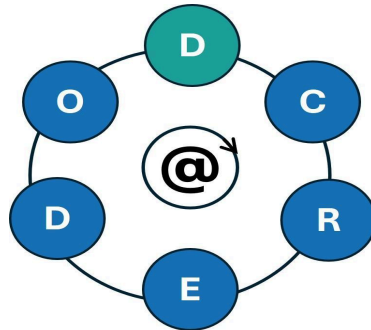# D-CREDO

Digital Health Technologies-Augmented Clinical Reasoning Education

2024-1-PL01-KA220-HED-000247790

D5.1 Project website and dissemination strategy
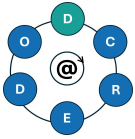
Deliverable number	D5.1
Delivery date	November 30, 2024
Status	Draft
Authors	Elske Ammenwerth & Michelle Bindel (UMIT TIROL)

Document Revision Table

Version	Date	Author(s)	Organization	Comments
0.1	2.9.24	Elske Ammenwerth	UMIT TIROL	First draft prepared
0.2	3.9.24	Elske Ammenwerth	UMIT TIROL	Updated draft
0.3	4.9.24	Elske Ammenwert	UMIT TIROL	Update after online kick-off-meeting
0.4	12.9.24	Elske Ammenwerth	UMIT TIROL	Updated Logo and EU regulations for communication & dissemination
0.5	1.10.24	Elske Ammenwerth	UMIT TIROL	Corrected #DCREDO, updated layout according to new template
0.6	30.10.24	Michelle Bindel	UMIT TIROL	Described SM-strategy
0.7	11.11.2024	Elske Ammenwerth	UMIT TIROL	Added Summary
0.8	18.11.24	Elske Ammenwerth	UMIT TIROL	Revised based on several comments

Summary

Objectives: This document presents the dissemination and sustainability strategies for the D-CREDO project. The primary objective is to maximize engagement from all partners and associated partners, expand the outreach of project outcomes, and provide reliable, high-quality content to the public.

Approach: Developed in accordance with the Grant Agreement regulations, this document draws on insights from other European projects. Input and validation were provided by all partners.

Results: The D-CREDO dissemination strategy centers around the project website and regular social media updates. Project results will also be shared through workshops, presentations, and scientific publications. A special emphasis is placed on public deliverables, which will be available on the project website. All partners are committed to actively participating in these dissemination activities.

Conclusion: The dissemination efforts aim to make D-CREDO's outcomes visible and accessible to both educators and researchers.
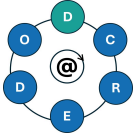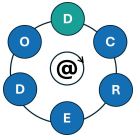
Table of Contents

Introduction and Objectives

The overall objective of the D-CREDO Dissemination and Sustainability Plan include:

✔ Ensuring maximum participation of all partners and associated partners within the project scope.

✔ Achieving good outreach for the project results to a diverse audience on regional, national and international levels.

✔ Delivering transparent, reliable, and high-quality content to the public.

Corresponding to the D-CREDO project goals, the specific objectives of this Dissemination and Sustainability Plan are:
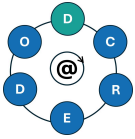
1. Build a community around the Learning Units: Our first specific objective is to disseminate our project results in a way that specifically addresses our identified target groups and motivates them to become part of the community and engage in our planned dissemination events. (O4)
2. Develop a realistic strategy for sustaining the results and infrastructure of the project beyond its lifetime, involving stakeholders from our various associated partners and target groups to maximise impact. Our dissemination strategy will allow us to establish collaboration with our target groups and prepare them to contribute to the development of the sustainability strategy. This specific objective is in line with the goals of the project to assure sustainability of the project results around a community of engaged stakeholders (O4)
3. Publish open access papers in order to increase the visibility of and promote evidence-based educational practice developed by the project. This contributes to another of the general objectives of the project (O3).

Target audience

Our primary audience of D-CREDO and thus of dissemination activities includes health profession students and educators (with an emphasis on physicians and nurses/paramedics).

