



TAME

Training Against Medical Error

561583-EPP-1-2015-1-KZ-EPPKA2-CBHE-JP



Dissemination Strategy

Deliverable number D 5.2

Action Number -

Delivery date -

Status (draft)

Authors Aristotle University of Thessaloniki (AUTH), Karaganda
State Medical University (KSMU)



Co-funded by the
Erasmus+ Programme
of the European Union



TABLE OF CONTENTS

1. INTRODUCTION	3
1.1. The objectives of a Capacity Building in Higher Education project	3
1.2. Key objectives of TAME	3
1.3. Principles and key objectives of Dissemination Strategy	4
2. IMPLEMENTATION OF DISSEMINATION STRATEGY	4
2.1. Identifying TAME target audience	5
2.1.1. Target audience and corresponding dissemination levels	5
2.2. Networking and clustering activities	6
2.3. Reporting of dissemination activities	7
3. DISSEMINATION INSTRUMENTS	7
3.1. Website	7
3.1.1. User authentication	7
3.1.2. Website online tools	7
3.1.3. Project web address	8
3.1.4. Information to be published and user authentication	8
3.2. Acknowledgement of Erasmus+	9
3.3. Visual Identity (logo) of the project	9
3.4. Leaflets-Posters	10
3.5. Press releases	10
3.6. Events and meetings	10
3.7. Public deliverables	11
3.8. Scientific Conferences and Publications	11
4. MONITORING OF DISSEMINATION STRATEGY	11
4.1. Indicators of progress and their measurement	12



1. INTRODUCTION

1.1. The objectives of a Capacity Building in Higher Education project

Projects funded through the programme “Capacity Building in Higher Education” strand aim to support the modernisation, accessibility and internationalisation of higher education in the eligible Partner Countries. This contributes to the development of sustainable and inclusive socio-economic growth in Partner Countries and should ensure development and EU external actions objectives and principles, including national ownership, social cohesion, equity, proper geographical balance and diversity.

Capacity Building Projects are transnational cooperation projects based on multilateral partnerships primarily between higher education institutions (HEIs) from Programme and eligible Partner Countries financed through the above mentioned instruments. They can also involve non-academic partners to strengthen the links with society and business and to reinforce the systemic impact of the projects.

CapacityBuilding Projects aim to support the modernisation, accessibility and internationalisation of the higher education field in the eligible Partner Countries. They also aim to support eligible Partner Countries to address the challenges facing their higher education institutions and systems, including those of quality, relevance, equity of access, planning, delivery, management, governance.

The successful implementation of joint cooperation projects contributes to cooperation between the EU and the eligible Partner Countries (and amongst the eligible Partner Countries) and promotes voluntary convergence with EU developments in higher education. In parallel, multipartnership projects promote people to people contacts, intercultural awareness and understanding.

1.2. Key objectives of TAME

TAME overall objective is to introduce innovative pedagogy methods that will provide training for students against medical error (TAME). The specific objectives of TAME include:

- a. The development of a Virtual Patient methodology based on virtual case histories to enable future physicians to avoid most common medical errors in the diagnostic and therapeutic process on a safe environment, before exposure to real patients;
- b. The transfer of knowledge and experience from the institutions which have already gone through a successful implementation of learning methods in paediatrics, develop Paediatric (modules) in each institution as exemplar studies;
- c. The use of experiences gained in the exemplar study to create similar resources in different clinical attachment areas in each institution;



- d. the use of related networks e.g. the supra-regional ePBLnet, MEFANET, and other medical education networks to create, share and disseminate these multi-lingual, multi-cultural resources aimed at avoiding or decreasing medical errors.

TAME will innovate curricula towards teaching and learning in safe environment and closer to the needs of the real practice, where medical errors occur. With achievement of TAME's objectives, a great need for the changes in the national healthcare systems will be fulfilled. The training methodologies will be improved, in order to minimise morbidity and mortality resulting from medical errors. Thus, healthcare costs will decrease, the quality of therapy will increase and the public trust in physicians and medicine will be enhanced. TAME's view is multidimensional.

The multidimensional approach can be used also after TAME's period in restructuring campus-based teaching towards closer relevance to clinical practice and with patient safety central to undergraduate medical education. The resulting innovated medical curricula will be consistent with the efforts of the accreditation councils for graduate medical education as well as of the national expert medical associations.

1.3. Principles and key objectives of Dissemination Strategy

The purpose of the present document is to define and structure the TAME Dissemination Plan and to outline the associated responsibilities of the partners which will be undertaken by project partners during and beyond the project lifetime in order to ensure high quality dissemination of project scope and outputs.

