equicares

COMMUNITY-DRIVEN INCLUSIVE, EQUITABLE,
MENTAL HEALTHCARE ACCESS

D6.1 Dissemination and Communication Plan-v1

Q-PLAN INTERNATIONAL

31/03/2025

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Executive Summary

This document constitutes the first version of the EQUICARES project's Dissemination and Communication Plan (DCP).

EQUICARES is a Horizon Europe project aiming to support access to innovative and sustainable mental health and care services by people in vulnerable situations through a blend of research, co-creation and policy solutions. The project uses innovative methodologies, such as an advanced application of Levesque framework for evaluation of mental health services; the deployment of Computational Social Sciences to increase access for hard-to-reach populations in vulnerable situations and collect accurate quantitative and qualitative data on inequalities in mental healthcare services; and the combination of complementary cost-analysis techniques. To unlock the design of innovative solutions, the project maps, through digital ethnography, existing innovative solutions, analyses for accessible mental health services and links them with different parts of the mental health system. Such informative insights are visualized and offered to policy makers through a dedicated Atlas. EQUICARES pilots innovative solutions in 8 areas from 7 countries, which represent diverse socioeconomic settings and cover major categories of people in vulnerable situations, while informing various strategic frameworks of the EU. Through "Smart Health Labs", the project engages vulnerable groups at the community level to codesign, implement and assess innovative solutions based on the principles of social economy and user innovation. At the individual level, the project provides awareness raising and capacity-building and pilots a novel AI-based Assistant, making advancements in the landscape of AI-generated mental health ecosystem, and fostering mental health and digital literacy of users. EQUICARES tests the value of its innovative solutions and applies novel cost analysis techniques to provide solid evidence on the negative impact on not taking measures. Finally, the project replicates its outcomes in 4 additional cases and develops the Inclusive Mental Health and Care Policy Dashboard towards the sustainability and policy uptake of its results.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect. It includes specific actions and activities that will be carried out by the EQUICARES consortium members in order to ensure success and maximum publicity for the project and its results. With that said, this deliverable outlines:

1.   **What to disseminate** – Chapter two is devoted to the basic project-related information that will be conveyed throughout the project

2.   **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities

3.   **How** – Chapter four includes all the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities

4.   **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond

5. **Monitoring of the process** – Chapter six identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project

The first version of the DCP defines the initial communication strategy that will be used throughout the years of the project and verifies that all communication and dissemination activities in relation to Milestone 12 (logo, colour codes, templates, brochure, website, social media pages, DCP) are reached by M3. The DCP will be updated in June 2026 (M18). The update will include results and metrics of the Dissemination & Communication activities by the time of reporting.

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Table 1:List of Terms & Definitions

Abbreviation	Definition
DCP	Dissemination and Communication plan
KPIs	Key Performance Indicators
MOOCs	Massive Open Online Courses
NoI	Network of Interest
SMAs	Social Media Accounts

Introduction

1.1 Scope of the Deliverable

This report, titled "D6.1 Dissemination and Communication Plan v1 (DCP)", aims to design the strategy, plan and activities to be implemented under the EQUICARES project, with a view to maximizing the project's visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

• Describe the types of dissemination channels and tools to be utilized and the required actions and resources

• Define responsibilities among partners

• Summarize the internal monitoring, evaluating, and reporting of dissemination activities

• Provide an indicative timetable/work planning of promotion activities during the project

1.2 Structure of the Deliverable

Taking the above into consideration, the "Dissemination and Communication Plan v1" is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that will be utilized for the dissemination and communication activities of the project, such as the project's web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners
- **Chapter 6 – Key Performance Indicators and monitoring (KPIs):** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward.

The Annex includes dedicated forms for listing dissemination and communication activities, as well as external and future events. These forms support collaboration within T6.1 and provide valuable resources for the project's communication channels.

Current deliverable is closely linked to other dissemination and communication outputs, such as D6.5, which centers on the development and launch of the website. It also serves as a foundation for updates in D6.3 – Dissemination & Communication Plan (v2) at M18, along with the final monitoring and reporting of outreach efforts in D8.1 – Dissemination and Communication Results on M48.

2. Dissemination Assets

The assets that follow will be disseminated by all partners with a view to maximizing the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements and results will be published through newsletters and regular posts on the project's website or partners' websites to inform stakeholders about the project and its impact.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project's assets, as depicted in the following, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 2: EQUICARES main assets/results

EQUICARES main assets/results	WP/Task leader
1. EQUICARES service assessment framework	KU
2. Research datasets (e.g. qualitative datasets on mental health conditions and related health and care services' access barriers and enablers, quantitative datasets on barriers to accessible mental health and care services, etc.)	KU, ZI, EUR, JIGSAW, Q-PLAN
3. Smart Health Labs	WR
4. Capacity-building programme and Citizen Science project results	GIVMED
5. EQUICARES piloted solutions	EUCOMS
6. EQUICARES economic evaluation framework and insights	RUG
7. Replication Handbook	EHTEL
8. Policy Briefs	SEERC

9. The Atlas on Mental Health and Care Innovative Solutions	KU, RUG
10. The Inclusive Mental Health and Care Policy Dashboard	SEERC
11. The AI-based Assistant	SQUAR

3. Targeted Stakeholder Groups

The key stakeholder groups targeted via dissemination and communication activities of EQUICARES are outlined in the following table:

Table 3: EQUICARES target groups

EQUICARES key stakeholders for dissemination	
People in vulnerable situations	- LGBTQI+ community - People with mental disabilities - People with physical disabilities - Roma community (focus on women) - Migrants - Elderly - Elderly migrants - Elderly women - Migrants - Refugees - Ethno-religious minorities - Unaccompanied children - Youth 2023 Turkey-Syria earthquake victims
Service providers, mental health and care workers	- Community Mental Health Centres - Private Practice Therapists/Counsellors - Social Workers - Social Economy Organisations - Crisis Helplines (e.g. Helplines consultations; Psychological support interventions, Online prompt messages and post screening) - Online Mental Health Platforms - Specialised Experts, e.g. on Trauma; LGBTQI+; Refugee; Homeless; Child Welfare, etc.
Decision- and policymakers	- National authorities - Members of Parliament - Policy researchers - Advocacy officers - Administrators - Healthcare providers

Academia and Research	● Public universities; Mental health care ● Research institutes; Researchers focusing on inclusion of vulnerable populations and healthcare accessibility
EU-wide actors	● EU institutions ● Relevant DGs ● EU-funded projects
Civil society	● General public ● Local communities ● NGOs and associations

4. Channels and Tools

EQUICARES uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster), infographics, video, and newsletters
- Project website
- Project social media accounts on Facebook, Instagram, X, LinkedIn and YouTube and partner's social media accounts
- Participation in external events and conferences
- EQUICARES engagement events
- Network of Interest activities

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex 1.

The table below provides an overview of the key messages tailored to each stakeholder group of EQUICARES, along with the main key message and the dissemination and communication tools used to convey them throughout the course of the project.

Table 4:Key messages and channels for EQUICARES targeted stakeholder groups

Target groups	Channels	Key messages
People in vulnerable situations	Smart Health Labs, Capacity building activities, Website and Social Media Accounts (SMAs), AI based assistant, project tools and Massive Open Online Courses (MOOCs), workshops and events, Awareness raising campaigns.	EQUICARES empowers individuals in vulnerable situations by enhancing their mental health and digital literacy, facilitating their access to mental health services, and including them in co-creating solutions.
Service providers, mental health and care workers	Smart Health Labs, Atlas, Policy Dashboard, AI-based assistant, Policy Briefs, Replication Handbook, Website and SMAs, project events, Awareness raising campaigns, Policy briefs.	EQUICARES equips service providers with innovative solutions, comprehensive data, and tailored training on digital literacy, digital health solutions and their applications for both healthcare providers and patients to deliver inclusive and effective mental health and care services to people in vulnerable situations.
Decision- and policymakers	Atlas, Policy Dashboard, AI-based assistant, Policy Briefs, Replication Handbook Website, Synergies with EU Initiatives, Network of interest (NoI), Awareness raising campaigns.	EQUICARES provides evidence-based insights, innovative solutions, and data to drive policy changes that address accessibility barriers and improve the overall well-being of people in vulnerable situations.
Academia and Research	Atlas, Project Tools and educational resources, Scientific Publications, Conferences and Events, Replication Handbook, Interviews, Focus Groups, Surveys.	EQUICARES provides access to comprehensive data sets and the chance to contribute to cutting-edge research in the field of mental health accessibility and inclusivity.
EU-wide actors	Atlas, Policy Dashboard, Policy Briefs, Replication Handbook, Website, NoI, awareness campaigns.	EQUICARES delivers data-driven recommendations for EU and national policy actions, ensuring equitable healthcare access at both EU and national levels.

| Civil society | Smart Health Labs, Capacity building, Website and SMAs, project events, pilot awareness campaigns. | EQUICARES promotes awareness and social inclusion through community engagement, building a more supportive environment for people in vulnerable situations and supporting their access to mental health services. |

4.1 Graphical Identity and Promotional Material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material will be mainly used at project workshops, webinars and external events where EQUICARES partners participate. It will be used, also, in the everyday publicity of the project. Moreover, newsletters (on a bi-annual basis), website and social media posts, leaflets, posters and infographics will stress and demonstrate with evidence the benefits of EQUICARES, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the EQUICARES project is described in the following subsections. Each partner will be responsible for translations (if considered necessary) and printing the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/WP6 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project logo

The EQUICARES project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. Prior to the EQUICARES kick-off meeting, various logo options were presented to the project partners in order to allow them to express their preferences and select their favorite design.

#1

#2

#3

#4

Figure 1: Initial Logo Options

The selected logo of EQUICARES was adopted in agreement with the majority of partners and is presented below:

#1

#3

#5

#2

#4

#6

Figure 2: All versions of EQUICARES logo

A total of six logo formats were created to suit different needs. These include a full version with the tagline in both brand colors and black, a version without the tagline in colored and black editions, and an icon-only version available in both colored and black variations.

The project's logo is a combination mark which means that it is composed of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image. Specifically, it is mostly a font-based logo that focuses on the project's acronym. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition. Furthermore, since the focus is on the project's acronym, a modern font was chosen in order to capture the essence of what the project does. As for the icon, a human head with an integrated heart symbol was chosen to reflect the project's focus on mental health care. The typography is modern and clean.