Our secondary audience comprises curriculum designers, university administrators, researchers in medical education, and developers of digital health tools and educational software.

On a broader scale, our outreach targets the general public, with a special emphasis on patients and clients of healthcare services - essentially, everyone who stands to gain from the digital transformation in health professions education.

We will also directly engage students by integrating mentions of the D-CREDO project into our teaching activities. Notably, elective courses focused on health profession technologies present ideal opportunities. Moreover, we will facilitate the project's promotion through student organisations, such as the local branches of IFMSA.

Overview on activities

The planned dissemination activities are summarized in Table 1 and will be detailed later on.

Table 1: D-CREDO dissemination activities M2 – M36.

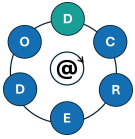| Dissemination Activity	Purpose & Audience	Key information
Project website	Inform & engage project partners and wider educational community	Objectives, activities & outcome of the project
Social media	Inform & engage wider educational community, build networks	Activities & progress updates
Conference presentations & workshops	Engage wider educational community	Progress on the project & outcomes
Scientific papers	Inform scientific educational community via scientific publications	Scientific output
Deliverables	Inform educational community about activities and outcomes	Progress & outcomes

Erasmus+ Project Results Platform

The Erasmus+ project results platform will be kept up to date with completed results of the project as required by the grant agreement of this project. The project page on the platform (http://ec.europa.eu/programmes/erasmus-plus/projects/) will be managed by the coordinator (JU) to ensure completed deliverable reports are uploaded to the account.

The material will remain hidden until the completion of the project.

EU logo and EU disclaimer for dissemination

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) (Figure 1):
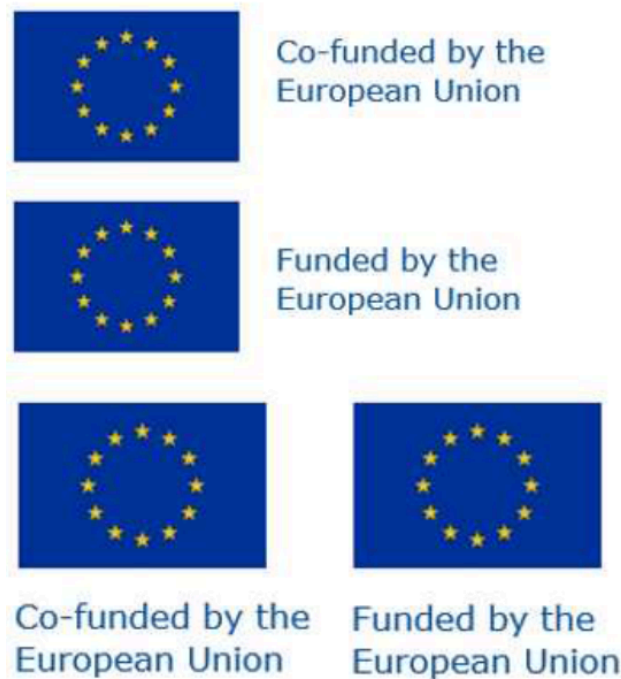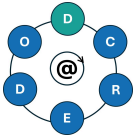

Figure 1: EU logos. These EU logos are available here:
https://drive.google.com/drive/folders/1zoybkjPVqIKOrrZBwcBg3SOiLLv_9lM7

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. **Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.**

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

Co-funded by the European Union. Views and opinions expressed are however those of the author or authors only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System. Neither the European Union nor the entity providing the grant can be held responsible for them.

Project logo

During the first project online meeting, the partners chose the following project logo (Figure 2). This logo is available in various formats on the D-CREDO repository.
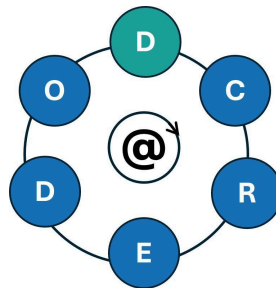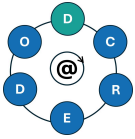

Figure 2: D-CREDO project logo.

