



D2.1 LEAFLET

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Glossary of acronyms

Acronym	Description
JADECARE	Joint action on implementation of digitally enabled integrated person-centred care
JA	Joint Action
DS	Dissemination Strategy
HaDEA	European Health and Digital Executive Agency (HaDEA)
EU	European Union
oGP	original Good Practice
SC	Steering Committee
WP2	Work Package 2

Table 1: Glossary of acronyms, terms and abbreviations

1. Introduction

Effective communication activities and tools are at the base for successful internal and external presentation of the project's work.

JADECARE Work Package 2 (WP2), in charge of the “Communication and dissemination” activities, has as its main objectives to create and maintain a recognisable project identity, and to maximise the uptake of project results by promoting and disseminating them across a wide range of stakeholders and the general public. To ensure effective communication, a number of promotional tools and materials have been produced as a part of the project branding.

This deliverable describes the steps and phases of the production of the JADECARE Leaflet, as well as its current and future application as part of the project's dissemination strategy. It presents the key information included in the leaflet; the approach and concept of JADECARE, as well as an overview of the intervention and partners, with the aim of arousing readers' curiosity about the project. Moreover, the leaflet is downloadable in the following link

The leaflet includes the information generated by the project partners in a co-creation process, including inputs from all including the original Good Practices (oGPs). It can be downloaded from the JADECARE official website: https://www.jadecare.eu/wp-content/uploads/2022/01/JADECARE_JA-digitally-enabled-integrated-care_LEAFLET.pdf. The leaflet will be available in the 16 official languages of the JADECARE countries.

All these points are further elaborated in this document, starting with the main concept, objectives and description of the leaflet. Screenshots and images of the final version of the Leaflet are also shown.

2. Leaflet description and objectives

The leaflet raises awareness by explaining the objectives of the project, the main activities and tasks foreseen, the expected results and partners involved. It was designed in a way to reflect the design of the project logo and capture the attention of different target groups. The leaflet will be available in digital format for download on the project website and will be circulated to all partners through the collaborative workspaces such as the JADECARE SharePoint. A printed version will also be produced for project partners to disseminate to their stakeholders.

The leaflet aims to provide a modern format, easy to understand and handle material for everyday use. JADECARE will be presented at different events all over Europe, so a unique but solid design and an easy-to-remember format favour long-term brand recognition and awareness. It aims to attract people to find out more about JADECARE and raise awareness.

3. Design elements

The final leaflet design is based on the official project House Style, including design elements as the JADECARE logo and the colour scheme. In order to select the images and pictograms, a number of key words related to

the project were defined: transfer, good practices, networking, scale-up of innovation, health systems, person-centred care and health systems transformation.

A main pictogram has been selected and included in the leaflet related to the following topics:

- Contributing to innovative digital health systems
- Enabling person-centred care
- Participating national authorities
- Reinforcing capacity of health authorities
- Supporting best practice transfer



Figure 1: Main Pictogram relating to JADECARE

Likewise, new design elements have been used with the heart-shaped logo and jade-green colours which represents the project' visual identity well and makes the project recognizable. These items were used as background images and text frames, headers for the social media accounts.



Figure 2: JADECARE LOGO for social media accounts



Figure 3: JADECARE LOGO



Figure 4: Design element used as background image

5. Content definition process

The project leaflet structure, agreed by the Steering Committee of JADECARE, was created to summarize the project for those not familiar with it. As a result, an 18-page A5 landscape format was chosen.

The content development process was aligned with the one for the JADECARE landing page and website. The design of the leaflet will be the basis for the generation of other dissemination materials, such as roll-ups and flyers.

The first page of the leaflet shows the project logo and the EU flag, in recognition of the funding received. Other pages present the following information:

- Cover page with JADECARE logo and EU flag
- Project data (Fact sheets)
- Pictograms which describe the project's purpose, reflecting the chosen keywords for the project, makes the leaflet graphically appealing
- Project background
- Map with the participating countries and slogan
- Aims and goals
- Four oGPs short description
- Expected outcomes
- Intervention: Implementation strategy and timeline
- Logos of all the partners participating in the project involved
- Disclaimer, flag, social site accounts
- Back cover: JADECARE logo

6. Conclusion

Project brand awareness is a distinctive part of communication and dissemination activities, where the presence at project conferences and exhibitions (participation in international and national conferences related to the project topic) plays a key role. Both printed and digital materials support this activity and provide instant information about the brand, the project approach, the project's objectives, results, intervention and consortium members.

Promotional materials are also important tools, closely to the project website and social media channels, which help to raise the awareness of a research project.

