

DISSEMINATION AND COMMUNICATION PLAN

COST Action “Standardizing Output-based surveillance to control Non-regulated Diseases of cattle in the EU.” (SOUND control) CA17110

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1. OBJECTIVES

The aim of SOUND control is to coordinate, stimulate and assist with the initiatives to explore and implement a widely adaptable output-based framework applicable to substantiate the confidence of freedom and cost-effectiveness in current surveillance, control or eradication programmes for non-regulated cattle diseases in the EU. This will allow a standardised and objective comparison of the output of Control Programmes (CPs) between different regions, both from the epidemiological and economic perspective.

We will disseminate the knowledge that is available through each of the collaborating partners and the knowledge achieved during the Action. Furthermore, SOUND control will establish long-term collaborations and lay the scientific basis for policies aimed at improving the safety of intra-community trade in cattle.

2. EXTERNAL IMAGE OF THE ACTION

Professional design company Boutik will design the concept, logo and website. This will strengthen the shared identity of the partners and improve recognition and visibility of the Action.

Website will be active for the duration of the action and two additional years. It will enable internal communication through intranet, dissemination of scientific results and communication with different stakeholders.

3. INTERNAL COMMUNICATION

Tools for optimal communication between partners:

Involved	Tools	Tasks
CG	Monthly Skype meetings (up to 5/6 people, if more people will join Adobe connect or Skype for business is more suitable)	Exchange of the work progress and task lists for partners. For each meeting agenda and minutes are drafted and shared with participants. Final version is shared via email and/or available on the intranet.
	CG meetings	
MC	Biannual MC meetings	
WG	WG meetings	
All partners	Email	Written communication
	Outlook	Planning
	Intranet - member restricted area of the website	Data exchange Sharing agenda's, minutes and reports
	Website	Posters, presentations, scientific papers, STSMs calls/reports, ITC conference grant call

Partners of the action are strongly encouraged to disseminate and communicate SOUND control objectives, activities and results by any means; oral or written, to any type of audience, on national or international level, in any language. There are only two obligations:

- 1) All dissemination and communication activities are to be reported and added on the **List of dissemination and communication activities**, which will be located on the website.
- 2) Before publishing, **scientific output** should be sent to the science communication manager, who will take further steps if necessary. These further steps may include dissemination of materials between members, publication on the website or request approval for publication by the MC/CG.

If anyone wants to contact partners of the consortium for something that is not related to the Action, first contact the science communication manager. She will decide whether it is acceptable to contact the members of the Action for the requested purpose. For discussion within the WG, first contact WG leader.

4. DISSEMINATION

Tools for sharing ideas and results with our peers:

Channel	Tools	Tasks
Online	Website	All information
	LinkedIn, ResearchGate	News, STSM calls
	Webinars	STSM reports, background information, hand-outs
	Handbook or wiki page	Description of different CPs
	Scientific journals	Scientific papers
Events	Workshops	Achieving new knowledge, collaboration with other related research projects
	Conferences	Presentations, posters, pre/post conference workshops
Print	Flyers	Dissemination at conferences

Main targeted groups of researchers are scientists working in surveillance programmes, applied epidemiology, economics and sociology.

Partners are encouraged to identify and inform the science communication manager about the **ongoing research projects** that have similar goals; e.g. STOC free, HOTLINE, EFSA based/related projects (SIGMA, etc.).

5. COMMUNICATION

We will distinguish between different levels of stakeholders:

- **First level - active partners:** national and international level industry or policymakers interested in participating as partners in the Action and/or participate in the workshops
- **Second level:** stakeholders relevant to SOUND control that work in the area of non-regulated and regulated cattle diseases in the EU, monitoring and surveillance, output-based modelling and trade
- **Third level - end users:** programme managers, regulators and representatives from other animal sectors, veterinarians associations, funding bodies for research and diseases control, university or veterinary schools, farmers and farmers associations
- **Observers:** food producing and animal health industry on national and EU level, public health authorities, consumers associations

Contact list of relevant stakeholders will be created by representatives from each of the COST countries involved in the Action (deliverable of WG1). We will map relevant stakeholders, which will be evaluated, informed about the project and invited to participate.

Tools for communication with different stakeholders:

Audience	Level	Targets	Tools
National level policymakers	First level	Chief veterinary officers (CVOs), senior civil servants, minister responsible for veterinary disease controls or their offices	Newsletters Standard presentation describing the project Scientific paper – short communication
EU and international policymakers	First or second level	OIE, FAO, EFSA, DG Santé/Agri, WTO	Newsletters
Industry representatives	First or second level	national and EU level (e.g. FESASS)	Newsletters
Farmers, veterinarians and their associations	Third level	national and EU level (e.g. Copa-Cogeca, Federation of Veterinarians in Europe (FVE))	Professional journals (since they must be translated to national languages the support from all participating countries will be required)

Website, social media, webinars, presentations and workshops at relevant conferences, invitation to participate in the final conference

6. TIMELINE

Grand period		Year	M	Meetings and reports	Online platforms (website, social media)	Dissemination (scientific publications, conferences, webinars, etc.)	Communication (policymakers, industry, farmers, etc.)	
Year	Q							
1	1	2018	11	1 st MC meeting				
			12					
		1						
	2	2019	2	MC meeting	setup	Poster Scientific paper – short communication	Flyer	
			3		update			
			4		update			
2	1	2019	5		update		Article in professional journal	
			6		update			
			7		update			
	2		8		update		Newsletter	
			9		update			
			10		update			
	3	2020	11	MC meeting	update			
			12		update			
			1		update			
	4	2020	2		update	Pre/post conference workshop Poster/presentation	Pre/post conference workshop	
			3		update			
			4		update			
3	1	2020	5	MC meeting	update			
			6			update		
			7			update		
	2		8	Midterm review	update	Webinar Handbook/wiki page describing different CPs	Newsletter Webinar	
			9		update			
			10		update			
	3	2021	11	MC meeting	update			
			12		update			
			1		update			
	4	2021	2		update	Pre/post conference workshop Poster/presentation	Pre/post conference workshop	
			3		update			
			4		update			
4	1	2021	5	MC meeting	update	Paper submitted to peer reviewed journal Webinar	Webinar	
			6					update
			7					update
	2		8		update	Pre/post conference workshop Poster/presentation	Newsletter Pre/post conference workshop	
			9		update			
			10		update			
	3	2022	11	MC meeting	update			
			12		update			
			1		update			
	4	2022	2		update	Pre/post conference workshop Poster/presentation	Article in professional journal, Pre/post conference workshop	
			3		update			
			4		update			

Grand period		Year	M	Meetings and reports	Online platforms (website, social media)	Dissemination (scientific publications, conferences, webinars, etc.)	Communication (policymakers, industry, farmers, etc.)
Year	Q						
5	1	2022	5	MC meeting	update	Paper submitted to peer reviewed journal	
			6		update		
			7		update		
	2		8	update	Webinar	Newsletter Webinar Final conference	
			9	update	Final conference		
			10	update			