**EMPOWERMENT PATHWAY PREVENTING PRESSURE INJURY**

**Outline Dissemination Plan**

A central goal of EPPPI is to maximise opportunities to enable policy makers, professionals, practitioners, carers and patients to understand the benefits of technology-supported assessment to prevent pressure injury; to be able to implement technology-assisted strategies for prevention in acute, primary care and home care settings; and to be able to implement patient-led self care prevention strategies where possible.

Our communication and dissemination objectives are:

* Disseminate the findings of the EPPPI studies throughout the lifetime of the project
* Focus on legacy resources, leaving an accessible repository of practical information that can be adapted and utilised by all actors in healthcare systems across Europe
* To stimulate awareness and engagement with the urgency of addressing preventable pressure injury across all stakeholders in healthcare systems, patients and carers, in academia and amongst innovators for next generation devices.

To do this, the Consortium will develop a detailed Dissemination and Communication Plan for each quarter of the project, in congnisance of the iterative development of the project and partners’ production of findings, resources and guidelines, documents and articles.

**Foundations prior to project launch (in place by January 2025)**

* Development of project visual identity: logos; suite of banners, colour scheme, templates incorporating partner and THCS identity
* Data governance of mailing lists and contact details (NSS data controller, all partner access to data)
* Knowledge management open access agreement: data governance and data sharing agreements consistent with national and instutional access policies for open access to all project deliverables via a wide range of channels for maximum impact
* Personal data protection agreement for consistent approach to protecting personal identity of participants, anonymisation of data and consented storage of images/video files – consent form templates, DPIA
* Internal partner communications hub – secure online platform for shared access to all project documentation, data, resources, products from all countries and devices
* A project logframe ensuring project outcomes are supported by a framework of inputs, outputs and measures appropriate to the relative starting point of each partner country and the wider European context.

**Social Impact Metrics**

|  |  |
| --- | --- |
| **Metrics** | **Measurement** |
| Number of practitioners accessing training, resources or awareness (resources, events, news) | Downloads, completions, sign-ups |
| Number of patients accessing providers who report developing, changing or adapting care pathways for improved assessment and prevention | Voluntary reports via feedback requests embedded in sample documents, downloads, event participation feedback |
| Number of patients accessing self-help information or resources (self-reported or reported by carer) who have reduced risk of pressure injury | Voluntary reports via feedback requests embedded in downloads, video content and information resources |
| Reported liklihood of national policy or guidance change, based on feedback/reported action from stakeholders | Engagement surveys, key informant interviews |
| **Project legacy**  Partners will proactively seek opportunities and resources for follow-on study, development of resources and communications activities:   * Proposals directly by EPPPI partners * Proposals by other stakeholders | Proposals submitted  Resources secured via proposals |

**Policy Integration**

In order to ensure impact on health care systems transformation, each partner country will identify policy champions to invite their engagement and close attention to the progress of the project through local showcase visits, face to face engagement and personalised digital communications:

**Practice Integration**

There are three main areas of learning we wish to translate into day to day practice: the use of technology-supported assessment of risk of presssure injury to support prevention; the rapid allocation of preventive resources to patients at risk; the promotion of patient self-help prevention strategies for patients able to do so. Each require different approaches to integration into care pathways.

**Dissemination Framework**

A detailed stakeholder map will be developed Jan-March 2025 based on this framework:

|  |  |  |  |
| --- | --- | --- | --- |
| **Engagement Level** | **Local** | **National** | **European** |
| Policy | Local/regional health and care providers | National policy leads in Scotland, Poland, Romania | European Pressure Ulcer Advisory Panel |
| Provider | Local/regional health and care providers | National agencies for public health, social care, training bodies for allied health professionals, standards and inspection bodies.  Health & Social Care Alliance Scotland |  |
| Practitioner | Local/regional health and care providers  Practitioner networks and interest groups – local members | National advisors for health improvement and quality standards  National practitioner training agencies and CPD providers  Romanian Wound Care Management Association  Polish Wound Management Association  Society of Tissue Viability UK  European Wound Management Association members. | European Wound Management Association |
| Patient | Local / regional patient and carer support groups connected to collaborators | National patient and carer support groups  Federation of Polish Patients  Care Information Scotland | European Patients’ Forum |
| Academia | Academic links to collaborators  Local academics with specialist interests  Local teaching/research fellows | Relevant research centres in EU institutions e.g. The Skin Wounds and Trauma (SWaT) Research Centre (University of Medicine and Health Sciences, Ireland) | National Institute for Health Research (NIHR) Wounds Research Network |

