OH SURVector:

One Health Surveillance and Vector Monitoring for cross-border pathogens

D6.1: COMMUNICATION PLAN

WP6 – COMMUNICATION AND DISSEMINATION

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Document History

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CP – Communication Plan
MA – multi-actor
MS – Member State
NRL – National Reference Laboratory
VBD – Vector-borne disease
WP – Work package

1. EXECUTIVE SUMMARY

Deliverable D6.1 outlines the Communication Plan (CP). The main objective of the OH SURVector CP is to set out a strategy to raise awareness, increase the visibility, and maximize the impact of the project, as well as to ensure that the project results reach the widest possible audience of relevant stakeholders. This will be carried out using a variety of communication channels and materials, such as news items on the OH SURVector website, newsletters, articles in popular journals, presentations at events and conferences, etc. All Partners will be actively involved, to different degree, in communication efforts of the project, with the goal of making OH SURVector a successful and sustainable project.

This plan sets the basis for all project CP activities. Firstly, by defining the objectives of the communication activities from a high-level perspective. Subsequently, key communication messages are drawn from the overall project objectives to support the project results achieved in the following 36 months. This plan is strongly based on the project tasks of work package (WP) 6 . There is a strong connection with the other WPs.

ELGO (Greece) is WP leader for managing the CP activities for the OH SURVector project, with NFCSO (Hungary) as vice leader of the WP, and both ELGO and NFCSO providing a key supporting role as task leaders. This plan was made accessible to all Partners for input and review. It is a working document and will be updated after each OH SURVector General Meeting. While ELGO will remain the Partner responsible for any updates, all Partners are encouraged to contribute recommendations and additions as they occur.

Moreover, it is mandatory obligation and responsibility of all OH SURVector Partners to effectively contribute to the project CP activities according to their area of activity, expertise, and role in the consortium. This includes utilizing existing resources in the consortium to increase outreach on international, national, and regional levels.

The CP activities that will be carried out will comply with the GDPR (general data protection regulation) and other data protection terms, conditions, policies, formats, and templates set out in WP1 "Project management and coordination". Ethics requirements and data used for communication and dissemination purposes are being managed under the requirements of EU and the supervision of the consortium Partner AGES (Austria).

2. OBJECTIVES

The objectives of the CP of the OH SURVector project are to ensure that relevant audiences are informed of the project's objectives and results and to promote the use of project results to the relevant stakeholders, researchers, national stakeholders from public health and animal health sector (veterinarians, epidemiologists, laboratory experts, entomologists, environmental experts, etc.), policy makers, lay people, students. The purpose of this document for the OH SURVector project is to formalize CP actions, as well as to provide guidelines on the communication approach.

The objectives of WP6 are:

- Large scale dissemination aiming to turn surveillance data into One Health practices identified by WP2–WP5 and boosting their uptake.
- To translate surveillance outcomes into policy and communicating to different audiences.
- Creation of a dedicated website to host OH SURVector and promote surveillance data.
- Ensure the network activities are sustained in a continuous way after the completion of OH SURVector, by developing an exploitation plan.

2.1. TARGET AUDIENCE

CP activities of the project results will take a multi-actor (MA) approach targeting various audiences to promote the uptake of innovative approaches on vector and vector-borne diseases' surveillance.
Our OH SURVector MA-approach will address the entire vector-borne diseases network by identifying the most relevant national actors along the whole sectors (from citizens to regional and national agencies, national reference laboratories (NRL), and academia) in 5 participating Member States (MS) and at the EU level. Actors will be individually approached and mobilised by the project members, who will match their individual goals and expectations with those of OH SURVector, to create an attitude of win-win solutions, which is pivotal to firmly integrate the actors into the network.

2.2. COMMUNICATION DELIVERABELS

The various target audiences will be approached on online platforms and on site at physical events at local, national, European, and international level. Selected communication and dissemination materials, such as the press release and best practice guides, will be translated into at least six languages (English, German, Greek, Hungarian, Slovak, Czech), allowing wider audiences to be reached.

TABLE 1: OH SURVector Target groups.

