

COMMUNICATION POLICY



FOR THE "POLICIES FOR ENHANCING ACCESS TO
HEALTH SERVICES IN DEPRIVED AREAS- THE
HEALTHY MUNICIPALITY" PROJECT

WP2 COMMUNICATION AND
DISSEMINATION (D2.1.1)

"INTERREG V-A COOPERATION PROGRAMME: GREECE -
BULGARIA 2014-2020"

Prepared by: REGIONAL DEVELOPMENT AGENCY
OF RODOPI S.A.(LP)

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Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme*



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1. INTRODUCTION

Co-funded Projects enable the EU to demonstrate in a practical way how the EU impacts on the everyday lives of citizens. This guide was prepared so that all bodies involved with the Project titled "Policies for Enhancing Access to Health Services in Deprived Areas" and acronym "THE HEALTHY MUNICIPALITY", funded by the **INTERREG V-A "GREECE - BULGARIA 2014-2020" Cooperation Programme**", co-funded by the European Regional Development Fund (ERDF) and national funds of the participating countries, will be in a position to comply with the Regulation (EC) 1303/2013.

This manual has been designed to ensure that actions that are wholly or partially funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences for the co-funded actions and the EU support for these actions in the country or region concerned, as well as the results and the impact of this support.

It sets out requirements and guidelines for briefings, written material, press conferences, presentations, invitations and all other tools. In addition, it offers tools designed to enable the development of a dynamic communication strategy that will highlight the achievements from the project implementation.

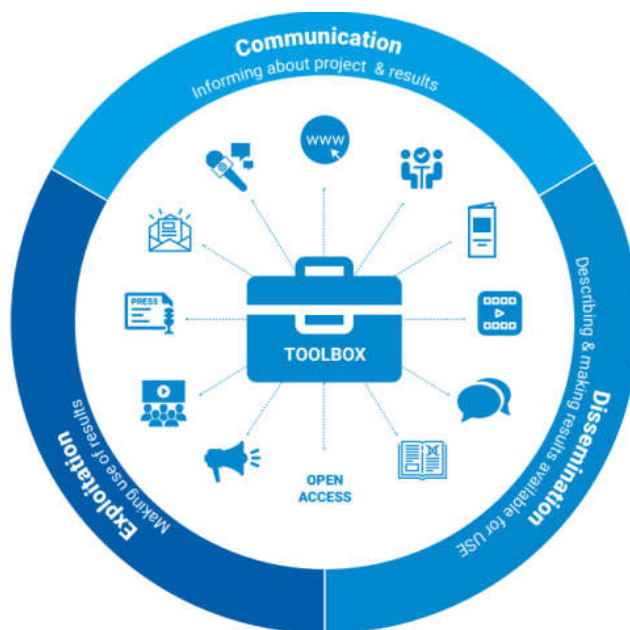
The main goal of this Communication Policy Plan is to design and elaborate an effective, comprehensive and complete methodology for the successful implementation of a communication strategy of the project. It should be carried out in consultation with the Lead Beneficiary and approved by the Project Beneficiaries.

The ultimate purpose of such activities is to allow broad acknowledge of the project and its results. In essence to:

- Raise awareness
- Inform



- Engage
- Promote
- Contribute to the capitalization of the project



2. PROJECT'S COMMUNICATION POLICY STRATEGY

The strategy seeks to use the most efficient means to disseminate information. The communication strategy establishes a bottom-up approach that seeks gathering local data to be disseminated at all targeted levels. Local Partners must carry out communication activities about the project objective and ongoing activities, during all the project life and they should report them regularly to the project leader. This information will be submitted to LB- ANRO S.A., who will analyse, compile and organize it in the intermediate and final reports.

An effective communication strategy is considered as a crucial element for the successful implementation of the "THE HEALTHY MUNICIPALITY" Project within the cooperation area of GREECE - BULGARIA. These Guidelines are addressed to persons responsible for communication and information issues in the project aimed to support the Partnership in the promotion of "THE HEALTHY MUNICIPALITY" project to a wider audience and make the project contents and results available to persons not directly involved in the project.

The following "THE HEALTHY MUNICIPALITY" Communication Plan should make Partners deal with communication easier and consistent and increase awareness on "THE HEALTHY MUNICIPALITY" project contribution to the wider **INTERREG V-A "Greece- Bulgaria 2014-2020" Cooperation Programme** objectives.

Communication strategy has to follow the "THE HEALTHY MUNICIPALITY" Project since the very beginning guaranteeing the spread of the activities implemented and of the results obtained in each Region involved and ensuring an appropriate presentation of the Project and of the **INTERREG V-A "Greece- Bulgaria 2014-2020" Cooperation Programme** on the legal basis of the Commission Regulation.



All project partners have to be involved in effectively communicating the project results being communication at project level a common responsibility of the beneficiaries and a common effort necessary to spread project results and their capitalization within transnational area of GREECE - BULGARIA.



3. THE MESSAGE OF THE PROJECT

The two most important ingredients for effective communication are simplicity and consistency. The best way to communicate simply and consistently is to develop key messages. Messages are the essence of what we want to communicate - the key points that we want to get across, and we need to formulate them in a language that can be understood by those outside our sector. They should be identified and customized according to the segmentation previously established, in particular regarding the category of the stakeholder.

The central message of our project is based on the main objective. The proposal of the lead partner is the following.

«The Healthy Municipality: Prevention better than Cure»

3.1 Key messages

Typically, besides the dissemination of the project and its results, every INTERREG V-A GREECE - BULGARIA 2014-2020 project should communicate this core message:

"The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme."

The Project Leader may establish other main messages to be delivered through Communication tools & actions and the all the partners are free to propose Key Messages.

