed and ready to go live Programme branding commissioned and received	End of month 6 End of month 9 End of month 9 End of month 9	The channel strategy documented within the communications and dissemination strategy approved November 2019. This saw WP1 THL take ownership of the website and social media channels hosting. The channel strategy was refined in February 2022 in the revised Communication and Dissemination approach – recognising the move to digital channels accelerated by the pandemic. Brand identity approved January 2020.
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
Communications channels and branding are in place with a clear strategy for ownership	End of month 9	Branding consistently applied and communications channels strategy adopted in the campaign implementation process. The 2022 refined channel strategy introduced a mix of measurable channels more relevant to the SMART objective principles.

<b>Specific Objective Number</b>	5 (WP2)	
<b>Specific Objective</b>	Phase 5 – Communications Planning and Implementation: Develop and implement a communications plan incorporating the above elements	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
Development of communications plan incorporating objectives, audiences, key messages, channel strategy Approval of communications plan through agreed sign-off process Plan to include tailored communications toolkits for use by partner countries Implement communications plan	End of month 9 End of month 10 End of month 9 End of month 23	Documented within the communications and dissemination strategy approved November 2019. The quality control approval process for deliverables managed by WP1 was published July 2019. May 2021 <a href="#">Communications and dissemination toolkit</a> published to give work package leads an overview of the types of communication activity work package 2 can provide to support plans for promotion and dissemination of specific deliverables. Communications activities listed <a href="#">Communication and dissemination WP2 - SHARP Joint Action (sharpja.eu)</a> .
<b>Output Indicator(s)</b>	<b>Target</b>	
Communications plan	End of month 10	Documented within the communications and dissemination strategy approved November 2019. Refined February 2022 in the revised Communication and Dissemination approach which set out a campaign approach to individual tasks and deliverables in line with SMART objective principles.
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
Communications plan provides clear, common, approved understanding of the approach to be taken for the remainder of the project and is fully implemented	End of month 23	Campaigns plans developed and delivered within set clear, common, approved principles. The OASIS framework for campaign planning used. Over 30 deliverable or tasks related campaigns were run in the period October 2021 to date.

<b>Specific Objective Number</b>	6 (WP2)	
<b>Specific Objective</b>	Phase 6 – Measurement and Evaluation: Set and agree evaluation metrics from the outset	
<b>Process Indicator(s)</b>	<b>Target</b>	<b>Achieved/Status</b>
<p>Agree evaluation metrics with key stakeholders</p> <p>Undertake evaluation report after 12 months, amending communications plan if appropriate</p> <p>Undertake full evaluation in months 23-24</p> <p>Handover plan for decommissioning/ closure</p>	<p>End of month 2</p> <p>End of month 12</p> <p>End of month 24</p> <p>End of month 24</p>	<p>WP2 agreed Indicators and Verification methods for each Deliverable as captured in the approved WP3 D3.1 Evaluation plan accepted by HaDEA 25/11/2020</p> <p>WP2 submitted to the mid-term evaluation report accepted by HaDEA 03/11/2022. Issue raised in the term evaluation report were just one source used to inform the revised Communication and Dissemination approach in February 2022.</p> <p>This final Communication and Dissemination report will be submitted to the steering committee by end September 2023.</p> <p>Communications campaign for handover, decommissioning/closure in development for implementation 29 September.</p>
<b>Output Indicator(s)</b>	<b>Target</b>	
<p>Evaluation metrics</p> <p>End of year one evaluation report with recommendations for remainder of programme</p> <p>Full evaluation report at programme close</p> <p>Handover plan</p>	<p>End of month 2</p> <p>End of month 12</p> <p>End of month 24</p> <p>End of month 24</p>	<p>WP2 agreed Indicators and Verification methods for each Deliverable as captured in the approved WP3 D3.1 Evaluation plan accepted by HaDEA 25/11/2020</p> <p>WP2 submitted to the mid-term evaluation report accepted by HaDEA 03/11/2022.</p> <p>WP2 submitted information to WP3 and is waiting to finalise with the WP3 lead.</p> <p>Communications campaign for handover, decommissioning/closure in development for implementation 29 September.</p>
<b>Outcome/Impact Indicator(s)</b>	<b>Target</b>	
<p>A clear, shared understanding from the outset of the programme as to how communications activity will be measured and evaluated; clear milestones for evaluation throughout the programme</p>	<p>End of month 24</p>	<p>he campaign approach within the revised Communication and Dissemination strategy resulted in a range of campaign performance indicators. Campaign performance was analysed during and post campaign for continuous improvements to channels; messaging and audiences/ segments.</p>

## ANNEXE TWO: REFINED COMMUNICATIONS AND DISSEMINATION STRATEGY MARCH 2022

Goals	What	Process
<b>Relevant and Sustainable Reach</b>	<p>Enhance the SEO of the website to <b>GROW</b> the audience, <b>ensuring the deliverables can be found</b> by employing key word techniques.</p> <p>Promote work package lead organisation ownership.</p> <p>Ensure the deliverables can be found by those who can act on the information.</p>	<p>Create a web page for each work package to provide context/narrative/facilitate publishing of deliverables.</p> <p>Create an overview of the joint action on the website of each WP lead organisation - back linked to joint action's website.</p> <p>Publishing papers in scientific journals. These are sustainable and trusted sources used in the policy development process to gather evidence from research to inform decision making.</p>
<b>Awareness</b>	<p><b>INFORM</b> through a multi-channel strategy and <b>segmented</b> messaging.</p>	<p>Leverage the reputation, networks, and existing, public health dissemination structures (where available) of the WP teams.</p> <p>Support partners with no/less-sophisticated dissemination structures with the tools and resources for effective communication of their deliverables.</p> <p>Utilise the networks of advisors; executive agencies; affiliated entities within your Joint Action to cascade communications to the external audiences.</p>
<b>Engagement</b>	<p><b>INVOLVE/ CONSULT/ COLLABORATE</b></p> <p>Generate and share insight that is relevant and timely for your audiences.</p> <p><b>ENGAGE</b></p> <p>Ensure your communications are timely</p>	<p>Enhance functionality of your joint action website to facilitate the 2-way communication necessary for effective engagement:</p> <ul style="list-style-type: none"> <li>• consider a <i>comment</i> function for each page to enhance external engagement and provide analytics</li> <li>• Introduce <i>calls to action</i></li> <li>• Subscribe to updates on all pages</li> <li>• Post useful content in formats that your audience can share</li> </ul> <p>Seek and act on feedback, creating feedback loops that add value to your audience.</p> <p>Ensure calls to action are included in all communications content.</p> <p>Ensure timeliness, for example by emailing attendees of workshops/events whilst the topic is fresh in their minds, effectively increases engagement - encourages social follows or web subscribes.</p>
<b>Conversion of Deliverables to Impact</b>	<p>In collaboration with the work package responsible for sustainability, explore external stakeholder organisations that can facilitate awareness/engagement with policymakers.</p>	<p>Communicate with the policy-maker segment using best practice in policy briefing formats. Identify dissemination opportunities such as meetings and conferences.</p>

## ANNEXE THREE: TIMELINE OF ACTIVITIES FROM 1 MAY 2019 TO 30 SEPTEMBER 2020

A description of Milestones, Activities, Outputs, Deliverables tasks implemented with clear and measurable details

### 2019

23-24 May 2019 SHARP presented by work package one at the ECDC Joint meeting for NFPs for Preparedness & Response and NFPs for Threat Detection, EWRS & IHR, Stockholm, Sweden.

13-14 June 2019 SHARP presented by work package one at the HEALTHY GATEWAYS General Assembly Hamburg, Germany.

18-20 June 2019 SHARP presented by work package 1 Global Health Security Conference 2019 Sydney, Australia.

27 – 28 June 2019 [Presentation on the approach to communications for SHARP Joint Action](#) at the 1st Steering Committee, Luxembourg

July 2019 National public health organization Greece (EODY) [news story about SHARP launch](#) (PDF)

[2-3 July](#) 2019 As part of the SHARP JA Partnership Forum in Vilnius, Lithuania a [Communications workshop \(PPT 739Kb\)](#) gathered key message and stakeholder information from each of the Work Packages for the development of the communications and dissemination strategy. A Presentation of the communications timing plan (PDF 450Kb) was made to more than seventy participants from 24 countries.

4 July 2019 Chafea news article on SHARP launch. [Chafea News 4 July 2019.pdf](#) 163kb

05 July 2019 **MS6** Stakeholder analysis for targeting the dissemination activities and communications planning **MS7**, including **MS8** channel strategy to ensure awareness increase, information, engagement, and promotion.

30 September 2019 SHARP presented by work package one at the High-Level Conference of the EU Health Programme, Brussels, Belgium

2 October 2019 [News article on SHARP launch at THL website \(PDF\)](#)

3 October 2019 Work package 2 prepared [SHARP launch press release](#) for use by partners nationally.



14-15 October 2019 [One Health Conference, Helsinki, Finland](#). Mika Salminen, SHARP JA Coordinator, Director, Department of Health Security, Finnish Institute for Health and Welfare (THL) [introduces the SHARP Joint Action \(SlideShare\)](#) 405 views. View the presentation [video: SHARP Joint Action \(YouTube\)](#) 21 views. SHARP JA partner presentations providing country perspectives that set the scene prior to the pandemic (including subsequent dissemination/download metrics):

- o SHARP WP5 brief introduction – Strengthening IHR core capacities, Anders Wallensten, Public Health Agency of Sweden. [Presentation: SHARP WP5 brief introduction – Strengthening IHR core capacities \(SlideShare\)](#) 284 views. [Video: SHARP WP5 brief introduction – Strengthening IHR core capacities \(YouTube\)](#) thirty-two views
- o Indra Linina, Department of Disaster Medicine Preparedness Planning and Coordination, State Emergency Medical Service, Latvia. [Presentation: Latvia \(SlideShare\)](#) 279 views. [Video: Latvia \(YouTube\)](#) fifteen views
- o Mirjam Maeusezahl, Federal Office of Public Health, Switzerland. [Presentation: Switzerland \(SlideShare\)](#) 181 views. [Video: Switzerland \(YouTube\)](#) twenty views
- o Anni Virolainen-Julkunen, Ministry of Social Affairs and Health, Finland. [Presentation: Finland \(SlideShare\)](#) 157 views. [Video: Finland \(YouTube\)](#) twenty-one views
- o Preparedness and response planning (WP6) Corien Swaan, National Institute for Public Health and Environment (RIVM). [Presentation: Preparedness and response planning \(WP6\) \(SlideShare\)](#) 206 views
- o Laboratory preparedness and responsiveness (WP7) Daniela Jacob, Robert Koch Institute. [Presentation: Laboratory preparedness and responsiveness \(WP7\) \(SlideShare\)](#). [Daniela Jacob: Laboratory Preparedness and Responsiveness \(SHARP JA W... \(slideshare.net\)](#) 307 views
- o Chemical safety and chemical threats (WP9) Eirian Thomas, Public Health. England [Presentation: Chemical safety and chemical threats \(WP9\) \(SlideShare\)](#) 132 views
- o Case management and infection prevention and control preparedness (WP10), Francesco Vairo, National Institute for Infectious Diseases L. Spallanzani (INMI). [Presentation: Case management and infection prevention and control preparedness \(WP10\) \(SlideShare\)](#) 181 views
- o [Mirjam Maeusezahl: Joint External Evaluations \(JEE\) – Country experiences: Switzerland](#) One Health Security Conference, 14-15 Oct 2019, THL, Helsinki Oct. 24, 2019 [139 views](#)
- o Panel discussion on SHARP responses and plans, Facilitators: Raquel Duarte-Davidson (SCHEER) and Anna Katz (THL, SHARP JA) [Video: SHARP responses and plans – Panel discussion \(YouTube\)](#) 24 views

October 2019 **D2.2:** [A SHARP JA dedicated website](#) designed and published and the related deliverable submitted on 19 December 2019 Website goes live. [Serving as a central reference point to inform about and promote the Joint Action; for promotional materials and for announcing and reporting on events, stakeholders' forums, as well as](#)



it is a focal point of all communication and dissemination activities. It features dedicated pages for each work package and WP2 is responsible for the creation, management, and sustainability of the platform in collaboration with technical work packages.

