

**Joint Action on Strengthening
cooperation between
interested Member States and
the Commission in the area of
tobacco control (JATC 2)**



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Table of contents

Executive Summary	3
Introduction	3
Table 1. JATC-2 WP2 Deliverables	4
Table 2. JATC-2 WP2 Milestones	4
Dissemination target groups	4
EU Member States regulators and policy makers	5
International and national tobacco control stakeholders	5
Research institutions, scientific societies, and researchers	5
Tobacco control non-governmental organizations	6
General public	6
Dissemination Activities	6
1. Visual identity	7
1.1 Logo	7
1.2 Templates	7
1.3 Project Leaflets	7
1.4 E-newsletters	8
1.5 Press releases	8
2. Project website	8
3. Online Communication Tools – Social Media	9
4. Participation in EU Level Dissemination Events	10
4.1 Sharing JATC-2 information with external websites and meetings	10
4.2 EU Level Dissemination Events	10
5. Final Conference	10

Executive Summary

This document serves as a first effort towards a comprehensive dissemination strategy for the JATC-2 project. The purpose of the dissemination plan is to provide a guide for activities and tools planned to achieve the dissemination of the processes, updates, findings, and recommendations of JATC-2. It is designed to maximize the impact of the project by implementing broad-based and targeted dissemination activities for the results of the project to the target audiences, including EU Member States regulators, policy makers and tobacco inspectors, tobacco control non-governmental organizations, research institutions, the general public, the tobacco industry, and other international and national tobacco control stakeholders. The visibility of EU co-financing will be ensured.

Introduction

Among the efforts to reduce the tobacco-related morbidity and mortality in the EU, there are the Tobacco Products Directive (TPD), the Tobacco Advertising Directive (TAD) and the Framework Convention on Tobacco Control (FCTC) from WHO. The general objective of the JATC-2 project is to provide support of the implementation of the TPD and the TAD. Towards this objective, project partner Member States will collaborate and through appropriate coordination and evaluation, they will work together to: i) facilitate the exchange of good practices between them in order to improve implementation of the TPD and related implementing and delegated acts in a number of areas of tobacco product and e-cigarette regulation, including laboratory capacity, analysis and assessment, ii) ensure greater consistency in the application of the TPD to ensure a fair internal market for tobacco and related products, especially regarding market surveillance and enforcement, iii) promote activities consistent with the objectives of the WHO Framework Convention on Tobacco Control, iv) identify and assess the current legislation regarding, but not exclusively tobacco advertising and advertising of emerging products, v) identify and develop best practices regarding tobacco endgame strategies and for smoke-free environments.

In terms of duration and structure, the JATC 2 is a 36-month project with 21 participating countries with 36 different institutions organized in nine Work Packages (4 horizontal and five core WPs). Work Package 1 (WP1) on Coordination will establish a clear and effective steering and communication process between partners, participating networks, important stakeholders, and relevant EU institutions. Work Package (WP2) on Dissemination aims to disseminate the project's results to policymakers, scientists, and the public, where the focus will be the relevance of the project for public health in the EU. Work Package 3 (WP3) on Evaluation aims to determine if the outcomes of the JATC 2 meet the needs of the project's targets groups and to support project partners to implement the project activities as intended. Work Package 4 (WP4) on Sustainability and Cooperation across Europe (WP4) covers actions undertaken to enhance integration into national policies to ensure sustainability and uptake of the JATC 2 actions, both during and after the implementation of the action across EU Member States and it aims to identify and disseminate best practices on the application and enforcement of the TPD and TAD. The five vertical WPs, deal not only with tobacco products but also with e-cigarettes and novel tobacco products, as well as involuntary exposure to tobacco smoke and e-cigarettes aerosols. Work Package 5 (WP5) on EU-CEG data and enhanced laboratory capacity for regulatory purposes will act as a focal point between end-users from Member States Competent Authorities and the European Commission and WP5 partners aim at strengthening cooperation, providing relevant tools and sustainable support to end users with regards to EU CEG data handling and product analyses, for effective enforcement of the regulations. Work package 6 (WP6) deals with Enforcement of tobacco product regulation and aims at strengthening the EU Member States' capacities in the enforcement of tobacco product regulation at the EU Member States and EU wide level through the sharing of common experiences, challenges, and solutions. Work Package 7 (WP7) on Health impact and regulatory implications of e-cigarettes and novel tobacco products aims to enhance better understanding of the properties, health impact and regulatory implications of novel tobacco products and e-cigarettes to support effective information