The logo colors are used in all possible circumstances to ensure consistency and to reinforce the visual identity of EQUICARES. The main colours are green (#6EBA9A), pink (#D570BC) and gold (#C3B981) symbolizing inclusion, diversity, and compassion in mental healthcare.
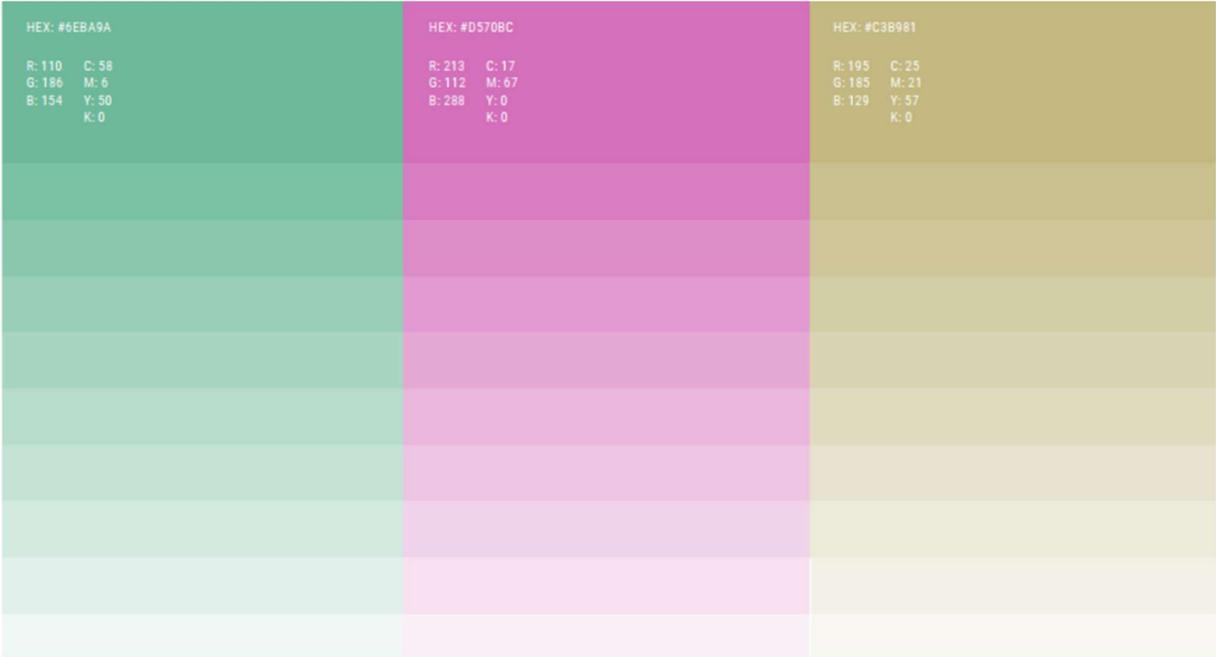
HEX: #6EBA9A	HEX: #D570BC	HEX: #C3B981
R: 110 C: 58 G: 186 M: 6 B: 154 Y: 50 K: 0	R: 213 C: 17 G: 112 M: 67 B: 288 Y: 0 K: 0	R: 195 C: 25 G: 185 M: 21 B: 129 Y: 57 K: 0

Figure 3:The color palette of EQUICARES

In addition to the use of the EQUICARES project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement are shown below:

Funded by
the European Union

Moreover, any dissemination and communication activity must indicate the following disclaimer:

Funded by the European Union under GA no. 101156500. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

4.1.2 Project leaflet, poster and roll-up

The project leaflet, poster and roll-up constitute an important pillar of communication activities and present essential project information (aim, objectives, partners, etc.). They were created by February 2025 (M2), following the project's time plan of activities. Apart from the general project leaflet, poster, and roll-up, promotional material to support EQUICARES events, infographics etc. will be prepared during the project, according to the needs of the responsible partners.

IMPACT

Societal

- Improves access and equality in mental healthcare by co-designing solutions with people in vulnerable situations and fostering community-driven solutions.
- Empowers mental care workers and service providers through capacity building programs, AI tools, and resources for efficient, high quality, patient-centered care.
- Empowers citizens by reducing mental healthcare barriers and promoting well-being through literacy programs, AI tools, and tailored, accessible solutions.
- Enhances policymaking by providing data on barriers to mental health services.

Economic

- Promotes mental health policy recommendations that foster cost-effectiveness through service innovations.

Scientific

- Advances mental health research by exploring inequalities, pioneering data collection methods, and integrating AI in mental healthcare service evaluation.
- Enhances data reliability through innovative methodologies and participatory research.

PROJECT IDENTITY

Project Title: EQUICARES
Grant Agreement No: 101156500
Start: 1 January 2025
Duration: 48 months
Budget: € 5,935,974.33
Project Coordinator: White Research SRL

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THE EQUICARES APPROACH

PILLAR 1
Researching and understanding barriers and inequalities

- Develop the Atlas of Innovative Solutions to address these challenges.

PILLAR 2
Engaging and co-creating

- Setting up Smart Health Labs to promote mental healthcare service access
- Strengthen Mental Health & Digital Literacy to empower people in vulnerable situations to understand their rights and seek support via:
  - MOOCs to enhance digital competences for better health service navigation.
  - Training Workshops to strengthen digital skills.
  - Citizen Science for data collection and problem-solving.
- AI-based Assistant for personalised mental health support and data collection.

