



## D2.4: Mid-term dissemination report

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## I. Introduction and goal

This Mid-term dissemination report (D2.4) is the fourth deliverable that the ROUTE-HWF team has produced within Work Package 2 (henceforth WP2). It follows the completion of [D2.1 Leaflet](#) and [D2.2 Website](#), integrates **M2.1 Stakeholder and target group analysis**, and builds closely on [D2.3 Dissemination plan & strategy](#) produced at the beginning of the ROUTE-HWF project. We refer to Annex 1 for the full list of ROUTE-HWF deliverables.

The main aim of this D2.4 is to monitor the implementation of D2.3, mid-way through the project, and update the dissemination plan & strategy according to new developments that have occurred so far during the project. It will also help the project team to take possible measures that can make project dissemination more efficient while having in view that more content and activities are planned during the second part of the project when new results have been achieved.

The present **D2.4 Mid-term dissemination report** covers the dissemination activities that have been carried out during the first half of the project, i.e., the first 18 months. It will be followed by **D2.5 Dissemination report**, which will cover the dissemination activities carried out over the second half of the project, from month 19 to month 36. The dissemination activities are overseen by the project's Dissemination Committee, which was set up at the beginning of the project to guide the implementation of the dissemination plan/strategy.

## II. Overview of dissemination channels, tools and activities

Since the inception of the project on 1 March 2021, the ROUTE-HWF team has used a range of dissemination channels and tools in order to communicate about the project and its results. The need for a variety of dissemination means stems from the fact that our stakeholders have different needs and preferences about the type and amount of content in which they are interested, as found in our original analysis presented in the D2.3 Dissemination plan & strategy. Our dissemination channels and tools used English as well as other languages that consortium members can effectively use, namely Dutch, Finnish, Romanian, Spanish, Polish and Croatian.

All our dissemination channels and tools have used a recognizable and unified visual identity, one that consists of our central mission statement *“Join us to create a European route out of medical deserts”* and one presenting the ROUTE-HWF project logo (see Figure 1 and Figure 2 below):



*Figure 1: The ROUTE-HWF mission statement and visual identity*



*Figure 2: The ROUTE-HWF logo*

Since the inception of the project, ROUTE-HWF has used the following **dissemination channels and tools** to respond to the needs and interests of our key stakeholders:

**1. ROUTE-HWF press release**

The press release, published at the beginning of the project, constituted an initial mean of communication about the project in order to make it known to a large audience. It briefly introduced the need for the project, its objectives and activities, along with the consortium members and brief facts about the project. The WP2 team produced a general press release for each consortium member to adapt and tailor it to fit best the national and regional context.

## 2. [ROUTE-HWF project leaflet](#)

The ROUTE-HWF project leaflet was published in spring 2021 on the ROUTE-HWF website (see [Project leaflet](#)). The aim of the leaflet is to inform, using accessible language and visuals, all interested stakeholders, including the general public, about the project's

- Objectives
- Activities
- Consortium members
- Ways to get involved in the project's activities
- Expected results
- [Website address](#)
- [Twitter](#) and [LinkedIn](#) pages
- Contact details

## 3. [ROUTE-HWF website](#)

The ROUTE-HWF website (see <https://route-hwf.eu/>) ensures accessible and relevant communication and represents the centre of all dissemination and communication activities of our project. It serves all stakeholder groups and includes the following key information and functionalities related to the project:

- Deliverables, results and events with ROUTE-HWF participation (see <https://route-hwf.eu/results/>)
- Objectives
- Work packages and activities
- Presentation of consortium members with links to their institutional and individual web pages
- Ways to get involved in the project's activities
- A library with links to medical desert resources
- Links to ROUTE-HWF [Twitter](#), [LinkedIn](#) and [Research Gate](#) pages
- A Twitter live feed
- Contact details and a contact form
- EU, ROUTE-HWF and consortium members' logos

## 4. [ROUTE-HWF newsletters](#)

The ROUTE-HWF newsletters are published on the website (<https://route-hwf.eu/results/>) and are circulated to a list of subscribers (currently about 40). The main aim is to update all audience about

the activities and results of the project. The newsletters announce upcoming ROUTE-HWF webinars, highlight key results in an accessible manner and provide insights on the on-going activities of the project. So far, two newsletters were disseminated in December 2021 and May 2022. In addition, the ROUTE-HWF newsletter is disseminated via all members' institutional and/or personal websites and newsletters.