and regulation. Work Package 8 (WP8) on Smoke-free environments and tobacco advertising, promotion, and sponsorship (TAPS) legislation in Europe aims to outline and disseminate best practices for addressing upcoming challenges to smoke-free environments in Europe (FCTC11 Art.8) and to assess tobacco advertisement, promotion, and sponsorship (TAPS) implementation and impact in Europe (FCTC Art.13). Work package 9 (WP9) on Best practices to develop an effective and comprehensive tobacco endgame strategy will provide tools to put forward actions in line with the ‘Tobacco-Free Generation’ goal of the Europe’s Beating Cancer Plan, where less than 5% of the population uses tobacco by 2040 in Europe.

This document serves as a first effort towards a comprehensive dissemination strategy for the JATC-2 project and aims to provide a more concrete overview of the type of activities that are being planned and how they should eventually contribute to the overall intended impacts of the project. To this direction and in order to ensure the efficient implementation of the WP2 dissemination activities, specific deliverables and milestones are foreseen (Tables 1 & 2).

Table 1. JATC-2 WP2 Deliverables

Deliverable	Title	Lead beneficiary	Type
D2.1	Visual Identity	NPHO	Website, Social media accounts, leaflets, logo, templates etc.
D2.2	Stakeholders analysis	NPHO	Mapping stakeholders involved in tobacco control in MS and at EU-level
D2.3	Dissemination plan	NPHO	Report
D2.4	Project Dissemination Activity Report 1	NPHO	Report
D2.5	Project Dissemination Activity Report 2	NPHO	Report
D2.6	Layman version of the final report	NPHO	Report

Table 2. JATC-2 WP2 Milestones

Milestone	Title	Lead beneficiary
M2.1	Presentation of the Dissemination activities at the first annual meeting	NPHO
M2.2	Presentation of the Dissemination activities at the second annual meeting	NPHO
M2.3.	Draft programme for Final Project Conference	NPHO
M2.4	Final event organised	NPHO

Dissemination target groups

In order to focus our JATC-2 dissemination efforts and enhance the chances of achieving the intended impact, five target groups have been identified: 1) EU Member States regulators and policy makers, 2) International and national tobacco control stakeholders, including tobacco inspectors, 3) Research institutions, scientific societies, and researchers, 4) Tobacco control non-governmental organizations, and the 5) General public. Our activities target these groups at national and European level.

EU Member States regulators and policy makers

This is the primary target group of the JATC-2, due to the nature of the domain and the relevance and expertise Member States regulators have within the topics covered by the Joint Action. These are the main entities that would benefit mostly from the JATC-2, as the actions and tasks to be undertaken address the aspects of the Tobacco Products Directive, the Tobacco Advertising Directive, and the Framework of Tobacco Control. In order to ensure a more harmonized approach to market surveillance and enforcement of the regulation surrounding tobacco control, it is important that Member States regulators establish and adopt a common approach to a regulatory framework. It is therefore crucial that the EU Member States regulators are involved and engaged as early as possible at all points of the JATC-2 process from commencement to dissemination of the final results and recommendations.

The wider aims of the JATC-2 project are to facilitate and aid the comprehensive, regulatory framework that, when applied uniform, will see health gains across countries, through a multifaceted approach addressing the complexity of issues including product characteristics and emissions, exposure, injury, disease risk, claims and research and surveillance.

