EPAAC WP 2 - Dissemination of the Joint Action

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Key outcomes of WP 2

• Dissemination Strategy
• EPAAC website
• HEIDI WIKI platform + transition to new server
• Project Place management
• Gantt Chart (Milestones/Deliverables overview)
• Open Forums (media/publications/information support)
• Social Media (Facebook, Twitter, You Tube, EPAAC LinkedIn)
• I’m a Fan of Life Campaign
• EPAAC Book Publishing support
• Protocol for Publishing of EPAAC derived scientific content
• Dissemination Activities Chart
• Press Clipping
Key outcomes of WP 2 - Highlights

• EPAAC website (establishement/maintainance)
• HEIDI WIKI platform/transition of web page content to a new server due to unexpected closure of Heidi Wiki
Key outcomes of WP 2 - Highlights

EPAAC website, basic stats
Key outcomes of WP 2 - Highlights

• **Project Place**
  (Online collaboration tool – document repository, discussions between project partners etc.)
• **155 members**
• **26 Groups**
• **36 Finance (sub)Groups**
Key outcomes of WP 2 - Highlights: **Gantt Chart (Milestones/Deliverables overview)**

### Work Package

<table>
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<tr>
<th>Work Package</th>
<th>Month</th>
<th>Milestone/Deliverable + URL if existing</th>
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#### Gantt Chart

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- **WP1**: Steering Committee Meeting, Dublin
- **WP2**: Kick-off Meeting Joint Action, Dublin
- **WP3**: Advisory Committee Meeting, Dublin
- **WP4**: Meeting of Working Group on National Cancer Plans, Dublin
- **WP5**: Set up of WP 5 Advisory Council

### Milestone/Deliverable + URL if existing

- **February 2011**: Steering Committee Meeting, Dublin
- **March 2011**: Kick-off Meeting Joint Action, Dublin
- **April 2011**: Advisory Committee Meeting, Dublin
- **May 2011**: Meeting of Working Group on National Cancer Plans, Dublin
- **June 2011**: Signed Grant Agreement

### Additional Details

- **WP1**: Literature review, web search to identify existing campaign materials in Europe related to communicating ECAC and EWAC
- **WP2**: Survey among ECL leaguers and other organisations on ECAC and prevention materials
- **WP3**: Development of cancer prevention tool to use in EU NR
- **WP4**: Launch of European Week Against Cancer, EWAC Conference 2013, Brussels
- **WP5**: Joint Action Meeting, Open Forum, "Address Focus on Cancer Healthcare and Cancer Research"
Key outcomes of WP 2 - Highlights

• **Open Forums (Madrid, Rome, Ljubljana)** (Press Materials, Release, Clipping, USB sticks), Presentations, Speaker Biographies, Conference e-Books, Videos (Online Streaming), etc.

• **EPAAC JA LinkedIn Account**

Establishment of LinkedIn community to support cancer professional discussions
Key outcomes of WP 2 - Highlights

- **Facebook**
  Posting information on EPAAC deliverables, milestones and events + Cancer news + EPAAC Cancer prevention app.
Rethinking the presentation of public health messages through the I’m a Fan of Life Campaign

EPAAC Social Media Intervention – Value Chain

- Cancer prevention MESSAGES
- Messages made INTERESTING with gamification
- Online dissemination CHANNEL
- REWARD to engage - gifts by celebrities
- VIRALITY by celebrity branding
Online Social Gaming for Cancer Prevention: I'm a Fan of Life

What is it all about?
Are you a fan of life? Become one and join us in our effort to prevent cancer in the EU. By playing fun games in the application, you can learn how to live your life in a healthier way by following simple recommendations. Check out the games and win – you could win a limited-edition t-shirt designed by Tina Maze!

PLAY AND HELP BUILD A HEALTHIER WORLD!

Win a limited-edition t-shirt designed by Tina Maze!
If you are one of the top 10 people with the highest game scores, you’ll win a limited edition t-shirt designed by a fan of life, the amazing skiing champion, Tina Maze!