8 November 2019 National public health organization Greece (EODY) public relations activity achieved coverage in

- o [Greek news article.pdf](#)
- o <https://www.consilium.europa.eu> [Greek news article 2.pdf](#)
- o <https://www.inewsgr.com/> [iNewsGr.pdf](#)
- o <https://medlabgr.blogspot.com> [Medlab.pdf](#)
- o <https://www.healthview.gr> [Healthview.pdf](#)
- o <https://www.pna.gr> [Pna.pdf](#)

11 November 2019 A specific and appropriate communications and dissemination strategy ensuring visibility for, and awareness of, the project submitted. The **MS7** Communications plan includes key messages and **MS8** Communication channel strategy.

20 November 2019 SHARP presented by work package 1 at the [EUPHA Pre-conference: EU cooperation to strengthen preparedness and management of cross-border health threats, Marseilles, France.](#)

11 December 2019 News post on work package eight event on development of training plans to strengthen IHR capacities held on the 12-13 November 2019.

## **2020**

January 2020 SHARP Joint Action – [Social media rationale and usage guide](#) published internally

29 January 2020 [Visual identity of the joint action](#) finalised by work package 2.

29-30 January 2020 Workshop for assessing and strengthening IHR core capacity, Latvia. WP2 collaborated with WP3 to include Communication and Dissemination questions in the WP5 Workshop 1 post survey. The results showed that the majority (66.67%) identified conference and SHARP JA website as channel preferences and expressed a wish for work package two to provide examples of good practises for relevant crisis/risk communication was expressed. The latter prompted planning for the online Workshop 2: Risk Communication in March 2022.

## **The impact of COVID-19 on SHARP JA**

On **30 January 2020**, the World Health Organization declared that the outbreak of COVID-19 constitutes Public Health Emergency of International Concern (PHEIC).

The global response to the COVID-19 pandemic laid bare the weaknesses and major challenges in the international approach to managing public health emergencies. The pandemic placed enormous pressure on the public health institutes within the Joint Action. The pandemic has put health systems under extreme stress, with personnel having to adapt to unexpected and changing circumstances while continuing to provide high quality deliverables for the Joint Action.

In response to the COVID-19 outbreak, SHARP supported the EC and the Member States, and especially work packages for laboratory preparedness and responsiveness (WP7 in coordination with the ECDC) and for case management and infection prevention and control preparedness (WP10).

Work package teams were put under pressure and sometimes reassigned to their national Covid-19 responses. This meant a significant decrease and delay in all activities. Plus, the need to revisit the scope of some work packages.

While reorienting and gearing a proportion of its activities and resources towards fighting the COVID-19 pandemic, SHARP Joint Action continued the implementation with a view to enhancing and further consolidating key achievements over the period of the joint action.

4 February 2020 Greek ministry of health news article on SHARP launch. [Greek ministry of health.pdf](#)

6 February 2020 [News post Developing EU level preparedness is about collaboration, learning and acknowledging the best practices](#)

6 February 2020 [News post SHARP and EMC provide support in laboratory diagnostics for COVID-19](#)

11 February 2020 News post on [Workshop for assessing and strengthening partners' IHR core capacity organised in Riga](#) 29-30 January 2020

5 and 6 March 2020 Communications planning session with WP1 programme coordination team took place to agree objectives in Cardiff, UK

12 May 2020 News post on [SHARP partners throughout Europe are working on COVID-19 response](#)

15 July 2020 News post on [Work package 6 workshop on Inter-sectoral collaboration](#)

3 August 2020 News post on [Risk Communications: 5 Key Principles for effective communications](#), to meet the partner request in January 2020 for examples of good practice in risk communication

## ANNEXE FOUR: A TIMELINE OF DISSEMINATION ACTIVITIES DURING THE PROJECT FOR THE PERIOD OCTOBER 2020 TO AUGUST 2023

A description of Milestones, Activities, Outputs, Deliverables tasks implemented with clear and measurable details

The fields provide detail on communication/dissemination purpose; activity/channel; audience attendance or reach (\*where recorded); Work package beneficiary (WP).

Purpose	Activity/channel	Topic	Audience attendance/reach*	WP
Dissemination	News post	<a href="#">5 October 2020 News post on Second partnership forum held in</a>	Ninety online participants	All
Dissemination	Conference	12-16 October 2020 SHARP Joint Action represented at the EUPHA virtual conference	3,759 delegates from 125 countries	All
Deliverable	Leaflet	<a href="#">25 November 2020 D2.1 Leaflet to promote the action in a layman language to highlighting the main aims; structure and output of the project. It is assumed that the leaflet was available at the events listed at Events organized by SHARP - SHARP Joint Action (sharpja.eu).</a>	WP3 partner EODY report that the leaflet was downloaded 190 times from their website.	All
Dissemination	News post	<a href="#">January 2021 News post on the WP9 Workshop on laboratory preparedness and responsiveness held online in early December 2020.</a>		All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Deliverable	Training	<p><a href="#">22 March 2021 Risk Communication</a> was identified as one of the <a href="#">International Health Regulations core capacities</a> that required the most strengthening. In response to this, <a href="#">Work Package 5 of the SHARP Joint Action</a> held a <a href="#">Risk Communication workshop</a> hosted by <a href="#">work package 2</a> online. <a href="#">Work package 2</a> was amongst the 40 representatives participating in the forum, representing <a href="#">partner countries engaged in the work package activities</a>. Presenters shared <a href="#">best practice examples that related to the WHO benchmark tool and Joint External Evaluation indicators for risk communication capacity</a>. Participants then went on to discuss these further in <a href="#">break-out sessions where they were able to share additional examples or challenges they had faced in their respective countries during this pandemic</a>. <a href="#">A quantitative and qualitative post-event survey</a> rated useful and informative overall, with some comments focusing on <a href="#">risk communication related to Covid 19 which prompted planning of the Covid Fatigue webinar for April 2021</a>.</p>	Forty participants	5
Dissemination	News post	<p><a href="#">14 March 2021 News post on progress report</a> includes dissemination of <a href="#">technical work package progress, including links to the following presentations: WP4 Integration in National Policies and Sustainability submitted a draft guidance tool on sustainability to the European Commission. The tool will be tested in practice and developed further according to the results. WP7 Laboratory preparedness and responsiveness organized the first External Quality Assurance Exercise (EQAE) in 2020, to assess European laboratory capacities for diagnostics of highly pathogenic bacteria and virus. WP8 Training and local exercises, exchange of working practices conducted a cross-sectoral training needs assessment and inventory of existing IHR-related training activities and materials. Curriculum of basic IHR training was developed, and the first session of online basic training was held in 2020 with fifty-four participants. WP9 Chemical safety and chemical threats developed a questionnaire to assess IHR capacities regarding chemicals. The questionnaire also explores current and required chemical laboratory networks.</a></p>		4, 7, 8, 9



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	News post	9 April 2021 News post promoting COVID-19 Fatigue Webinar 29 April 2021, Plus, social media campaign. This training complements the activities of Work Package 5 and Work Package 8 and was led by WP2.		5, 8
Dissemination	Training	<a href="#">29 April 2021 WP2 planned and delivered an online seminar on COVID-19 fatigue. The online seminar was well received by sixty-five participants and has influenced future plans. Recordings from the event and full suite of materials (link to Padlet.</a>		8
Dissemination	Training	<a href="#">May 2021 Communications and dissemination toolkit published. A resource intended to give work package leads an overview of the types of communication activity work package 2 can provide to support plans for promotion and dissemination of specific deliverables.</a>		All
Dissemination	Event	7 May 2021 Work package one presented at the Joint Action TERROR online kick-off meeting.	Thirty-one partners from 17 European countries.	All
Dissemination	News post	<a href="#">27 May 2021 Post event news post on Improving risk communication through trust and clarity summarising the risk communication and COVID-19 fatigue workshops.</a>		8
Communications	Campaign	June 2021 Constant Contact email marketing tool introduced to deliver a structured, regular updates on all WP progress and plans to SHARP partners throughout the remainder of the action.		

Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	News post	4 June 2021 Post event news post on Tackling COVID-19 Fatigue - SHARP Joint Action (sharpja.eu) to disseminate the recordings from the event, and the full suite of materials:		8
Dissemination		<a href="#">Katrine Bach Habersaat - Introducing COVID19 Fatigue, presentation on YouTube. Forty views</a>	Forty views	
Dissemination		<a href="#">Leah Morantz 5 Cross Cutting Principles. Fourteen views</a>	Fourteen views	
Dissemination		<a href="#">Anna-Leena Lohiniva on the impact of data analysis around public perceptions and how it can be used to tailor approaches to COVID-19 fatigue and risk communications. Fifteen views</a>	Fifteen views	
Dissemination		<a href="#">Dr Tanya Melillo Public Health consultant heading the infectious disease prevention and control unit in Malta and Charmaine Zahra is a Specialist Trainee in Public Health Medicine at the Ministry for Health, Malta, explored how making the most of every engagement opportunity had helped identify the barriers faced by people across Malta. Twelve views</a>	Twelve views	
Dissemination		<a href="#">Huw Cook Communications Officer at Public Health Wales talks through an example of how Public Health Wales had worked in partnership to promote a Safe Ramadan in Wales. He detailed the decision-making process, how partners were identified and what new approaches had enhanced the coproduction process. Forty views</a>	Forty views	
Dissemination	Conference	<a href="#">16 – 19 November 2021 Poster presentation: Identifying the sectors described in public health emergency preparedness &amp; response literature: A systematic review. Disseminated at the ESCAIDE Conference 2021, available to 2500 online participants from the infectious disease public health community, it highlighted the challenge that, despite a push for multisectoral collaboration, only four sectors are frequently mentioned in literature describing collaboration during public health emergencies. View the poster: Identifying the sectors described in public health emergency preparedness &amp; response literature: A systematic review (PDF 536 KB)</a>	2500 online participants	
Dissemination	News post	<a href="#">9 December 2021 News post on SHARP Partnership Forum gathered the Joint Action partners together (sharpja.eu)</a>		All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	News post	<a href="#">16 December 2021 News post on 12 months' non-cost extension for SHARP JA</a>		All
Reporting		December 2021, WP2 had a change in personnel. Although this meant induction and familiarisation for the new communications manager, it also meant that the problems and needs captured in the SHARP Joint Action Midterm External Evaluation report M1-M24 could be addressed in new communications planning.		
Reporting		<a href="#">20 December 2021 Weaknesses in collaboration and communication between work packages recorded in the Periodic Technical Report (published in January 2021) were mitigated via the launch of an internal newsletter distributed to 298 SHARP partner contacts via Constant Contact.</a>		
Dissemination	E-newsletter	20 December 2021 SHARP Joint Action internal newsletter	298 internal partner contacts	All

Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Strategy		<p>January 2022 High levels of EU level reorganisation; refined strategic priorities and, therefore new key messages, plus the needs of the dissemination phase all prompted a refinement to the original Communications and Dissemination Strategy 2019. However, this created an opportunity to reflect and refine which led to an adapted strategic approach. An analysis to inform the new strategy highlighted opportunities. Taking a campaign approach to communication and dissemination (News posts - blog, plus MEASURABLE email, and social posts) provides extensive communications performance metrics to compliment the original indicator. The refined Communications and Dissemination approach also added the objective that the SHARP deliverables should be easily found – a key factor in the dissemination phase. In 2022 Google introduced new options to reject tracking cookies in Europe after its existing dialog boxes were found to be in violation of EU data laws. This, plus other changes, made Google analytics a less reliable indicator measure. In 2022 a website analysis identified improvements needed for search engine optimisation (SEO). Functionality improvements were instituted in March 2022 and most web pages updated providing a narrative timeline of activity to date and access to deliverables published. Most WPs now have updated webpages with comprehensive information.</p>		
Strategy		<p>14 February 2022 Work Package 2: Communication and Dissemination proposal to SHARP Joint Action steering committee outlines the fresh principles to support more effective dissemination and ease of evaluation for the remaining period.</p>		All
Dissemination	Report	<p><a href="#">16 Feb 2022 Work package 2 contributed to the SHARP Joint Action Achievements and Results briefing to the Health Security Committee.</a></p>	Thirteen members and observers	All
Strategy		<p><a href="#">March 2022 Digital Channel Planning, Analysis and recommendation and refreshed Communications and dissemination strategy and process published and refined approach adopted.</a></p>		





Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Strategy		<a href="#">9 March 2022 Work package 2 presentation to work package 4 on the theory adopted in WP2 communications and dissemination strategy refresh.</a>		
Dissemination	Conference	<a href="#">11 March 2022 Work package 2 facilitated a dissemination presentation on SHARP Joint Action by Dr Anna Katz, of THL at the Healthy Gateways hybrid final conference. More than 250 people from 32 countries participated in person or virtually together with presenters from EUMS, from 8 European institutions (DG SANTE, DG MOVE, HaDEA, ECDC, EASA, EMSA, ERA, Frontex) from WHO (WHO HQ, WHO EURO) and other International Organisations, from US CDC, Taiwan CDC, EU SHARP Joint Action, from other universities and research centres, cruise line representatives and air companies as well as port authorities. Collaborations and synergies between SHARP Joint Action and @Healthy Gateways in respect of IHR-related hazards and preparedness at points of entry demonstrate clear EU added value.</a>	250 people from thirty-two countries	All
Strategy		17 March 2022 Website analysis and improvements brief met the recommendation of the work package 3 Midterm External Evaluation report, 02 February 2022 for more usage of SHARP website as a mean of communication and source of information. The analysis revealed weaknesses, including that the functionality to record deliverables downloads was not available in the THL-managed SHARP website. This would prove problematic in meeting the specified WP2 indicator in the evaluation plan. Communications performance metrics from the Constant Contact email marketing tool and social media would now be captured to meet the evaluation requirements.		
Strategy	Website	<a href="#">Work package 2 initiated updates to individual work package pages using SEO principles to facilitate publishing of deliverables and calls to action to encourage email update subscriptions.</a>		
Dissemination	News post	<a href="#">4 April 2022 News post on Public Health Wales website published aimed at national Health professionals audience achieved Pageviews 71/ Avg. Time on Page 00:02:40</a>	Pageviews 71/ Avg. Time on Page 00:02:40	All

Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Strategy		<a href="#">5 May 2022 Work package 2 engagement with SHARP JA advisors - DG SANTE, ECDC, HaDEA and WHO to explore greater collaboration on communications. Exploiting the principle that they are a trusted messengers and more likely to achieve external engagement for the lesser-known SHARP JA brand. SHARP JA Dissemination Reaching external audiences V3.docx.</a>		
Strategy	Event	<a href="#">6 May 2022 In collaboration with work package 4, work package 2 presented The EU Health Policy Platform Opportunities for SHARP JA Sustainability to the Joint meeting of the Advisory Committee and Steering Group</a>		All
Dissemination	News post	<a href="#">9 May 2022 News post on Strengthening preparedness for serious cross-border health threats – the activity of work package 8.</a>		8
Dissemination	News post	<a href="#">17 May 2022 News post on SHARP Joint Action's 13th Steering Committee and 4th Advisory board meeting on 6 May 2022 in Stockholm.</a>		All
Dissemination	Consultation	<a href="#">23 May 2022 SHARP Joint Action contributed to the final evaluation of the 3rd Health Programme via online focus group discussion for Joint Actions.</a>		All
Dissemination	Training	June 2022 Work package two delivered training to individual work packages on the principles of Dissemination for Impact: Preparing information for Policy Makers (PowerPoint 2.45 MB) and Content writing best practice.docx designed to improve quality of deliverables and capability in engaging communication. The communications work package aims to generate long term, sustainable benefits by increasing communications and dissemination capability and capacity across the work packages. The material was developed in line with Joint Research Centre Competence Framework – 'Evidence for policy' for researchers.doc		All
Dissemination	Event	1-3 June 2022 Work package one disseminated SHARP Joint Action progress at the ECDC expert consultation on the implementation and evaluation of non-pharmaceutical interventions, Stockholm, Sweden.		All
Dissemination	E-newsletter	<a href="#">21 June 2022 SHARP Joint Action newsletter emailed via Constant Contact. Analysis of metrics informed future communication improvements.</a>	301 contacts	All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Strategy		<a href="#">27 June 2022 Significant work had been undertaken by work package 2 to address weaknesses in the SHARP joint Action website in meeting the Web Accessibility Directive (Directive (EU) 2016/2102). This directive provides people with disabilities with better access to websites and mobile apps of public services. Third party accessibility services had been engaged to ensure the accessibility of all online content and a training presentation for the Steering Committee was delivered by work package 2.</a>		
Dissemination	Campaign	<a href="#">10 August 2022 News post as an element of a campaign promoting work package 6 IHR preparedness and multisectoral collaboration response planning – Expert meeting 06 and 07 September 2022, Malta and Online.</a>		6
Dissemination	News post	<a href="#">22 August 2022 Post event news post on work package 8 workshop Intra and After-Action Reviews – translating theory into practice for professionals across eight EU states on 8 June 2022. This online workshop gave twenty-two health professionals from 8 European countries (Estonia, Finland, Germany, Greece, Lithuania, Malta, Portugal, The Netherlands) the opportunity to practice designing and planning an IAR/AAR using concrete examples; and to exchange ideas with other practitioners, scientists, and experts from ECDC and WHO.</a>		8
Pageviews 71/ Avg. Time on Page 00:02:40		<a href="#">26 August 2022 News post element of campaign to promote SHARP JA at the 15th European Public Health Conference 9-12 November 2022</a>		All
Strategy		September 2022 Work package two completed an update of both the joint action leaflet and the banner stands.		
Dissemination	Campaign	<a href="#">14 September 2022 News post element of campaign to promote Strengthening EU preparedness and response to chemicals threats to health promoting the work package 8 and 9 Chemicals Threats Online Workshop, 12 and 13 October 2022</a>		8, 9
Dissemination	News post	21 September 2022 Work package four opinion piece on the relevance of SHARP Joint Action for the EU Health Union.		All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	Event	27 – 28 September 2022 SHARP Joint Action presents at the annual meeting of the National Focal Points (NFPs) for threat detection, EWRS & IHR and the NFPs for Preparedness & Response.		All
Dissemination	Event	28-29 September 2022 WP1 contributed to ECDC COVID-19 Lessons Learnt Expert meeting, Stockholm, Sweden.		All
Communications	Campaign	25 October 2022 News post element of campaign to promote work package eight tabletop exercise on Points of entry: contact tracing, control measures and cross-sectoral collaboration. Athens, 8 – 9 December 2022.		8
Dissemination	Conference	<a href="#">11 November 2022 Work package 2 facilitates a lunch symposium at 15th European Public Health Conference including video and post production work.</a>		All
Dissemination	Conference	24 November 2022 SHARP dissemination via WP1 and eight presentations at the Public Health Symposium of the 20th Serbian Medical Congress, Belgrade, Serbia. WP6 project of evaluating preparedness and response plans also promoted.		All
Dissemination	Conference	<a href="#">7 December 2022 SHARP dissemination via WP1 presentation to an audience of thirty health protection experts from authorities responsible for health preparedness in their countries at the Nordic Health Preparedness Conference Oslo and online.</a>	Thirty health protection experts	All
Communications	News post	<a href="#">9 December 2022 News post element of campaign to promote study visit to the DG SANTE Health Security Unit, Luxembourg, January 2023 SHARP Joint Action facilitates professional development around IHR</a>		8
Dissemination	News post	21 December 2022 News post element of campaign to disseminate SHARP JA WP5, WP6, WP8 deliverables presented at the 15th European Public Health Conference on the 11 November 2022. Attended by a record number of over 2,500 delegates attending from over eighty countries worldwide, around fifty people attended the “SHARP Joint Action – strengthening capacity in preparing for the unexpected”, symposium in person in Berlin. Links to video within the news post extended the reach of this content with forty-nine views.	2,500 delegates. Video forty-nine views	5,6,8



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	News post	<a href="#">17 January 2023 Post event news post on the Work Packages 8 and 3, International Tabletop Exercise on control measures and contact tracing at points of entry on 8 and 9 December 2022. Participants in the hybrid exercise included 134 professionals from nineteen countries as well as the European Union, the ECDC, the WHO and other bodies.</a>		8
Dissemination	News post	<a href="#">31 January 2023 News post on European Commission approval of further 6 months' non-cost extension for SHARP JA.</a>		All
Communications	Campaign	<a href="#">8 February 2023 News post element of campaign to encourage registrations to work package 6 workshop, Inter-Sectoral Preparedness and Response Planning Essentials.</a>		6
Dissemination	Campaign	14 February 2023 International and multisectoral cooperation are critical for effective response to serious cross-border threats to health news post element of campaign to disseminate work package 6 Lessons learnt from the review of health threats of three different origins: biological, chemical, and environmental, Instituto de Salud Carlos III report published December 2022.		6
Dissemination	Campaign	<a href="#">15 March 2023 Save-the-date news post element of campaign to promote the SHARP Joint Action Final Conference.</a>		All
Dissemination	Journal publication	<a href="#">25 April 2023 News post element of campaign on Frontiers in Microbiology journal publication of study by SHARP Joint Action Work Package 7 partner Instituto de Salud Carlos III (ISCIII) that shows that high-income countries host enteroaggregative E. coli (EAEC) strains that have similar pathogenic potential as those most often found in developing countries. SHARP Joint Action research identifies gaps in endemic diarrhoea diagnosis in high-income countries.</a>		7
Communications	Campaign	<a href="#">26 April 2023 News post element of campaign promoting SHARP Joint Action workshop at the 17th World Congress on Public Health: The future in a world of turmoil 2-6 May 2023 in Rome.</a>		All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	Conference	<a href="#">2-6 May 2023 Banner stands, and 500 leaflets distributed raised awareness at the 17th World Congress on Public Health: The future in a world of turmoil in Rome. Despite low numbers at the of SHARP Joint Action workshop many of SHARP work package lead organisations disseminated poster and oral abstracts over the 4 days. Notably, The National Institute for Infectious Diseases (INMI) work package 10; Institute of Public Health of Serbia work package 8; Robert Koch Institute work package 7; and RIVM work package 6.</a>		All
Dissemination	Event	8 May 2023, Federation of European Academies of Medicine (FEAM) <b>online seminar</b> Are we ready for the next cross-border health crisis? The high-level speakers attracted an audience of over eighty. Simo Nikkari – SAPEA Working Group on Strategic Crisis Management in the EU Marija Jevtic – Serbian Academy of Medical Sciences, Co-Chair of the FEAM One Health subcommittee on environment Sara Cerdas – MEP, Group of the Progressive Alliance of Socialists and Democrats Thomas Hofmann – Head of Section, Emergency Preparedness and Response Support, Public Health, European Centre for Disease Prevention and Control) Anne Simon – Head of Unit, HERA Emergency Office, DG HERA Dr Sylvie Briand, Director, Epidemic and Pandemic Preparedness and Prevention Department at WHO Elements of the agenda had relevance with the outputs and outcomes of SHARP Joint Action, including the importance of bio-security and the One Health approach for future pandemics and outbreaks; and the continued need for collaboration internationally for both preparedness and response. Plus, the crucial role of multi-sectoral coordination. Sara Bengtsson of the Public Health Agency of Sweden (work package five lead) was able to join the discussions. Disseminating how SHARP Joint Action helps strengthen preparedness for all hazards cross border threats to health and its particular focus on lower GNI countries. SHARP Joint Action had identified that countries themselves report that their IHR capacities have strengthened prompted by the efforts made in the management of the pandemic. Recording of the FEAM webinar Are we ready for the next cross-border health crisis?	Eighty participants	All



Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	Campaign	11 May 2023 Insights on intersectoral and multilateral collaboration for strengthened IHR health systems news post element of campaign further disseminating the content shared at the 17th World Congress on Public Health via links to the presentations from work packages 1, 2, 3, 5, 6, 8 and 10 at the session.		1, 2, 3, 5, 6, 8 and ten
Communications	Campaign	<a href="#">11 May 2023 News post element of campaign to promote work package eight workshop on Disaster Recovery Planning for public health professionals.</a>		8
Communications	Campaign	<a href="#">19 May 2023 News post element of campaign to encourage registrations for SHARP Joint Action Final Conference on 19 and 20 June 2023, Helsinki.</a>		All
Dissemination	Publication	<a href="#">31 May 2023 SHARP Joint Action dissemination to more than seventy countries, international and non-government organisations, and private sector companies on the GHSA framework via a feature in the GHSA newsletter</a> <a href="https://globalhealthsecurityagenda.org/ghsa-newsletter-may-2023/">https://globalhealthsecurityagenda.org/ghsa-newsletter-may-2023/</a> , the reach extended via social posts.	International and non-government organisations and private sector companies on the GHSA framework of seventy countries	All
Dissemination	Event	8th June 2023 Raised the profile of SHARP amongst EU policymakers and WHO Euro by posting in the chat during the <b>European Observatory on Health Systems and Policies webinar ‘Responding to the perma-crisis: Strengthening health systems resilience priorities and best practices.</b> This session with senior policymakers from EU Member States, highlights how they are responding on the key priorities of governance, health workforce, and innovations in healthcare delivery. The session also explores European and international governance responses to strengthen health system resilience, with the European Commission, WHO, and the current trio of EU presidencies: Sweden, Spain, and Belgium. Watch the recording here.	Senior policymakers from EU Member States	All

Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	Conference	<a href="#">9 June 2023 Outi Karvonen, Finnish Institute for Health and Welfare, disseminates SHARP Joint Action priority outcomes at the EU4health Stakeholders' Conference session on Protect People. WP2 helped make the case to sustain the outcomes as they contribute to the Health Security Framework and Countermeasures to fight crises.</a>		All
Dissemination	Campaign	14 June 2023 News post element of campaign disseminating SHARP Joint Action work package six deliverables using informative video, Inter-Sectoral Preparedness and Response Planning Essentials. The videos will remain visible after the closure of the joint action, hosted in a THL playlist on You Tube Thirteen videos twenty-one views.	You Tube 13 videos twenty-one views	6
Dissemination	Campaign	15 June 2023 News post element of campaign disseminating work package five deliverables - International collaboration between authorities during crisis report, authored by experts from the Norwegian Directorate of Health and the IHR Core Capacity Strengthening and Assessment report from the Public Health Agency of Sweden.		5
Communications	Campaign	<a href="#">16 June 2023 News post element of campaign promoting work package 8 workshop on detection and surveillance of public health emergencies, 6 and 7 July 2023.</a>		8
Dissemination	Event	<a href="#">20 June 2023 Mika Salminen (THL) disseminated an update on SHARP Joint to the thirty-two authorities represented in the Health Security Committee (HSC). The HSC has a key role in coordinating action taken by the Commission and member states in order to implement the regulation on cross-border threats to health.</a>	Thirty-two authorities	All
Dissemination	Training	<a href="#">23 June 2023 D2.4 A blueprint of dissemination for future Joint Actions approved by the SHARP Joint Action steering committee. This guidance document serves as a reference point for the planning and implementation of communications and dissemination for future joint actions. In line with sustainability objectives, it was disseminated to JA TERROR work package 2 to inform their development of their communications and dissemination activity. The dissemination plan includes using the content to publish a case study in the Serbian Journal for Public Health.</a>		All





Purpose	Activity/ channel	Topic	Audience attendance/ reach*	WP
Dissemination	Campaign	July 2023 Final conference dissemination campaign comprising news post, direct mail to 650 subscribers, social media posts.		All
Communications	Campaign	<a href="#"><u>26 July 2023 Recruitment campaign for Interactive training on the European Common Ship Sanitation Database – the digital tool for supporting International Health Regulations (2005) implementation at Points of Entry (PoE) 11 September 2023, Athens, Greece and online</u></a>		8

and online

## ANNEX FIVE: DISSEMINATION METRICS FROM PARTNERS

### EODY

The following dissemination details highlight the efforts/success of WP3 lead in supporting all SHARP activities through their owned EODY channels from the outset of the joint action.

8 November 2019 National public health organization Greece (EODY) public relations activity achieved coverage in

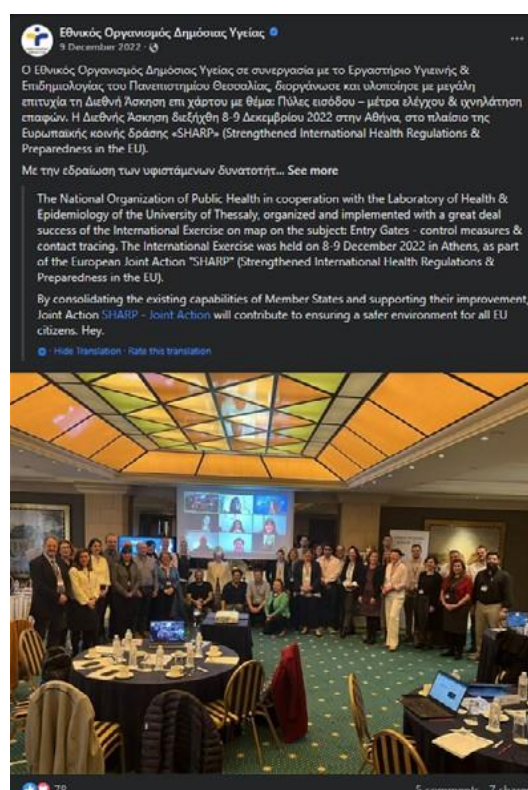
- o [Greek news article.pdf](#)
- o <https://www.consilium.europa.eu> [Greek news article 2.pdf](#)
- o <https://www.inewsgr.com/> [iNewsGr.pdf](#)
- o <https://medlabgr.blogspot.com> [Medlab.pdf](#)
- o <https://www.healthview.gr> [Healthview.pdf](#)
- o <https://www.pna.gr> [Pna.pdf](#)

17 June 2022, **National tabletop exercise “ERMIS”, Kalamata, Greece** aimed to improve planning and implementing practices using a scenario of for control of the spread of transboundary diseases. Seventy-two participants considered the procedures they should follow, and which agencies they should contact in order to achieve the best response to a similar event. [Read the ERMIS TTX report](#) (Word doc 171KB). **EODY achieved coverage in nineteen news outlets and the news conference attracted 83 views** (PDF. 254KB)

8 - 9 December 2022 **International tabletop exercise on Points of entry: Contact tracing, control measures and cross-sectoral collaboration (Task 8.3.1.), Athens and Online**. 118 people registered from twenty-four countries. Dissemination activity was strongly supported by the host organisation, EODY - the National Public Health Organization, Greece. [The press release was covered by twenty-nine news outlets, complemented by social posts on SHARP \(10\) and EODY \(9\) owned social channels.](#)

Timely posts on EODY accounts January to June 2023 resulted in:

- o Instagram 3 posts 149 likes
- o Twitter 5 posts achieved 1237 impressions
- o Facebook 4 posts achieved a reach of 7,598

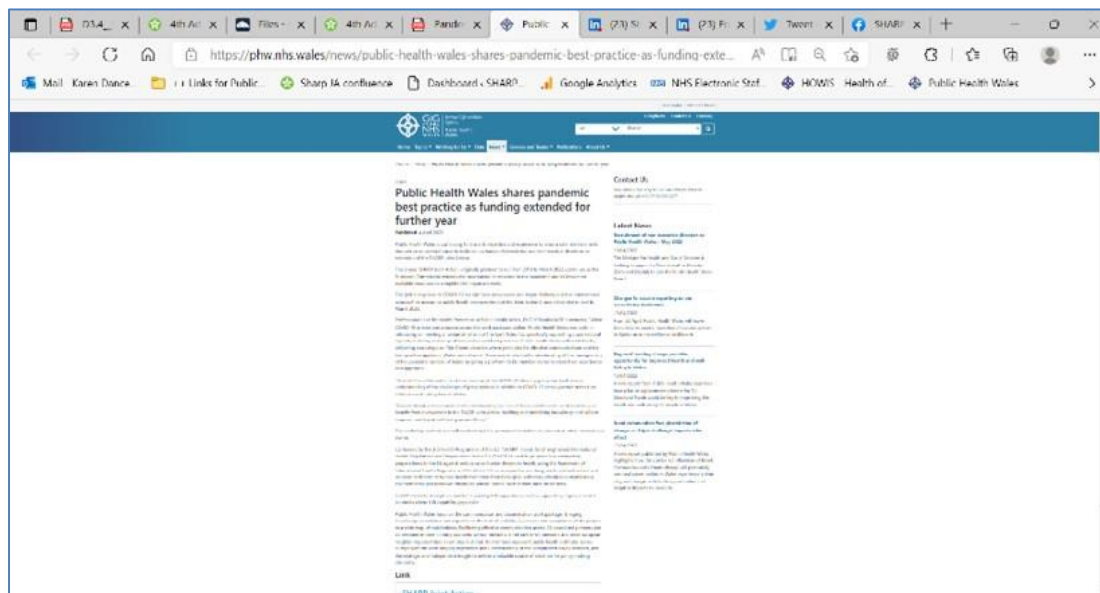




29 March 2023 and 6 April 2023, **two 1-day training sessions were delivered on “Digital Public Health Tools Related to Sea Ships and Point of Entry”**. Hosted by EODY in collaboration with EU Healthy Gateways Joint Action, EU SHIPSAN ACT Joint Action. The Eastern Macedonia & Thrace Regional Unit and the Region of Evros and Kavala session was held on 29 March in Alexandroupoli; followed by a dedicated session for the Region of Ionian Islands in Corfu on 6 April. Forty- three maritime-related professionals participated (either online, or in person) in the sessions which comprised an overview of JA SHARP and its objectives to strengthen the capabilities of the implementation of the International Health Regulations (IHR), and an update on the new EU regulations for cross border threats. Experts from the University of Thessaly then led instruction and practice on the digital tools designed to mitigate infection transmission among travellers and staff on ships, seaports, and inland ports. Most attendees welcomed to opportunity of increasing their level of knowledge and planned to apply the skills acquired to their daily work practice. The event was promoted on the Website NPHO and social media posts on the two events achieved 1119 impressions. View the event reports: [Corfu](#) (PDF, 260KB) and [Alexandroupoli](#) (PDF, 261KB)

## SHARP news posts or pages on WP lead organisations own websites

For example, Public Health Wales, help to raise visibility of the JA; and the links improve SEO for <https://sharpja.eu/>.