It is important to note that the participating collaborates in the JATC-2 project are by majority either EU or EEA countries regulators or relevant competent authorities across the EU and hence their engagement would be both feasible, beneficial, and measurable. We anticipate that all EU Member States' competent authorities and those from the three participating EEA countries as well as other partner countries would benefit directly from the outcomes of JATC-2.

International and national tobacco control stakeholders

This secondary group would benefit from the JATC-2 outcomes and achievements. Tobacco control stakeholders will derive benefit from the dissemination of information that would be released concerning tobacco endgame strategies, strategies for a more harmonized approach in enforcement of tobacco related legislation and data sharing. This target group will be reached through interactions at both the dissemination level (WP2) and the "networking and sustainability level" (WP4). The JATC-2 project aims to involve a broad variety of tobacco control stakeholders that are active within Europe, including tobacco inspectors. Stakeholder networks with broad outreach across the European region that have close collaborations with national stakeholders, such as the European Network on Smoking and Tobacco Prevention (ENSP), will be contacted to increase stakeholder involvement and to legitimize the work of the JATC-2 project.

Research institutions, scientific societies, and researchers

This target group consists of research institutions and individual researchers that work within the field of development and research of public health related issues focusing on tobacco control and tobacco-related illnesses. These research institutions will also benefit greatly from the dissemination of knowledge that will be produced as outcomes of the JATC-2 project, such as a sustainable plan for data sharing from the EU-CEG database, which will make valuable data available for broader audiences, including researchers or the strategies for ending tobacco use in Europe. These efforts will compound to address the fight against tobacco-related diseases. Furthermore, research institutions working with tobacco research will highly benefit from the outcomes from the JATC-2 project especially from the assessment on the TAD and its current state of applicability for policies on tobacco advertising.

Tobacco control non-governmental organizations

Non-governmental organizations (NGOs) and other civil society organizations operating in tobacco control activities and health promotion at local, national, or regional level will also be reached. The NGOs play an important role in developing national and international cooperation which can stimulate the development of educational activities for tobacco prevention and cessation, training and capacity building as well as advocacy for adopting and implementation of legislation for tobacco control. Thus, they can act as advocates of JATC-2 findings and recommendations.

General public

This target group is the *raison d'être* for the JATC-2 project. The target group consists of every citizen of the European Region. Tobacco use is the largest preventable cause of death and cause of non-communicable and often chronic diseases, such as tobacco-related cancer within Europe and therefore the general European public will benefit from the implementation of JATC-2. The Joint Action will support a continued successful implementation of the TPD across the EU, but it will also address issues that would ensure a high level of public health through the appropriate regulation of tobacco products. Furthermore, the Joint Action will work on enforcing the regulations set down in the Tobacco Advertising Directive, hence diminishing the exposure of tobacco related adds to the public, hopefully diminishing the number of new smokers and even decrease the prevalence of smoking. This will indirectly influence the 508 million people (smokers and non-smokers) covered by the legislative articles of the TPD and TAD. The general public might also benefit from the information generated by JATC-2 on tobacco products and the JATC-2 outputs will increase the public's health literacy on the dangerous of tobacco use.

Dissemination Activities

Dissemination activities aim to share JATC-2 information to the stakeholders and the public. There will be a variety of different dissemination methods, including development of the JATC-2 visual identity, development and maintenance of the project website, online communication tools-social media accounts, organization and participation in EU Level Dissemination Events and organization of the Final Conference.

The information will be disseminated mostly in a digital format, in order to promote health literacy in this field. The main language will be English and, when appropriate, translations will be made into other languages in cooperation with MS. The dissemination activities are integrated throughout the entire project across all WPs. All WP leaders will regularly share outcomes and deliverables with WP2. This is so WP2 can disseminate the main findings and recommendations of the project to relevant stakeholders' groups that will be determined.