PILLAR 3
Piloting, evaluating, and sustaining

- Co-Creating and Piloting Solutions to design accessible, cost-efficient, and high-quality mental health services.
- Inclusive Mental Health and Care Policy Dashboard with monitoring, assessment, and cost analysis tools and a Handbook for site-specific policy briefs

PILOT CASES

The EQUICARES pilot cases will cover all major categories of people in vulnerable situations, representing a wide range of barriers and inequalities in accessing mental health care services.

DUBLIN SOUTH & WICKLOW (IE)
- LGBTQI+ COMMUNITY

NORMANDY REGION (FR)
- PEOPLE WITH MENTAL DISABILITIES
- PEOPLE WITH PHYSICAL DISABILITIES

BADEN-WURTTEMBERG (DE)
- ELDERLY
- ELDERLY MIGRANTS

NORTH-CENTRAL REGION (BG)
- ROMA COMMUNITY
- ETHNO-RELIGIOUS MINORITIES

SEVILLE MUNICIPALITY (ES)
- ROMA COMMUNITY (FOCUS ON WOMEN)
- MIGRANTS

THESSALONIKI AREA (EL) & ATTICA REGION (EL)
- ELDERLY POPULATIONS
- MIGRANTS
- REFUGEES AND UNACCOMPANIED CHILDREN
- YOUTH

HATAY SUB-REGION (TR)
- ELDERLY
- MIGRANTS
- 2023 TURKEY-SYRIA EARTHQUAKE VICTIMS

Figure 2: EQUICARES leaflet

Figure 3: EQUICARES poster

Figure 4: EQUICARES roll-up banner

4.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. EQUICARES presentations include the logo, brand colors, fonts and brand elements from the project's visual identity. In particular, a template for the project's deliverables as well as a template for the partners' presentations have been created and are available to project partners. In addition to the templates mentioned above, an EQUICARES comprehensive Dissemination and Communication guideline has been developed. This serves as a useful resource for a variety of day-to-day communication activities, such as email invitations to events and more.

The following templates have been prepared for the EQUICARES project:

- EQUICARES presentation template;
- Project deliverables and reports template;

The templates are shown below:
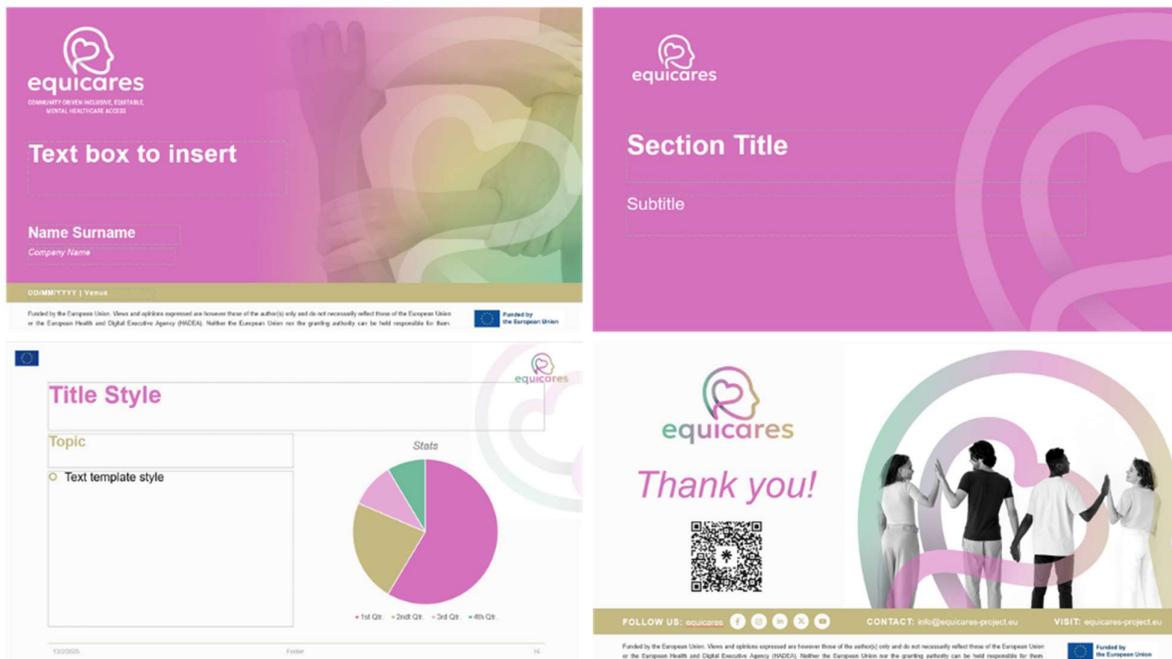
Figure 5: The presentation template

Figure 6: EQUICARES deliverables template cover

4.1.4 Promotional video

A promotional video of approximately two (2) minutes will be produced by M12 to effectively reinforce the project's communication activities. The preparation of the video is the responsibility of Q-PLAN. The video will provide an overview of the project that includes vital information. The video is a great way to highlight the mission and the vision of the project. It will be uploaded to EQUICARES YouTube channel and shared on the project's website and SMAs.

4.2 EQUICARES Digital Presence

4.2.1 EQUICARES website

The project's website will be available online by M3 (March 31st, 2025), accessible to users on all devices. There is no kind of limitation or restriction for accessing the portal. The URL for the website is https://EQUICARES-project.eu/ and the contact email is info@EQUICARES-project.eu .