Used colour codes:

 #1771B6

 #1BA199

Document templates

D-CREDO documents templates have been prepared in line with Erasmus+ requirements for the following document types:

- Project Deliverable
- Attendance Sheet
- General Word Template
- General Powerpoint Template (4:3 format and 16:9 format)

As poster presentations can be quite specific, no template is provided for posters.

Project website

The D-CREDO website is located at: https://d-credo.eu

It was established in M2 and will be maintained by Instruct and UMIT TIROL.

It will be updated regularly and contain the following information:

- background and objectives
- partners
- activities
- public deliverables
- information and photos of consortium events
- list of public materials
- contact details of coordinator
- EU financial support logo

The access to the website will be monitored on a monthly basic by Instruct.

Social media strategy

This strategy aims to increase the visibility of the project, facilitate knowledge transfer, and expand the project network by leveraging existing contacts and reaching new stakeholders through regular communication. Supported by UMIT, all partners will participate in posting and sharing information in suitable formats into their professional social media networks.

We will make use of our networks of contacts and research collaborations and also involve our institutional social media channels. We will leverage social media, actively highlighting new advancements and broadening our circle of online contacts to increase the newsfeed reach.

Hashtags that may be used in postings: *#DCREDO, #ClinicalReasoning, #VirtualPatient, #CaseBasedLearning, #AI, #DigitalTools.*
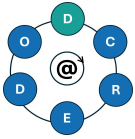
Based on an analysis of the social media activities of all partners (see Table 2), the following social media platforms were chosen: ResearchGate, LinkedIn, Facebook and YouTube.

Table 2: Overview on social media platforms used by partners.

Social media platform	Used by partners?	Chosen for D-CREDO	COMMENT
LinkedIn	Yes, by most	**Yes**	Reaches researchers, educators and healthcare professionals
ResearchGate	Yes, by most	**Yes**	Reaches researchers
Facebook	Yes, by some	**Yes**	Reaches educators, professionals, students
YouTube	Yes, by some	**Yes (if video material is available)**	Researchers, educators and students
Twitter	Only by some	No	
Instagram	Mainly private	No	
WhatsApp	Mainly private	No	
Reddit	Mostly not	No	
Pinterest	Mostly not	No	
Discord	Mostly not	No	
SnapChat	Mostly not	No	

A new LinkedIn page has been established (see Figure 3). It serves as a central hub for project-related posts. Regular updates will be scheduled, with a plan to post at least every two weeks, covering project progress, deliverable publications, and other relevant content. Additionally, calls-to-action will be incorporated to encourage readers to interact with the posts by commenting, sharing, and liking.
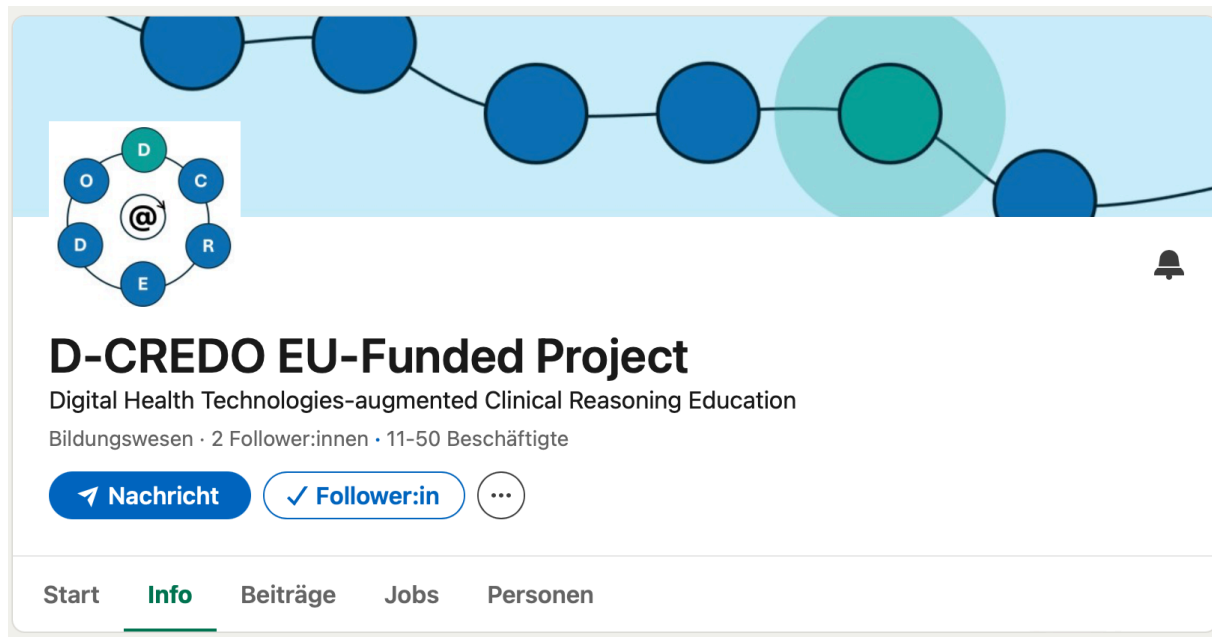
Figure 3: D-CREDO LinkedIn Page.

