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## Communication and Dissemination Plan

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## 1. Introduction

A Communication and Dissemination Plan is necessary to build awareness of the project and maximize the potential exploitation of its results. The objective of this Communication and Dissemination Plan is to lay down the foundations for effective external communication of the STOP-SV intervention and its potential benefits to interested stakeholders at European level.

Starting dissemination early increases its impact and enhances subsequent exploitation opportunities. Providing stakeholders with advance notice of what is planned strengthens collaboration links with partners and helps to establish and reinforce a wide network of potential users and adopters. Therefore, for dissemination to be effective, it must evolve in parallel to project development. The stakeholders' environments are likely to change during the lifecycle of the project. Hence, suitable mechanisms must be defined to accommodate for these changes, reviewing progress and the extent to which dissemination strategy is meeting the objectives. These mechanisms allow effective dissemination growth based upon the feedback obtained.

An external communication strategy and an appropriate alignment of the interest of all parties within the consortium are an essential part of this Communication and Dissemination Plan; since they involve the gathering of information, regarding consortium members, as well as the insight that each party can bring, from their own perspective, into the strategy of the Plan.

A number of dissemination activities shall achieve making STOP-SV results widely available. In particular, STOP-SV results will be disseminated to a broad audience including public and private organizations, academia and research institutions, and public administrations and agencies; through activities such as conferences, workshops, publications and internet exposure. The objective is to target, through a combined execution of these activities, a wide variety of stakeholders that can play a key role in fostering the implementation of the STOP-SV training manual and strategy.

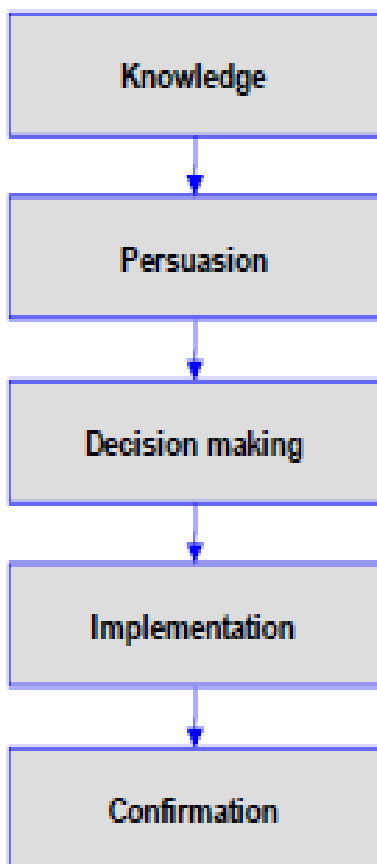
The Communication and Dissemination Plan shall serve as the basis of STOP-SV intervention sustainability enhancing the results of the project so that the strategy it promotes can be adapted and adopted across EU Member State countries for implementation.

## 2. Methodology

A dissemination effort, such as the outlined in this document, requires effective and efficient communication as well as the transmission of clear messages. Following Everett M. Rogers

Diffusion of Innovation theory<sup>1</sup> (1962), the diffusion process is defined as one “which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters”.

According to Rogers, there are five stages for the spreading of innovation:



**Knowledge** represents what already exists and the understanding thereof. This involves the exposure of facts and information to show what STOP-SV is and what has been achieved.

**Persuasion** deals with ways to make people form a favourable attitude towards STOP-SV results. People need to be convinced of the quality and suitability of the project outcomes.

Once the recipient of knowledge has been persuaded, it must commit to the adoption of the results, known as the **decision making** stage.

When the stakeholder is sufficiently convinced, a further step is needed; the commitment of putting into practice what has been learned: **implementation**.

**Confirmation** comes based on the reinforcement of knowledge, once it has been implemented and proved as positive.

The activities planned in the project aim at fostering collaboration opportunities and exchange of knowledge and experience among a varied group of stakeholders and players with special focus in the night-time economy and the prevention and public health sector. Consequently, multicomponent strategies that address a combination of reach, ability, and motivation appear to be more effective than one strategy alone.