4. TARGET GROUPS

Communication activities will be directed to several target groups, which will be involved in the project different steps that will benefit directly from the



project activities and outputs. Correctly identify and address the need of the target group it is fundamental in order to enhance the performance of the project.

The principal target groups of the project are:

- General public;
- Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the project;
- Universities and research institutions;
- Local, regional and national authorities;
- Bodies & people related to the health sector
- Associations and NGOs.

By this project the concept of the provision of preventive health services by the Municipalities is introduced and elaborated. Pilot applications are implemented and adapted to local conditions; local health prevention plans are prepared. The Municipalities can use them as ready tools for their health prevention policies. A cross Border Lab on prevention and primary health policies will be established as a continuous CB laboratory in the subject of the proper policy and management of primary health sector. Municipalities will acquire knowledge on prevention health policies and be supported, by the scientific and specialized in the health sector, partners of this project. Considering all of the above, bodies with different status, but complementary action, such as public state actors, research departments of Universities, local Authorities, decided to be involved in this cooperation looking forward to the synthesis of their experiences to actively develop a common methodology for health prevention at Municipality level. CB area population, public health sector, local communities, other local Municipalities, from the whole Program area will benefit from the project.

From all above, we conclude that we have 3 target groups.



The 1st target group refers to the general public, who will be informed about the general project, the actions and the results of the project.

The 2nd target group refers to the residents of the cross-border areas who will participate in the rounds of the sessions with exams and participate to researches on identifying local morbidity.

The 3rd target group refers to Health Institutions, Universities and local Authorities, who decided to be involved in this cooperation looking forward to the synthesis of their experiences to actively develop a common methodology for health prevention at Municipality level.



5. COMMUNICATION ACTIVITIES

5.1 Aims of the Communication plan

“THE HEALTHY MUNICIPALITY” Communication plan aims at emphasizing and communicating project objectives and results increasing visibility and transparency and ensuring the efficiency and the best impact of the planned dissemination and communication activities. Through the Dissemination planning process “THE HEALTHY MUNICIPALITY” project will establish clear objectives, goals and strategies with specified deadlines, allocating the responsibilities and facilitating the partnership work.

Dissemination represents a fundamental horizontal activity of “THE HEALTHY MUNICIPALITY” project in order to widely spread project strategy and outcomes and raise awareness towards the involved and the potential stakeholder of the importance to improve access to primary and emergency health care (at isolated and deprived communities) in the cross border area” by the implementing of prevention actions addressing the local population, the introduction of prevention policies and capacity building at Municipality level in the remote areas (developing tools-pilot applications to support their prevention policy), by setting up a CB lab on Municipal health prevention.

The purpose of raising awareness in order to make “THE HEALTHY MUNICIPALITY” a successful and leading project in Greece - Bulgaria transnational cooperation area innovation policies will be carried out using several various communication methods and materials meeting both direct stakeholder and the general public.

The present Communication Plan constitutes an instrument for the whole partnership to make work with communication easier and consistent, to clarify the shared responsibility of the dissemination strategy for the whole duration of the project, to detail the foreseen actions of the Work Package committed



and to provide a timetable of the dissemination activities to carry on together with the Lead Partner. The purpose of the dissemination plan is to describe planned dissemination activities within the "THE HEALTHY MUNICIPALITY" project, raising awareness of the project in order to make it a successful and sustainable project tightly coordinating communication, dissemination and valorization activities.

The communication and dissemination planning process will support "THE HEALTHY MUNICIPALITY" pointing out communication goals, objectives and strategies with specified timelines, clearly defining responsibilities and tasks and establishing a basis for evaluation and monitoring of the dissemination activities. The Communication and dissemination plan will help the whole partnership to target the message and tailor the information to each target group using different and effective communication tools.

"THE HEALTHY MUNICIPALITY" communication plan has the following specific objectives:

- to introduce the project to all the relevant stakeholder;
- to reach and involve actively relevant stakeholders in the project activities through the website and other information tools such newsletter, newspaper;
- to create a strong community of Interest in project outcomes and finding that will last also after the end of the project activities;
- to raise awareness to improve access to health care (at isolated and deprived communities) in the cross border area"
- to raise awareness on prevention actions addressing the local population, the introduction of prevention policies and capacity building at Municipality level in the remote areas (developing tools-pilot applications to support their prevention policy),
- to provide a strong identity to "THE HEALTHY MUNICIPALITY" Project to stress its importance in primary and emergency health care;



- to focus since the beginning on maintaining a favorable reputation for "THE HEALTHY MUNICIPALITY " project and fro the Partnership promoting it;

The Communication plan will moreover accompany all the project phases:

1st phase - start up of the project, the aim of communication in the first months is to make the project known among the stakeholder, achieve them mainly through press releases, linked to the launching seminar of the project, organization of regional press conferences and events to present the project, the spreading of Project leaflet in other conferences and meetings.

2nd phase - implementation of the project, the aim of communication in this phase is to continuously raise the awareness level of the project among target group and stakeholders and widely spread project activities to the wide public, the constant updating of the project website, presenting the project in other conference and meeting, newspaper articles on the results obtained.

3rd phase - end of the project - the aim of the communication activities in this phase is to widely spread the project results through the final publication, the final conference, to distribute it to the target group, to capitalize and valorise the outcomes and the transferability of the activities implemented in other regions.

The communication and dissemination strategy will play a fundamental role thorough all the work packages and giving a contribution to the fulfillment of the INTERREG Cooperation Programme objectives. "THE HEALTHY MUNICIPALITY" project Communication plan will be reviewed also on the basis of the project's evolution and finding that could represent a possibility to add new dissemination and communication opportunities.

The basic structure of the Project's Communication Plan comprises: the message that the project wants to communicate, the audience to which the project is addressed, the communication activities of the plan (with detailed description of



each activity such as objectives and content of the activity to be taken in respect of each target group), the timetable of the activities, the basic obligation of the project partners which reflects the general approach of the EC to communicating the information, the monitoring and evaluation of the communication plan (with output and result indicators) aiming at securing the effective application of the communication action.

