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WP: 2

Document type: Dissemination and Communication Plan

**SeCOV+**

## **DISSEMINATION AND COMMUNICATION PLAN (D2.1)**

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#### **1. Introduction**

Despite a reduction in the number of severe cases of COVID-19, SARS-CoV-2 continue to circulate, The possibility of a genetic drift towards novel prevalent variants with uncertain consequences on the epidemiology and clinical presentation of COVID-19 exists.

In Italy, genomic surveillance of SARS-CoV-2 is performed through periodic prevalence surveys, continuous sequencing in specific target-groups and periodic sequencing of raw sewage samples. While specific national funding has been established for some sequencing activities, the sustainability of periodic prevalence surveys is still uncertain. In addition, the completeness, timeliness and quality of the sequences uploaded to the national genomic surveillance platform Italian COVID-19 Genomic (I-Co-Gen) have margins of improvement and the reports produced currently do not integrate data from different SARS-CoV-2 surveillance flows in a common analysis.



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The project aims to:

- support the sustained performance of periodic SARS-CoV-2 flash surveys to estimate the prevalence of VOC at national level and the ongoing enhancement of the genome sequencing capacity for influenza and respiratory syncytial virus on a convenience sample
- support the consolidation and quality of centralized genomic data collection and the establishment of innovative integrated data analysis of genomic and epidemiological data using multiple data sources (including also data sources not funded through this project) from a One Health Perspective.

In this view, the project will significantly contribute to strengthen laboratory preparedness and response, build capacity on genomic surveillance and innovate data analysis through the integration of human genomic, epidemiological and environmental sectors, also using statistical and mathematical models.

The project will be coordinated by the Istituto Superiore di Sanità as national competent authority, and will involve both the Ministero della Salute and the Fondazione Bruno Kessler for their respective specific expertise.

## 2.Disclaimer and EU Emblem

In accordance with the Grant Agreement, any communication activity related to the project must both display the EU Emblem with the appropriate prominence and include the following disclaimer:

- The content of this [insert appropriate description, e.g. power point presentation, report, publication, conference, etc.] reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains

## 3.Dissemination objectives

The work-plan of the project includes several activities aimed to achieve the general and specific objectives identified and discussed in the proposal. In this framework, a key role will be played also by the WP2 on Dissemination and Communication, whose actions will have to maximise opportunities to promote, communicate and disseminate results throughout the lifetime of the project, and beyond. This will ensure that the project Consortium and key stakeholders can contribute to, and act on the findings in a timely way.

The main goal of WP2 will still be to design and implement a coherent, multi-layered dissemination, exploitation and communication strategy in order to:



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- design and implement a coherent, multi-layered dissemination, exploitation and communication strategy in order to raise interest and awareness about the project and its activities;
- keep up-to-date the general public and the professional and institutional stakeholders.

## 4.Target groups

The Dissemination and Communication Plan is a framework document outlining the expected project dissemination activities to be carried out and results to be achieved during the project lifetime.

Considering that effective dissemination and communication of findings are central to successful high-impact projects, especially when multiple groups are involved, the present document includes the identification of the relevant target groups, internal and external and the appropriate communication means and tools bearing in mind the impact level of the projects' findings.

In particular, the target groups are herewith defined in relation with the topics of the technical work-packages and on the basis of mainly three levels: institutional level (international/European and national competent authorities, policy makers and organizations); professional level (national and international professional societies); final users (general public). The target groups identification is carried out also taking into duly consideration:

- whose interests or activities are affected by, or affect, the outputs;
- who possesses or control information, resources and expertise needed for reaching the project goals;
- whose involvement is needed for an effective implementation of the results;
- who are not directly involved, but could have influence or be influenced;
- who would be interested in learning/getting information about the projects' outcomes

## 5.Focus on communication flows

In order to optimise the involvement of the groups and the dissemination of the contents related to the project all the activities in this field are coordinated by the WP2. All the products suitable for a dissemination (reports, bulletins, etc...) will be reported to the WP2, and the items for the dissemination will be produced in coordination with the 'proponents' subjects.

## 6.Communication material

The mission and vision, as well as the the outcomes of the project, will be disseminated by using several instruments, in order to reach out generic audience and specific targets. The main communication and dissemination means are listed here below.

## 6.1 Project identity

In order to have a strong project identity and a clear visual identity, a dedicated logo was designed, together with some promotional material: (e. g. Word and PowerPoint templates). In the following months additional communication outputs will be produced such as videos, a layman brochure and so on.

## 6.2 Website

A website ([www.iss.it/secov](http://www.iss.it/secov)) had been specifically designed to be the main showcase for the results and achievements of the project. It will contain the main information about the project both in Italian and English: objectives, participants, the descriptions of both the organisation involved and the horizontal and technical WPs. There will be also a newsfeed section where all the press releases and dissemination materials are and will be published, and a dashboard with the main results constantly updated as well as some infographic in order to make easier the comprehension of the results.

## 6.3 Press-releases and leaflets

The press-releases (PR) will be the main way to share the project results and main milestones. A PR will be issued for every report published, as well as for milestones during the timeframe of the project (for example scientific publications about the project). They will be multilingual (Italian/ English). In order to maximize the diffusion to the media, the PR will be sent to a network of journalists by the ISS press office. In addition to PR, leaflets will be prepared to raise awareness about the project.

## 6.4 Videos

Along the project life-time, at least two promotional videos will be planned, the first one is intended to introduce the project and its goals. The second video will be on the conclusions/recommendations of the project.

## 6.5 Social Media

Considering the relatively short timeframe of the project, a coordinated social media approach will be fundamental to the dissemination of the project's results, in line with EU requirements. The main channel will be the ISS social profiles (Facebook, Instagram, Twitter).

## 6.6 Main scientific event

Dissemination of project results and organization of a final event. The project results will be presented at major international conferences targeting the medical and scientific communities working in the field and via interviews in dedicated scientific forum/round tables.



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