To help with the dissemination activities, a **stakeholder analysis** will map the stakeholders involved in tobacco control in all MS partners including existing networks and EU-funded or international projects. Within this task an internal and external stakeholder's network will be developed and maintained, in order to ease internal and external communication and ensure that the project findings reach the relevant end users. This task is also closely linked to WP6 that focuses on knowledge sharing regarding tobacco enforcement. There will be a close collaboration between WP2 and WP6 due to the fact that WP6 is building a knowledge hub network where dissemination of information also is a pivotal task. In addition, there will be collaboration with WP8 for collecting data on the countries' experts in the field of smoke-free environments. Network development and upkeep is of great importance for visibility and regular exchange of information between partners. WP2 will regularly collect information from WPs leaders and communicate this information with all JATC-2 participants. For this purpose, information on internal stakeholders will also be collected and regularly updated to reflect personnel turn over in close cooperation with WP1. For performing the

stakeholder analysis, a template for stakeholder mapping will be sent to all JATC-2 participants to be completed and stakeholder information will also be sought from other sources, such as the European Parliament website.

Among the topics to be disseminated are:

- the main results of the policy dialogues on sustainability of JATC-2 actions and possible contributions to Europe's Beating Cancer Plan (WP4)
- the report on policies and best practices in relation to tobacco endgame strategies, smoke-free environments, TPD and TAD in MS (WP4)
- the analysis of EU-CEG data on tobacco products at EU scale (WP5)
- information on enforcement of tobacco product regulation (WP6)
- the report on health risk profiles of novel tobacco products and e-cigarettes (WP7)
- the report on product use, familiarity and perceptions of novel tobacco products and e-cigarettes (WP7)
- the report on reporting of adverse events related to e-cigarettes across MS and approach for harmonised data collection across EU (WP7)
- the "weight of evidence" paper on the evidence for supporting the expansion of smoke-free environments (W8)
- the position paper on current legislation to protect the general population from aerosols from electronic cigarettes and novel tobacco products (WP8)
- the position paper for a new TAD (WP8)
- the position paper on best practices for SHS protection and evidence supporting the expansion of smoke-free environments (WP8)
- the report of forward-looking tobacco control policies and tobacco endgame strategies for the European region (W9)

1. Visual identity

The visual identity will be developed through project logo, templates for internal and external documents (Word, PowerPoint, letterhead, folders), project leaflets including one general leaflet on the project and a second leaflet on the project's results, E-newsletters, and press releases. The core communication tools will include logo, templates, and the first project leaflet.

1.1 Logo

Special permission will be sought by the Coordination team of JATC in order for JATC-2 logo to be an updated version of the JATC logo. This will enhance the continuity of the effort and the linkages between the two Joint Actions.

1.2 Templates

Templates will be created for any type of internal and external reporting and communication means including documents, presentations, letters etc. used by all JATC-2 participating entities. These will include common templates for Word, PowerPoint, and letterheads. Common templates will enhance the visibility of the joint action by contributing to the effective communication of the project activities.

1.3 Project Leaflets

The JATC-2 project leaflets will contribute to the global dissemination strategy of JATC-2 which aims to maximize the overall impact of the project through supporting the consultation with stakeholders and the dissemination of the project's results to the target audiences.

The leaflet is a keystone to this objective and will serve as one of the platforms for communicating project information to the public, stakeholders, and policy makers. The leaflets will be designed in a digital format for easier dissemination of the document to target groups.

The contents of the general leaflet will be:

1. The problem analysis
2. The general objective of JATC-2
3. The specific objectives of the project
4. Information on the project and its target groups
5. The organizational structure
6. The coordination team and the project management structure
7. The participating competent authorities
8. The Work Package leaders
9. The Work Packages' (1-9) titles and their main objective
10. The expected outcomes and benefits of the project

A second leaflet is projected to be developed that will include a summary of the main project results and outcomes.

1.4 E-newsletters

E-newsletters will be produced to update the stakeholders on the advances of the work activities of all JATC-2 work packages.

1.5 Press releases

Whenever applicable, JATC-2 will produce press releases for informing the public on the findings and recommendations of JATC-2.

2. Project website

A JATC-2 website will be developed and maintained and will act as the public face of the project.