Concerning the information and publicity measures to be carried out,

Work Package (WP) 2 is dedicated to the information - public awareness of the project. Thus, objective of WP 2 is to install an effective and continuous communication that informs the public of the importance, impact and advantages of the project.

The publicity measures include:

- communication policy,
- logo,
- website of the project,
- flyers,
- brochures
- USB sticks of the Project,
- local Conferences,
- Opening and Closing Conference of the Project.

Specific Activities of Work Package (WP) 5 are dedicated to the information - public awareness to encourage the involvement of local stakeholders and wider public on health prevention activities:

The publicity measures include:

- Events,
- press releases,
- posters,



- tv spots,
- website publications,
- Flyers,
- Sessions on preventive issues

5.2 Communicating the project in general (WP2)

Information about "THE HEALTHY MUNICIPALITY" project will be spread through several channels in order to reach the different target groups using several communication tools also considering the project stages we already mentioned (start-up, implementation and end-phase). These tools should support the project from the beginning targeting communication activities to the needs and the Interest of the identified target groups.

5.2.1 Graphical Identity - Logo

Logo

First of all "THE HEALTHY MUNICIPALITY" project should be immediately recognizable by the wide public through a defined Graphical Identity composed of visual elements that aims to represent the Project. Identity is necessary to distinguish and evoke a favorable image of the project and create an atmosphere of shared value and identification among the partners. "THE HEALTHY MUNICIPALITY" graphical identity is composed by logo, fonts, colors and template to use in every presentation or text documents and external promotional materials. The good use of the graphical identity plays an important role to support an effective communication and dissemination of the Project. The logo of the Project of the Programme and the template for different documents (presentation template, minutes template, press release template, report template, etc.) will be downloadable from "THE HEALTHY MUNICIPALITY" web-site in a section accessible to the Partnership.



The use of the same template for documents, presentation and promotional materials by all the partners and involved actors is prominent in order to give a united impression of well identified image of the Project. According to the Information and Publicity Project Partners Guidebook¹, the Project logo constitutes an essential part of the visual identity and shall be used in all Project outputs.

All Project beneficiaries must use the following logo template.



The logo shall be used in ALL I&P material. This includes .doc, .pdf, .ppt or similar documents, as well as information made available by electronic means and audio-visual material.

Moreover, all project partners will also include the project title and logo in their websites.

Partners Responsible

PB5 is responsible partner to develop the project identity - logo of the project.

¹ Information and Publicity - Project Partners Guidebook, INTERREG V-A COOPERATION PROGRAMME GREECE-BULGARIA 2014-2020, Version 2.0, Dec. 2015



5.2.2 Project website

"THE HEALTHY MUNICIPALITY" website will be the most important tool and dissemination channel within the project and will provide all the necessary information on the project progress and achieved results. The web site will be established at the beginning of the project in order to widely spread information on "THE HEALTHY MUNICIPALITY" objectives, to disseminate publication and other outputs of the Project, to provide a useful tool for the actors interested to share ideas, solutions and expertise. The name of the website shall be short and memorable. It can run under its own Project domain (e.g. www.projectname.eu or www.projectacronym.eu) or alternative it can be part of an institutional website.

The website is conceived to be launched in English, which the official language of the Programme, with the possibility of using also the languages of the participating countries, Greece and Bulgaria. The Project's webpage must:

- refer to the Cooperation Programme and the EU co-funding. This includes a short description of the Programme along with the textual reference to the sources of financing. Both must appear on the homepage (front page) of the Project's webpage
- provide information about the Project, its nature, goals, procedures, activities, deliverables, benefits, expected results; also, the beginning and the end date of the Project and the amount of the Programme funds to be received
- include some basic information for the Partners and their contact details, also links to the partners' institutional websites
- have a category under which news and announcements of the project activities, meetings should be presented.
- have a category under which one can find the produced communication material such as: press releases, newsletters, posters, fact sheets,



photos). Also, there will be a newsletter sending mechanism in the website.

The website has to be linked with the Programme's website <http://www.greece-bulgaria.eu> (redirection via the Programme's logo that should be included in a prominent place). Also, there should be links to the following websites:

- the website dedicated to EU Regional Policy:
- http://ec.europa.eu/regional_policy/index_en.htm

According to the Information and Publicity Project Partners Guidebook, the website shall be kept online at least two years after Project closure².

There is also a need for a **disclaimer** on the bottom of the homepage that the material on the website does not necessarily reflect the official position of the EU, the Managing Authority, the Joint Secretariat and the participating countries. This disclaimer, according to the Information and Publicity Project Partners Guidebook should include the following: *"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat"*.

Also, there should be **links** at least to the following websites:

- the website dedicated to EU Regional Policy:
- http://ec.europa.eu/regional_policy/index_en.htm
- the Programme's website: <http://www.greece-bulgaria.eu>
- the institutional websites of the partners

The Project website shall be simple and clear.

² According to the Information and Publicity Project Partners Guidebook the mandatory 5 years operation of a Project's website starts from the contractual end date of a Project. In case of an audit check by a competent body (i.e. Second Level Control) the Project Partners must be able to prove that the Project site was operational for this period, that the data corresponded to the needs of the Project and of the Programme, and that all information and publicity requirements were met in accordance with the I&P Guidebook. Please communicate the website's expiry date to the Joint Secretariat (JS) and more specifically to the Communication Officer and the Project Officer at least four months before the expiration date.



The website will be accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C).

The website will have Social Media Buttons and will be connected to Google Analytics for the monitoring of traffic statistics.

The website will be regularly updated with news and information.

The address of the website should appear on any publication of the project.