## **5. Social media**

The ROUTE-HWF project uses [Twitter](#), [LinkedIn](#) and [ResearchGate](#) to reach out to a larger audience (<https://route-hwf.eu/contact/>). These social media channels are communicating key developments and findings, written in a short, accessible and simple way. The channels also connect with stakeholders and other relevant projects and researchers. This online presence, which makes use of attractive visuals, increases the visibility of the project and contributes to building an online community that exchanges information, ideas and insights on medical deserts across Europe and beyond.

## **6. [Project deliverables](#)**

The project deliverables of the ROUTE-HWF project document the activities and results of the project in an extensive way. These Deliverables are part of the Grant Agreement with the European Commission and the European Health and Digital Executive Agency (HaDEA), as our project is by co-funded by the Health Programme of the European Union. All finalized deliverables with the dissemination level 'public' are available on the ROUTE-HWF website (see <https://route-hwf.eu/results/>). The full list of project deliverables that have been produced so far, and that are planned to be produced during the second half of the project, are available in Annex 1.

## **7. Conferences, symposia, seminars and other meetings at national, regional and local level**

Ever since the beginning of the ROUTE-HWF project, all consortium members have participated in (different) conferences, symposia, seminars and meetings, either physically or virtually. These events were used as much as possible to disseminate the brand awareness of the ROUTE-HWF project and promote the uptake of the ROUTE-HWF activities among relevant stakeholders. These events include academic conferences and symposia, but also seminars and meetings that are policy oriented and involve the participation of policy makers and health professionals.

ROUTE-HWF team members have participated in the following **events** so far:

1. Seils, L., Flinterman, L., González-González, A.I., Bes, J., Ballester, M., Dan, S., Domagała, A., Dubas-Jakóbczyk, K., Likic, R., Kroezen, M., Batenburg, R. (2022). [Characteristics of medical deserts and approaches to mitigate them: a scoping review](#). Oral presentation at the WONCA World Rural Health Conference, June 17-20, 2022, Limerick, Ireland.
2. [‘Fighting access to health inequalities by improving health worker retention and task shifting policies’](#), Intermediate online event of the Health Workforce Projects Cluster, 29.03.2022
3. [‘Making medical deserts bloom’](#), First OASES EU-wide conference, online, 10.12.2021
4. EU Health Policy Platform Training for Moderators, online, 11-12.11.2021
5. [‘Launch event of the EU Health Policy Platform’s Health Workforce Projects Cluster’](#), online, 20.09.2021

As part of one of the key Work Packages of the ROUTE-HWF project, five stakeholder workshops were conducted in 2022 in the respective countries of our Consortium:

1. ROUTE-HWF National Stakeholder workshop Spain, online, 23.02.2022
2. ROUTE-HWF National Stakeholder workshop Finland, online, 25.02.2022
3. ROUTE-HWF National Stakeholder workshop Croatia, online, 01.03.2022
4. ROUTE-HWF National Stakeholder workshop Poland, online, 03.03.2022
5. ROUTE-HWF National Stakeholder workshop the Netherlands, online, 07.03.2022

## 8. Scientific publications

The ROUTE-HWF team is aiming to produce a number of conference papers/presentations and peer-reviewed scientific publications in international and national outlets. The following scientific publications have been developed so far (other publications are in the process of being developed as project activities are carried out):

- ✓ Flinterman, L., González-González, A.I., Seils, L., Bes, J., Ballester, M., Bañeres, J., Dan, S., Domagała, A., Dubas-Jakóbczyk, K., Likic, R., Kroezen, M., Batenburg, R. (2022). Characteristics of medical deserts and approaches to mitigate them: a scoping review of empirical studies, *Under review*.
- ✓ Seils, L., Flinterman, L., González-González, A.I., Bes, J., Ballester, M., Dan, S., Domagała, A., Dubas-Jakóbczyk, K., Likic, R., Kroezen, M., Batenburg, R. (2022). [Characteristics of medical deserts and approaches to mitigate them: a scoping review](#). In WONCA World Rural Health Conference, Limerick, Ireland, June 17-20, 2022.