TARGET GROUP	MOTIVATION	OBJECTIVE	TARGET
National agencies, NRLs	They have a key role since the surveillance cards and plans will be used by them.	Opportunity to learn and have valuable information to take future actions. Receive direct feedback from the OH SURVector consortium on the challenges they experience in applying surveillance programmes.	>20
Public health and veterinary health professionals	They will have access to valuable information for the epidemiological situation of selected vector borne diseases (VBD) in their country.		>3.000
Society	They will be informed for possible risks and prevention measures.	Raise awareness.	>10.000
Researchers and teachers	They will also be targeted, so that they have a direct route, through the OH SURVector network, to disseminate their research. Researchers will also give feedback on the challenges to monitor vectors and pathogens, and seek support for their future research programmes.	Information sharing on pathogens' detection to a wider specialist audience of end users and researchers who can help them deploy or develop their ideas further.	>600
Policy makers	Key policy recommendations regarding surveillance data on VBD will be communicated.	Learn more about threats in VBD outbreaks and will be enabled to set priorities for policy and intervention.	>20

3. PROJECT BRANDING

3.1. IDENTITY

3.1.1. KEY MESSAGE

A key message will be chosen by all Partners for the OH SURVector project, with the format:
"OH SURVector - *xxx*"

1. **Vector Surveillance Saves Lives**: The OH SURVector project is setting up a nationwide system to monitor mosquitoes and ticks, catching emerging diseases early.
2. **Zoonotic Threats**: Did you know most human infectious diseases come from animals? Zoonoses are a major global health challenge.
3. **Vector-Borne Diseases**: Over 17% of all infectious diseases are spread by vectors like mosquitoes and ticks, causing more than 700,000 deaths annually.
4. **Prevention Through Monitoring**: Strengthening vector surveillance and control is crucial to stop diseases like West Nile Virus, tick-borne encephalitis, and Lyme disease in their tracks.
5. **Global Collaboration**: This project fosters international cooperation, sharing data on vectors and pathogens to close knowledge gaps and protect public health.

Dissemination activities and messages will be established in more detail as the OH SURVector project progresses. This is because dissemination outputs will be informed by project findings and activities as they occur. It is likely that dissemination topics will focus on:

- Sharing data and significant results with other countries specifically with bordering ones.
- Raise awareness among healthcare professionals, veterinarians, and general public on vector borne diseases.
- Write recommendations for mitigation activities and prevention of infections.

3.1.2. LOGOS

Any external materials must include the official OH SURVector logo (FIG. 1). The EU emblem and funding acknowledgement must also feature on every project output (FIG. 2). When displayed in association with other logos (e.g., beneficiaries or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other logos (minimum height: 1 cm).

FIGURE 1: OH SURVector project logo.

FIGURE 2: EU emblem with funding statement in the horizontal and vertical options, to be used in combination with the disclaimer.

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The colour scheme of external materials and communications should be in keeping with the OH SURVector logo (FIG. 3). Greyscale versions of the logo can be used if necessary (FIG. 4). The OH SURVector Visual identity guide can be found in Appendix 1.

FIGURE 3: OH SURVector colour scheme.

	C0% M100% Y90% K0%	PANTONE 185
	R241 G8 B38	#F10826
	C100% M0% Y64% K0%	PANTONE GREEN C
	R0 G168 B135	#00A887

FIGURE 4: OH SURVector Project logo in black and white.

3.2. COMMUNICATION CHANNELS

3.2.1. WEBSITE

The website will be host by the coordinating Institute AGES in Austria and is accessible under: https://www.ages.at/ohsurvector.

Activities & responsibilities concerning the website management

Target: >5.000 visits by the end of the project

Useful materials about vector-borne pathogens previously developed by Partners of OH SURVector Consortium, as well as material from external collaborators will be hyperlinked. Materials produced by the OH SURVector Consortium will be uploaded directly on the OH SURVector website.
All Partners will be responsible for providing material for the website (this includes any country activities taking place in OH SURVector countries and information/educational material).
All Partners are responsible to create links of the OH SURVector to their home institute's website.

3.2.2. SOCIAL MEDIA

Platforms
Different social media platforms will be used to disseminate the project results (Facebook, Instagram, LinkedIn). This will be done mainly in country level by either dedicated to OH SURVector social media accounts or Partner institute accounts.

