



Joint Action Health Workforce
Planning and Forecasting

Information on further dissemination



*Plenary Assembly meeting,
Tuesday, March 24th*

*Work package 2
Zuzana Matlonova
Ministry of Health, Slovakia
Judith van den Broek
European Health Management Association*



Funded by
the Health Programme
of the European Union

WORK PACKAGE 2

- to facilitate coherent, effective and sustainable external communication of the JA and to ensure that its objectives, activities, results and deliverables are known to all identified stakeholders and wider audience on European, national and regional level.
- Stakeholders are of crucial importance in this process:
 - Be informed and promote JA and its results
 - Provide feedback
 - Involvement in meetings
 - Involvement in WP's
 - Involvement in Knowledge Broker network



INTRODUCTION

- Knowledge Brokers Network

- what was done so far in brief and what are the plans for future

- Dissemination Strategy and use of the channels

- what was done so far in brief and what are the plans for future



KNOWLEDGE BROKER NETWORK

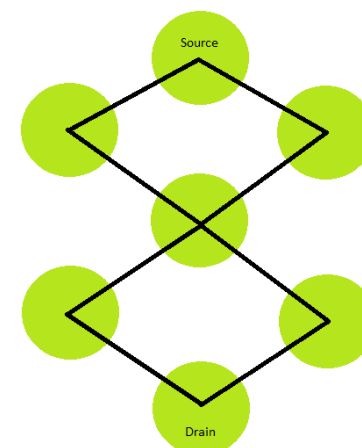
- starting and expanding the network of In-country knowledge brokers (KB)
- involving associated partners and recruiting the knowledge brokers in their MS
- involving collaborating partners and recruiting the knowledge brokers in their MS
- starting the professional network of the knowledge brokers
- managing the knowledge brokers' network



KNOWLEDGE BROKER NETWORK

(what was done so far)

Activity	Work Package	Date
Suggesting experts	6	June 2013
Stakeholder analysis survey	2	July 2013
Suggesting experts	6	March 2014
Mobility Data Mapping survey	4	October 2014
Checking Stakeholder analysis	2	October 2014



KNOWLEDGE BROKER NETWORK

(plans for the future)

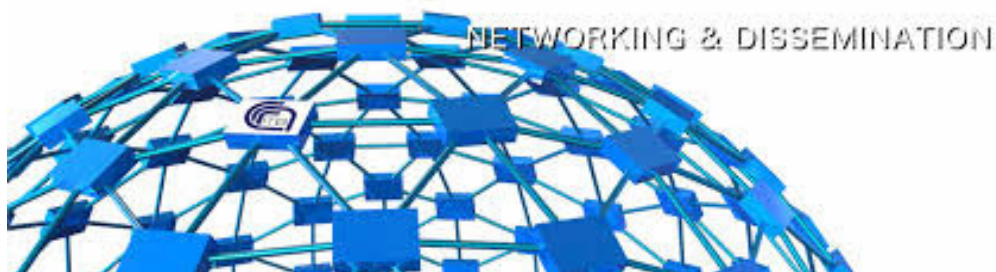
Deliverables	Work Package	Date
HWF data gap analysis	4	Sept 2014 – May 2015
User guidelines on qualitative methods (D061)	6	Spring/Summer 2015
Report on future skills and competences (D062)	6	Spring/Summer 2015
Chapter and web content on qualitative methods (D063, D083)	6	Spring/Summer 2015
Additional stakeholder analysis (D023)	2	Summer/Fall 2015

DISSEMINATION PLAN

- *Dissemination plan as the main strategy for dissemination*

FOCUS MAINLY ON:

- **Joint Action Stakeholder**
- **Dissemination strategy**
 - *Objectives and milestones*
 - *Dissemination channels*
- **Dissemination deliverables and their use in the JA**



DISSEMINATION STRATEGY

(what was done so far)