The web site will include both a public and a private restricted area. The latter will be dedicated to the project Consortium, where it will be possible to share management's tools and to download reports and other partnership documents. Moreover, through an easy content management system, all the members of the Partnership will be able to update the contents of the website and constantly give their own contribution to the attractiveness and efficacy of the website.

The website will also enable the consultation of a virtual library containing the most relevant news, articles, and reference texts, best practices in INTERREG area and in other EU area focusing on healthy prevention. The virtual library will be constantly updated with the collaboration of all Consortiums and will be a virtual place to increase and share knowledge and expertise.

Partners Responsible

LP will be responsible of designing, feeding and animating the website, which will include information such as: the project description, its goals, results achieved, a calendar of events and meetings, the dissemination material and related news, etc.

Every partner will be responsible of providing information on their activities. The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents. The Intranet offers access to information



on the workflow of every document, which can be uploaded for review, and then approved and published.

5.2.3 Project Publicity Material- Flyer, brochure and USB sticks

5.2.3.1 Flyer

A flyer, on the project description, shall be published. The leaflet must be available in English, Greek and Bulgarian and must be uploaded in the Project's webpage.

The flyer concerns the description of the project, indicatively includes:

- a brief description of the project, background and its objectives
- a brief reference to the project partners,
- references to the body responsible for the information
- the main project activities and the expected outcomes.

The text of the flyer should be short, in two languages:

(Greek, English) for the Greek partner,

(Bulgarian, English) for the Bulgarian partner,

adjusting the logo of the project and the program funding.

Specifically, 2000 bilingual flyers should be produced in GR&EN and 2000 bilingual flyers in BG&EN.

The text of the flyer will be written in a simple style.

The basic specifications of the graphic design of the flyer:

Four color

- Triptych (dimension A4 open) (21*29,7)
- Paper velvet 150 gr or 170 gr
- Two thousand (2,000) pieces in total for each participating partner
- In printed and electronic form



The Flyer will be printed and it will also be available on the website of the project.

5.2.3.2 Brochure

According to the Information and Publicity Project Partners Guidebook, at least one leaflet/booklet, including the Project results, must be published. This leaflet/ booklet must be available in English, Greek and Bulgarian.

This obligation refers to the preparation of a project brochure. The booklet must focus on the project results as follows:

A brochure describing the project in a more complete way as well as the project results will be produced. The brochure will be available in English, Greek and Bulgarian.

The context of this brochure should include:

- the project partners,
- the project objectives,
- the project activities in analysis, focusing on innovative and crucial project activities
- the project outcomes and results in analysis

The brochure must focus on the project results as follows:

- The results of the studies & researches on morbidity and availability of health services
- The results on the clinical examinations
- The results concerning the e-tools
- The results of the local health prevention policy plans
- The networking of local health structures
- The supply of additional equipment for health centers
- The results of the pilot application in each area
- The setting up of a cross border lab on prevention and primary health policies



The text of the brochure should be comprehensive, adjusting the logo of the project, the EU and the program funding. Specifically, 4000 bilingual brochures (2000 in GR/EN and 2000 in BG/EN) for the project should be produced.

The technical characteristics of the brochure should be:

- 32 pages without the cover (32 pages + 4 covers)
- Four colors
- Size A4 (21*29,7)
- Paper velvet 150 gr for the interior and 320 gr for the cover
- Bookbinding
- Two thousand (2,000) pieces in total for each participating partner
- In print and electronic format (pdf)

The brochure should be also uploaded to the project website as well as to the Programme's webpage.

5.2.3.3 USB stick

This activity concerns the preparation of 2000 USB sticks (1000 GR/EN, 1000 BG/EN) with memory of at least 1 GB. The USB sticks will include basic information on the project (the project description, the partners, its objectives, a summary of the project deliverables & results).

The logo will be placed on the front of the stick.

Brochures, flyers and USB sticks should be in accordance with the regulations of the European Union about publishing measures. The flyers, brochures shall contain a clear indication on the title page of the European Union's participation and that of the European Regional Development Fund, as well as the Community emblem and the national flags of the participating countries. At the back page should also be written that the information material was published with the European Union's contribution. The content is in the exclusive responsibility



"name of the partner" and at no way can it be considered that it expresses the opinions of European Union.

All the above publicity material will be distributed to the seminars, conferences organized by the project partners.

Partners Responsible

PB5 and PB7 are responsible partners to develop one bilingual flyer, one bilingual brochure, and one bilingual USB stick, each.

- total flyers: 1 (GR/EN) flyer from the PB5 2000 copies and 1 (BG/EN) flyer from the PB7 2000 copies
- total brochures: 1 (GR/EN) brochure from the PB5 2000 copies and 1 (BG/EN) brochure from the PB7 2000 copies
- total USB sticks: 1 (GR/EN) USB stick from the PB5 1000 copies and 1 (BG/EN) USB stick from the PB7 1000 copies

5.2.4 Opening and Closing Conferences

At the beginning of the Project **an opening conference** has to be organized in order to make the Project known, to give high visibility of the project objectives, to receive positive feedback from the participants.

At the end of the Project **a closing conference** has to be organized in order to inform the public about the results achieved during the Project implementation.

The main objectives of the conference should be:

- the information of the participants on the project results
- the raising awareness of the participants local actors to continue the maintenance of the cross border lab on prevention and primary health policies in the area so as to continue the use of the tools produced by the project related to the prevention and primary health care policy.



Both conferences shall be addressed to the project partners, the general public, the local authorities in the whole area of the project, the bodies involved in any way in the health sector.

For each Conference, the following have to be organized:

- Speakers
- Invitations and agenda
- Preparation of the material for the participants
- Organization of a folder (with agenda, working material, pens, blocks, etc.)
- Catering
- List of participants
- Photo & Video coverage
- Support services (reception and secretarial support)
- Communication with agencies and media of both areas
- Press releases available in English, Greek and Bulgarian
- The location where the event is hosted must be marked with the logo for the duration of the event.