Target: >800 followers by the end of the project

Whenever OH SURVector Partners do not have their own social media channels, country specific, national OH SURVector social media channels will be created, called OH SURVector -[country].
Quality of posts is valued over quantity. Because OH SURVector can still communicate few project results in the first year, activity on social media in the first year will be less than the last two years.

Sharing the OH SURVector content
All OH SURVector members are stimulated to share content to be distributed among the OH SURVector social media channels as much as possible. News articles, press releases, videos, and other bits of information and materials can be reshaped by the Partner with help from ELGO and NFCSO in format, to make them suitable for social media. Partners are instructed to share relevant external posts with ELGO and NFCSO to repost these on the OH SURVector social media channels.

OH SURVector #vectors_borne_pathogens #OneHealth_vector_surveillance

3.2.3.   EXISTING PARTNERS' COMMUNICATION CHANNELS

The project will link the existing communication channels of our Partners' countries with the ones developed at the project level (website and social media channels). Where possible, all Partners will create a page dedicated to the OH SURVector in their national language that will be hosted by their websites. The minimum requirements for the OH SURVector page in the national language are: the project description, main results and the links towards the project webpage, and the official social media accounts.

3.2.4.   EXISTING EXTERNAL COMMUNICATION CHANNELS

During the project, links with EU HADEA and EFSA website and Partners' national institutions including the NRLs connections will be made to create visibility of OH SURVector. These activities are also part of the exploitation plan**.**

3.3.   COMMUNICATION TEMPLATES

Several C&D templates will be created in English by the communication coordination team. These were made available to all Partners. The English materials are in easy editable formats like MS office Word and PowerPoint to optimize and to ease the process of transfer and use between Partners. Each Partner will translate the text in their national language the material needed at the national level.

The communication templates are represented by:

- MS office Word templates that can be used for communication purposes in relation to the project activities such as press releases; set the agenda for meetings; minutes of the meetings etc.
- PPT templates for presentations in conferences, round tables, discussions groups etc.
- PPT template for posters.
- Templates for project deliverables that will be used in reporting the results of the project.
- Project leaflets and a banner to be used in all meetings and conferences developed during the project lifetime.

4. COMMUNICATION ACTIVITIES

To maximize the communication outreach and raise awareness of OH SURVector activities and results, the following tools will be used and leveraged in relation to the specific targeted audience on top of the website, social media channels and communication meetings:

a) Press releases
The communication team is responsible to prepare at least one press release per year (3 in total). They will be sent to specific media outlets identified by Partners at the national level. The communication team will send the press releases to EU press using personalized email distribution.

b) Policy paper
In the last year of the project, the communication team will coordinate the activities of writing an English policy-paper synthesizing key policy needs for future vector surveillance. It will be promoted and distributed at all policy making levels – EU, National and Regional. Among others, it will be presented at the final OH SURVector conference.

5. DISSEMINATION ACTIVITIES

- Participate and present at national and international conferences, during these events, OH SURVector Partners will present the ongoing research on the field of reference of the project.
- Organise national workshops (live meetings) with stakeholders, policy makers, decision takers, and experts focussing on vectors and vector-borne disease surveillance. At least one workshop per Partner country should be organised during the project duration.
- Participate in multi-sectoral OH-related working groups / committees with national stakeholders from public health and animal health sector (e.g. EFSA OH Subgroup, VectorNet, etc.)
- Create targeted publications to scientific and professional journals.
- Create and disseminate information material on vector and VBD for healthcare professionals, veterinarians and the general public published on the Consortium Partners' websites. For example, each Partner country should prepare a flyer with information on the risk by the specific vectors and VBD and recommendations for mitigation activities.

6. COMMUNICATION MONITORING

The success of the project communication and dissemination activities will be monitored throughout the project using several key performance indicators specific to the various communication and dissemination channels as defined by EU (dg-comm-communication-network- indicators_en.pdf (europa.eu)).

For this monitoring, an excel-based file was developed jointly by all Partners, where activities are reported and collected continuously, and therefore, allows an up-to-date monitoring of the activities.

Examples of key performance indicators that will be measured are the number of attendees of each target audience (Table 1) in an event and the number of shared materials. Statistical data will be collected about the website visitors that subsequently will be analysed by log analyser software and included in the project reports. Social media platforms will be monitored to provide information on the numbers, sources, types of content, likes and shares and individuals / organisations that promote or disseminate project messages. This will provide valuable information, optimize communication activities, and ensure maximum outreach of news and results.

