



The importance of communication and dissemination in a European project on medication adherence

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INTRODUCTION

“CA19132 - European Network to Advance Best practices & technoLogY on medication adherencE” (ENABLE) project aims to raise awareness of medication adherence (MA) and digital technologies. ENABLE is composed of 40 European countries including members from various backgrounds. Communication and dissemination play an important role in this project.



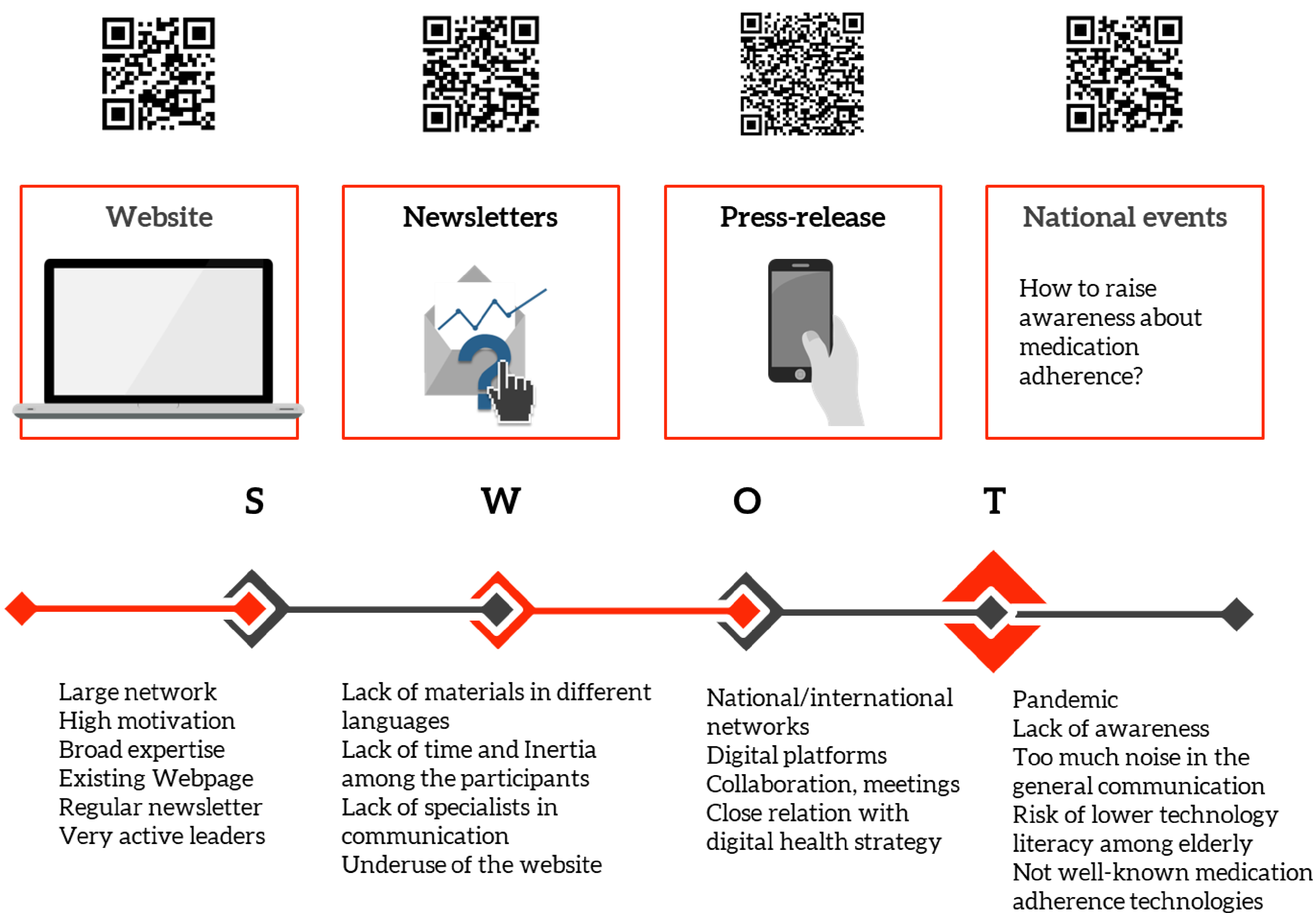
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AIM and METHODS

To present communication and dissemination activities in the COST ENABLE project. The outlined plan for communication including the selection and utilization of appropriate channels of dissemination and communication during the first two-year period is presented. A communication plan was prepared using an analysis of strengths, weaknesses, opportunities and threats to predetermine the activities to be held in the 4 years.