Channel	Additional information
Logo & housestyle	available on Sharepoint and on our website www.euhwforce.eu
Stakeholder analysis Part II	Analysis of quantitative data
Newsletter	Every 3 months
E-mail mass communication	Information on meetings of JA
Conferences	First JA conference in Bratislava, Second JA conference in Rome
Leaflets	available on Sharepoint and on our website www.euhwforce.eu
Social media	Twitter @EU_JAHWPF
Knowledge brokers network	overall management, webinars, communication

DISSEMINATION STRATEGY

(plans for future)

Channel	Additional information
Website	slides to follow
Dissemination of major JA products	D041, D042, D052, D061, D062
Stakeholder analysis Part III	Analysis of qualitative data
E-mail mass communication	Information on meetings of JA
Newsletters	Every 3 months
Conference	Third JA conference in Bulgaria
Distribution of HWF guide	Dissemination to partners and stakeholders
Professional editor	Professional editor was hired to help us in improving quality of our major deliverables and HWF Guide
Policy briefs	WP 6 policy briefs to be produced

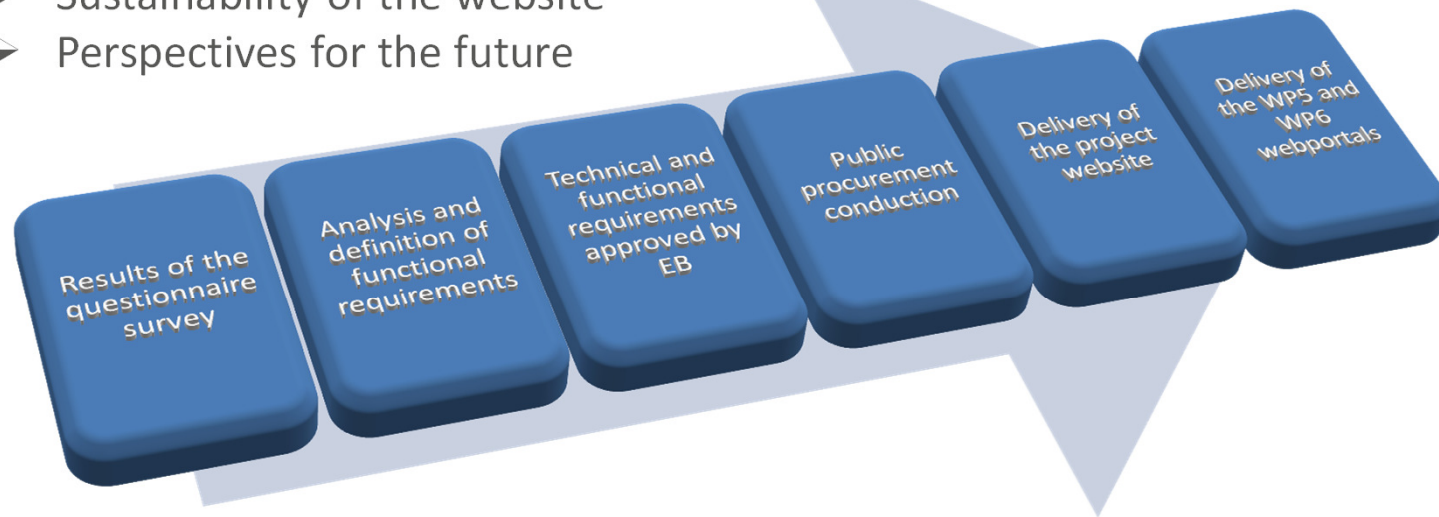
DISSEMINATION DELIVERABLES



WEBSITE

Joint Action official website development process:

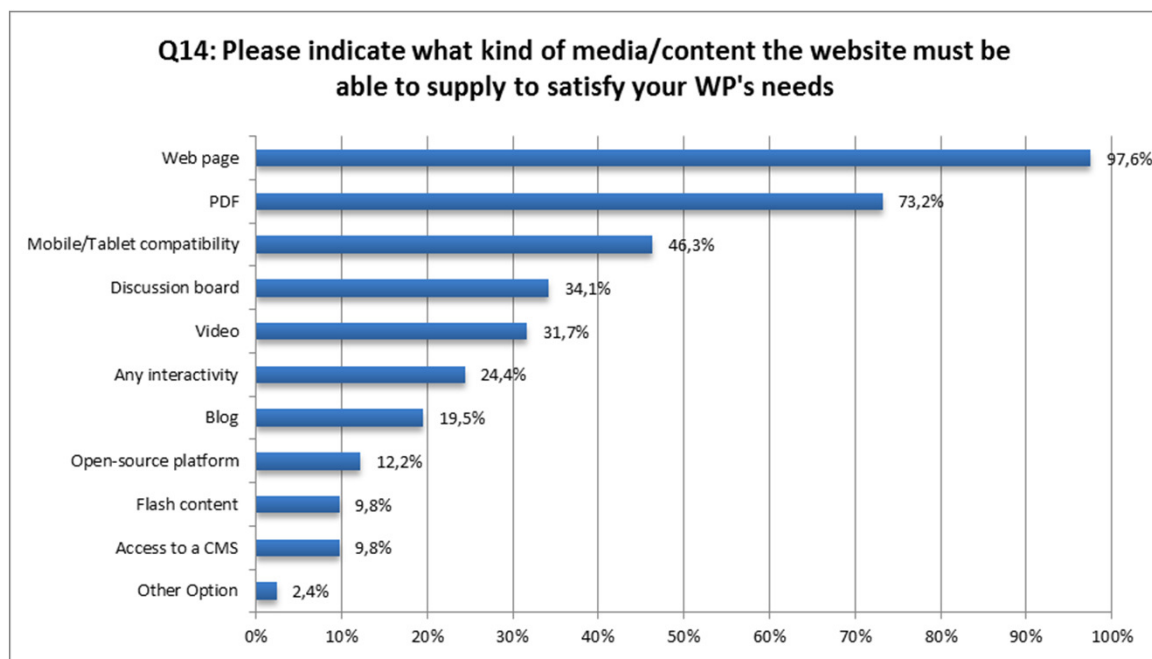
- Analysis and definition of functional requirements
- Results of the questionnaire survey
- Functional requirements of WP5 and WP6
- Requirements regarding technical functionalities
- Front end of the new website
- Sustainability of the website
- Perspectives for the future



RESULTS OF THE QUESTIONNAIRE SURVEY

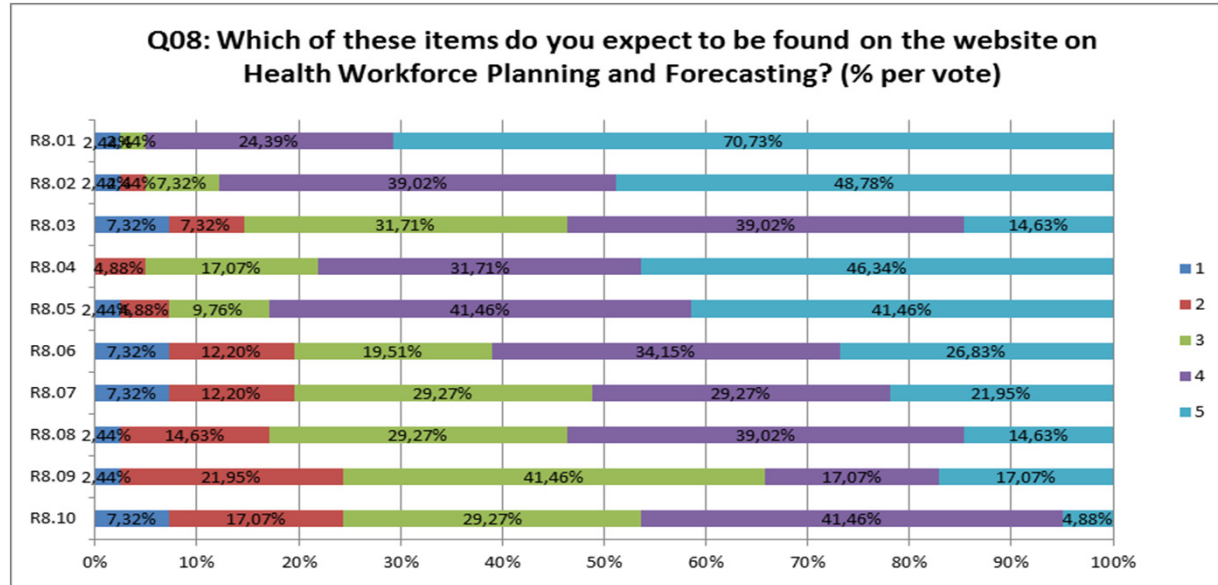
The aim of the questionnaire:

- to understand the internet and technology literacy
- desired content of the website



Source: Functional and technical requirements document

RESULTS OF THE QUESTIONNAIRE SURVEY



Source: Functional and technical requirements document

Chart key

R8.1: Dissemination of information through downloadable documents and webpages

R8.2: Downloadable items ready to be used in presentations and official documents

R8.3: Informative videos and other multimedia

R8.4: News on the results of the JA HWF and of the pilot studies

R8.5: A regular newsletter informing on the state of play of the project and on related news

R8.6: An easy tool to submit questions and get timely answers from technical experts

R8.7: A tool to interact with other users of the platform (policy makers, technical experts, public servants)

R8.8: The option to publish articles and thoughts based on personal experience using the HWF Planning practices

R8.9: Tools for data manipulation and application of statistics formulas

R8.10: Presence of a tool allowing people to build content in a collaborative way, like in Wikipedia



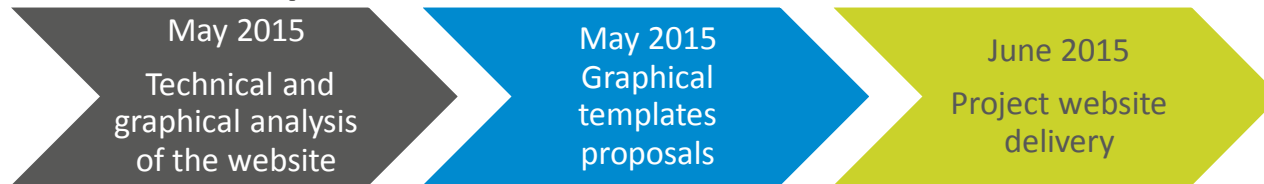
Funded by
the Health Programme
of the European Union