Moreover, the communication and exploitation strategy will reinforce the results of the activities planned in each WP and strengthen the role the EC is playing in fostering a European strategy to prevent sexual harassment and sexual violence.

## 2.1 Goal determination

To initiate a successful and effective communication effort, an assessment of the project objectives and the overall consortium goals must be undertaken in order to consolidate what

<sup>1</sup> Rogers, E.M. (1962) *Diffusion of Innovations*. New York: Simon & Schuster International.

the project stands for. This process will help to narrow and sharpen the focus of the STOP-SV communication initiative taking into consideration questions like:

- What are the overall goals the partnerships wishes to achieve?
- Who would be the most affected by the project achievements?
- What tangible outcomes would the consortium like to achieve through this communication effort.
- How will the consortium know that the goals are being achieved?

## 2.2 Audiences identification and profiling

Once goals are set, the next step is to identify and profile the audiences to be targeted with the present communication strategy. Evaluating closely the audience is essential for selection of the most effective ways to communicate with it.

Within the audience, there are different groups of interest. These are groups of different people that might have an interest on the project or that are going to be affected by the STOP-SV initiative along project development and after its conclusion.

The analysis of these groups of interest, along project development, should revolved around the following questions:

- Whose knowledge, attitudes and behaviour that must be changed in order to meet STOP-SV objectives?
- Who else is affected by the STOP-SV initiative and its goals?
- Are there other groups of interest that can exert and influence on the adoption of the STOP-SV intervention strategy?

This will allow drawing a mapping of the relationships between different groups of interest, including the level of influence they might exert on each other.

## 2.3 Definition of messages

The messages to be communicated are closely tied to the project's goal and objectives. They deliver important information about the issue, communities preventing alcohol related harm, and compel the targeted audience to think, feel or act showing:

- The importance and magnitude of the issue
- The relevance of taking a proactive approach
- Being culturally relevant and sensitive to local needs
- Being tied to specific values, beliefs or interest of the audience

Messages must be sets of statements that convey key information on the STOP-SV initiative, and be designed taking into account the different groups of interest identified. Therefore, information will be designed to convey new facts, alter attitudes, change behaviours, and encourage participation in decision-making for the adoption of the STOP-SV intervention strategy.

Factors that help determine groups of interest acceptance include:

- **Clarity:** Messages must clearly convey information to ensure understanding of the targeted groups of interest.

- **Consistency:** Consistency sometimes is elusive. Experts tend to interpret new data differently making consensus among government, industry and public interest groups difficult.
- **Main points:** The main points should be stressed, repeated, and highlighted.
- **Appeal:** Messages can use different tones (reassuring, alarming, challenging, straightforward) depending on the desired impact and the target audience, but they should always be truthful and honest, and as complete as possible.
- **Credibility:** Both source of information and spokesperson should be believable and trustworthy.
- **Audience needs:** For the message to break through, it should be based on what audience perceives as the most important, what they want to know, and not what is most important or interesting by the originating agency.

For each group of interest identified, the following questions should be taken into account:

- What are the barriers and benefits of the audience considering or adopting the STOP-SV initiative?
- What changes in attitude (the way they feel about the initiative) does the partnership wish to motivate in the targeted audiences to meet the project goals?
- What change in the behaviour (day-to-day actions) does the consortium try to achieve?

Based on the above analysis, compelling sentences that have the potential to motivate the audience should become the messages to be communicated.

## 2.4 Selection of communication channels

Communication channels carry the messages to the targeted audiences, and include and include a broad list of possibilities. These communication channels can be organized under two main categories:

- **Oral communication channels:** Presentations at conferences and seminars, workshops, etc.
- **Written communication channels:** Newsletters, factsheets, contributions to professional publications, poster presentations, websites, etc.