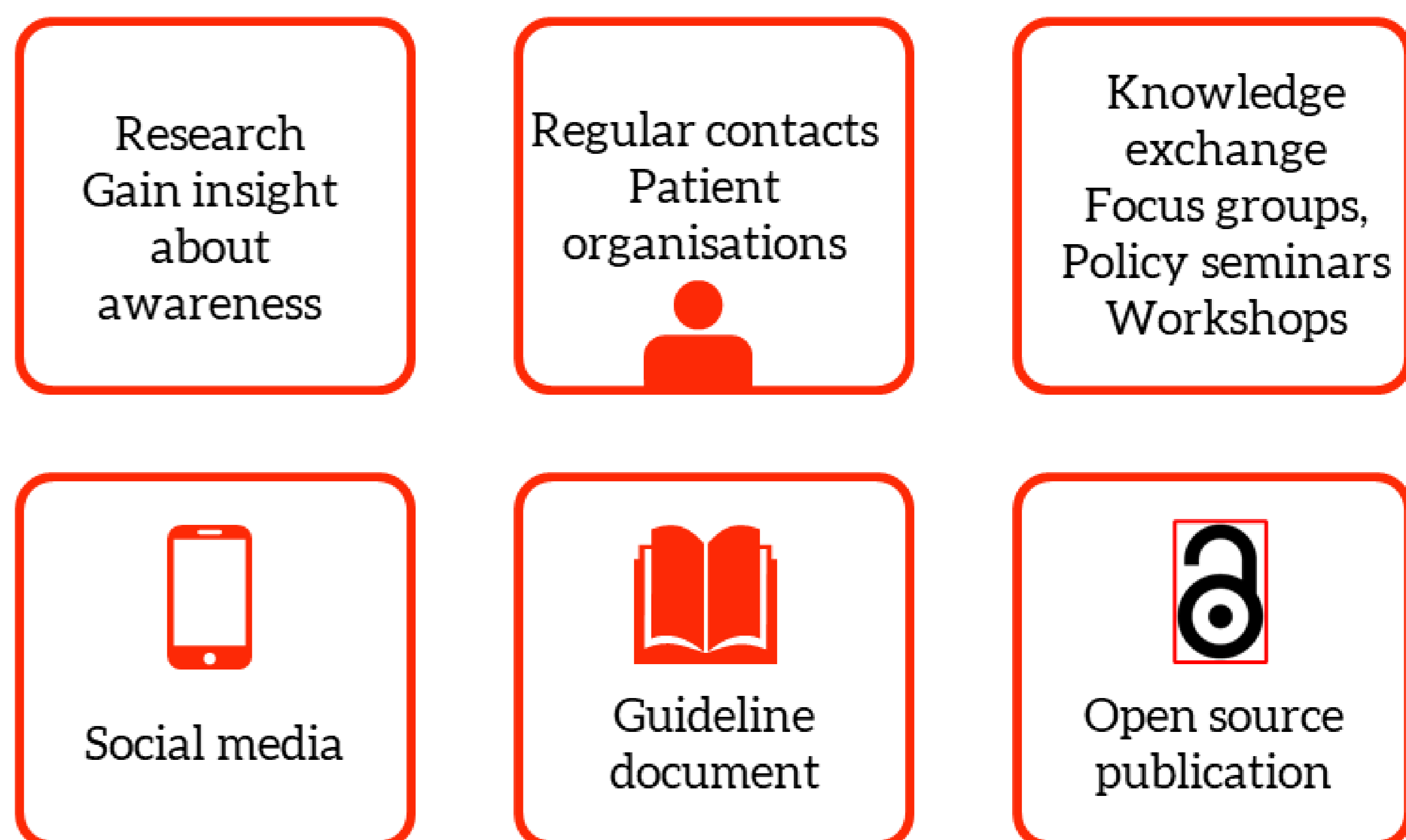
RESULTS

A website and accounts on , and were created to increase visibility by sharing all relevant events, publications, and congresses. Newsletters were prepared in quarterly periods, and upcoming events were announced to all members and new participants. Promotional materials were designed to create a sense of belonging among the members and to promote the project. A press release was prepared using lay language to communicate with the general public. To increase the effectiveness of the public message, it was decided to create an animated video about MA focusing on a specific patient: Amanda.



Stakeholder strategy in a nutshell

ENABLE also aims to provide methodological support for the member countries to implement the EU digital health strategy.



CONCLUSION

To carry out a joint European project and effectively disseminate its results to stakeholders (scientific community, pharmaceutical industry, researchers, patients, patient associations and general public), effective communication and dissemination strategies are needed, and these strategies can be a driving force in policymaking at international level by raising awareness of MA in society.



Would you like to listen to Amanda's experience with medication adherence? Watch from the QR code!

