

Sharing European Educational Experience in Public Health for Israel (SEEPHI)

Dissemination Plan

Dissemination and Exploitation (WP7) is co-led by the non-HEI organisation partners ASPHER (P1) and IMA/IAPHP (P7). These network organisations have platforms (conferences and publishing) to facilitate dissemination of results widely, as well as established connections and channels with key stakeholders due to their respective work and missions:

The main functions of ASPHER are to support the professionalisation of the PH workforce in Europe, and thus, to sustain capacity building in PH as supported by best standards of PH education and training, scientific research, and practice. ASPHER has built coalitions with other programmes and PH organisations whose mission is to improve PH and led and partnered on developing and implementing tools to professionalise Europe's PH workforce as well as globally through ASPHER's membership in the Global Network for Academic Public Health (GNAPH). Amongst its objectives, ASPHER aims to develop models for PH education and training at all academic and professional levels, and the interaction of education and training with population health, health systems and services; and to promote structured processes of sharing evidence-based PH models of innovation and good practice. As a membership organisation of institutions, spread across the EU and the wider WHO European Region, ASPHER is poised to take advantage of this collective experience and expertise as well as to widely disseminate project results.

The IAPHP, historically founded by PH physicians to promote and develop the scientific, administrative, clinical, social, educational and ethical aspects of PH in Israel, now extends membership to all PH professionals. As a part of the IMA, IAPHP is linked into a much larger, well-resourced organisation which allows it to advance the professional standing of PH professionals among government agencies, medical colleagues and the public; serve as an official source for comprehensive professional consultation on the development and organization of health; influence and affect the development and implementation of PH policy and to promote prioritization in resource allocation for PH; facilitate partnerships, processes and actions affecting PH; advance the professionalism of Israeli PH; oversee the training of physicians in PH; collaborate, nationally and internationally, with organizations that share similar goals; and to support the dissemination of research findings among PH colleagues, policymakers and the general public in Israel. Moreover, IAPHP also co-leads on stakeholder engagement (WP6) which ensures synergy between the in-country stakeholder and dissemination activities.

Conference activities:

Project results will be disseminated at a series of conference events as scheduled in the original proposal. These include:

- ASPHER Deans' & Directors' Retreat. The Retreat is ASPHER's conference meeting of heads of HEI programmes in Public Health from across the WHO European Region and Beyond. The Retreat is held annually at one of ASPHER's Member institutions. This high-level meeting of the heads of ASPHER member institutions will serve as a forum to present SEEPHI results and receive feedback. (Y1, Y2, Y3);
- IAPHP conference. In cooperation with the Israeli Medical Association, IAPHP organizes an annual conference widely attended by PH and Health Professionals and other PH system stakeholders in Israel. Dissemination Workshops will be held at the Annual IAPHP Conference as well as organized IamPH stakeholder engagement happenings. (Y2, Y3);

- The European Public Health (EPH) Conference. The EPH Conference is Europe's largest annual public health event bringing together over 2500 participants. It is organised each year in a different location in Europe serving as a forum to present scientific work to a broad public health community. The EPH conference will be the site of SEEEPHI's Final workshop dissemination event. (Y3)

In addition to the specific conference activities outlined in the original proposal, SEEEPHI partners seek to take advantage of opportunities to be part of online events, key public health and public health professionalization events in member locations, at events which members are already present and in meetings with key stakeholders. Examples include the annual European and Global Public Health Weeks, WHO professionalization activities, EPH Conference Israel Country meetings prior to Y3 and the World Congress on Public Health.

Online presence:

A dedicated project website has been established with information about the SEEEPHI project and an activity log documenting project activities. It will host Project materials before and after the project period. The web address will be listed on all promotional materials.

It is available at <https://seeephi.aspher.org>.

The website <https://phi.org.il> established during the previous This Is Public Health Israel campaign will be used to host and distribute the IamPH campaign videos.

WhatsApp, which is popularly used for group communications in Israel, will be used to create communication channels with key stakeholders.

ASPHER's website <https://www.aspher.org> and established communication channels, such as Twitter, will be used to publicize SEEEPHI events and results. All partners will be expected to publicize the SEEEPHI project on their home institution's webpages.

Publications:

The five core preparatory and development WPs will produce scientific publications based on their work and results. These will be published over the course of the project in peer-reviewed open-access journals to allow for high accessibility. All project partners will be expected to contribute at least one author to all publications to ensure investment in and ownership across the entire project. A final review of the project will be published bringing together the worked published over the course of the project. A page of all SEEEPHI publications will be put together on the project website to make these readily available as a bundled package.

ASPHER and Project newsletters will be published regularly and used to disseminate project activities and results.

Summary table of target audiences and key planned dissemination activities.

Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
Israeli PH Community	Dissemination Workshops at IAPHP Public Health Conference	Annually 2022-2023	Number of audience members attending project dissemination sessions at conference. Increase in traffic to project website.
ASPHER Community (100+ HEIs in the WHO European Region represented by 40+ countries)	Project presentations at ASPHER Deans' and Directors' Retreat	Annual Retreat 2021 - 2023	Number of audience members attending project related presentation sessions. Increased visibility of project content in the ASPHER website and blog. Increase in traffic to project website.
Wider International PH Community	EPH Pre-Conference serving as final conference of the project	2023	Number of audience members attending pre-conference. Potential for project sustainability and scale-up. Increase in traffic to project website
Wider PH community	Freely available open-access peer-reviewed publications	During and after the project period	Number of readers accessing articles. Altmetric attention score. Number of article citations.
PH Community inside and outside Israel	Project website, IamPH campaign website, newsletters and social media	During and after project period	Number of visitors to the website and reactions to social media communications