APPENDIX 1: VISUAL IDENTITY GUIDE

**LOGO USE
IDENTITY APPLICATION
GUIDELINES**
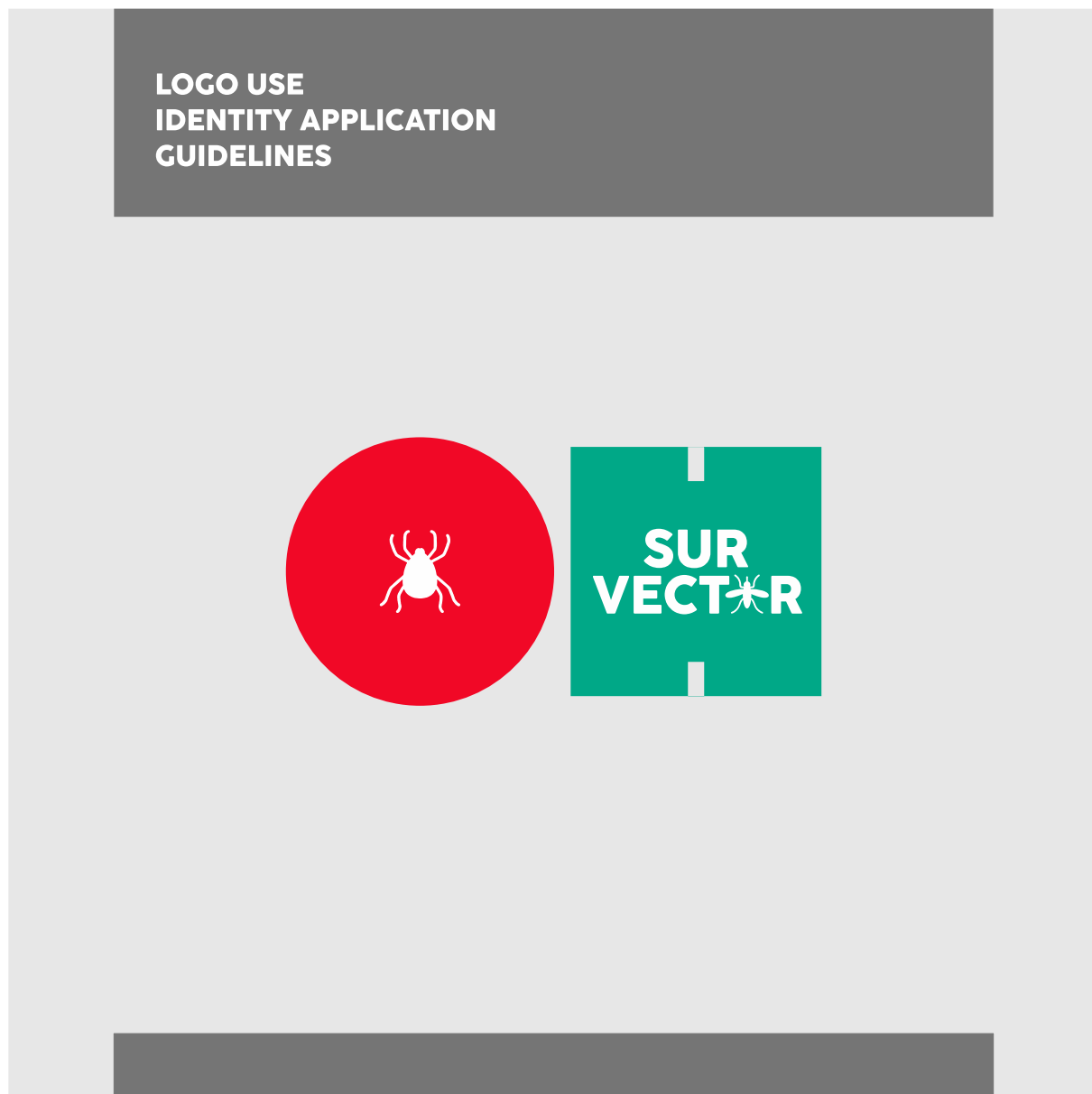
**LOGO USE
IDENTITY APPLICATION
GUIDELINES**