The leaflet will be printed only when necessary (i.e. for participation in meetings, workshops and conferences), and can also be downloaded in PDF format from the project website. It will also be shared on the project's social media accounts: Twitter and LinkedIn. Similar to other dissemination tools, such as the website, the development process does not stop here; further versions and other formats, e.g., a flyer or a roll-up will be developed according to the released project activities, results and target groups throughout the project lifecycle.

7. Annex 1. JADECARE leaflet



Figure 5: Cover page of JADECARE leaflet



Figure 6: Project data and pictogram

BACKGROUND

The ageing of the population with the growing burden of chronic conditions and multimorbidity is steadily increasing the demand for a more extended and efficient care and a more intelligent outcome-based delivery of personalized care in an integrative and coordinated approach. Innovative solutions are needed to deliver efficient integrated person-centred services based on citizen's needs through new technologies, products and organizational changes.

Digital innovation tools and services have the potential to facilitate and support these changes delivering more targeted, personalised and high-quality healthcare to the population.

"THE PROJECT INVOLVES 48 ORGANISATIONS FROM 17 EUROPEAN COUNTRIES."



Figure 7: Project background and map of participating countries

AIMS AND GOALS

JADECARE (Joint Action on implementation of Digitally Enabled Integrated person-centred CARE) will contribute to **innovative, efficient and sustainable health systems** providing expertise and sharing good practices to assist the European countries in undertaking health system reforms.

JADECARE will:

- **Enable the participating national authorities and those beyond the Consortium**, to benefit from efficient solutions in digitally enabled integrated person-centred care developed by the "Early adopters" of the original Good Practices (oGPs)
- **Reinforce the capacity of health authorities** to successfully address important aspects of **health system transformation**, in particular the transition to digitally enabled integrated person-centred care
- **Support the best practice transfer** from the systems of the "Early adopters" to the ones of the "Next adopters"

ORIGINAL GOOD PRACTICES

In order to contribute to achieve these goals, four original Good Practices support participating regions of member states to transfer the successful practices and generated knowledge into their healthcare systems.

The Basque health strategy in ageing and Chronicity: Integrated Care intends to improve health and quality of life of the population, enhance the health system quality, efficiency and sustainability and the collaboration with Social services and the Community. The approach focuses on risk stratification, digitally-enabled integrated care and patient/citizen empowerment, by means of new organizational models, professional roles, pathways and processes and digital tools and

The Catalan Open Innovation Hub on Ict-Supported Integrated Care Services for Chronic Patients is a network of entities that promotes synergies among relevant stakeholders of the health and social care system. It places the focus on people and guarantees the healthcare continuum with support of digital tools, complementing the individual approach with a population-based perspective.

The Optumedis Model-Population-Based Integrated Care model targets simultaneously better population health, an improved patient experience of care including increased service quality and higher patient satisfaction and reduced per capita costs of health care by increasing system efficiency.

The **Digital Roadmap towards integrated care** of the Region of Southern Denmark consists of the SAM:BO agreement connecting the sectors digitally supplemented by a number of projects in the area of digitally enabled integrated care.

Figure 8: Aims and goals and original Good Practices description

EXPECTED OUTCOMES

- ▶ To contribute to the creation of innovative, efficient and sustainable integrated health care systems focused on the individual person.
- ▶ To encourage innovation, enhance the sustainability of health systems, and improve their health care performance and outcomes.
- ▶ To achieve the digital transformation of health services in which professional end users, care users or citizens, health providers, digital solutions providers and governments will have a key role.

JADECARE will improve collaboration and trust among participating agents, support knowledge transfer and learning, and generate evidence on integrated care. This will produce benefits beyond the time frame of the Joint Action. JADECARE will share its main findings and ensure the sustainability of policies at local, regional and national levels.

IMPLEMENTATION STRATEGY AND TIMELINE

The transfer of oGPs will focus on the situation and preparation of the local environments of the adopting participants for the implementation. A three-step implementation strategy will be used for oGP transfer:

- ▶ **Pre-Implementation:** planning and preparation of the action plans
- ▶ **Implementation:** roll-out and operation based on PDSA cycle methodology (Plan, Do, Study, Act)
- ▶ **Post-Implementation:** impact assessment and learning

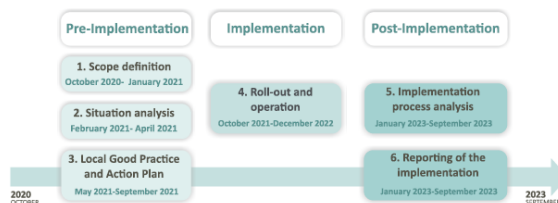


Figure 9: Expected outcomes and implementation strategy with OGP figure



Figure 10: Partner logos



Figure 11: Disclaimer, Project website, social sites, EU flag, and background JADECARE design



Figure 12: Back cover of the leaflet