Solve the rebus.
If you solve the rebus, you’ll get a tip telling you how many extra lives you have. You should only use the letters that are not crossed. If you solve the rebus, they will give you an important message.

You, the voice of health
This page allows you to follow your progress in various games. There are levels and each week a new level will be released. You can play any of the games and earn points.

Levels completed
1. Completed
2. Completed
3. Completed
4. Completed
5. Completed
6. Completed
7. Completed
8. Completed
9. Completed
10. Completed

Current place: 1st
Points: 804

Playing these games is fun and informs you on healthy life, but it can also lead you to winning a limited edition t-shirt designed by Tina Maze!

Each way you complete brings you 10 points. Sharing the completed levels brings you 10 additional points. Don’t forget to invite your friends to play with you, because that’s how you earn one additional point per friend! On and one more thing: if you finish all the levels, you will be rewarded with extra points!
Can social media influence health?: Two key objectives of the I’m a fan of life campaign

- Exploring whether the OSG approach for spreading cancer prevention messages increases visibility, engagement of target population and spread of these messages.

- To foster user self-education and encourage their family and peers to do the same.
Methods

- Facebook App development:
  - 11 fun games based on the 11 European Code Against Cancer prevention messages
- Additional cancer related resources
- Communication for celebrity involvement
- App maintenance and online community management – motivating the users to participate

Tomorrow, tomorrow, we'll choose another 10 lucky fans of life and send them limited-edition t-shirts tomorrow, it's only a day away... ;}
Results: EPAAC FB page user demographic structure before implementing the app

- Diachronic evolution of Facebook ‘likes’ from 1 Jan 2013 to 21 March 2013 (N=166 ‘likes’)

![Demographic structure chart](chart.png)
Results: changes in EPAAC FB page user demographic structure after implementing the app

- Diachronic evolution of Facebook ‘likes’ from 22 March 2013 to 22 June 2013 (N=16,828 ‘likes’)

![Graph showing demographic details](image-url)
Conclusions regarding the Online Social Media Campaign

• Addition of gaming and celebrity branding components can improve the reach of cancer prevention messages as compared to a generic social media approach. Engagement level and sharing is also improved.

• Facebook ads have important effect on reach

• We can reach younger audiences using this approach

• Campaign is reusable and transferable to other prevention- and promotion- focused public health interventions
Two or three @EPAAC_JA tweets per day keep the doctor away 😊

- Information from EPAAC and similar sites + retweets from various partners
EPAAC YouTube

EPAAC Joint Action Channel

• Open Forum Madrid: 15 Videos of Speaker Presentations, Plenaries, Press Conferences etc.
• Open Forum Rome: 22 Videos of Speaker Presentations, Plenaries, Press Conference etc.
• Open Forum Ljubljana approx. 40 videos of Speaker Presentations, Plenaries, etc. - To be uploaded in the following 2 weeks.
• Launch of European Partnership for Action Against Cancer, 2009
• The EPAAC Story, 2013
• I'm a Fan of Life, 2013

European Week Against Cancer Channel (EWAC 2012)

• 17 Video submissions for the 2012 European Week Against Cancer Youth Competition.
Key outcomes of WP 2 – Highlights: Videos

- I’m a Fan of Life
- The EPAAC Story: European collaboration for the health of citizens
Key outcomes of WP 2 - Highlights

• EPAAC 2013 calendar based on EWAC Youth Competition Posters 2012
• Protocol for Publishing of Content Derived from European Partnership for Action Against Cancer (on Project Place)
• Dissemination Activities Chart (on Project Place)
• Press Clipping (on Project Place)
• …
Key outcomes of WP 2 - Highlights

• EPAAC Book Publishing
WP2 Chapter + support to the process of proof-reading, colophon production, indexing, dissemination etc.
Open issues

- EPAAC Wikipedia entry (information sustainability)
- Archive web page epaac.eu (information sustainability)
- Reuse of I‘m a fan of life campaign
Thank you for your attention

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