**The following guidelines have been developed
to increase awareness through consistency**

**" In the competitive world
a look-alike products,
a distinctive company identity
is one, if not the, principal
means of distinguishing the
maker of one product from
that of another. "**

- Paul Rand

Identity Guidelines Overview

**This booklet contains a set of guidelines that
are meant to act as tool to help guide design direction,
look and fell.**

**These guidelines provide a basis, but are not necessarily
intended to be the only design solutions available.**

**They are not meant to stifle creativity but to provide
identity standards, consistency and quality control.**

Color Palette

The primary logo colors are an important part of the logo as they represent the full spectrum of color in light. Though print methods and screen renderings will have variances, the below color builds are meant to serve as a guide for color consistency. The additional identity colors and craft paper texture complete the set of colors for the **ONE HEALTH SUR VECTOR** design identity.

C0% M100% Y90% K0%   PANTONE 185

R241 G8 B38   #F10826

C100% M0% Y64% K0%   PANTONE GREEN C

R0 G168 B135   #00A887

Logo

The essential element of **ONE HEALTH SUR VECTOR** visual identity, the LOGO is to be used and visibly recognizable on all media, including print and digital.

Horizontal Signature

Primary full color
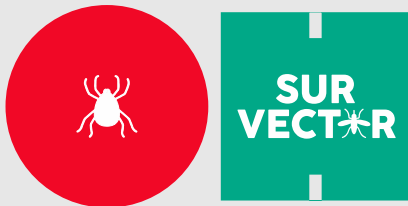
Logo

One-color versions of the logo maybe used when the primary full-color version cannot be used.
One-color **BLACK** - for use on light-color backgrounds, and one-color **WHITE**, for use on dark color backgrounds.
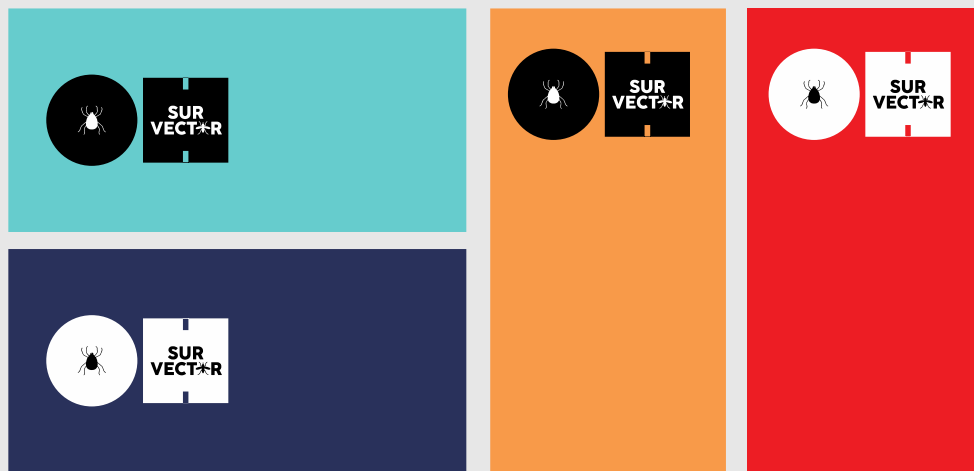
Logo symbolism

The symbolism contained within the logo symbol is meant to serve the definition of program purpose which is a research about vector- borne diseases caused by ticks and mosquitos. One Health is an integrated, unifying approach to balance and optimize the health of people, animals and the environment.

The symbolism within the Symbol

circle

square

arthropods

O_NE H_EALTH

Logo Placement and Spacing

Please consider the following guidelines in logo application. Only under rare and special circumstances should isolated use of the logo be utilized

As a guide to ensure proper spacing, the area around the word mark must be no less than (but can be more than) the height of a tick to the edge of any page.