Since all of them have inherent strengths and weaknesses, it is essential to select the most appropriate ones depending on the message to be communicated or the timing associated with it. Experience shows that individuals react differently at different time periods, to the different ways of message communication. Therefore, it is advisable to use different channels to reiterate key messages and to make additional information available so that the audience can access it when it is ready for it.

## 2.5 Internal coordination

One of the main responsibilities of the internal coordination task involves promoting and being receptive to the input from the partnership members regarding the different issues included in the Communication and Dissemination Plan. This input should be proactive so that there is feedback regarding communication issues at each step of project development.

Therefore, project partners are encouraged to share knowledge, results and experiences among them and the broader consortium to get the maximum value from the collaboration and to join forces to create impact.

### 3. Communication and dissemination plan

#### 3.1 Objectives

The **main objectives** of this dissemination and communication plan are to:

- Build awareness on the project
- Establish and maintain mechanisms for effective dissemination and exploitation of results to maintain ongoing interest in the project
- Inform target groups of the project development and encourage interaction and networking to build the foundations for an effective partnership model ensuring sustainability
- Coordinate all levels and types of exploitation of the knowledge produced by the project
- Ensure that information is shared with appropriate audiences and by the most effective means
- Maximize exploitation opportunities of the 'intervention model' throughout and beyond its development.

The baseline to make the above objectives a reality is defined in the project's proposal, which addresses:

- The project's objectives, benefits and goals
- Target groups to whom it is addressed
- Expected outcomes

Further to this preliminary information, the present Communication and Dissemination Plan expands on all communication-related issues through comprehensive analysis of the following elements:

- Audience identification and profiling
- Definition of messages to capture the attention of the targeted audiences
- Definition and execution of the activities to assure a good communication and dissemination strategy
- Exploitation of project the intervention model developed by the project

#### 3.2 Target groups

The groups of interest are made of organizations and, in some cases, individuals that have an interest or are going to be affected by the STOP-SV initiative. Within these groups of interest, STOP-SV communication strategy will mainly focus on:

- Stakeholders and organizations involved during project development
- NTE umbrella organizations representatives
- Policy and decision makers
- Prevention community
- Youth and students organizations
- Young men and women
- The broader community

The composition of the partnership reflects very well this mixture of institutions with a research background, a good knowledge of their national realities, and experience at EU level in providing prevention activities, etc., needed to achieve the goals of the proposal and foster and accomplished real participation from other stakeholders.

Participation will be widened through several actions such as setting a network of mixed stakeholders, by creating coalitions in each piloting site, and involving European and national scientific societies connected with the field. An important barrier to be addressed is the real gap between government bodies responsible of preventive policies and universities and research groups. This project should deal with this obstacle through networking and preparing the conditions to work together with different stakeholders, facilitating that policy and decision makers can make informed decisions based on science and best practice.

For both groups, the project will offer background information (on the problems to be addressed and the objectives of the project) as well as functional information on the intervention model for the adoption and adaptation of the intervention at local level.

### 3.3 Message

The overall dissemination strategy will focus on the transfer of the knowledge gathered during project development and the processes needed for embedding the STOP-SV strategy, for future implantation and take-up, as a European strategy to prevent and combat sexual harassment and sexual violence in nightlife environments and recommend actions for each target group.

Special emphasis will be placed in promoting the strategy's capability for adaptation to specific problems and particular context, so that any particular EU Member State can develop a custom-made version according to the implementation needs and the particular requirements of the setting.

More in particular, the communication strategy will have different focus of attention according to the level of project development:

- During the **first year**, communication will focus on **announcing the launching of the project and raising awareness on project objectives and expected outcomes** to facilitate engagement of targeted groups



- During the **second year**, communication will focus on dissemination of preliminary results **to facilitate engagement and sensitizing of civil society organizations and young clients**
- During the **third year**, communication will focus on **dissemination of project outcomes to promote the adoption of the STOP-SV strategy and training manual and ensure the project sustainability** after its completion.