It constitutes the main gateway to EQUICARES activities, publications, news and events. Specifically, it contains information about the project's concept and objectives, the consortium, the approach, the pilot cases, as well as project news. Links to social media accounts of the project, to project partner's web pages and also relevant initiatives will be included. In addition, it will be equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website will be further enriched with all publishable deliverables and promotional material. The news section of EQUICARES website will be updated regularly, whenever an action / activity is taken. All partners are expected to contribute with news items.

Q-PLAN is responsible for the design, operation, and update of the project's website. The project website will be mentioned in all publicity material generated by the project consortium.
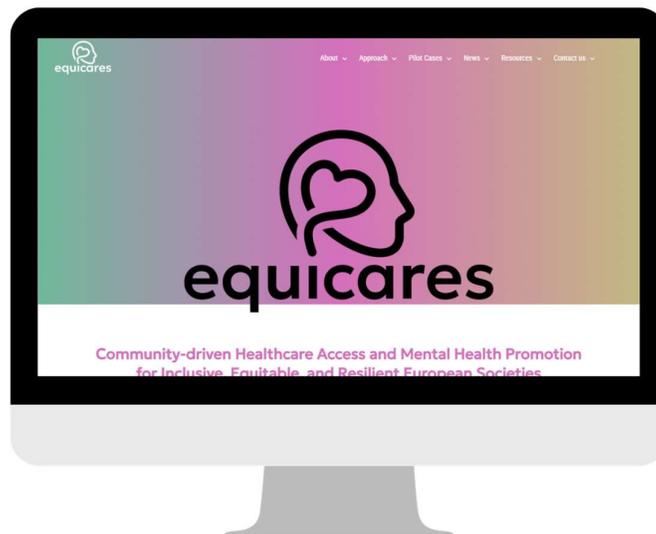
Figure 7: EQUICARES website

4.2.2 Social Media accounts

In today's society, the use of social media has become a necessary daily activity, therefore the project's social media accounts are among the main pillars of promoting project's news, events and activities. EQUICARES utilizes social media accounts on LinkedIn, X, Instagram, Facebook and YouTube. The above-mentioned accounts were launched in M1 (January 2025). Additionally, the potential integration of Bluesky into its social media strategy is currently being explored. The following table contains URL links to the five (5) existing social media accounts of EQUICARES.

Table 5: EQUICARES social media accounts

Social Media Platform	Account name	URL
LinkedIn	@EQUICARES	https://www.linkedin.com/company/EQUICARES/
X	@EQUICARES_EU	https://x.com/EQUICARES_EU
Instagram	@EQUICARES.project	https://www.instagram.com/EQUICARES.project/
Facebook	@EQUICARES.project	https://www.facebook.com/profile.php?id=61571805159384
Youtube	@EQUICARESEUProject	https://www.youtube.com/@EQUICARESEUproject

The project's social media will be continuously updated in English with news about the project's activities and results, events, scientific news, news from several organizations/associations that promote mental health care, news from related EU projects etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project. Each partner is responsible for disseminating content on their own social media channels in their respective languages. In addition, hashtags are used on project's posts to help stakeholders to easily find it, and encourage interaction. The hashtags used on the project's social media accounts are:

- #EQUICARES
- #HorizonEurope
- #MentalHealth
- #HealthcareInnovation
- #InclusivePolicy
- #EquitableCare
- #euprojects

Q-PLAN is responsible for the administration of EQUICARES social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about EQUICARES regularly, through the social media of their organisations.

Project partners are aware that a number of the social media sites listed above have recently rolled back protections for key target groups of the project, such as LGBTQI+ persons and migrants. This was discussed at the Kick Off Meeting in January 2025. Due to the need for the project to reach relevant stakeholders, partners agreed that the project will continue to use these platforms in a variety of ways (outlined below) and will also continue to monitor the situation on each individual platform.

4.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project's LinkedIn page was set up in M1 (January 2025) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their input to ensure their activities are duly promoted.

4.2.2.2 X

An X account was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what EQUICARES is and what it does. In addition, X can be used as a promotional tool for the project's events and workshops as it can create a buzz around the activity in a short period of time. During the kick-off meeting (KoM), there were discussions about the possibility of abandoning the platform due to its recent political shift, which has seen a roll back of protection for key target groups of the project, such as LGBTQI+ individuals and migrants. Given that similar algorithmic changes are occurring on other platforms like Facebook and considering that X currently remains a crucial platform for policy discussions, it was decided to continue using X for high-level policy-related posts while refraining from sharing photos from dissemination events and workshops. Since not all partners actively use every one of the aforementioned social media platforms, each partner will focus on the platforms they currently engage with. In addition, alternative platforms such as Bluesky[1] will be considered during the project's implementation.

4.2.2.3 Instagram

An Instagram account was also created in M1 to connect quickly and visually with a wide audience, share useful insights, engaging stories, and updates on mental health initiatives across Europe. As a platform for awareness, discussion, and impact, Instagram enables EQUICARES to connect with younger populations within its target groups. The account will be regularly updated to foster community engagement and actively involve users in the project's co-creation process, including Smart Health Labs, Massive Open Online Courses (MOOCs), and workshops.

4.2.2.4 Facebook

A Facebook account was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, so it gives the EQUICARES project an opportunity to share news and results.

Like all EQUICARES social media accounts, the project's Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives.