Minimum Required Spacing for Placement Logo
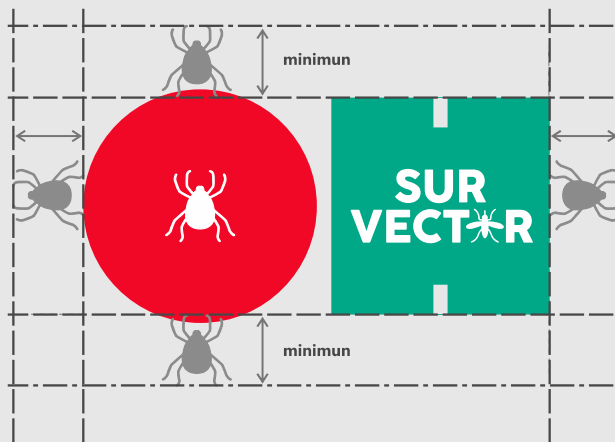
Improper Use & Abuse Logo

The following guidelines have been developed to increase awareness through consistency. Addressing the most common misuses (but not all), these rules apply vertical and horizontal versions.

DO NOT CHANGE COLORS

DO NOT CHANGE FONTS, TYPE CASE
OR TEXT ORIENTATION

DO NOT ADJUST
PROPORTIONS

DO NOT STRETCH OR
SQUISH THE LOGO

DO NOT CREATE
A DROPSHADOW

DO NOT USE FULL COLOR LOGO
ON A PHOTO

DO NOT USE FULL COLOR LOGO
ON A COLORED BACKGROUND

DO NOT CREATE LOGO IN GRAY

DO NOT CROP LOGO

Typography

Typography is an essential part of **ONE HEALTH SUR VECTOR** identity. Type plays a very up front role, and along with color, is commonly the only visual element of design within a given contextual setting.

A completely unique brand may not exist,

but when paired with a distinct

and well-applied typeface,

a key means of brand recognition

is created that cannot be overestimated.

Typography

The **ONE HEALTH SUR VECTOR** official fonts listed below are free to download.
Cocogoose https://www.dafont.com/search.php?q=Cocogoose

Cocogoose fonts are a geometric sans serif typeface designed with straight, monolinear lines and circular or square shapes. Its strong, modernist look has been softened by rounded corners and slight visual corrections that make Cocogoose not only perfect for logos and headings with a vintage feel, but also very readable as a text font, thanks to its generous x-height.

Cocogoose is part of the Coco Gothic family, a collection of twelve typefaces each inspired by the fashion mood of every decade of last century, named in homage to fashion beloved icon Coco Chanel. Its strong character makes it ideal for display uses.

Typography

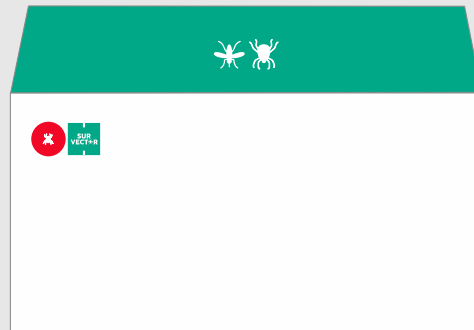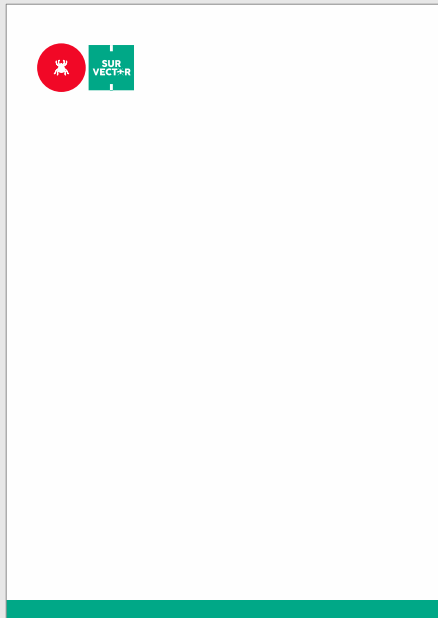# Cocogoose

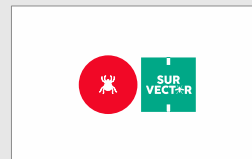**FREE TO DOWNLOAD**
https://www.dafont.com/search.php?q=Cocogoose

Corporate image

Letter

Envelope

Busines card

More information

For more information specifically regarding graphic standards, or to request logos, design elements, materials, or for any questions that may not be covered within this booklet, please contact the P**ART**NERS creative.

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