TIMEFRAME OF THE NEW WEBSITE

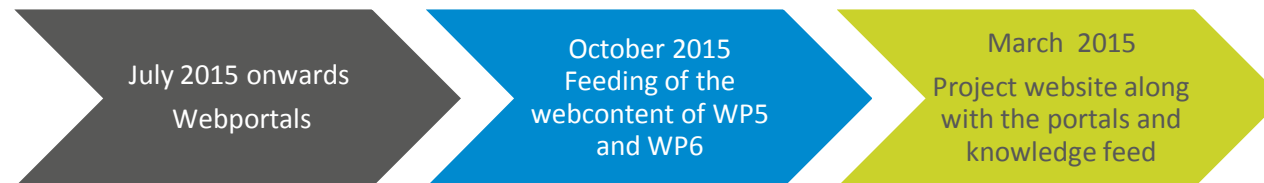
Administration process



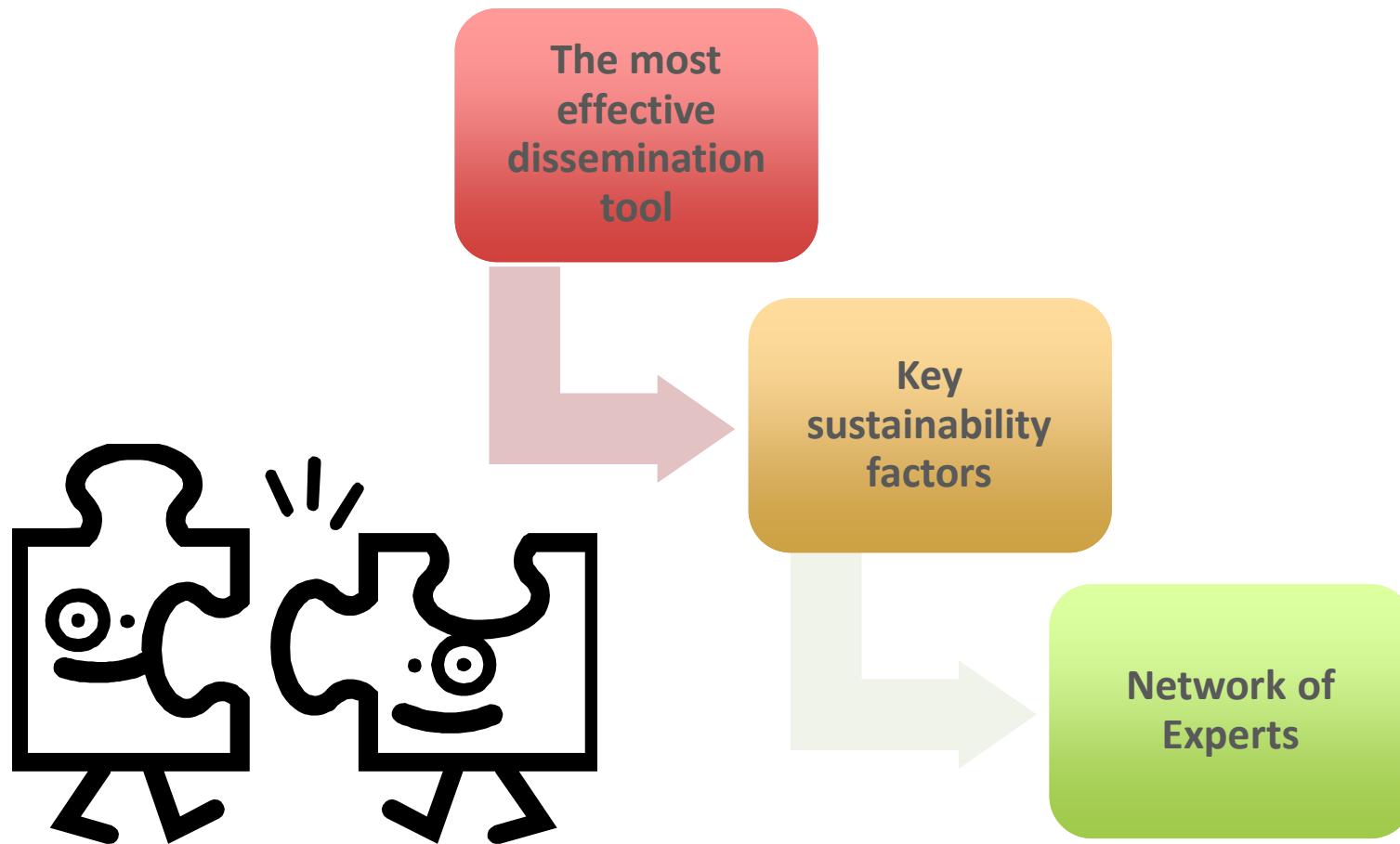
Realization process 1



Realization process 2



SUSTAINABILITY OF THE JOINT ACTION THROUGH DISSEMINATION TOOLS



DISSEMINATION STRATEGY

Main plans and challenges

- selecting most appropriate dissemination channels for each deliverable
- website development
- website: interactive portals qualitative and quantitative planning
- contribution webcontent of Final Health Workforce Guide
- communication and knowledge contribution JA conference Bulgaria
- strengthening knowledge brokers networks (in-country and professional)
- Stakeholder analysis; qualitative data, conclusions and recommendations
- Policy briefs
- coverage of the JA at EU & WHO level, synchronising the agendas to strengthen the knowledge base and support sustainability



Conclusion

- **Knowledge Brokers Network**
 - Crucial hub of knowledge dissemination
 - Strengthening platform for 2-way interaction
- **Dissemination strategy**
 - Customize dissemination per deliverables
 - Website development
 - Stakeholder analysis to develop and implement Joint Action outputs into practice
 - Building a strong coverage with other platforms



We encourage all the partners and stakeholders to help us with dissemination of JA outputs and results via their internal organizational channels.

