

Quality Action: Logo and visual identity

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Logo and visual identity

➤ First proposal:



Logo and visual identity

➤ Second proposal:



Quality Action

Improving HIV Prevention in Europe

Logo and visual identity

➤ Third proposal:



Logo and visual identity

1.



2.



3.



Quality Action: Communication & Dissemination

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Content

- **Work and activities of WP2: Dissemination**
- **Website**
- **Stakeholder analysis**
- **Newsletter**
- **Leaflet**
- **Your role in WP2**

WP2 activities



- 1) Visual identity
- 2) Dissemination strategy
- 3) Stakeholder analysis
- 4) Website and stakeholder platform
- 5) Dissemination materials
- 6) Information exchange with other networks and agencies
- 7) Publish & promote project results
- 8) Final Conference

Key partner:



Website

- www.qualityaction.eu
- **Three different parts:**

Public website

*Public access -
Wider audience/
all interested
stakeholders*

Partner section

*Restricted access -
Quality Action
project partners*

Stakeholder platform (WP6)

*Restricted access -
Project partners &
Tool implementers*

Website – Public website



[Home](#)

- Latest News
- Newsletter
- General info
- Attractive!

[What is Quality Action?](#)

- The project
- Aims & Objtvs
- Structure
- Partners (per country)

[Why Quality Action?](#)

- Context & arguments
- Role of quality in HIV prevention

[QA/QI tools](#)

- What is QA/QI
- Examples of QA/QI approaches

[Charter](#)

[Policy Recommendations](#)

[Events](#)

➤ *Help us promote the website!*

Website – Partner section



- Uploading and downloading of important project documents and files: Archive function
- Directly accessible from Quality Action website
- Email notifications

➤ *Visit regularly!*

Website – Stakeholder platform



- Linked to WP6 (and WP5)
- Open to Quality Action partners + trainers + people involved in programs and projects who will apply the tools
- Discussion forum + Q&A
- Sharing files and documents
- Stay up to date of developments and progress
- Overview latest activities per email ➤ ***Get involved!***

Stakeholder mapping & analysis



- **Aim:** *To develop our communication strategy and targeted dissemination activities*

- **Group of identified stakeholders:**
 1. Participatory programs and projects;
 2. Other networks and projects;
 3. International organisations;
 4. Scientific community;
 5. EU policy makers;
 6. National policy makers;
 7. Target group organisations;
 8. PLWH organisations

- **Add in organisations and contacts**
in June 2013

- **Update regularly**

Stakeholder analysis



Type of Stakeholder	Interest in JA QHP	Importance to success	Rationale to Engage	Incentives to Engage	Further dissemination
<ul style="list-style-type: none"> • Participatory networks • Other networks • International org 	<ul style="list-style-type: none"> • High • Moderate • Low 	<ul style="list-style-type: none"> • High • Moderate • Low 	<ul style="list-style-type: none"> • Knowledge • Political • Awareness 	<ul style="list-style-type: none"> • Promote work • Share learning • EU-wide initiative 	<ul style="list-style-type: none"> • High, network • Moderate, website • Low, individual

➤ *Fill in the stakeholder analysis template in June*

Stakeholder mapping process



Between June – September:

- **Step 1:** Mapping exercise
- **Step 2:** Contact potential stakeholders to inform them of Quality Action + ask if they want to be kept up to date
- **Step 3:** After confirmation, forward your list to EuroHealthNet

! *This exercise can be used as an initial mapping of people who might be interested to apply QA/QI tools*

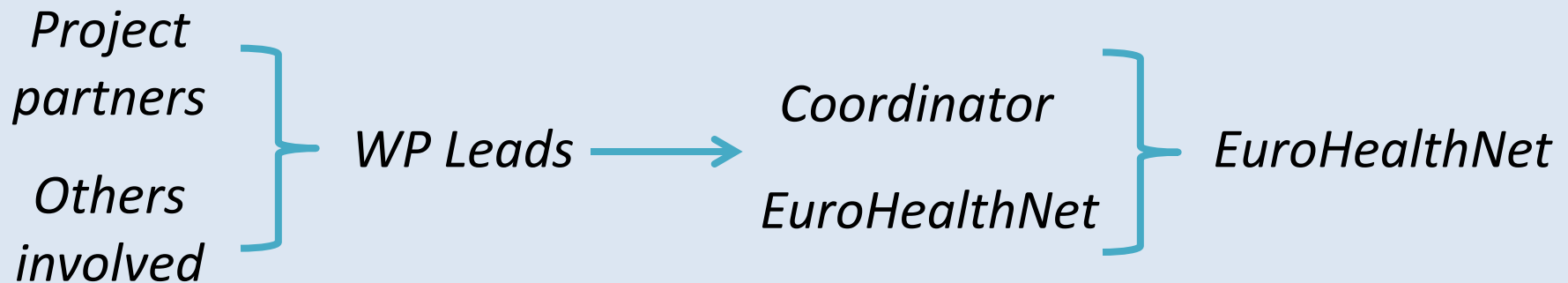
Newsletter



- Internal newsletter: 4 x year
- External newsletter: 2 x year

} *Flexible*

➤ Process:



Collect info

Summarise + edit

Collect + format

Send out

Leaflet

- **Content:**
 - What is Quality Action?
 - Activities (different WPs)
 - Contact info
 - List of partners involved

- Short leaflet with a long shelf-life
- Format: fit in normal sized envelope

- Ready in September

Purpose of WP2

- **Support the** HIV projects/organisations applying the tools;
- **Facilitate participation** and training;
- **Promote** the integration of policy recommended statements and actions at EU and national level;
- Promote **adoption** of the “Charter for Quality in HIV Prevention”

Products and deliverables

- QA/QI **tools** electronic and paper incl. **guidelines**,
- QA/QI expert **training modules** incl. facilitator's manual
- **e-learning package**

- Practical **application of the QA/QI tools**, incl. agreed quality principles - FAQ
- **Charter** for Quality in HIV Prevention
- Recommended **policy statements/strategic actions** and supporting methods

- Updated **materials in various languages**
- **Database** of intermediary networks, programs and projects

How can you help?

- ❖ **Dissemination:** make results and deliverables known
- ❖ **Support participation and training for professionals;**
- ❖ **Advance and contribute** to the increase of number of programs/projects using QA/QI
- ❖ **Promote** the integration of **policy recommended statements at national level;**
- ❖ Promote and **support adoption** of the “Charter for Quality in HIV Prevention”.

Timeline & next steps

June

- Development logo, banner, leaflet, templates, website
- Start stakeholder analysis

July

- Logo ready

August

- Leaflet + banner + Word and PPT templates ready

September

- Launch website

End year:

- Stakeholder analysis report

Other key moments and peaks

- Communication established with networks, participating programs – **September 2013**
- Relevant conferences and other EU meetings - **tbc**
- QA/QI tools ready for use – **February 2014**
- E-learning package – **May 2014**
- Policy Kit and Charter for QHP – **Sept/Oct 2015**
- Core materials for practical dissemination in different languages – **September 2015**

Thank you!

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