The project website will include sufficient information for the JATC-2 target groups including the EU Member States regulators and policy makers, the international and national tobacco control stakeholders, including tobacco inspectors, the research institutions, scientific societies, and researchers, the tobacco control non-governmental organizations, the general public and the tobacco industry to be informed of the impact and progress of the project. There will be a main page presenting essential project information while further detailed JATC-2 material will be embedded deeper within the website.

Through links to the project milestones and deliverables and connections on social media the website will invite its members and the outside community to engage further in project progress and continually receive updated information on project results.

The website map will have the following structure:

Home

About the project

- Why it is important
- Objectives
- Specific Aims
- Target Groups
- Expected Outcomes
- Work Packages Overview

Coordination

- Project Coordination team

Participants

Organizational Structure

- Coordinating Team
- Steering Committee
- The General Assembly
- Work Package Leaders

Work Packages

Outcomes-Useful Material

- WP Deliverables & Milestones
- Useful material

News

Videos

Joint Action 1

Contact

The website will be live and operational and is conceived as 'dynamic' in the sense that continuous updates will be made as the project work advances and whenever the need for dissemination and communication arises.

3. Online Communication Tools – Social Media

JATC-2 accounts will be created in social media, including Facebook, Instagram, and Twitter. These accounts will be used to further enhance dissemination activities as well as to share the progress of all work packages activities. To this direction all partners will be invited to communicate with WP2 team any JATC-2 relevant update or information they would like to be posted to the project's social media accounts.

Social media is also an additional way to create opportunities for further communication between the stakeholders and to inform target audiences about the action's activities. The plan is to post at least one time per week at each platform. It would be helpful to include posts about other relevant EU Projects, such as the Europe's beating cancer plan, so as to create a strong network across Europe. Posting about World Days will also provide greater commitment with the platforms. The main language used for the posts will be English and, when appropriate, translations will be made into other languages in cooperation with the participating Member States in order to create inclusive content. The logo will be the same in every platform and the hashtag #jadc2 will be used. The visibility of EU co-financing will be ensured.

4. Participation in EU Level Dissemination Events

4.1 Sharing JATC-2 information with external websites and meetings

Relevant JATC-2 information will be prepared and shared with JATC-2 participants through online communication and the JATC-2 website so they can share it on their institution's websites. Short information will be shared through already established channels of communication with high relevance for the project networks including the European Network for Smoking and Tobacco Prevention (ENSP).

4.2 EU Level Dissemination Events

Through participation at meetings, conferences, symposiums, and on-line workshops JATC-2 members will have the opportunity to present the project's results and outcomes as well as exchange their views with different target groups including researchers, academia, and other professionals. By providing presentations at these events and by publishing in various disciplinary and highly regarded journals we will be reaching out our target groups focused on tobacco control both nationally and internationally.

The WP2 team will be working with WP1 coordination team on identifying all relevant events attended by project target groups and explore options for inclusion of JATC-2 special sessions and/or presenting the JATC-2 project. These events include but are not limited to European and world conferences on tobacco control.

The following indicative list of conferences within 2023 might be of interest for JATC-2 partners:

- 9th European Conference on Tobacco or Health (ECToH), 26-28 April 2023, Madrid, Spain
- European Respiratory Society (ERS) International Congress, 9-13 September 2023, Milan, Italy
- Annual SRNT-E (Society of Research on Nicotine and Tobacco - Europe) Conference, 11-13 September 2023, London, UK
- 16th European Public Health Conference 2023. Our Food, Our Health, Our Earth: A Sustainable Future for Humanity, 8-11 November 2023, Dublin, Ireland

5. Final Conference

In 2024 in Brussels a final conference will be organized, at which all the final results and outcomes of the JATC-2 project will be presented and discussed among JATC-2 partners and, more importantly, with representatives from JATC-2 target groups. The target audience for this event are stakeholders and people involved in preparing policy related to tobacco control at the EU and Member States level.

This conference shall take place within the European Parliament building. The digital material of the conference will be disseminated to larger audiences through the networks of participating stakeholders and will include a dissemination report that will clearly show the results. The visibility of EU co-financing will be ensured.