We will also create a Facebook group that will also serve as a central hub for project-related posts from all partners where the strategy and content is similar to LinkedIn.

The social media content will focus on key project topics to keep the community consistently informed:

- Project Activities: Regular updates on current activities and progress, such as new research findings, partner meetings, and deliverable status.
- Completed Deliverables: Posts will be shared for each deliverable, including a brief description of its relevance and applications.
- Results and Findings: Published results and new insights will be highlighted to maintain interest in the project's progress.
- Partner Contributions: Posts from partners will be collected and shared regularly, emphasizing the diversity and collaborative nature of the project.
- Meet our Partners: This type of post is designed to highlight the project partners, their expertise, and their contributions to the project.
- Conference Updates: These posts focus on sharing key updates, insights, and experiences from conferences, showcasing the project's engagement with the broader scientific community.
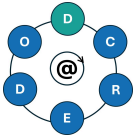
To maximize the reach of posts, all partners and associated partners will be encouraged to share project-related content on their own profiles and pages. Partners and associated partners will be asked to regularly share project posts in their networks to enhance visibility. For key milestones, partners are encouraged to create short posts that provide insights, which can then be shared through the LinkedIn project page, our Facebook group, or their own pages. Additionally, posts that relate to specific partner activities should tag those partners to engage their networks and utilize their reach. Each partner will also designate a Social Media Coordinator who will serve as the point of contact for UMIT regarding social media responsibilities, including sharing and posting. Figure 4 summarized this strategy.
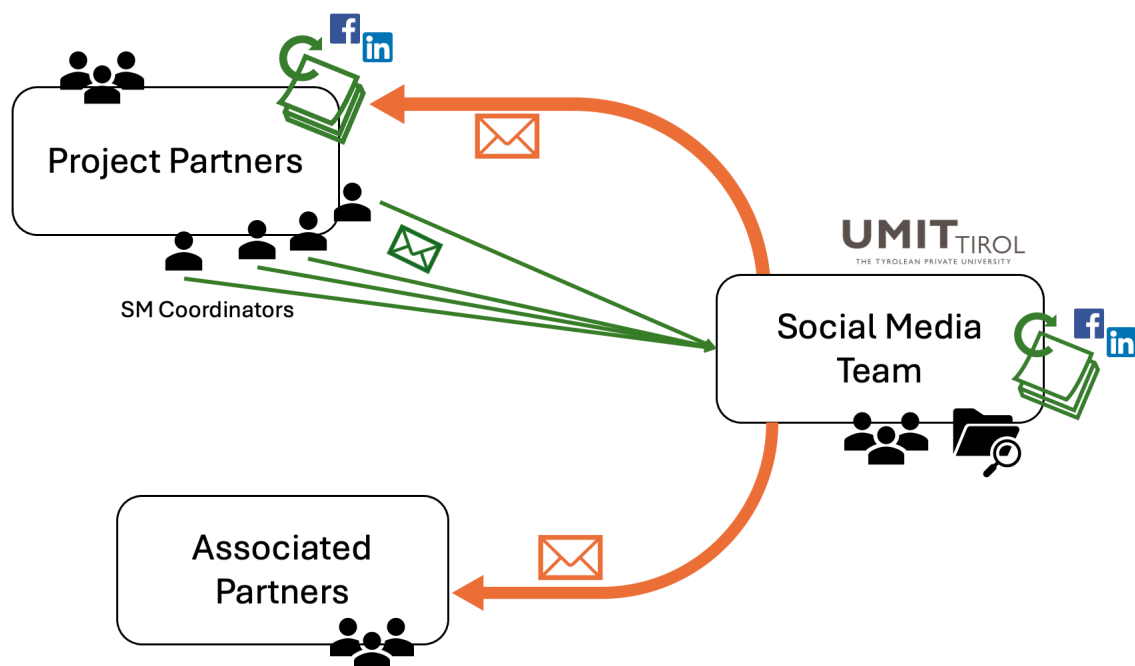