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[1] https://bsky.app/

Figure 8:EQUICARES SMAs

4.2.2.5 YouTube

Finally, the EQUICARES YouTube channel was created on M1 and will include the project's communication video when it is finalised in M12 (section 4.1.4 Promotional video), along with various material from the project's activities. That channel was chosen in order to gather project videos in a single and accessible location. The aim of creating the YouTube channel is to share the promotional video, allowing YouTube to expose the project to a larger audience.

4.2.3 Online newsletter and mailing list

An online newsletter will be prepared and distributed through MailChimp, presenting among others the results achieved, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months. Additional ad-hoc newsletters may be added if deemed necessary.

The initial recipients' list will be created and administered by Q-PLAN, with contribution from all partners, who will share the registration form to their network. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules. The recipients' list may also be used for the dissemination of other news and announcements related to the project activities.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium. Partners are also required to disseminate the newsletter issues through their own channels.

4.2.4 Publications

During the project, at least six (6) scientific publications will be published in scientific journals/conferences. Publications in impactful peer-reviewed scientific journals are one of our key channels for dissemination. EQUICARES will disseminate the research and experimental results via

scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will endeavour to produce publications in the highest quality, which not only reflect on the consortium's reputation but also on the EQUICARES project. All publications must cite and / or refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No.101156500.

An indicative list of journals that can be used under the context of the project is given by the following table:

Table 6: Indicative Journals

Indicative Journals for the dissemination of EQUICARES results	
Title	**Impact**
Journal of Health Care for the Poor and Underserved	1.08
Health Services Research	2.706
Journal of Public Health Policy	3.8
Health Affairs	9.700
Social Science & Medicine	5.4
Journal of General Internal Medicine	6.473
BMC Health Services Research	2.8
Journal of Community Health	5.9
International Journal for Equity in Health	4.76

4.3 EQUICARES Events

4.3.1 Project events

Events serve as powerful communication tools, spreading the world for the benefits that can be derived from the project services and outcomes. A series of events will be organised to facilitate the engagement of stakeholders and promote the uptake of the project's outcomes. Early in the process, our offline activities will include the organisation of 2 warm-up events (e.g info day, visit to facilities, etc.) per pilot area (M18 and M20) to raise awareness and support the initial engagement in our Labs.

Table 7: Indicative list of warm-up events

Online actions	Onsite actions
Webinars featuring mental health experts	Warm-up events
Virtual forums for stakeholder discussions	Public talks and seminars at local community centres
Social media campaigns	Field visits
Podcast series on mental health topics	Engaging with local schools for mental health education

4.3.2 External events

Partners will participate in several external events of great interest to target stakeholders of the project to keep in touch with them, exchange knowledge and communicate the project value propositions and results.

Additionally, the targeted events will help maintain alignment with the latest research and provide a platform for communicating project updates. Partners will follow the guidelines below:

 ➢ If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
 ➢ The partner is requested to inform the Dissemination and Communication Manager (Q-PLAN) on the upcoming activity in order to be involved in the project's dissemination activities, no later than 10 days before the event;
 ➢ During the event, it is important to disseminate the project promotional material (leaflets, posters etc.);
 ➢ A number of photos/screenshots must be taken;
 ➢ The partner is requested to update the Dissemination and Communication Manager (Q-PLAN) about the participation in the event and to share the photos taken, not later than 10 days after the event;
 ➢ All partners are requested to complete the "Dissemination and Communication Activities Reporting" section of the project's Gform[2], specifically filling out the corresponding tabs that appear after selecting the "external events" category on the first sheet of the form. Specifically, please fill out the relevant tabs that appear after selecting the "external events" category on the first sheet. Ensure that all required information about event participation is submitted no later than three weeks after the event. Relevant screenshots of the form can be found in Annex 1. A table of indicative events is provided below.

Table 8:Indicate list of events

Indicative list of Conferences / events:
European Conference on Mental Health
International Conference on Psychiatry and Mental Health Care (ICPMHC)
International Conference on Emotions and Social Psychology (ICESP)
International Conference on Psychiatry and Psychiatric Disability (ICOPPD)
International Conference on Psychiatry and Mental Illness (ICOPMI)
European Public Health Conference

4.3.3 Final conference

By the end of the project, a closing conference will take place, organized under the lead of Q-PLAN. The aim of this conference is to attract interested stakeholders from the project's target groups, to spread the word for EQUICARES accumulated knowledge and present the project's final results and achievements as well as to promote their uptake across Europe. EQUICARES partners should contribute to further dissemination of the final event through their own networks.

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[2] https://docs.google.com/forms/d/e/1FAIpQLSdv5QUYzzbP90BbB-12IliSuzIfbQfn8HbQ_KujWmmuK3bY8Q/viewform?usp=sharing

4.4 Synergies with Relevant Projects/Initiatives

Synergies aim to promote collaboration and knowledge exchange while also achieving more efficient and effective use of their resources. These include Horizon Europe projects (i.e., Social Prescribing-EU[3], HPV-FASTER-Implement,SP-EU, SERENA), as well as initiatives and networks linked to our partners (e.g. EuroHealthNet[4]). Communication pathways with those projects and initiatives will be established by Q-PLAN with the support of all partners.

Synergies will be decided after discussions with their representatives and may involve joint communication and dissemination activities such as press releases and campaigns, invitation of other projects to participate in our events or vice versa, organisation of joint webinars to present progress and results, etc.).