A vast communication, before and after each conference, is required with agencies and media, in order to give the widest possible publicity:

Before the conference

Inform local stakeholders to attend the event

Inform, local and surrounding area, Media

Send Revue Press Releases to the Journalists

Mobilizing groups who can act as multipliers in the communities they represent.

After the conference

Send Revue Press Releases to the Journalists

Send press kits to journalists who expressed interest but did not attend the event

Write an article about the event



Partners Responsible

PB6 is responsible for the opening conference (kick off) with contribution of all partners and PB2 for the closing conference with contribution of all partners.

5.2.5 Local Information Seminars

In the framework of the project 5 Local information seminars will be implemented in partner areas GR - BG for raising awareness of local people on the project's objectives.

The aim of each Local information seminar is to inform the local actors and the local population about:

- the project, its objectives
- the actions organized through the project and contributing to its purpose
- the expected results of the project

Each seminar shall be addressed to the local people, the local authorities, the local bodies involved in any way in the health sector. It would be important if at least 50 persons should attend the seminar.

For each seminar, the following have to be organized:

- Speakers
- Invitations and agenda
- Preparation of the material for the participants
- Organization of a folder (with agenda, working material, pens, blocks, etc.)
- Catering
- List of participants
- Photo & Video coverage
- Support services (reception and secretarial support)
- Communication with agencies and media of both areas



- Press releases (2), 1 before, 1 after the seminar
- The location where the event is hosted must be marked with the logo for the duration of the event.

Partners Responsible

LB, PB3, PB4, PB8 and PB9 are responsible to implement 5 Local information seminars in partner areas GR - BG.

5.3 Sensitizing local actors and local population on prevention activities (WP5, D.5.3 and D. 5.4)

5.3.1 Communication activities for applying common health policy plan targeting local population, health personnel, medical staff (D5.3)

In WP5 Local Prevention Policy Plans will be elaborated (PB2, PB5, PB7 are designing local health policy plans under common methodology elaborated by PB2), clinical exams of 600 persons in each of the areas of PB3, PB4, PB8, PB9 and 4 sessions for preventive health issues will be organized in the 4 project remote areas (Arriana, Iasmos, Krumovgrad, Momchilgrad).

In order to encourage the involvement of local stakeholders and wider public on the above health prevention activities and improving project's effectiveness, a series of communication activities (6) are foreseen in this WP, as follows:

1. (6) events,
2. (12) press releases,
3. (300) posters,
4. (4) tv spots,
5. (12) site publications,
6. (4800) flyers

Implemented by LP, PB3, PB4, PB7, PB8 & PB9, in 6 project areas (komotini, Arriana, Iasmos, Smolyan, Krumovgrad, Momchilgrad)



- targeting local population, health personnel & medical staff

A plan for the implementation of the above communication actions will be elaborated by LP

Each partner (LP, PB3, PB4, PB7, PB8 & PB9) will organize:

- an event for at least 50 persons

The thematic of each event will focus on:

- the information of the participants on the local health policy plans
- the information of the participants on the tools produced by the project
- the information of the participants on the clinical exams and the sessions for preventive health issues to be organized

Each partner (LP, PB3, PB4, PB7, PB8 & PB9) will produce 2 press releases (in total 12 press releases).

The tv spots will be produced by PB3, PB4, PB7: PB3 1 tv spot, PB4 1 tv spot, PB7 2 tv spots (in total: 4 tv spots)

The posters, the site publications and the flyers will be produced by PB3, PB4, PB8, PB9 as follows: by 75 posters each (in total 300 posters), by 3 site publications each (in total 12 site publications), by 1200 flyers each (in total 4800 flyers).

Partners Responsible

LP is responsible for the elaboration of the plan for the implementation of the communication actions

LP, PB3, PB4, PB7, PB8 & PB9 are responsible to organize 1 event and 2 press releases each.

Also,

PB3, PB4, PB7 are responsible to create tv spots (PB3 & PB4 by 1 tv spot each, PB 7: is responsible to create 2 tv spots.



PB3, PB4, PB8, PB9 are responsible to publish posters, site publications and flyers (each: 75 posters, 3 site publications, 1200 flyers)

5.3.2 Sessions for preventive health issues (D5.4)

In activity 5.4 "Pilot application in each area", (except from the clinical exams), more than 4 sessions on health prevention attitudes e.g. on healthy living nutrition - diets -exercise or programs for the local population coupling light exercise with other activities etc. will be organized in the 4 project remote areas (Arriana, Iasmos, Krumovgrad, Momchilgrad), the areas with the most difficulties of access to the health system where significant part of the population doesn't treat adequately, the early diagnosis of the diseases is highly low and the prevention is almost missing. That 4 sessions will be for preventive health issues, like counseling on healthy living: e.g. nutrition, diets, exercise etc., establishing public sport facilities - initiatives, offering light sport programs to the population, organizing programs for the local population coupling light exercise with other activities e.g. sightseeing, environmental awareness etc in each of the areas of CB area. The sessions for counseling on healthy living etc (4 different sessions in each area) foreseen will lead to the awareness of a significant part of the population of each area at health prevention.

Many diseases are related to people's lifestyle. For example, according to the international bibliography on cardiovascular disease, prevention of cardiovascular disease is indeed effective, and it is estimated that the elimination of behaviors associated with an increased risk of cardiovascular morbidity, especially those related to lifestyle, would at least avoid 80% of cases of cardiovascular disease.

Sessions (group and individual) are very important for changing the behavior of the population and adopting habits that help to prevent illness and improve health.



There are three main benefits to group sessions: the first is that the individual does not feel alone, but instead he finds that there are others who have the same problems, they have similar thoughts and fears.