A clear dissemination plan is established in TAME in order to ensure that the maximum level of dissemination is agreed, and mechanisms and tools are established across the partnership to capture the work in progress and depict the results progressively. The dissemination plan is aimed to identify and organize the activities to be carried out throughout the project in order to promote its action, outcomes and results and make them widely known to the community and interested parties. The project includes activities that entail structured cooperation, exchange of experience and good practices, which will need to be communicated using appropriate resources to relevant stakeholders.

The key objectives of the TAME Dissemination Plan is to promote awareness on the project's outcomes and to ensure maximum impact of the project both during its evolution and after the end of it. CapacityBuilding Projects are expected to have a long term structural impact on the systems, organisations/institutions and individuals in the eligible Partner Countries. Projects will have to demonstrate their innovative character, the impact and sustainability of their results and how they intend to maintain or develop the outcomes. Projects may demonstrate that they build upon the results of previous EU funded projects, such as those under the former Alfa, Edulink, Erasmus Mundus and Tempus programmes.

The first section of this document refers to key objectives and principles of the project. Then, the principles



of the partnership dissemination strategy are presented by defining the target audience, the objectives of the dissemination, as well as, the responsibilities of the partners. In the third section it presents the available instruments for communication and dissemination and finally, issues related to monitoring of the dissemination plan.

2. IMPLEMENTATION OF DISSEMINATION STRATEGY

2.1. Identifying TAME target audience

Capacity Building Projects are mainly targeted to participating organisations from Partner Countries. The activities and outcomes described in the proposal must be geared to benefit the eligible Partner Countries, their higher education institutions and systems.

In addition, the Capacity Building in the field of higher education may also benefit from the involvement of associated partners. These organisations (for instance non-academic partners) contribute indirectly to the implementation of specific tasks and support the dissemination and sustainability of the project. TAME contributes to the cooperation between EU and PCMUs through sharing and joint creation of new innovative educational resources. It will foster intercultural awareness and understanding through adaptation of virtual patient cases in each Partner Country Medical University to its local healthcare culture and sharing the experience with other partners. Educational staff will improve their level of competence in developing and delivering innovative curriculum.

2.1.1. Target audience and corresponding dissemination levels

The intended audience of TAME dissemination activities is variant and multifaceted. An attempt has been made to classify the audience into different Target Groups and indicate the dissemination level aspired.

Table 1: Target Groups and Dissemination Level

<i>Target Group/Dissemination Level</i>	Awareness	Understanding	Involvement	Action	Support
Steering Group	•	•	•	•	•
General Public	•	•			



Academic Institutions	•	•	•		•
Medical Teachers	•	•	•	•	
Medical Doctors	•	•	•	•	
Students	•	•	•	•	
Relevant projects	•	•	•		•
Industry and Business bodies	•	•	•		
Relevant networks and clusters	•	•	•		•
Media (journal publishers etc.)	•	•	•		•
EU bodies (relevant DGs, for a, agencies, communities of practice etc)	•	•	•		•
Local/National authorities in Partner Countries (ministries, agencies etc)	•	•	•	•	•

2.2. Networking and clustering activities

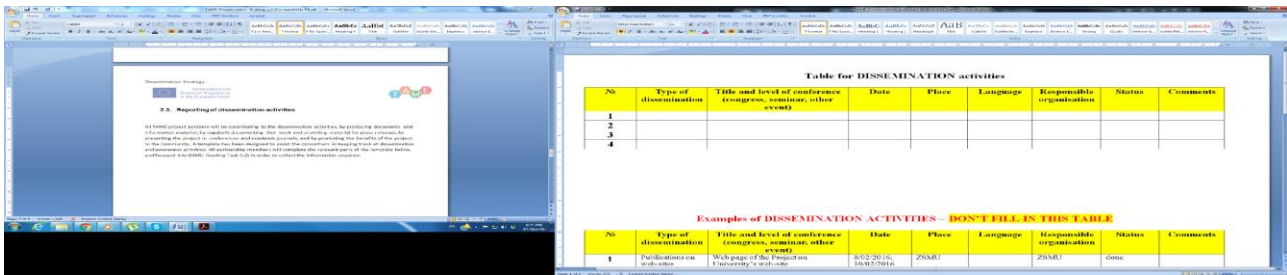
TAME will aim at establishing networking and clustering activities with relevant networks and projects. To this aim, it will broadcast dissemination activities targeted to:

- The Supra-regional ePBLnet network (www.epblnet.eu)
- MEFANET (<http://www.mefanet.cz/index-en.php>)
- Medbiquitous Standards network (<http://www.medbiq.org/>)
- eVIP network (<http://virtualpatients.eu/>)
- AMEE network (<https://www.amee.org/home>)
- Open Labyrinth (<http://openlabyrinth.ca>)
- National Healthcare Systems
- National expert medical associations



2.3. Reporting of dissemination activities

All TAME project partners will be contributing to the dissemination activities, by producing documents and information material, by regularly documenting their work and providing material for press releases, by presenting the project to conferences and academic journals, and by promoting the benefits of the project to the community. A template has been designed to assist the consortium in keeping track of dissemination and awareness activities. All partnership members will complete the relevant parts of the template below, and forward it to BSMU (leading Task 5.2) in order to collect the information required.



3. DISSEMINATION INSTRUMENTS

3.1. Website

3.1.1. User authentication

3.1.2. Website online tools

The TAME website is the primary dynamic information source for the project; it will provide access to all project information and materials and it is implemented with separate sections for the wide public and the partnership users who can have access to all project materials.

The website is being used as a tool to support the dissemination and sharing of results, as well as, the communication with partners and stakeholders. It includes static and dynamic information, search and communication functionalities. It has been build using PHP open source scripting language by MU, which

Dissemination Strategy



Co-funded by the
Erasmus+ Programme
of the European Union



will maintain the site during the entire project lifetime.

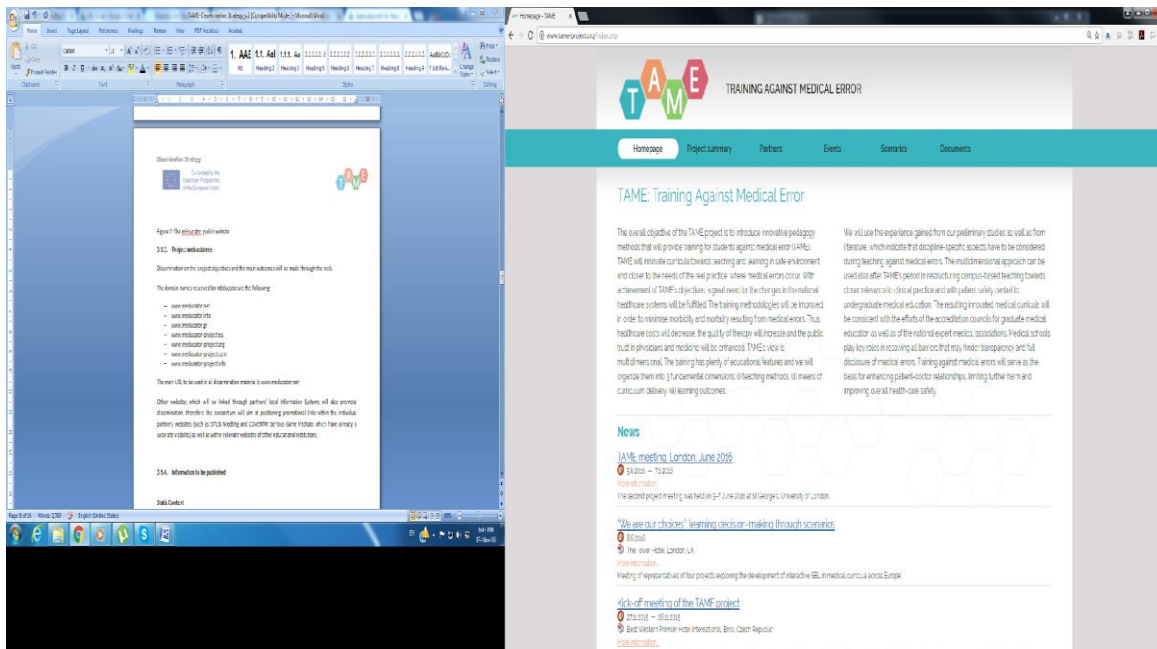


Figure 2: The TAME public website

3.1.3. Project web address

Dissemination on the project objectives and the main outcomes will be made through the web.

The domain names reserved for TAME are the following:

- www.tame-project.org

The main URL to be used in all dissemination material is www.tame-project.org

All partners' websites are linked to this website through partners' local Information Systems.

3.1.4. Information to be published and user authentication

Website Content

Visitors of the TAME website will be able to find static information about the project, such as the Project

Dissemination Strategy



Co-funded by the
Erasmus+ Programme
of the European Union



Summary and information about the partners. They will also be able to see dynamic content such as news and information on Pedagogical Scenarios being developed.

Authentication

A private section within the TAME website will serve as a collaboration networking area where deliverables and reports will be stored.