Such collaborative activities, as described in the Dissemination & Communication Plan, are essential for the full exploitation of EQUICARES project potential. In this respect, the consortium should be constantly vigilant for new collaborations and joint actions.

4.5 Network of Interest

As part of T6.2, EASPD is in charge of creating a Network of Interest (NoI), bringing together a multi-actor body of relevant experts (in mental health, care services, social economy, patient centric technologies, health economic, etc.), providing strategic guidance in key stages and extending the reach to target audiences. Acting as ambassadors, members will support the replication and uptake of project initiatives. Stakeholders will be identified by partners and assessed based on expertise and relevance. Partners will contribute with their networks and will contribute to recruitment and engagement. EQUICARES NoI will support the promotion of the project's Atlas and Policy Dashboard, and its members are expected to create synergies with relevant initiatives.

4.6 EU Dissemination Channels

A tentative list of EU dissemination channels that may be utilised by EQUICARES throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- **The Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.

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[3] https://social-prescribing.eu/about-sp-eu/index.html
[4] https://eurohealthnet.eu/

5. Timeline and Implementation Plan

In the following table, an action plan of EQUICARES dissemination and communication activities is presented, spanning the whole duration of the project.

Activity	Responsible partner	2025 1st year (M1–M12)	2026 2nd year (M13–M24)	2027 3rd year (M25–M36)	2028 4th year (M37–M48)
Development of promotional material					
Logo	Q-PLAN	M1			
Templates (report, presentation and letterhead)	Q-PLAN	M2			
Leaflet, poster and roll-up	Q-PLAN	M2–M3			
Promotional Video	Q-PLAN	M12			
Digital presence					
Development and operation of project's website	Q-PLAN	M3–M12	M13–M24	M25–M36	M37–M44
Publicity through project's website/Publicity through partners' website	All partners	M3–M12	M13–M24	M25–M36	M37–M48
Creation of social media accounts (Facebook, Instagram, X, LinkedIn)	Q-PLAN	M2			
Publicity through projects' social media	All partners	M2–M12	M13–M24	M25–M36	M37–M48
Newsletter	Q-PLAN	M3–M12	M13–M24	M25–M36	M37–M48
Media presence					
Articles/ press releases	All partners	M3–M12	M13–M24	M25–M36	M37–M48
Events					
Project events	All partners	M3–M12	M13–M24	M25–M36	M37–M48
External events	All partners	M3–M12	M13–M24	M25–M36	M37–M48
Final Conference	Q-PLAN				M47–M48
Synergies with Other Projects and Initiatives					
Synergies with Other Projects and Initiatives	Q-PLAN, All partners	M3–M12	M13–M24	M25–M36	M37–M48
Publications					
Scientific publications	All partners	M3–M12	M13–M24	M25–M36	M37–M48
Network of Interest (NoI)					
Creation and management of NoI	EASPD, All partners	M3–M12	M13–M24	M25–M36	M37–M48

Figure 9:EQUICARES timeline

6. Key Performance Indicators and Monitoring

To measure the success of EQUICARES dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether EQUICARES are on the right path or if increased efforts need to take place.

Table 9:EQUICARES dissemination KPIs

Indicator	Target (impact)
Stakeholders engaged in overall activities	≥ 10,000
Visits to the project's website	≥ 10,000
Followers on social media	≥ 500
Scientific publications	≥ 6

Views of the promotional video	≥ 500
External events & conferences attended	≥ 15
Promotional material distributed	≥ 200
Number of newsletters released	≥ 6
Synergies with initiatives & networks	≥ 10
Final Conference participants	≥ 100

To meet target values, project partners are expected to continuously carry out publicity actions and also continuously report all publicity and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of EQUICARES dissemination activities.

Partners are required to provide detailed reports on all communication and dissemination activities conducted using the EQUICARES Dissemination and Communication Reporting Template. This template is accessible via Gform and is available online[5]. Screenshots of the Gform reporting template can be found in Annex 1.Q-PLAN will notify all partners in advance for input collection.

Any kind of promotional material related to the project produced by the partner should be previously reviewed and approved by WP6 leader Q-PLAN. Each project partner should immediately contact Q-PLAN if they identify opportunities, problems or risks arising while planning or implementing publicity actions.

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[5] https://docs.google.com/forms/d/e/1FAIpQLSdv5QUYzzbP90BbB-12IliSuzIfbQfn8HbQ_KujWmmuK3bY8Q/viewform?usp=sharing

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7. Conclusions

This document, titled "Dissemination and Communication Plan v1", provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project's tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, EQUICARES will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in v2 at M18, while the final monitoring and reporting of outreach efforts will be analysed in D8.1 – Dissemination and Communication Results at M48.