The second advantage is that each member accepts and provides support to the other members in their joint effort.

Thirdly, all members share their experiences. They listen to a specialist but also they hear suggestions from people with whom they can be identified more easily and so to dare to make changes.

In the present activity, 4 seminar sessions for each area are foreseen, of 25 individuals each, targeted at sensitive population groups (diabetics, people with heart diseases, cancer patients, women, etc.).

At least one dedicated doctor will attend each session. The duration of each session will be at least 4 hours. A key element of the session is the active participation of the attendees. Also, each session can be accompanied by a light fitness program, exercises, light sport program, etc.

The thematic of the sessions should be selected on the basis of the area's morbidity. However, indicative thematic sessions are listed below:

1. Recommendations on lifestyle habits as a means of preventing cardiovascular disease
2. Programs to Prevent and Treat Diabetes Mellitus: Combining Diet and Exercise
3. Guidelines for the prevention and the early diagnosis of certain types of cancer
4. Guidelines for prevention - early detection of breast and cervical cancer
5. Adolescence and Depression: Symptoms - Prevention - Treatment.

The cost of the sessions for each partner involved is not described in the Application Form (or in Job). It is included in activity 5.4 in the planned clinical exams of 600 persons in each area, in the external activities, so each partner should determine it.



Partners Responsible

PB3, PB4, PB8, PB9 are responsible to organize 4 sessions (at least) each, for preventive health issues.

5.4 Total Publicity measures over the project

The "HEALTHY MUNICIPALITY" project publicity measures include:

- 1 communication policy,
- 1 Logo,
- Website of the project,
- 4000 flyers,
- 4000 Brochures
- 2000 USB sticks,
- 5 Local Conferences,
- Opening and Closing Conference of the Project.

In addition, since scope of the Communication Strategy is the dissemination of project objectives and results, in order to encouraging the involvement of local stakeholders and wider public in project activities and to improving project's effectiveness, 6 communication activities are also foreseen in WP 5 "Designing Local Prevention Policy and Pilot Testing"-activity 5.3, in 6 project areas (komotini, Arriana, Iasmos, Smolyan, Krumovgrad, Momchilgrad):

- events,
- 12 press releases,
- 300 posters,
- 4 tv spots,
- 12 site publications,
- 4800 flyers.



Also, in activity 5.4 "Pilot application in each area" more than 4 sessions on health prevention attitudes e.g. on healthy living nutrition - diets -exercise or programs for the local population coupling light exercise with other activities etc. will be organized in the 4 project remote areas (Arriana, Iasmos, Krumovgrad, Momchilgrad), the areas with the most difficulties of access to the health system where significant part of the population doesn't treat adequately, the early diagnosis of the diseases is highly low and the prevention is almost missing.

As to the initial steps of the timetable, the project Logo and the website will be prepared during the first months of the project implementation. Over the next two months, the Information material, and the Opening Conference will take place. The anticipated project results are going to be promoted at the level of the whole Programme area, at national and regional level by the project website, the information material, the conferences, the publicity material.

To sum up, these two WPs (WP2 and WP5) help the project to achieve the pursues on designing local health policy plans, on organizing communication actions for applying common plan in project areas, on applying pilot applications (diagnostic and clinical exams for vulnerable groups, health prevention sessions) to support prevention policy.

The project's Communication activities shall comply with the Regulation (EC) 1303/2013.



6. TIMETABLE OF THE COMMUNICATION ACTIVITIES

No.	ACTIVITY	CONTENT	PBs INVOLVED	TIMETABLE		COMMENTS	DELIVERABLES
				From	To		
1	Del 2.1	Communication policy	LB	10/2018	10/2018		1 Document
2	Del 2.2	Project website	LB, PB5	12/2018	11/2019	LB develops, PB 5 contributes to designing and maintenance	1 Web portal
3	Del 2.3	Publicity material	PB5, PB7	12/2018	11/2019		2X2000 flyers 2X2000 brochures 2X1000 USB sticks
4	Del 2.4	Kick off and closing conferences	PB6, PB2	➤ PB6 ➤ PB2	01/2018 09/2019	All PBs join	2 Conferences



5	Del 2.5	Local information seminars in partner areas	LB, PB3, PB4, PB8, PB9	<ul style="list-style-type: none"> ➤ LB ➤ PB8 ➤ PB3 ➤ PB9 ➤ PB4 	11/2017-11/2019		5 seminars
6	Del 5.3	Designing and applying communication actions for applying common plan in project areas	LB, PB3, PB4, PB7, PB8, PB9	02/2019	07/2019	Local communication activities	<ul style="list-style-type: none"> • 6 events, • 12 press releases, • 300 posters, • 4 tv spots, • 12 site publications, • 4800 flyers.
7	Del 5.4	Pilot application in each area	LB, PB3, PB4, PB8, PB9	02/2019	07/2019	PB3, PB4, PB8, PB9 implement sessions	<ul style="list-style-type: none"> • 4 sessions



7. BASIC OBLIGATION OF THE EC TO COMMUNICATING THE INFORMATION

INTERREG V-A Greece - Bulgaria 2014-2020 communication strategy is mainly based on strengthening dissemination through the internet.

All the partners will act as the "HEALTHY MUNICIPALITY" ambassador in the wider Cross - border and European public. The "HEALTHY MUNICIPALITY" project will take advantage of the following:

- the participation to the partnership of Local Authorities and relevant stakeholders and exploitation of their contacts databases for the dissemination of project's objectives and results.
- other organisations having a direct or indirect link with the Healthy sector and universities active in sector.
- Greek and Bulgarian authorities participated in the partnership have a regular and official social dialogue on prevention healthy services issues.