Figure 4: Social media strategy within D-CREDO.

ResearchGate can be a valuable platform to amplify the visibility of a scientific project, connect with other researchers, and share findings within the academic community. We will leverage ResearchGate by sharing publications; if the project results in any published papers or conference proceedings, we will upload them to ResearchGate. This not only increases the reach of each publication but also helps to build a documented research trail of the project's contributions. Additionally, we will engage the community by utilizing ResearchGate's feature that allows users to ask questions, either generally or directed at specific projects. We will invite questions related to the project and respond to any queries, which can generate valuable discussions and feedback on the research.

If the project includes video content, we can leverage YouTube to increase visibility and engage a wider audience.

The success of social media activities is measured by "Increase in number of social media contacts and interactions ≥10% (measured based on the status of selected profiles declared at the start of the project in M3)". In November 2024, social media activity data (including "contacts" and "followers" were collected from the partners. The data shows good networking of some D-CREDO members in social media, while others are not so active. These available social media contacts will be used to disseminate D-CREDO results (e.g. by sharing D-CREDO postings).

Conference Presentations & Workshops

D-CREDO results will be promoted in scientific conferences and by organisation of workshops and by networking with other researchers and educators.

Among others, D-CREDO presentations are planned at leading international conferences like AMEE (attended by 4000 participants annually) and SESAM in the area of medical education and clinical reasoning research.
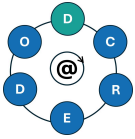
We will also disseminate our findings via national medical associations and conferences, e.g. the German Medical Association, the Dutch Association for Medical Education, and the Medical Education Forum in Poland.

Furthermore, we aim to tap into related sectors, like medical error prevention through entities like SIDM, and the health informatics community like EFMI and the Medical Informatics Europe (MIE) conferences.

To captivate the general public, we will host events at partner institutions, particularly 'science fairs' (e.g. JU organises a "Festiwal Nauki" outreach event annually in May). These events are designed to immerse a diverse audience in scientific subjects, often through hands-on booths, live demos, and lectures.

We will also target popular blogs and other services that aim at translating scientific research (e.g. cogbites.org, "Po Prostu Nauka", etc).

All partners will engage in preparing and attending conferences and local/national meetings. All partners are obliged to inform UMIT on all presentations, indicating type of presentation, type of conference, date, title, author, and PDF of the presentation. This information will then be used to update the website and to prepare further dissemination activities.

Scientific Papers

We will publish project results in open access papers to disseminate results in scientific journals.

Among others, we will target peer-reviewed medical education journals such as Medical education, BMC Medical Education, Medical Teacher, GMS Journal for Medical Education, as well as those focusing on medical errors like BMJ Q&S, Diagnosis.