- o Published: 4 April 2022
- o Pageviews 71/ Avg. Time on Page 00:02:40/ Unique Pageviews 65
- o 100% Health professionals

Organic stats		
Targeted to: All followers		
164	5	1.83%
Impressions	Reactions	Click-through rate
0	0	3
Comments	Shares	Clicks
4.88%		
Engagement rate		



## ANNEXE SIX: TARGET GROUP FEEDBACK

Survey of SHARP JA partners to gather qualitative indicators - views and attitudes – on the work of Work Package 2 Communication and dissemination May 2023 gathered qualitative indicators - views and attitudes – on the work of Work Package 2 Communication and dissemination recorded from the thirty-five responses.

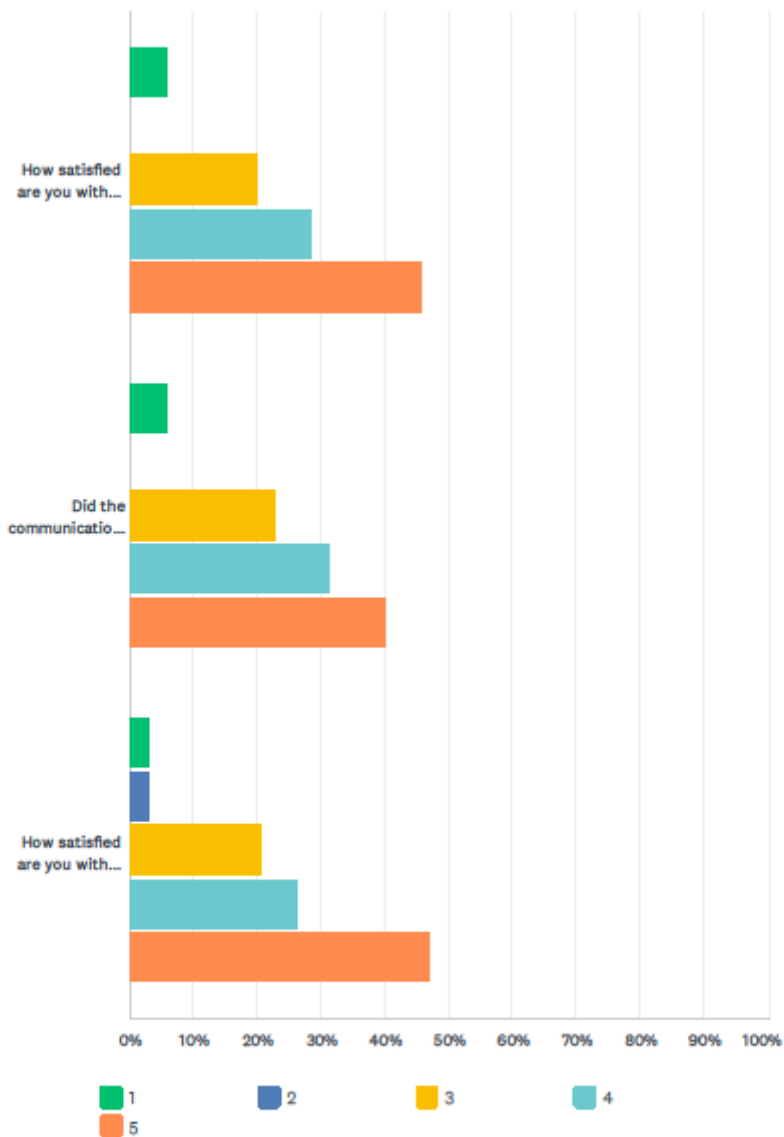
[https://sharpja.eu/wp-content/uploads/sites/10/2023/10/WP2-INTERNAL-EVALUATION\\_Data\\_All\\_230516.pdf](https://sharpja.eu/wp-content/uploads/sites/10/2023/10/WP2-INTERNAL-EVALUATION_Data_All_230516.pdf)



Survey of SHARP JA partners to gather qualitative indicators - views and attitudes - on the work of Work Package 2 Communication and dissemination

### Q1 What is your work package's experience of working with WP2(scale from 1 to 5 (with 5 being the best))

Answered: 35 Skipped: 0



1 / 9

WP2 INTERNAL EVALUATION\_Data\_All\_230516.pdf

## ANNEXE SEVEN: THE CAMPAIGN APPROACH

SHARP Joint Action refined its original strategy in line with the principles of the RACE framework (Reach, Act, Convert and Engage) and underpinned by a 'campaign approach' to tactical communication of individual elements.

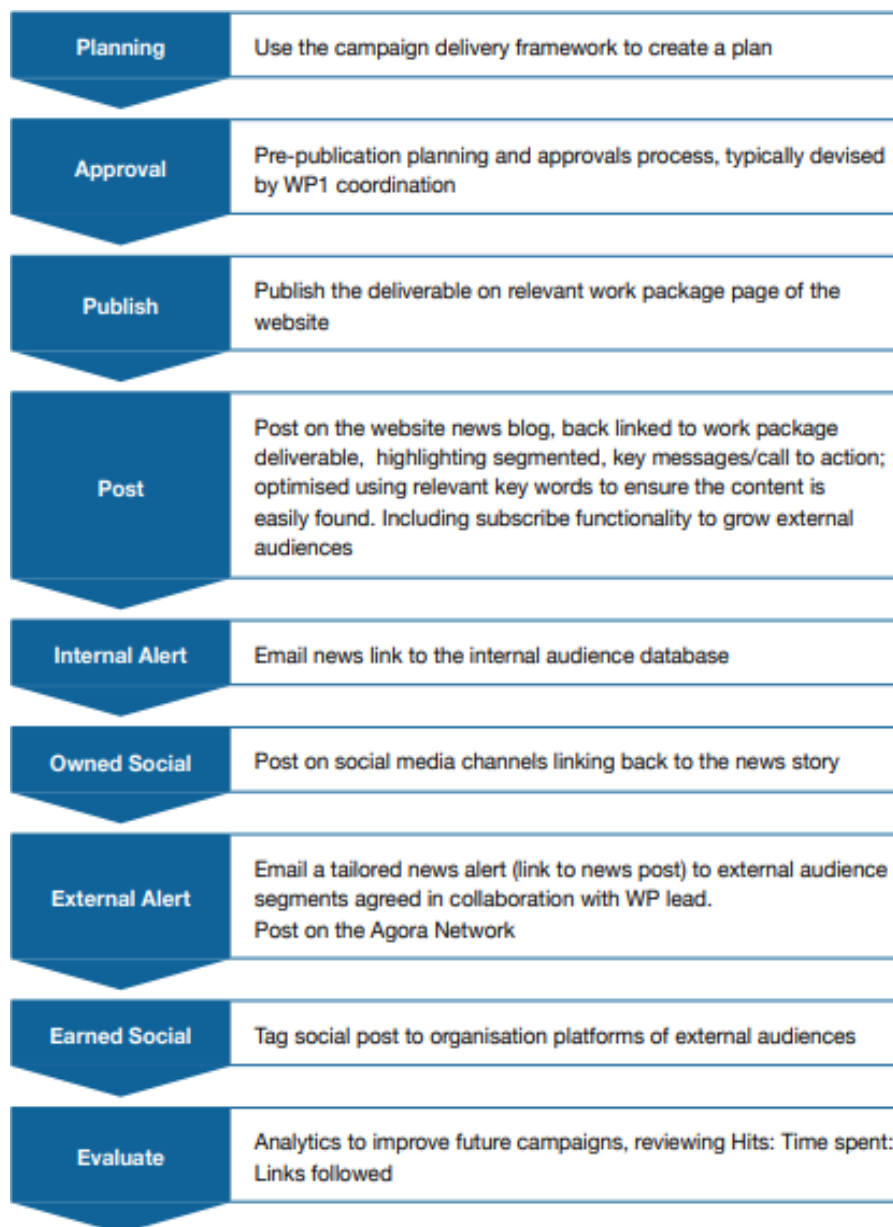
Technical tasks and deliverables are various *products and could include, for example:*

### The campaign planning framework

Each campaign comprises a planned sequence of activities and interactions applied to the communication or dissemination of individual tasks and deliverables.

Product types	Communications campaign objectives
<b>Reports</b> 	Creating awareness and growing the reach of these publications to relevant audiences
<b>Surveys</b> 	Encouraging engagement to complete Publication of results
<b>Events</b> 	Communication of /recruitment to planned events Promoting outcomes/materials from events
<b>Journal publications</b> 	Creating awareness and growing the reach of these publications to relevant audiences

**Figure 3.** Guide to campaign planning: OASIS. Source: The UK Government Communication Service



**Figure 4.** The campaign implementation process – tactics and channels employed





## Channel campaign performance

### Campaign emails

Fifty-eight direct email campaigns delivered between 1 October 2020 to 31 August 2023, targeting the audience through 14,904 emails. The emails were opened 5,211 and prompted 1,455 clicks.

The audience has grown from the 300+ internal SHARP Joint Action contacts to 894 subscribers to email updates.