Web-based communication has been selected as the main dissemination channel. An interactive website is under development, where all project reports and deliverables will be made accessible. In addition, the website will run for the duration of the project plus at least two years after its ending as a project management and dissemination tool. Through the Internet, messages shall be delivered to targeted audiences in an accurate and punctual way. Several tools - listed under section as follow. Communication activities will be used to guarantee an up-to-date dissemination of the project.

According to the Information and Publicity Project Partners Guidebook- Interreg V-A Cooperation Programme - Greece Bulgaria 2014-2020, "THE HEALTHY MUNICIPALITY" logo should be used in each template, documents and promotional materials together with INTERREG V-A logo and EU logo as following:





Also, there will be an explicit reference to EU contribution, including a reference to the relevant financing sources. e.g. The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

In general, all the rules including to the Information and Publicity Project Partners Guidebook, will be respected.

8. MONITORING AND EVALUATION OF THE COMMUNICATION PLAN (WITH OUTPUTS AND RESULTS INDICATORS)

The evaluation of the communication plan should be done in accordance with quality indicators. It is always useful to set up specific measure indices from the beginning. By comparing the indices with the final results, we achieve a real and correct measurement of project's achievements.

Index	Outputs	Results
Dissemination Material	<ul style="list-style-type: none"> • 24 Press Releases (including press releases of conferences, local seminars, communication act. 5.3) • 4.000 flyers (including flyers of activities of WP2 and act. 5.3) 	With this dissemination material it is estimated that at least, the 70% of the total population of the participating Municipalities will be informed, i.e. about 45.000 people.



	<ul style="list-style-type: none"> • 4.000 brochures • 2.000 USB sticks • 300 posters • 12 site publications • 4TV spots 	
<p>Web site</p>	<p>1 web site</p>	<p>It is estimated that at least, the 30% of the total population of the participating Municipalities will be informed, i.e. about 19.000 people</p>
<p>Events</p>	<ul style="list-style-type: none"> • 5 local information seminars in partner areas (2GR- 2BG) 	<p>5* 50 =250 persons. It is estimated that 250 persons will attend the local information seminars</p>
	<ul style="list-style-type: none"> • 1 kick off conference 	<p>50 persons</p>
	<ul style="list-style-type: none"> • 1 closing conference 	<p>50 persons</p>
	<ul style="list-style-type: none"> • 6 events (activity 5.3) targeting local population, health personnel, medical staff, local authorities etc. 	<p>6*50=300 persons It is estimated that 300 persons will attend the 6 events</p>
	<ul style="list-style-type: none"> • 16 sessions for preventive health issues 	<p>16*25 = 400 persons It is estimated that 400 persons will attend the sessions for preventive health issues</p>



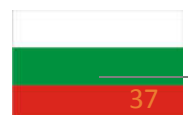
9. TABLE WITH ALL COMMUNICATION ACTIVITIES

COMMUNICATION ACTIVITIES				
ACTIVITY	DELIVERABLE	LANGUAGE	PARTNER	BUDGET
Del 2.1 Communication policy	1 Document for the Communication policy	EN	LB	LB: 3.581,00€
Del 2.2 Project web site	1 Project web site	GR - BG- EN	LB	LB: 10.168,00€
Del 2.3 Publicity material	<ul style="list-style-type: none"> • Logo • Flyers (2*2000 GR - BG) • Brochures (2*2000 GR - BG) • USB sticks (2*1000) 	GR - BG	PB5 and PB7	PB5: 16.747,66€ and PB7: 13.490,00€ Total: 30.237,66€
Del 2.4 kick off and closing conference	1 kick off and 1 closing conference	GR - BG	PB6 (kick off) with contribution of all partners and PB2(closing), with contribution of all partners	PB: 1.935,00€ and PB6: 3.000,00€ Total: 4935,00€
Del 2.5 local information seminars	<ul style="list-style-type: none"> • 5 local information seminars in partner areas • 5 Press lease for the events 	GR - BG	LP, PB3, PB4, PB8, PB9	LP: 3.721,60€ PB3: 2.451,00€ PB4: 2.445,00€ PB8: 2.148,00€ PB9: 2.148,00€ Total: 12.913,60€
Del 5.3 Designing and applying	<ul style="list-style-type: none"> • 6 Local events • 4tv spot 	GR - BG	LP, PB3, PB4, PB7, PB8, PB9	LP: 5.527,00€ PB3: 3.960,00€



<p>communication actions for applying common plan in project areas (with reference to local specificities) (targeting local population, health personnel, medical staff)</p>	<ul style="list-style-type: none"> • 300 Posters • 4800 Flyers • 3 press releases • 12 Site publications • document of study for designing and applying communication actions for applying common plan in project area 			<p>PB4:3.260,00€ PB7:6.900,00€ PB8: 2.733,00€ PB9: 3.233,00€</p> <p>Total:25.613,00€</p>
<p>Del 5.4 Pilot application in each area</p>	<ul style="list-style-type: none"> • 4 sessions for preventive health issues 	<p>GR - BG</p>	<p>LP, PB3, PB4, PB8, PB9</p>	<p>LP: 4.107,00€ PB3: 45.879,00€ PB4:45.879,00€ PB8: 30.453,00€ PB9: 30.453,00€</p> <p>Total: 156.771,00€</p>

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme



ANNEX 1

PROJECT DESCRIPTION

Project objectives and description of the work packages

Current provisioning of health services in the remote cross-border areas primarily focuses on coping with emergency cases and not on their prevention. This means low level of health services & degradation of the quality of life of the local population, high costs of health services both for the local population and for the provisioning of health services at the service providers. Considering these problems the overall objective of the proposed project is the designing and introducing of prevention policies at Municipality level to the remote CB areas. As such the project pursues on investigating morbidity causes, development of population morbidity maps and formulation of policies for its reduction, on investigating the access to and the degree of needs' coverage of health services in partner areas, on locating vulnerable groups and taking measures for enhancing their prevention support (diagnostic exams, standard protocols for treatment of incidents), on developing tools (patient cards, digital alert system, additional equipment for health centers, networking local health structures), on designing local health policy plans, on organizing communication actions for applying common plan in project areas, on applying pilot applications (diagnostic and clinical exams for vulnerable groups, health prevention sessions) to support prevention policy. A series of activities contribute to the mainstreaming of the project results in the CB area. The project's objective contributes to the program priority specific objective 8 «To improve access to primary and emergency health care (at isolated and deprived communities) in the cross border area” by the implementing of prevention actions addressing the



local population, the introduction of prevention policies and capacity building at Municipality level in the remote areas (developing tools-pilot applications to support their prevention policy), by setting up a CB lab on Municipal health prevention.