3.2. Acknowledgement of Erasmus+

Any publication regarding TAME requires to acknowledge funding from the European Union in the following way which is suggested by the EACEA Agency within the Beneficiaries Space (https://eacea.ec.europa.eu/about-eacea/visual-identity_en).

Partners are required to indicate the European Union emblem (flag) and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag.

The preferred option is to write

"Co-funded by the Erasmus+ programme of the European Union" or

"With the support of the Erasmus+ programme of the European Union".

next to the EU flag.

The following disclaimer shall also be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

More detailed guidelines can be found here:

http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf

3.3. Visual Identity (logo) of the project

The TAME visual identity will contribute to the uniform presentation of the project and its perception. The identity is important because it will render the project recognizable over time and its documentation and developed products and services may be easily distinguished. Moreover, being an Erasmus+ project, poor design of its products may have a negative effect on the project overall.

The logo of TAME has already been designed and features in the present document:



There will be no formal restrictions regarding the use of the logo, however it will be requested that the same logo is used in information material by all partners, and that the colors remain the same and the logo is not distorted or rotated.

3.4. Leaflets-Posters

Various leaflets and brochures will be prepared by all partners of the consortium on various topics. These will be useful disseminating information on the project's outcomes in relevant events and conferences. They will also be used to disseminate information within each partner's institution, especially the Partner Countries who are encouraged to create or re-create leaflets and posters in their local languages.

3.5. Press releases

Press releases for local/national press, Internet press and audiovisual media will be published at strategic times, in the beginning and end of the project and when major achievements have been made.

The person responsible from each partner institution will transfer copies of such publications to BSMU, who is the responsible partner for the relevant Deliverable (D.5.2)

3.6. Events and meetings

Project Meetings: TAME has planned a number of meetings in order to effectively coordinate the implementation of the project and facilitate partners' collaboration.

Clustering Meetings: Some of the above mentioned meetings, as well as other complementary ones, will combine some clustering activities to ensure that a wide range of Partner Countries' Higher Education Institutions, as well as, other projects related to medical education and relevant stakeholders/networks are informed about the project objectives and aligned to its processes.

Workshops: TAME has established a well-organised plan for training events and workshops which will be



taking place throughout the duration of the project. These workshops will be made available to project participants (e.g. tutors from partner institutions), however in specific cases they might be combined with clustering events to that the expertise available in the TAME partnership can be opened to the relevant stakeholders as mentioned above.

Participation in Medical Education Conferences: Although the Erasmus+ programme does not encourage the project dissemination at international conferences, and relevant expenses are usually not eligible, TAME project partners will be present at major Medical Education Conferences and events, such as AMEE and MEFANET.

3.7. Public deliverables

The project does not involve public deliverables; however, parts of the studies within deliverables will be made available through dissemination material.

The project foresees public reporting which will be made available through the EACEA website as well as the project website.

3.8. Scientific Conferences and Publications

Event	Place	Dates
Local Conferences	Kazakhstan, Ukraine, Vietnam	during the duration of project
Conference of Association of Medical Education in Europe (AMEE 2016).	Barcelona, Spain	27-31 August, 2016
Conference of Association of Medical Education in Europe (AMEE 2017)	Helsinki, Finland	26-30 August, 2017
IVth Central Asian Medical Education Conference	Karaganda, Kazakhstan	2-3 October 2017
MEFANET (Medical Faculties Network) Conference	Brno, Czech Republic	November 2017
Conference devoted to Virtual Patients	Thessaloniki, Greece	June 2018



4. MONITORING OF DISSEMINATION STRATEGY

The objective of monitoring of the Dissemination Strategy is to ensure that the goals and principles defined herein are constantly respected by partners. The relevant work package is WP5 and involves actions that will allow the effective monitoring of the relevant activities defined here. All dissemination and communication activities need to continually respect the plan in order to have a sustainable impact to all targeted stakeholders. AUTH as leader of WP5 will be monitoring the implementation of the present dissemination strategy.

4.1. Indicators of progress and their measurement

As identified in the Logical Framework Matrix, dissemination-related indicators and objectives that need to be evaluated throughout the duration of the project are the following:

Performance Indicator	Expected progress	Measurement Methodology
Number of Unique visits, resource downloads, question responses in surveys	<ul style="list-style-type: none"> ● 1,661 sessions ● 1,013 unique users ● 4,745 pageviews ● 2,86 pages viewed during one session 	Quantitative, Data Collection
Number of internal workshops and presentations in international conferences	...	Quantitative, Data Collection
Number of published articles locally and internationally	...	Quantitative, Data Collection