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Unsubscribes	Unsubscribe Rate	WP
20/12/2021 12:28	December 2021 newsletter 2021/11/25, 2:02:50 PM	298	68	23.10%	6.70%	93.30%	9	3.10%	4	1.30%	0	0.00%	All
19/05/2022 14:27	Your invitation to an expert-led chemical safety workshop test	233	74	32.30%	6.20%	93.80%	22	9.60%	4	1.70%	0	0.00%	WP9
26/05/2022 15:37	Chemicals safety and threats workshop - register by 31 May 2022	158	43	27.40%	13.60%	86.40%	9	5.70%	1	0.60%	0	0.00%	WP10
21/06/2022 12:37	SHARP Joint Action News June 2022 final	301	109	37.30%	10.60%	89.40%	32	11.00%	9	3.00%	0	0.00%	All
26/07/2022 11:22	WP6 Expert meeting 06 and 07 September 2022. additional expressions of interest	7	4	57.10%	1.70%	98.30%	3	42.90%	0	0.00%	0	0.00%	WP6
03/08/2022 10:48	Advisor invitation 06 and 07 September 2022. Hybrid meeting: Malta & online.	6	1	16.70%	0.00%	100.00%	0	0.00%	0	0.00%	0	0.00%	WP6
03/08/2022 10:48	WP6 Expert meeting 06 and 07 September 2022. Hybrid meeting: Malta & online.	298	95	32.00%	6.20%	93.80%	30	10.10%	1	0.30%	0	0.00%	WP6
03/08/2022 15:10	Reminder Advisor invitation 06 and 07 September 2022. Malta & online.	5	3	60.00%	0.00%	100.00%	0	0.00%	0	0.00%	0	0.00%	WP6
04/08/2022 10:20	Reminder WP6 Expert meeting 06 and 07 September 2022.	212	23	10.90%	4.60%	95.40%	4	1.90%	1	0.50%	0	0.00%	WP6
24/08/2022 17:30	WP6 Expert meeting agenda, questionnaire and joining instructions	31	18	85.70%	5.20%	94.80%	18	85.70%	10	32.30%	0	0.00%	WP6
25/08/2022 11:48	Final invitation WP6 Expert meeting 06 and 07 September 2022.	188	16	9.50%	16.90%	83.10%	7	4.10%	19	10.10%	0	0.00%	WP6
30/08/2022 14:34	WP6 agenda, questionnaire joining instructions new registrations 29.08.2022	13	8	88.90%	6.70%	93.30%	7	77.80%	4	30.80%	0	0.00%	WP6
01/09/2022 09:28	WP6 expert meeting questionnaire reminder	26	15	78.90%	7.70%	92.30%	13	68.40%	7	26.90%	0	0.00%	WP7
14/09/2022 18:41	Chemicals threats workshop - 12 and 13 October 2022	305	127	41.90%	8.40%	91.60%	35	11.60%	2	0.70%	1	0.30%	WP9



Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Unsubscribes	Unsubscribe Rate	WP
15/09/2022 17:08	Chemicals threats workshop 12 and 13 October 2022 previous attendees	21	11	61.10%	1.50%	98.50%	6	33.30%	3	14.30%	0	0.00%	WP10
20/09/2022 14:17	WP8 meeting 3 and 4 October 2022	252	85	33.90%	10.10%	89.90%	39	15.50%	1	0.40%	0	0.00%	WP8
22/09/2022 11:09	WP8 meeting 3&4 October 2022 2nd invite	252	89	35.90%	7.40%	92.60%	36	14.50%	4	1.60%	0	0.00%	WP8
29/09/2022 14:54	WP8 meeting 3&4 October 2022 last chance to register	229	61	26.60%	28.00%	72.00%	14	6.10%	0	0.00%	0	0.00%	WP8
27/10/2022 14:50	International tabletop exercise: Points of entry	137	53	39.30%	5.80%	94.20%	13	9.60%	2	1.50%	0	0.00%	WP8
27/10/2022 17:16	International tabletop exercise: Points of entry Observers	7	3	42.90%	0.00%	100.00%	0	0.00%	0	0.00%	0	0.00%	WP8
02/11/2022 16:29	International tabletop exercise: Points of entry Greek invites	23	15	75.00%	18.80%	81.20%	6	30.00%	3	13.00%	0	0.00%	WP8
02/11/2022 16:35	International tabletop exercise: Points of entry Greek for information	30	13	46.40%	9.20%	90.80%	7	25.00%	2	6.70%	0	0.00%	WP8
08/11/2022 15:09	International tabletop exercise: Points of entry 2	6	3	60.00%	0.00%	100.00%	2	40.00%	1	16.70%	0	0.00%	WP8
08/11/2022 15:36	International tabletop exercise: Points of entry all SHARP contacts	250	91	36.50%	6.40%	93.60%	21	8.40%	1	0.40%	0	0.00%	WP8
15/11/2022 15:30	WP8 secondments with correct links	325	108	34.00%	12.10%	87.90%	24	7.50%	7	2.20%	1	0.30%	WP8
23/11/2022 17:43	20th Serbian Medical Congress 23 Nov 2022 WP8	254	64	25.40%	14.90%	85.10%	14	5.60%	2	0.80%	0	0.00%	WP8
24/11/2022 10:59	Call for preparedness plans	323	99	31.20%	6.60%	93.40%	0	0.00%	6	1.90%	0	0.00%	WP6
28/11/2022 13:10	International tabletop exercise: Points of entry participant pack	101	86	89.60%	10.30%	89.70%	77	80.20%	5	5.00%	0	0.00%	WP8
30/11/2022 19:13	International tabletop exercise: Points of entry participant pack 30.11.2022	13	9	69.20%	33.30%	66.70%	6	46.20%	0	0.00%	0	0.00%	WP9
01/12/2022 14:50	International tabletop exercise: Points of entry participant pack 01.12.2022	11	8	88.90%	9.30%	90.70%	3	33.30%	2	18.20%	0	0.00%	WP10
05/12/2022 14:12	Social Channel recruitment	331	96	29.90%	10.90%	89.10%	17	5.30%	10	3.00%	1	0.30%	All
05/12/2022 14:17	International tabletop exercise: Points of entry participant pack 05.12.2022	6	5	83.30%	0.00%	100.00%	5	83.30%	0	0.00%	0	0.00%	WP8



Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Unsubscribes	Unsubscribe Rate	WP
05/12/2022 19:38	International tabletop exercise: Points of entry participant pack 05.12.2022 a	1	0	0.00%	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	WP8
09/12/2022 16:29	WP8 secondments DG SANTE Health Security Unit	106	22	21.00%	9.40%	90.60%	6	5.70%	1	0.90%	0	0.00%	WP8
19/12/2022 17:35	last call WP8 secondments DG SANTE Health Security Unit	105	24	22.90%	16.70%	83.30%	2	1.90%	0	0.00%	0	0.00%	WP8
20/12/2022 15:26	WP5 Survey on intra national collaboration	269	76	28.40%	6.00%	94.00%	14	5.20%	1	0.40%	0	0.00%	WP5
28/12/2022 11:10	Last call Survey on intra national collaboration WP5	419	135	33.50%	12.90%	87.10%	37	9.20%	16	3.80%	0	0.00%	WP5
26/01/2023 11:51	Workshop / survey on intra national collaboration WP5	298	77	26.40%	4.70%	95.30%	26	8.90%	6	2.00%	0	0.00%	WP5
31/01/2023 16:24	Workshop / survey on intra national collaboration WP5 resend to non-openers	220	41	18.70%	7.60%	92.40%	12	5.50%	1	0.50%	0	0.00%	WP5
08/02/2023 10:16	Workshop / survey on intra national collaboration WP5 NFPs	40	7	30.40%	0.00%	100.00%	3	13.00%	17	42.50%	1	4.30%	WP5
08/02/2023 10:42	Workshop on intra national collaboration WP5 survey responders	21	9	42.90%	22.00%	78.00%	5	23.80%	0	0.00%	0	0.00%	WP5
14/02/2023 16:51	Workshop on intra national collaboration WP5 final call	134	19	14.20%	4.30%	95.70%	6	4.50%	0	0.00%	0	0.00%	WP5
15/02/2023 16:29	Inter-Sectoral Preparedness and Response Planning Essentials	326	136	42.10%	8.40%	91.60%	30	9.30%	3	0.90%	0	0.00%	WP6
22/02/2023 08:54	SHARP Joint Action Newsletter Feb 2023	602	186	33.30%	8.50%	91.50%	47	8.40%	43	7.10%	2	0.40%	All
28/02/2023 16:04	WP5 workshop Social Channel recruitment	82	42	51.20%	17.00%	83.00%	18	22.00%	0	0.00%	0	0.00%	WP5
10/03/2023 15:55	Final call Inter-Sectoral Preparedness and Response Planning Essentials	313	94	31.50%	15.20%	84.80%	11	3.70%	15	4.80%	0	0.00%	All
22/03/2023 18:40	WP6 workshop Social Channel recruitment	31	20	66.70%	18.90%	81.10%	10	33.30%	1	3.20%	0	0.00%	WP6
28/03/2023 12:54	WP8 Recovery workshop	326	112	36.00%	11.70%	88.30%	10	3.20%	15	4.60%	0	0.00%	WP8
02/04/2023 19:36	3rd International Conference on CCHF-Sept. 2023	597	193	35.20%	14.10%	85.90%	38	6.90%	48	8.00%	1	0.20%	WP7
24/04/2023 15:46	WP8 Recovery workshop new venue	326	104	33.50%	9.20%	90.80%	17	5.50%	16	4.90%	0	0.00%	WP8



Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Unsubscribes	Unsubscribe Rate	WP
26/04/2023 15:47	SHARP JA Workshop at 17th World Congress on Public 2023/04/24 08:06:22 AM	273	92	33.70%	14.20%	85.80%	15	5.50%	0	0.00%	0	0.00%	All
27/04/2023 06:00	WP7 Frontiers in Microbiology	251	80	31.90%	14.50%	85.50%	9	3.60%	0	0.00%	0	0.00%	WP7
11/05/2023 14:48	SHARP Joint Action at the 17th World Congress on Public Health	251	84	33.70%	10.50%	89.50%	9	3.60%	2	0.80%	0	0.00%	WP8
12/05/2023 11:00	WP8 Recovery workshop Belgrade 23 and 24 May 2023	266	90	34.20%	16.20%	83.80%	13	4.90%	3	1.10%	0	0.00%	WP8
16/05/2023 15:45	WP8 Recovery workshop Belgrade chemical workshop participants	283	75	27.70%	11.00%	89.00%	23	8.50%	12	4.20%	1	0.40%	WP8
16/06/2023 17:19	WP8 surveillance workshop July 2023	655	253	40.30%	16.00%	84.00%	116	18.50%	27	4.10%	0	0.00%	WP8
19/06/2023 14:59	WP8 surveillance workshop July 2023 in person only	671	330	51.40%	13.00%	87.00%	84	13.10%	29	4.30%	0	0.00%	WP8
20/06/2023 08:33	WP6 Round up Inter-Sectoral Preparedness and Response Planning Essentials	671	278	43.20%	17.00%	83.00%	66	10.30%	28	4.20%	1	0.20%	WP6
12/07/2023	WP5 reports give valuable direction on cross-border collaboration during crises	644	301	55.6%	6.1%	93.9%	59	11.1%	18	3.11%	0	0%	WP5
20/07/2023	SHARP Joint Action Final Conference Round-up	650	285	45.4%	8.5%	91.5%	87	13.9%	22	3.38%	0	0%	All
26/07/2023	WP8 SHIPSAN training: Points of entry	355	108	31.6%	6.2%	93.8%	52	15.2%	13	3.66%	0	0%	WP8
27/07/2023	WP8 SHIPSAN training: Points of entry 2a	353	133	38.7%	9.1%	90.9%	48	14%	9	2.55%	0	0%	WP8
31/07/2023	WP8 SHIPSAN training: Points of entry 2	353	119	34.3%	11.9%	88.1%	51	14.7%	6	1.7%	0	0%	WP8

Twitter

In 2023, 94 tweets achieved:

Impressions	Engagements	Retweets	Replies	Likes	Profile clicks - a sign of interest	URL clicks link clicks - a sign of relevance.	Hashtag clicks	Detail expands	Follows	Media views
25351	810	48	15	134	110	101	8	260	3	131

Full details available from THL

[https://yhteistyotilat.fi/wiki08/download/attachments/82995477/tweet\\_activity\\_metrics\\_SHARP\\_EU\\_20230801\\_20230901\\_en.csv?version=1&modificationDate=1695916699113&api=v2](https://yhteistyotilat.fi/wiki08/download/attachments/82995477/tweet_activity_metrics_SHARP_EU_20230801_20230901_en.csv?version=1&modificationDate=1695916699113&api=v2)



### LinkedIn

Each of the 58 campaigns included a post on [www.linkedin.com/company/sharp-joint-action](http://www.linkedin.com/company/sharp-joint-action) which reached 254 followers – predominantly at senior level from highly relevant stakeholder organisations, sectors and countries. These posts generated 269 Overview page views