## 9. Participation in the [EU Health Policy Platform](#)

ROUTE-HWF collaborates with two other projects on medical deserts that are also co-funded by the European Union's Health Programme, enabling that the exposure of our project is strengthened by the [EU Health Policy Platform](#). On this platform, **The Health Workforce Projects Cluster** (HWF Cluster) has been initiated. This platform has the aim to provide supporting tools, practical guidelines and to improve sharing of best practices that can help Member States to design and implement their policies related to health workforce retention, task-shifting and tackling regional medical deserts. The Health Workforce Projects Cluster covers five EU co-funded projects under the umbrella of the 3rd Health Programme. The projects focus on three key topics: medical deserts, task shifting and retention policies - that will be investigated thoroughly in the coming years. Next to ROUTE-HWF, the following four Projects are represented in the HWF Cluster:

- Action for Health and Equity - Addressing Medical Deserts: AHEAD
- MEnTal hEalth: fOcus on Retention of healthcare workers: METEOR
- prOmoting evidence-bASed rEformS: OASES
- Empowering EU health policies on Task SHifting: TaSHI

## III. Mid-term evaluation of the ROUTE-HWF dissemination channels, tools and activities

To evaluate the ROUTE-HWF project team's dissemination efforts, the internally established Dissemination Committee (see [D2.3 Dissemination plan & strategy](#)) is monitoring the implementation of the planned dissemination activities. This assessment is guided by a set of **dissemination indicators and targets** (listed in Table 1). The table lists the current status of several indicators and compares it with the target values set at the beginning of the project in D2.3 Dissemination plan & strategy.

The evaluation shows that most of the key indicators (underlined in green) are well on track or (in yellow) are likely to be achieved if the current trend continues over the following one year and a half. There are several indicators (in red) that are behind the set target. For these, we propose several action points listed in the last column of the Table 1. These action points will be implemented over the second half of the project, and naturally be evaluated in the next deliverable of Work Package 2.

Table 1: ROUTE-HWF dissemination indicators and targets

Dissemination channel/tool	Indicator	Target	Mid-term status	Action points
Website	Number of visitors	1,000 (27/month)	551	n/a
	Number of unique visitors	800 (22/month)	538	n/a
	Total number of downloads	800	483	n/a
Project leaflet	Number of downloads	400	118	Inform about the leaflet during events and presentations, refer participants to the website
Project booklet	Number of downloads	200	n/a <sup>1</sup>	n/a
Other deliverables	Number of downloads	500	306	n/a
Newsletter	Number of subscribers	200	42	Inform about the newsletter during events Invite participants to subscribe Add to presentation materials
Webinars	Number of views	500	n/a <sup>2</sup>	n/a
Conferences, symposia, seminars or meetings	Number of conferences, symposia, seminars or meetings attended by ROUTE-HWF project members	10	10 <sup>3</sup>	n/a
	Number of papers presented/talks given	10	4	n/a
	Total number of participants	200	100	n/a
Scientific output	Number of conference papers, articles and other scientific output	10	2	As project activities continue and more findings become available, create more scientific output
Twitter	Number of followers	150	72	n/a
	Number of original tweets	100 (3/month)	30	As project activities continue, publish more tweets (incl. tweets in project partners national languages) Include other tweets that are relevant to the themes of the project
	Number of retweets	200	41	Publish more relevant retweets Increase collaboration with the TT accounts of other HPP projects
LinkedIn	Number of followers	150	59	Invite more followers from the individual team members' networks as well as from institutional networks
	Number of posts	100 (3/month)	20	
Research Gate	Number of updates	20	2	As project activities continue, publish more posts and updates, and relevant content from other projects
	Number of reads	2500	152	
	Number of followers	150	7	
	Number of recommendations	20	0	

Legend: Well on track; On track; Behind target

<sup>1</sup> The booklet will be developed upon the completion of the project, and downloads will be recorded in the final dissemination report.