**Dissemination and use of results**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Policy makers** | **Providers** | **Practitioners** | **Patients** | **Academia** |
| **Aims** | * Involve in discussion * Engage in results * Raise awareness of prevention potential and benefits * Stimulate review of policy and guidance * Stimulate dialogue with stakeholders * Gain support to disseminate findings and resources * Encourage follow-on studies of impact | * Involve in discussion * Utilise findings to develop standards and good practice * Implement new approaches to pressure injury assessment and prevention * Support system change for preventive resource access * Invest in SEM technology to prevent pressure injury | * Involve in discussion * Raise awareness of pressure injury and new approaches to assessment and prevention * Engender commitment to pressure injury prevention * Gain buy-in for use of technology in care pathways * Develop knowledge and skills in pressure injury assessment technology, risk stratification and prevention | * Involve in discussion * Raise awareness of pressure injury and benefits of patient engagement with approaches to assessment and prevention * Access tools and resources to inform and engage in prevention self-care | * Engage in research advisory activity * Build relationships to encourage further use of data * Establish further collaborations and studentships * Utilise findings, tools and resources to train next generation professionals |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Policy makers** | **Providers** | **Practitioners** | **Patients** | **Academia** |
| **Channels (targets per partner country, based on translated project materials generated by the project)** | * EUPAP website, events (2) and networks (2) * Stakeholder workshops (3) * Parliamentary committees and elected member awareness briefings (3) * Policy briefs (2) * Policy papers (1) * Civil service publications (2) * Press releases and articles for soft publication (6) | * Project resources, tools and papers featured on national websites (4) * Seminars and presentations at local, regional, national and EU associations (4) * Trade magazine articles and case studies (4) * Provider adoption of resources and tools in daily practice (6) | * Project resources, tools and papers featured on national websites (6) * Seminars and presentations at local, regional, national and EU associations (4) * Trade magazine articles and case studies (3) * Provider adoption of resources and tools in daily practice (6) | * Project information and resources featured on national websites (3) * Mainstream media articles (4) * Resources and tools available via condition-specific NGOs, patient self-help organisations (8) * Information distributed by providers and practitioners | * Research advisory group meetings (4) * Academic conferences papers, posters and presentations (3) * Peer reviewed journals (2) * Student professional seminars, workshops (2) * One:one engagement with academic champions (4) |
|  | * Sign-ups to quarterly newsletter, click through to open access resources and data | | | | |
| **Measures** | * Number, click rates, downloads, responses * Action, motions, change initiatives * Feedback, queries * Sign-ups to project newsletter | * Number, click rates, downloads, responses * Attendance, actions * Feedback, queries * Sign-ups to project newsletter | * Number, click rates, downloads, responses * Attendance, actions * Feedback, queries * Sign-ups to project newsletter | * Number, click rates, downloads, responses * Feedback, queries * Sign-ups to project newsletter | * Attendance * Number publications * Follow up study initiatives * Feedback, queries * Sign-ups to project newsletter |

**Routine external communications activities**

Produced in English with use of online translation tools for European / international audiences

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Frequency** | **Audience** | **Action owner** |
| Project open access website (all news, resources, papers etc)  Sign-up form (newsletter)  Comments form  Project contacts | Established month 1  Updated monthly | Professionals  Patients  Policy champions  Academia  Media enquiries | NSS lead  All partners: contributors |
| Project newsletter | Project inception  Project phase completion (3)  Project conclusion | Professionals  Policy champions  Academia  Open access by sign up | NSS lead  All partners: contributors |
| Social media  (including public socials, linkedin, Knowledgehub, Apolitical etc) | Monthly profile posts, case studies and key messages | General public  Linked social media accounts across all taregt audience | NSS lead  All partners: contributors |
| Video media | 6 short productions during project: interviews, case studies, patient voice, practitioner voice | Professionals  Patients | NSS lead  All partners: contributors |
| Learning modules (video input, learning materials, self-led learning | 3 per country targeting specific professional groups | Professionals in nursing, care, occupational therapy, physiotherapy, social care | NSS lead  All partners: contributors |

**Key target communications opportunities**

European Wound Management Association annual conference (March 2025, tbc 2026)

European Wound Management Association project proposal rounds (autumn)

European Pressure Ulcer Prevention Advisory Panel annual Stop Pressure Ulcer Day (November)

European Pressure Ulcer Prevention Advisory Panel annual conference (September)

National themed days of action for professional associations / condition-specific organisations

European Carers Day (October)

International Carers Week (June)

Love Data Week (February)

International Infection Prevention Week (October)

**Partner templates for country use and collaboration**

* Stakeholder mapping template (stakeholder groups, contact details, focus of interest, importance – policy, practice, patient, research)
* Communications log
* Consent form (images and video\_
* Patient consent
* DPIA
* Project identity kit
* Survey templates stakeholder, practitioner and patient feedback
* Repository of all comms issued