Employee company	Country	# followers
Austrian Agency for Health and Food Safety (AGES)	Austria	6
Federal Ministry of Social Affairs, Health, Care and Consumer Protection (BMSGPK)	Austria	2
Vienna Health Association	Austria	2
Agence pour une Vie de Qualité (Aviq)	Belgium	1
Federal Public Service Health, Food Chain Safety and Environment	Belgium	3
Sciensano	Belgium	1
Institute of Food Safety and Health Zenica	BIH <sup>31</sup>	1
Public Health Institute of the Federation of Bosnia and Herzegovina	BIH	1
University Clinical Center Sarajevo	BIH	1
University Clinical Hospital Mostar	BIH	2
Ministry of Health	Bulgaria	1
Croatian Institute of Public Health	Croatia	7
STATE INSPECTORATE (SI) Former: Ministry of Health, Directorate for Sanitary Inspection, Service for Border Sanitary Inspection	Croatia	2
University Hospital for Infectious Diseases “Dr. Fran Mihaljević”	Croatia	4
National Institute for Nuclear, Chemical and Biological Protection	Czech Republic	1
Statens Serum Institut (the Department of Infectious Disease Epidemiology)	Denmark	2
Health Board	Estonia	2
Ministry of Social Affairs	Estonia	5
DG SANTE	EU	5
ECDC	EU	10
ECHO	EU	2
HaDEA	EU	1
HEALTHY GATEWAYS	EU	2
SCHEER	EU	1
Finnish Food Authority (since 1 Jan 2019)	Finland	3
Finnish Institute for Health and Welfare	Finland	8



Employee company	Country	# followers
Finnish Institute for Health and Welfare	Finland	2
Agence nationale de santé publique	France	1
Institut Hospitalo-Universitaire "Méditerranée Infection" (IHUMI)	France	2
Institut National de la Santé et de la Recherche Médicale	France	2
Ministry of Defense	France	2
Ministry of Solidarities and Health	France	5
Bernhard-Nocht-Institut für Topenmedizin, Virology	Germany	2
Bundeswehr Institute of Microbiology (BwIM)	Germany	6
Friedrich Loeffler Institut - Bundesforschungsinstitut für Tiergesundheit (FLI) [Virology, Reims]	Germany	3
GOETHE-UNIVERSITAET FRANKFURT AM MAIN (GUF)	Germany	1
Philipps Universität Marburg, Institute of Virology	Germany	2
Robert Koch-Institut	Germany	9
Aristotle University of Thessaloniki	Greece	1
National and Kapodistrian University of Athens	Greece	1
National Health Operation Centre	Greece	1
National Public Health Organization	Greece	3
University of Thessaly	Greece	3
National Public Health Center (NPHC) - Nemzeti Népegészségügyi Központ (NNK)	Hungary	1
Health Service Executive	Ireland	4
Istituto Nazionale Delle Malattie Infettive "Lazzaro Spallanzani"	Italy	5
Istituto Zooprofilattico Sperimentale della Lombardia e dell'Emilia Romagna "Bruno Ubertini"- (I.Z.S.L.E.R.)	Italy	4
Ministry of Health	Italy	4
National Institute of Health (ISS)	Italy	5
The State Emergency Medical Service	Latvia	1
Ministry of Health of The Republic of Lithuania	Lithuania	2
Directorate Environmental Health	Malta	2
National Agency for Public Health	Moldova	4
Erasmus Medical Center	Netherlands	2
National Institute for Public Health and the Environment	Netherlands	7
Norwegian Directorate of Health	Norway	3
Norwegian Institute of Public Health;	Norway	5
Norwegian Veterinary Institute	Norway	2

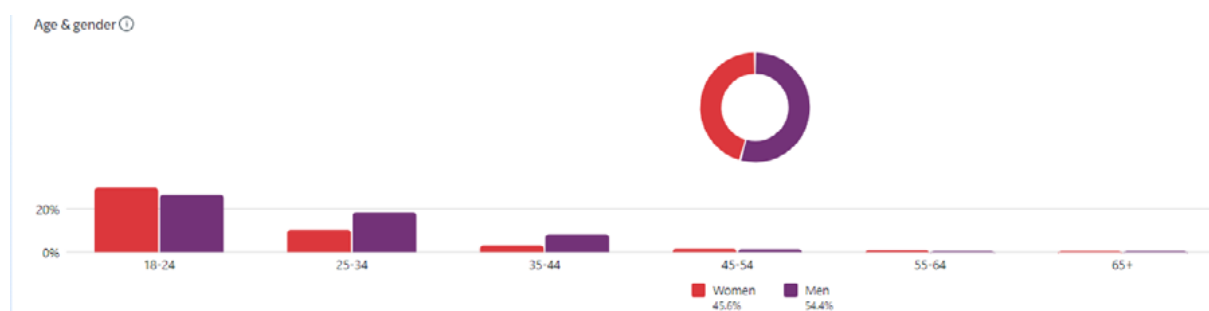
Employee company	Country	# followers
National Veterinary Research Institute	Poland	1
The National Institute of Public Health, National Institute of Hygiene	Poland	4
Directorate General of Health	Portugal	2
National Institute of Public Health (INSA)	Portugal	1
Institute of Public Health Republic of Serbia “Dr Milan Jovanovic Batut”	Serbia	4
National Institute of Public Health	Slovenia	7
University of Ljubljana	Slovenia	1
Biocruces-Bizkaia Health Research Institute	Spain	2
Instituto de Salud Carlos III	Spain	4
Ministry of Health	Spain	1
SPIEZ Laboratory	Switzerland	1
Public Health Wales, Cardiff	United Kingdom	3
Royal Free London NHS Foundation Trust (NHS)	United Kingdom	2
UK Health Security Agency	United Kingdom	5
WHO EURO	WHO EURO	8

### Facebook Metrics

#### Audience

There are 605 followers of the Facebook Page or profile on 17 August 2023.

Predominantly under 44 years of age.



The Facebook channel appears to be favoured by outside Europe and low-GNI EU countries with particular use in Greece. This is borne out in positive engagement analytics from SHARP partner organisation EODY.



## Campaign activity

**Sixty-four** posts published in the period to 17 August 2023

## Reach

10,069 - The number of people who saw a particular post in their news feed from our page. This estimated metric counts reach from the organic of each post.

**Page and profile visits 624**

**Likes 213**

Facebook Content posts and metrics 10-Dec-2019-13-Jul-2023<sup>32</sup>

## Top-performing organic posts in 90 days to 17 August 2023

### Highest reach on a post ⓘ



Facebook post

Our Final Conference last month was a chance to discuss what we have achieved and how SHARP Joint Action results can continue to...

20 Jul 2023, 05:54

This post's reach (9,678) is **40,225%** higher than your median post reach (24) on Facebook.

### Highest reactions on a post ⓘ



Facebook post

Our Final Conference last month was a chance to discuss what we have achieved and how SHARP Joint Action results can continue to..

20 Jul 2023, 05:54

This post received **2,800%** more reactions (58 reactions) than your median post (2 reactions) on Facebook.

32 <https://sharpja.eu/wp-content/uploads/sites/10/2023/08/Facebook-Content-Lifetime-10-Dec-2019-13-Jul-2023.pdf>



## ANNEXE EIGHT: WEBSITE ANALYTICS

**Table 9.** Audience: website users by location; sessions; pages per session; session duration and bounce rate

Country	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	2,990	2,984	5,204	58.09%	2.73	00:02:44
	% of Total: 100.00%	% of Total: 100.10%	% of Total: 100.00%	Avg for View: 58.09%	Avg for View: 2.73	Avg for View: 00:02:44
	(2,990)	(2,981)	(5,204)	(0.00%)	(0.00%)	(0.00%)
1. United Kingdom	<b>348(11.52%)</b>	344(11.53%)	1,073(20.62%)	46.04%	2.98	00:04:54
2. Finland	<b>300(9.93%)</b>	294(9.85%)	741(14.24%)	47.10%	4.05	00:03:48
3. Netherlands	<b>233(7.71%)</b>	233(7.81%)	331(6.36%)	67.67%	2.61	00:01:35
4. United States	<b>230(7.61%)</b>	230(7.71%)	232(4.46%)	94.83%	1.15	00:00:03
5. Greece	<b>190(6.29%)</b>	191(6.40%)	291(5.59%)	49.48%	3.06	00:03:17
6. Czechia	<b>136(4.50%)</b>	136(4.56%)	138(2.65%)	96.38%	1.15	00:00:16
7. Spain	<b>111(3.67%)</b>	111(3.72%)	153(2.94%)	53.59%	2.67	00:02:41
8. Seychelles	<b>103(3.41%)</b>	103(3.45%)	103(1.98%)	100.00%	1.00	00:00:00
9. Belgium	<b>99(3.28%)</b>	96(3.22%)	173(3.32%)	49.13%	2.74	00:02:49
10. Portugal	<b>98(3.24%)</b>	94(3.15%)	137(2.63%)	57.66%	2.27	00:01:43
11. Germany	<b>93(3.08%)</b>	88(2.95%)	130(2.50%)	48.46%	3.00	00:02:30
12. Italy	<b>84(2.78%)</b>	84(2.82%)	110(2.11%)	45.45%	3.03	00:02:44
13. China	<b>79(2.62%)</b>	79(2.65%)	79(1.52%)	94.94%	1.15	00:00:37
14. Sweden	<b>68(2.25%)</b>	67(2.25%)	115(2.21%)	55.65%	2.97	00:01:14
15. France	<b>66(2.18%)</b>	66(2.21%)	87(1.67%)	72.41%	2.48	00:02:28

**Table 10.** Pageview metrics for the period of the D1.1 interim report December 2019 to September 2020

Month	Pageviews
Dec-19	68
January 2020	386
February 2020	795
March 2020	423
April 2020	449
May 2020	334
June 2020	426
July 2020	196
August 2020	373
Sep 2020	120
<b>TOTAL</b>	<b>3570</b>

**Table 11.** Pageview metrics for the period October 2020 - June 2023 totalled 14,358.

Month	Pageviews	Sub total
Oct 2020	289	
November 2020	328	
December 2020	250	867
January 2021	478	
February 2021	551	
March 2021	820	
April 2021	1057	
May 2021	482	
June 2021	369	
July 2021	107	
August 2021	87	
September 2021	139	
October 2021	138	
November 2021	397	
December 2021	248	4 873
January 2022	172	
February 2022	233	
March 2022	170	

Month	Pageviews	Sub total
April 2022	266	
May 2022	283	
June 2022	399	
July 2022	218	
August 2022	801	
Sep 2022	697	
Oct 2022	590	
November 2022	779	
December 2022	476	5084
Jan 2023	343	
Feb2023	617	
March 2023	446	
April 2023	303	
May 2023	418	
June 2023	547	
July 2023*	435	
August 2023	381	
September 2023 (Until 6 Sep.)	44	3 534

\*All data reported from 1 July onwards provided by Matomo, instead of Google Analytics.