<sup>2</sup> Views will be recorded once the webinars have been created.

<sup>3</sup> The value includes the 5 national stakeholder workshops organized by the project team in the five countries represented in the project.

## IV. Conclusion

To communicate and disseminate the activities and results of the ROUTE-HWF project, several channels, tools and activities were set up, executed and utilized during the first half of the implementation of the project. We designed a communication and dissemination approach with the aim to reach different stakeholders (i.e. EU citizens/residents, academic and scientific researchers, health professionals, professional associations, local, regional and national public health authorities, and EU health policy makers), as effectively as possible.

The mid-term evaluation presented in this deliverable shows an increased interest in our activities as project results become available to be developed and communicated. There is a growing number of website visits and downloads, social media followers, and newsletter subscribers. We have also participated in several events to present our results. We expect that communication and dissemination will continue to grow over the second half of the project as we develop our results further and participate in other events and conferences.

Our dissemination efforts will continue to target the academic, research and policy communities, as we will publish our research results and communicate them in publication outlets, social media and to our newsletter subscribers. We are also continuing our efforts to communicate through personal and institutional channels both nationally and at the European level. This way, we contribute our project results by reaching a wide audience and informing about medical deserts as a current healthcare phenomenon affecting European societies.

## Annex 1: List of ROUTE-HWF deliverables

<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>WP number</b>	<b>Lead beneficiary</b>	<b>Type</b>	<b>Dissemination level</b>	<b>Due date (in months)</b>
D1.1	Risk management plan	WP1	1 - NIVEL	Report	Public	5
D2.1	Leaflet	WP2	2 - VAASAN YLIOPISTO	Report	Public	2
D2.2	Website	WP2	2 - VAASAN YLIOPISTO	Websites , patents filling, etc.	Public	3
D2.3	Dissemination plan/strategy	WP2	2 - VAASAN YLIOPISTO	Report	Public	3
D2.4	Mid-term dissemination report	WP2	2 - VAASAN YLIOPISTO	Report	Public	18
D2.5	Dissemination report	WP2	2 - VAASAN YLIOPISTO	Report	Public	36
D2.6	End of project booklet for the public	WP2	2 - VAASAN YLIOPISTO	Report	Public	36
D3.1	Evaluation plan	WP3	3 - FAD	Report	Confidential, only for members of the consortium (including the Commission services)	3
D3.2	Mid-term evaluation report	WP3	3 - FAD	Report	Public	18
D3.3	Evaluation report	WP3	3 - FAD	Report	Public	36
D4.1	First version of definition and taxonomy on medical deserts	WP4	1 - NIVEL	Report	Public	12

D4.2	Second version of definition and taxonomy on medical deserts	WP4	1 - NIVEL	Report	Public	17
D4.3	Final version of definition and taxonomy on medical deserts	WP4	1 - NIVEL	Report	Public	30
D5.1	First version of the guidelines on monitoring and measuring medical deserts	WP5	2 - VAASAN YLIOPISTO	Report	Public	12
D5.2	Second version of the guidelines on monitoring and measuring medical deserts	WP5	2 - VAASAN YLIOPISTO	Report	Public	17
D5.3	Final version of the guidelines on monitoring and measuring medical deserts	WP5	2 - VAASAN YLIOPISTO	Report	Public	30
D6.1	First version of the ROUTE-HWF Roadmap	WP6	3 - FAD	Report	Public	22
D6.2	Second version of the ROUTE-HWF Roadmap	WP6	3 - FAD	Report	Public	31
D6.3	Final version of the ROUTE-HWF Roadmap	WP6	3 - FAD	Report	Public	36
D7.1	Case study report	WP7	4 - UJ	Report	Public	29
D8.1	Workshop report	WP8	5 - U ZAGREB MED	Report	Public	33