ANNEX 1

EQUICARES' D&C Reporting Form

Please report all communication and dissemination activities you have conducted in detail. This form aligns with Horizon Europe programme requirements and has been shared via email. Input collection is expected every six months, and Q-PLAN will notify the consortium accordingly.

a.g.bikou@gmail.com Switch accounts

Not shared

* Indicates required question

Partner *

- [ ] White Research
- [ ] University of Groningen
- [ ] Erasmus School of Health Policy & Management
- [ ] Koç Üniversitesi
- [ ] South-East European Research Centre
- [ ] GIVMED
- [ ] Center Amalipe
- [ ] L'ADAPT
- [ ] LGBT Ireland
- [ ] FISEVI
- [ ] Central Institute of Mental Health (CIMH)
- [x] Q-PLAN International
- [ ] JIGSAW
- [ ] EHTEL - European Health Telematics Association
- [ ] Diesis Network
- [ ] EUCOMS Network
- [ ] EASPD
- [ ] SQUAR

Type of D&C Activity *

- ( ) Communication activities
- ( ) Dissemination activities
- ( ) Publications
- (•) Events

Next   Clear form

First page of the report: Identification of Partner and Type of Activity

EQUICARES' D&C Reporting Form

a.g.bikou@gmail.com Switch accounts

Not shared

* Indicates required question

Communication activities

Type of communication activity (e.g. Social Media post, article published to a magazine etc) *

Your answer

Description/title of activity (e.g. Online)

Your answer

Objective(s) *

Your answer

Link to WP

Your answer

Date *

Date

ηη/μμ/εεεε

Type of audience *

○ Citizens

○ Civil Society

○ EU Institutions

○ Industry - Business Partners

○ Innovators

○ International Ogranization

○ Business Advisors

○ Local Authorities

○ National Authorities

○ Regional Authorities

○ Research Communities

○ Policy Makers

○ Investors

Messages

Your answer

Countries addressed

Your answer

Communication Tool *

○ Event

○ Exhibition

○ Interview

○ Media Article

○ Newsletter

○ Other

○ Press Release

○ Print Materials

○ Social Media

○ TV_Radio_Campaign

○ Video

○ Website

URL for Social Media *

Your answer

Outcome of the activity (impact)

Your answer

Status ofthe activity *

○ Cancelled

○ Delivered

○ Ongoing

○ Postponed

Comments

Your answer

Back   **Submit**   Clear form

Second page of the report: Information required for Communication Activities

EQUICARES' D&C Reporting Form

a.g.bikou@gmail.com Switch accounts ☁
📧 Not shared

* Indicates required question

Dissemination Activities

Type of activity *

○ Conferences

○ Education and Training Events

○ Meetings

○ Clustering activities

○ Collaboration with EU-funded projects

○ Other scientific collaboration

○ Other scientific cooperation

○ Other

Description/ title of activity *

Your answer

Date *

Date

mm/uu/eeee 🗓

Type of audience *

○ Research communities

○ Industry

○ Business Partners

○ Investors

○ EU Institutions

○ National Authorities

○ Regional Authorities

○ Local Authorities

○ Civil Society

○ Citizens

○ International Organization (UN body, OECD etc)

○ Specific and user communities

○ Other

Size of audience *

Your answer

Promotional material printed and distributed *

Your answer

Description of the objective(s) with reference to a specific project output (max 200 characters)

Your answer

Status of the activity *

○ Cancelled

○ Delivered

○ Ongoing

○ Postponed

Comments

Your answer

Back   **Submit**   Clear form

Never submit passwords through Google Forms.

Second page of the report: Information required for Dissemination Activities

EQUICARES' D&C Reporting Form

a.g.bikou@gmail.com Switch accounts

Not shared

*Indicates required question

Publications

Type of PID *

○ DOI

○ Handle

○ ARK

○ URI

○ pURL

○ Other

○ None

Type of publication *

○ Article in journal

○ Publication in conference proceeding/workshop

○ Books/monographs

○ Chapters in books

○ Thesis/dissertation

○ Other

Title of the scientific publication *

Your answer

Authors *

Your answer

Title of the journal or equivalent *

Your answer

PID (link) *

Your answer

Number

Your answer

Month of publication *

○ January

○ February

○ March

○ April

○ May

○ June

○ July

○ August

○ September

○ October

○ November

○ December

Year of publication *

Your answer

Was the publication available in open access through the repository at the time of publication?

○ Yes

○ No

Peer-reviewed *

○ Yes

○ No

Book Title

Your answer

Did you charge OA publishing fees to the project?

○ Yes

○ No

Type of publishing venue

○ Hybrid venue

○ Full open access venue

○ Full subscription venue

Article processing costs that will be charged to the project

Your answer

Back   **Submit**   Clear form

Second page of the report: Information required for Publications

External attended or Future Events

Type of event *

○ External attended event

○ Future event

Event's name *

Your answer

Thematic Focus *

Your answer

Date *

Date

nn/uu/eeee ☐

Location *

Your answer

Registration fees *

Your answer

Specific requirements for participation (e.g. abstract submission etc) *

Your answer

Deadline for abstract submission (if applicable)

Your answer

Website *

Your answer

Status *

○ Cancelled

○ Ongoing

○ Done

Back   Submit   Clear form

Second page of the report: Information required for External Events

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GA 101156500

PARTNERS

WHITE

university of groningen

Erasmus School of Health Policy & Management

KOÇ ÜNİVERSİTESİ

SOUTH-EAST EUROPEAN RESEARCH CENTRE — SEERC

GIVMED Share medicine Share life

AMALIPE Center For Interethnic Dialogue and Tolerance

LADAPT

LGBT IRELAND — For Inclusion For Equality For Everyone

FISEVI Fundación para la Gestión de la Investigación en Salud de Sevilla

zi Zentralinstitut für Seelische Gesundheit

Q-PLAN INTERNATIONAL

JIGSAW Young people's health in mind

EHTEL Collaborating for Digital Health and Care in Europe

diesis network

EUCOMS The European Community based Mental Health Service Providers Network www.eucoms.net

EASPD European Association of Service providers for Persons with Disabilities

SQUAREDEV