**Table 12.** Unique pageviews per page from 2019 to 28 June 2023 12,772

Page	Unique pageviews
Total	12 772
/Home?	3 749
/news/	946
/About-us/	803
/About-us/partners/	749
/About-us/work-packages/	710
/e-learning-materials/	381
/events/	314
/wp8/covid19-fatigue-webinar/	282
/Contact-us/	252



Page	Unique pageviews
/About-us/work-packages/preparedness-and-response-planning-wp6/	230
/Sharp events/	214
/About-us/work-packages/training-and-local-exercises-exchange-of-working-practices-wp8/	212
/deliverables/	204
/About-us/sharp-ja-newsletter/	168
/general/call-for-professionals-from-across-sectors-relating-to-points-of-entry/	154
/links/	151
/About-us/work-packages/ihr-core-capacity-strengthening-and-assessment-wp5/	140
/Category-events/ihr-preparedness-and-multisectoral-collaboration-response-planning-expert-meeting-06-and-07-september-2022-malta-and-online/	105
/general/the-relevance-of-sharp-joint-action-for-the-eu-health-union/	103
/About-us/work-packages/laboratory-preparedness-and-responsiveness-wp7/	99
/About-us/work-packages/chemical-safety-and-chemical-threats-wp9/	89
/preparedness/risk-communications-5-key-principles-for-effective-communications/	85
/general/an-expertly-devised-workshop-on-detection-and-surveillance-of-public-health-emergencies/	84
/general/sharp-ja-at-the-15th-european-public-health-conference-9-12-november-2022/	82
/About-us/work-packages/communication-and-dissemination-wp2/	77
/general/tackling-covid-19-fatigue/	76
/general/steering-committee-and-advisory-board-meeting-brought-sharp-members-together-to-share-ideas-and-plan-for-the-remaining-period/	75
/About-us/work-packages/case-management-and-infection-prevention-and-control-preparedness-wp10/	72
/Category-events/strengthening-eu-preparedness-and-response-to-chemicals-threats-to-health/	71
/About-us/work-packages/evaluation-of-the-action-wp3/	70
/wp8/sharp-joint-action-reports-on-progress-in-the-midst-of-a-pandemic-preparedness-to-health-threats-more-important-than-ever-before/	65
/preparedness/laboratory-support-corona-virus-diagnostics/	62
/wp8/wp8-kick-off/	60
/wp5/workshop-for-assessing-and-strengthening-partners-ihr-core-capacity-was-organised-in-riga/	57



Page	Unique pageviews
/About-us/work-packages/coordination-wp1/	56
/general/improving-capacity-to-send-and-receive-public-health-assistance-across-member-states-during-crises/	51
/yleinen/developing-eu-level-preparedness-is-about-collaboration-learning-and-acknowledging-the-best-practices-coronavirus-is-a-timely-example/	51
/preparedness/sharp-partners-are-working-on-covid-19-response/	49
/About-us/work-packages/integration-in-national-policies-and-sustainability-wp4/	49
/wp8/strengthening-preparedness-for-serious-cross-border-health-threats/	48
/preparedness/workshop-on-laboratory-preparedness-and-responsiveness-held-online/	43
/preparedness/workshop-on-inter-sectoral-collaboration/	41
/general/the-commission-has-approved-12-months-non-cost-extension-for-sharp-ja/	39
/general/sharp-partnership-forum-in-november-2021-gathered-the-joint-action-partners-together-in-challenging-times/	38
/Category-events/save-the-date-for-sharp-joint-action-final-conference/	38
/wp5/improving-risk-communication-through-trust-and-clarity/	37
/wp8/	36
/Contact-us/sharp-joint-action-ja-privacy-notice/	36
/wp7/	30
/Category-events/	29
/updates/sharp-partnership-forum-june-2020/	29
/wp6/inter-sectoral-preparedness-and-response-planning-essentials/	29
/wp8/sharp-joint-action-facilitates-professional-development-around-ihr/	27
/wp8/intra-and-after-action-reviews-translating-theory-into-practice-for-professionals-across-eight-eu-states/	25
/news/page/2/	24
/general/sharp-joint-action-final-conference-on-19th-and-20th-june-in-helsinki-register-now/	24
/general/disaster-recovery-planning-for-public-health-professionals/	23
/wp6/	21
/general/sharp-ja-organised-an-international-tabletop-exercise-on-control-measures-and-contact-tracing-at-points-of-entry/	21
/ECDC/	21
/wp5/	20



Page	Unique pageviews
/general/simulation-exercises-and-after-action-reviews-are-effective-tools-to-evaluate-eu-level-crisis-preparedness/	20
/preparedness/	18
/general/	17
/laboratory/workshop-on-laboratory-preparedness-and-responsiveness-held-online/	17
/general/sharp-jas-work-highlighted-at-the-european-public-health-conference-2022/	16
/category/wp5/	15
/wp2/	15
/laboratory/	14
/category/wp6/	14
/wp6/inter-sectoral-preparedness-and-response-planning-essentials-a-round-up-of-sharp-joint-action-work-package-6-deliverables/	13
/general/international-and-multisectoral-cooperation-are-critical-for-effective-response-to-serious-cross-border-threats-to-health/	13
/general/save-the-date-for-sharp-joint-action-final-conference/	13
/category/wp8/	12
/category/laboratory/	11
/wp9/	11
/general/developing-eu-level-preparedness-is-about-collaboration-learning-and-acknowledging-the-best-practices-coronavirus-is-a-timely-example/	10
/wp4/	10
/About-us/partners-2/	9
/ECDC/sharp-partners-are-working-on-covid-19-response/	9
/wp10/	9
/Category-events/17th-world-congress-on-public-health-the-future-in-a-world-of-turmoil/	9
/general/sharp-ja-at-the-15th-european-public-health-conference-9-12-november-2022	9
/general/call-for-professionals-from-across-sectors-relating-to-points-of-entry/?	8
/category/ECDC/	8
/ECDC/laboratory-support-corona-virus-diagnostics/	8
/general/ihr-preparedness-and-multisectoral-collaboration-response-planning-expert-meeting-06-and-07-september-2022-malta-and-online/	8
/general/our-work-continues-the-european-commission-has-approved-6-months-non-cost-extension-for-sharp-ja/	8
/Category-events/improving-risk-communication-through-trust-and-clarity/	6

**Table 13.** Average time on page in seconds

Page	Seconds spent
/general/call-for-professionals-from-across-sectors-relating-to-points-of-entry/	677.67
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/wp8/intra-and-after-action-reviews-translating-theory-into-practice-for-professionals-across-eight-eu-states/	303.79
/general/call-for-professionals-from-across-sectors-relating-to-points-of-entry/	302.11
/Category-events/ihr-preparedness-and-multisectoral-collaboration-response-planning-expert-meeting-06-and-07-september-2022-malta-and-online/	291.90
/general/tackling-covid-19-fatigue/	286.52
/About-us/work-packages/training-and-local-exercises-exchange-of-working-practices-wp8/	276.92
/preparedness/workshop-on-inter-sectoral-collaboration/	276.05
/general/the-relevance-of-sharp-joint-action-for-the-eu-health-union/	265.45
/general/improving-capacity-to-send-and-receive-public-health-assistance-across-member-states-during-crises/	254.62
/About-us/work-packages/ihr-core-capacity-strengthening-and-assessment-wp5/	254.51
/About-us/work-packages/chemical-safety-and-chemical-threats-wp9/	248.20
/wp8/sharp-joint-action-facilitates-professional-development-around-ihr/	246.31
/general/sharp-partnership-forum-in-november-2021-gathered-the-joint-action-partners-together-in-challenging-times/	238.10
/wp8/wp8-kick-off/	231.37
/About-us/work-packages/integration-in-national-policies-and-sustainability-wp4/	230.51
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/About-us/work-packages/laboratory-preparedness-and-responsiveness-wp7/	201.21
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/wp8/covid19-fatigue-webinar/	200.20



Page	Seconds spent
/general/sharp-jas-work-highlighted-at-the-european-public-health-conference-2022/	197.22
/About-us/work-packages/case-management-and-infection-prevention-and-control-preparedness-wp10/	188.24
/wp8/	185.09
/Developing-eu-level-preparedness-is-about-collaboration-learning-and-acknowledging-the-best-practices-coronavirus-is-a-timely-example/	181.40
/About-us/partners-2/	176.73
/deliverables/	170.70
/ECDC/sharp-partners-are-working-on-covid-19-response/	167.77
/About-us/sharp-ja-newsletter/	164.96
/Category-events/improving-risk-communication-through-trust-and-clarity/	162.67
/About-us/work-packages/communication-and-dissemination-wp2/	156.02
/wp5/improving-risk-communication-through-trust-and-clarity/	155.86
/wp8/strengthening-preparedness-for-serious-cross-border-health-threats/	140.52
/About-us/work-packages/evaluation-of-the-action-wp3/	130.02
/general/steering-committee-and-advisory-board-meeting-brought-sharp-members-together-to-share-ideas-and-plan-for-the-remaining-period/	124.45
/wp5/workshop-for-assessing-and-strengthening-partners-ihr-core-capacity-was-organised-in-riga/	117.64
/Contact-us/sharp-joint-action-ja-privacy-notice/	117.53
/laboratory/workshop-on-laboratory-preparedness-and-responsiveness-held-online/	116.92
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/ECDC/laboratory-support-corona-virus-diagnostics/	105.00
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/preparedness/risk-communications-5-key-principles-for-effective-communications/	99.39
/About-us/partners/	90.54
/wp6/inter-sectoral-preparedness-and-response-planning-essentials/	90.00



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/updates/sharp-partnership-forum-june-2020/	89.54
/preparedness/laboratory-support-corona-virus-diagnostics/	86.77
/About-us/sharp-ja-newsletter/	86.57
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/general/international-and-multisectoral-cooperation-are-critical-for-effective-response-to-serious-cross-border-threats-to-health/	83.67
/About-us/work-packages/coordination-wp1/	78.86
/wp6/inter-sectoral-preparedness-and-response-planning-essentials-a-round-up-of-sharp-joint-action-work-package-6-deliverables/	78.44
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/Home?	76.11
/preparedness/workshop-on-laboratory-preparedness-and-responsiveness-held-online/	73.57
/About-us/	70.30
/links/	70.21
/Sharp events/	61.77
/events/	53.85
/wp2/	47.31
/general/disaster-recovery-planning-for-public-health-professionals/	45.17
/news/	42.51
/wp7/	40.06
/general/sharp-ja-organised-an-international-tabletop-exercise-on-control-measures-and-contact-tracing-at-points-of-entry/	40.00
/wp5/	36.96
/wp6/	36.48
/preparedness/	30.58
/Contact-us/	30.51
/Category-events/save-the-date-for-sharp-joint-action-final-conference/	27.88
/news/?type=post	26.80
/Category-events/17th-world-congress-on-public-health-the-future-in-a-world-of-turmoil/	26.67
/wp10/	25.22
/news/page/2/	19.64
/category/wp5/	18.44
/general/	17.86
/ECDC/	17.21

Page	Seconds spent
/general/save-the-date-for-sharp-joint-action-final-conference/	15.50
/category/wp8/	15.31
/wp9/	13.67
/laboratory/	13.58
/wp4/	12.91
/category/laboratory/	11.50
/news/	11.18
/Category-events/	11.12
/category/wp6/	10.46
/updates/	9.33
/e-learning-materials/	9.33
/general/our-work-continues-the-european-commission-has-approved-6-months-non-cost-extension-for-sharp-ja/	9.17

**Table 14.** Channel sources of new website users indicates that social posts increase reach to the external audience and drive website hits.

Channel		Acquisition			Behaviour		
		Users	New Users	Sessions	Bounce Rate	Pages/ Session	Avg. Session Duration
3.	Social		114(7.69%)	101(7.40%)	304(12.19%)	44.41%	2.89



## ANNEXE NINE: A BLUEPRINT FOR EFFECTIVE PROGRAMME COMMUNICATIONS FOR FUTURE EU HEALTH POLICY JOINT ACTIONS

[Click to access the file](#) (PDF, 1.81 MB)