We will also target health informatics journals like JMIR, BMC Medical Informatics and Decision Making, Health Informatics Journal.

UMIT will coordinate and support planned publications by partners, support them to identify suitable journals, provide support for dissemination of published papers (e.g. via social media, ResearchGate etc.) and monitor feedback on publications.

All partners will engage in preparing and attending conferences and local/national meetings and contribute or lead the development of scientific articles.

D-CREDO publication rules and a shared publication repository have been developed in M3 to coordinate and organize joint publications.

Documentation of dissemination activities

All dissemination activities are documented in a shared dissemination document.

Where adequate, dissemination activities from this list will be shared by social media postings. This will be coordinated by UMIT TIROL with the social media representative by the partner institution.

Major activities will also be described in a blog post and added to the D-CREDO website news. This blog will be written by the partner institution and shared by UMIT TIROL.

Project Deliverables

All project implementation deliverables from WP2-WP5 will be published on the project website (Table 3). Project management deliverables, because they contain sensitive financial details, are confidential and reported internally. Social media will be used to disseminate the availability of Deliverables and other project results.

Table 3: D-CREDO Deliverables.

Deliverable	Responsible Partner	Date of publication	Channels of Dissemination

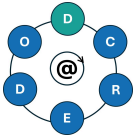|			
D2.1 Rapid review report	EMC	30/11/2024	Project website, social media
D2.2 Set of learning Objectives	EMC	28/02/2025	Project website, social media
D2.3 White Paper on educational model	EMC	31/05/2025	Project website, social media
D2.4 Best Practice Guideline	EMC	30/06/2027	Project website, social media
D3.1 Report: Blueprinting of learning units and virtual patients	Instruct	30/09/2025	Project website, social media
D3.2 Student Learning Units	JU	31/03/2026	Project website, social media
D3.3 Teacher Learning Units	UMIT	30/06/2026	Project website, social media
D3.4 Refined learning units	Instruct	30/06/2027	Project website, social media
D4.1 Targeted Needs Assessment	BSMU	30/11/2024	Project website, social media
D4.2 Set of evaluation tools	BSMU	30/09/2025	Project website, social media
D4.3 Pilot study plan	BSMU	30/06/2026	Project website, social media
D4.4 Evaluation report	BSMU	28/02/2027	Project website, social media
D5.1 Project website and dissemination strategy	UMIT	30/11/2024	Project website, social media
D5.2 Annual dissemination report	UMIT	30/09/2025 30/09/2026 31/08/2027	Project website, social media
D5.3 Sustainability strategy	UMIT	31/08/2027	Project website, social media

Sustainability

As many D-CREDO members are active researchers in health professions education, the resources developed and the data collected in the project constitute precious material for future studies. The research outcomes will be published in journals and become part of academic promotion (e.g. as PhD theses), thereby attracting sustainable research-driven attention that is expected to lead to further updates and quality improvements.

A potential source of income for maintenance is also a subscription model for additional services - like advanced learning analytics of the training materials or non-standard integration of the tools in the technical infrastructure of external institutions interested in using the educational resources developed by the project

We will integrate LUs into the curricula of partner institutions and associated partners, where feasible, beyond the lifetime of the project. We will follow the established method of incorporating LUs into the curricula at partner institutions by either replacing outdated LUs in

the curriculum that address similar LOs with D-CREDO LUs or leveraging opportunities of curricular reform to advocate for the addition of new LOs and corresponding LUs to the curricula. A good opportunity for this is through elective courses (e.g. at JU, the number of elective courses is increasing within the new, more flexible curriculum). We will follow the local institutional processes of assigning and validation of ECTS for LUs. Once the LUs are in curricula, a cycle of development/refinement typically develops, that is part of partner institutions' existing maintenance and quality improvement processes. The partner institutions will be involved in the preparation process for a sustainable integration of the LUs into curricula and their ongoing maintenance. In collaboration with all partners UMIT will facilitate the integration of the LUs into faculty development programs and student curricula.