### 3.4 Communication channels

Both oral communication channels and written communication channels will be used within the dissemination process. Project communication of results will be carried out by means of:

- **Project webpage**, as a platform to access updated information on project development and facilitate access to all project products and outcomes.
- **Presentations** at meetings, conferences, workshops and related events
- **Partners related networks** and channels of expertise, as well as through the stakeholders contacted at national and EU level during project development
- Production and dissemination of **publications and reports**
- Organization of a **Final Conference on SH/SV in nightlife settings**

The deliverables of the project will be for open public access and will be widely disseminated through the networks, channels of expertise, and national and European stakeholders contacted and linked through project development. National focal points and networks with different types of stakeholders will ensure the dissemination and distribution of project deliverables to a broader audience within the targeted groups.

### 3.5 Communication activities

The proposed communication activities, which should be carried out through the dissemination phase of the project, are described below:

**Announcing project launching** – A project postcard will be prepared and distributed (M5) among the partnership and their related networks to promote the project and provide an overview of project objectives and expected outputs.

**Launching and updating of the project webpage** – To make accessible all information regarding project development to all groups of interest, a dedicated page will be launched within the IREFREA website (M11). Regular updating will be undertaken associated with: project news, information on project outputs, events of interest, and initiatives and publications related to project objectives.

**Preparation of newsletters** – Five newsletters (M6, M12, M18, M24, M28) will be prepared and e-published containing information on project evolution and outcomes. The newsletters will also serve to promote meetings, trainings and conferences. Newsletters will be freely downloadable from the partners' websites and distributed via email.

**Preparation of leaflets** – Two leaflets will be produced. The first one (M11) will focus on promoting the training to engage the target group among NTE agents. The second (M20),

collating evidence on the topics explores to sensitize young clients attending recreational nightlife.

**Organization of meetings** – Three meetings will be held during project development (M5, M16, M28). Along with the set activities, meeting will also serve as a platform for dissemination of project findings and engagement of coalition members in communication and dissemination activities within their networks.

**Participation in existing networks and attending events as partakers** – Communication will also be undertaken through partners’ participation in existing networks as well as in conferences such as:

- **The Club Health Network.** LJMU leads this network. IREFEA-ES and IREFREA-PT are also members and actively participate both in the network and related conference.
- **The European Society for Prevention Research network.** IREFREA is a founding member of this society and plays a very active role in its development.

**Organization of a Final Conference** – A final conference will be held (M28) to present project findings and deliverables. Policy makers, researchers, and other key agents from the NTE will be invited to participate.

For every activity to be executed, IREFREA-PT (dissemination coordinator), in close collaboration with the IREFREA-ES (project coordinator), shall ensure the following key principles are always met:

- There is a **consistent and unified approach** to the use of the name and the image of the STOP-SV initiative
- The **project logo** and the **EC logo** (to acknowledge EC funding) **are always included** in all dissemination materials.
- For written material, the following **disclaimer is included** within the cover page of all the documents:

*“This publication has been produced with the financial support of the Rights, Equality and Citizenship (REC) Programme of the European Union. The contents of this publication are the sole responsibility of <name of the author/contractor/implementing beneficiary> and can in no way be taken to reflect the views of the European Commission.”*

- **Dissemination material does not generate conflict of interests** among project partners
- The following sentence is contained **to communicate about the EU funding** next to the EU emblem on the communication materials:

*Co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Union.*



### 3.6 Deliverables and planning

Deliverable Number	Deliverable Title	Type of Deliverable	Dissemination Level	Month of delivery
3.1	Communication and dissemination plan	Electronic	Public	4
3.2	Project postcard	Printed/Electronic	Public	5
3.3	Leaflet - Training	Printed/Electronic	Public	11
3.4	Leaflet – Findings/Sensitizing	Printed/Electronic	Public	20
3.9	Newsletters	Electronic	Public	6,12,18,24,28
	Project webpage	Website	Public	11
3.10	Final conference	Other	Public	29
3.12	Dissemination report	Electronic	Public	30

### 3.7 Internal coordination

The management of the execution of all communication and dissemination activities will be accomplished in two different ways:

- Some activities will be managed directly by IREFREA-PT (dissemination coordinator) in collaboration with IREFREA-ES (project coordinator) and/or other members of the consortium.
- Other activities will be supported by IREFREA-PT but managed directly by other partners in the consortium.