The overall objective of the project is to develop preventive health policies at Municipality level in the Cross Border Area. To this purpose a number of actions will be implemented seeking to record the morbidity characteristics of the project intervention area, develop appropriate tools and apply tailor made actions to mitigating occurrence of diseases in the areas of the project intervention.

The specific sub-objectives of the project are:

- 1) Investigating the morbidity causes in the project areas
- 2) Formulating policies on the reduction of morbidity
- 3) Investigating the access to and the degree of needs' coverage in health services in the partner areas
- 4) Locating vulnerable groups and taking measures for strengthening the support for diseases' prevention
- 5) Developing tools for improving the efficiency of the local health prevention systems
- 6) Designing local health policy plans for the involved areas
- 7) Applying pilot actions to supporting health prevention policies.

The project is constituted by six Work Packages to guarantee the correct implementation of the planned activities:

1- Project Management and Coordination

Project foresees the establishment of a Steering Committee with the aim to guarantee the efficiency and correct administrative and financial management,



assuring the continuous surveying of the project progress, by monitoring and evaluation procedures.

2- Communication and Dissemination

Project develops a communication plan acting on two different levels:

Internal Communication: activities to enable constant information flow within the partnership.

External Communication: actions to disseminate the projects outputs and results towards the socio-economic and institutional target groups through the Local information seminars in partner areas.

3- Stocktaking

Identifying socioeconomic characteristics of the population, morbidity, coverage of the area on health services. In WP3:

1. will be conducted desk analysis on population socioeconomic characteristics and operating health infra structure for each area (4 areas in total), under common specifications.
2. carry out researches on perceived morbidity (morbidity ressentie), on the access to and the degree of needs' coverage of health services in partner areas (4 areas) addressed to 1000 persons in each area, under a common methodology, for the sample and for the research.
3. will be conducted medical and diagnostic exams to 500 persons per area for identifying diagnosed morbidity (morbidity diagnostiquée) under common methodology, for the sample and for the research.
4. will be prepared Synthesis Reports for each partner area and for the entire cross border area
5. will be conducted the designing digital maps on morbidity and health infrastructure.



4- Developing Tools - Early Warning System

The preparation of Developing Tools - Early Warning System for the effective management of health information and the effective response of health services. In WP4:

1. will be set up examination protocols in partner areas upon most frequent diseases.
2. All partners are contributing to the creation of a digital data base in each area with patient cards and digital alert system.
3. will be prepared Digital municipal health platform in each area
4. will be proceed to the supply of additional equipment for health centers,
5. will be organized 1 seminar each for the networking of the local health structures and prepare digital networking.

5- Designing Local Prevention Policy and Pilot Testing

The designing of local prevention policy and pilot testing. In WP5:

1. will be designed local health policy plans under common methodology
2. will be contributed to setting up common cross border prevention plan for pilot testing
3. will be organized communication actions (1 per partner) for applying common plan in project areas (with reference to local specificities) targeting local population, health personnel, medical staff,
4. will be implemented pilot applications (clinical exams of 600 persons in each of the areas of GR- BG and 4 sessions for preventive health issues, like counseling on healthy living: e.g. nutrition, diets, exercise etc., establishing public sport facilities - initiatives, offering light sport programs to the population, organizing programs for the local population coupling light exercise with other activities e.g. sightseeing, environmental awareness etc in each of the areas GR- BG).



6- Evaluation and Mainstreaming

The evaluating of the results and the mainstreaming of the project. In WP6:

1. will be contributed to Evaluating the results of pilot application at local level,
2. will be prepared a synthesis report on problems and good practices of pilot application in the entire cross border area,
3. will be proceeded to the adapting of local plans to the results of the pilot applications (action plan, expenditure analysis, sources of financing, time table),
4. all PBs will prepare the setting up cross border lab on prevention and primary health policies.

List of Project Partners

All partners have the institutional and financial capacity to implement the project. Most of the partners directly influence local/regional/national policies. PB2 as important research and innovation actor for the health sector advising public administration, LP, PB3, PB4, PB5, PB7, PB8, PB9 as policy actors in their areas, PB6 as a Unit of the Ministry of Health.

1. AN.RO S.A, Regional Development Agency of Rodopi , (GR), LP, www.anro.gr
2. Aristotle University of Thessaloniki - Special Account for Research Funds - Department of Economics, (GR), PB2 www.auth.gr
3. Municipality of Arriana, (GR), PB3, www.arriana.gr
4. Municipality of Iasmos, (GR), PB4 www.iasmos.gr
5. Agency for Transnational Training and Development, TRANSCOOP, (GR), PB5 , www.transcoop.gr
6. Regional Health Inspectorate, (BG), PB6, www.rzi-haskovo.org
7. Association of Rhodope Municipalities, (BG), PB7, www.arm-bg.net
8. Municipality of Krumovgrad, (BG), PB8, www.krumovgrad.bg
9. Municipality of Momchilgrad, (BG), PB9, www.momchilgrad.bg