UMIT will lead the project discussion on a sustainability strategy and involve all partners, associated partners and other stakeholders into the discussion. As part of this strategy, associated partners are invited to, and some regularly participate in, the consortium's online project meetings. During the kick-off meeting held in Kraków on 5-6 November 2024, the project consortium invited selected associated partners to explore opportunities for involving external partners in unfunded project-related activities. This effort resulted in drafting an engagement letter outlining specific actions and soliciting preferences for involvement, which was circulated to all associated and newly acquired partners from 18-20 November. The data collected will inform future engagement strategies to ensure the project's sustainability beyond its funding period.
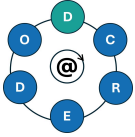
WP5 will develop plans for motivating and incentivising potential users of the LUs to register and complete the activities in order to increase the uptake of the project and in-line with the pedagogical model developed in WP2. This will include a D-CREDO LU participation certificate (which will extend the DID-ACT certificate) to testify the completion of students and teachers in our LUs.

Long-term integration into curricula

Sustainability is, among others, indicated via long-term integration of LUs into curricula. However, changing the curriculum can sometimes take a long time and requires top-level decisions. We want to monitor this progress and describe intended or executed integration into curricula at the end of the project.

For this, integrating LU into curricula at partners and associated partner institutions will be monitored and described in a long-term integration plan. This long-term integration plan will be part of the final report D5.3 and will describe, among others:

- LUs integrated (or planned to be integrated)
- Reasons for selecting this LUs

- Description of study program and learners
- Technical integration and resources needed
- How the LU is used and integrated
- State of integration (planned, in preparation, already conducted)
- Experiences with integration

This long-term integration plan is part of the long-term sustainability planning of D-CREDO.

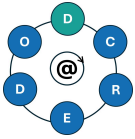# Obligations of partners

All D-CREDO partners are obliged to:

✔ Promote the project and the project's web presence via its own websites and networks.

✔ Use logo and document templates for all external communication as required.

✔ Provide pictures, documents and a short description of all D-CREDO related events for disseminations.

✔ Actively contribute content (such as blog entries) to the website and to social media (at least one blog entry twice a year).

✔ Publish open access journal papers (one per partner).

✔ Active participation in a scientific conference (poster, oral presentation) or organisation of a local workshop (once per year per partner).

✔ Organize outreach events (one per partner).

✔ Planned the long-term integration of LUs into curricula.

Outcome Indicators

Table 4 describes the outcome indicators of all D-CREDO dissemination and sustainability activities that have been described before.

Table 4: Outcome indicators for D-CREDO dissemination activities

Indicator	Target Value	Comment
# visits to website	5.000	M1-M36
# blogs posted on LinkedIn	36 (minimum 2 / month)	M1-M36
# views of LinkedIn blog posts	1.000	M1-M36

# visits to white paper	200 500	in year 2 in year 3
# visits to Best Practice Guideline	50	M35-M36
Increase in number of social media contacts and interactions ≥10%		measured based on the status of selected profiles declared at the start of the project in M3
#Presentations or publications	10	M1-M36
# participants in multiplier and dissemination events	120	All events together

In addition, qualitative feedback will be collected via the following ways:

   Feedback on clarity, relevance, and effectiveness of our website

   Feedback on clarity, relevance, and effectiveness of our website and on our posts

   Feedback on relevance of information from participants at dissemination events

   Feedback from readers of our publications

Regarding sustainability, the desired long-term impact is to increase the number of curricula that explicitly teach CR augmented by digital health tools. Table 5 defines additional indicators for this long-term impact:

Table 5: Outcome indicators for D-CREDO sustainability activities

Indicator	Target Value	Comment
Plan describing partner and associate partner's commitment to continuing the project and its objectives beyond its initial lifespan	Report available	M36
Long-term integration plan (see chapter "sustainability" above for details)	Report available	M36