The corresponding decision on the type of management alternative utilised in each case will depend on the added-value factor that each partner is able to bring to each specific activity; and meetings of the partnership will serve to exchange communication activities, and generate ideas and plans for future activities.

One of the main responsibilities of IREFREA-PT involves promoting and being receptive to the input provided by the consortium members. This input, aside from being proactive, should be obtained from every member of the consortium at each step of project development with the idea of creating a platform in which knowledge, results and experiences are constantly shared, getting the maximum value from consortium collaboration and from joining forces to create project impact.

### 3.8 Dissemination feedback and evaluation

For dissemination to be effective it must evolve along project development. Mechanisms to dynamically enhance the dissemination effort will be based on:

- **Success indicators** made available by different feedback mechanisms to enable tracking by means of specific feedback tools and/or direct person-to-person feedback.
- **Reports** (based on a predefined template) generated after each dissemination activity
- **Periodic evaluation meetings** by the partnership to share views on the dissemination work being undertaken

These mechanisms will enable the partnership to:

- Determine and act upon the strengths and weaknesses of the dissemination effort
- Identify and act upon the obstacles encountered
- Create and implement new approaches for success

#### **4. Conclusions on dissemination**

EU projects within the European Union's Daphne Programme are destined to a broad and non-uniform audience. Such projects raise high expectations among their audience and their success is not only measured by the excellence in their execution but also by the social and scientific progresses underlying them.

Following this line, the STOP-SV partnership has great interest in establishing a good communication and dissemination procedure, in order to facilitate the transfer of knowledge and the processes needed for embedding the intervention, and to ensure sustainability of the project results and outcomes with the adoption of the STOP-SV strategy.

Therefore, along with prevention professionals and researchers, the project will make special efforts to engage industry representatives and policy and decision makers who will facilitate the adaptation of the STOP-SV intervention across EU Member State countries and enable changes in policy.

The communication strategy will have different focus of attention, according to level of project development; and it will go from raising awareness on project objectives and outcomes, at project launching; through the dissemination of preliminary results, after the piloting; and, finally, to the dissemination of project outcomes to promote the adoption of the STOP-SV strategy and training. Accordingly, different channels will be used in the dissemination process according to targeted audiences and timing.

The activities to be undertaken are the vehicle which will carry to message to the intended audiences. For every activity to be executed, IREFREA-PT (as dissemination coordinator) will ensure the key principles adopted by the consortium are met.

Dissemination goes along with a feedback and evaluation process that will enable to accommodate for the changes in the context and to review progress and the extent to which the dissemination strategy is meeting the objectives.

## 5. Annexes

### Annex 1 – Dissemination template

<b>STOP-SV – staff training on prevention of sexual violence</b>			
<b>Dissemination Template</b>			
<i>Please, complete this form every time your organization undertakes a dissemination activity</i>			
<b>Partner name:</b>			
<b>Country in which the activity takes place:</b>		<b>Date:</b>	
<b>Dissemination method - Please mark one</b>			
<b>Conference/Seminar</b>		<b>Workshop</b>	
<b>Partner website</b>		<b>Institutional website</b>	
<b>Other - Please, specify :</b>		<b>Email distribution</b>	
		<b>Social media</b>	
<b>Dissemination product - Please mark one</b>			
<b>Newsletter</b>		<b>Press release</b>	
<b>Presentation</b>		<b>Project information</b>	
<b>Poster</b>		<b>Newspaper article</b>	
<b>Other - Please, specify :</b>		<b>Institutional announcement</b>	
<i>Please, introduce a brief description of the activity:</i>			