



**Personal Healthcare
Empowerment**

Deliverable 5.3

DISSEMINATION REPORT

WP5 – Management, Dissemination & Exploitation
T5.3 - Dissemination

document Type	Document
Document Version	D5.3_Vd.4.3
Access Level	public
Contractual Submission Date	M36
Actual Submission Date	M36
Editors	CINTESIS
Contributors	All partners

Document Contributors

Partner	Author	Role
CINTESIS	Rute Almeida	Contributor
GECAD	Diogo Martinho	Contributor
MEDIDA	João Almeida Fonseca	Contributor
Mantis	Behzad Naderalvojoud	Contributor
Experis	Ester Sancho	Contributor
IDEWE	Stijn Keyaerts	Contributor
KU Leuven	Maxwell Szymanski	Contributor
KU Leuven	Nyi-Nyi Htun	Reviewer

Document History

Date	Version	Editors	Status
02/10/2020	0.1	CINTESIS	Table of Contents
09/10/2020	0.2	CINTESIS	1 st Draft
31/10/2020	1.0	CINTESIS MEDIDA GECAD	1 st round of contribution
11/11/2020	1.1	KU Leuven	2 nd round of contribution
1/12/2020	1.2	Mantis	3 ^{tr} round of contribution
3/12/2020	2.0	CINTESIS	2 nd Draft
9/12/2020	2.1	Experis KU Leuven	4 th round of contribution
21/12/2020	3.0	CINTESIS	Complete version
21/06/2022	4.0	Nyi-Nyi Htun	Table of content for updates
26/07/2022	4.1	KU Leuven	Adding Belgian dissemination activities
28/07/2022	4.2	IDEWE	Adding Belgian dissemination activities
05/08/2022	4.3	KU Leuven	Reviewed version

Table of Content

EXECUTIVE SUMMARY	4
1 Introduction.....	5
2 Updated Communication Plan	6
2.1. Updated dissemination Partners	6
3 Activities carried out up to now	8
3.1. Project deliverables with public access.....	13
3.2. Facebook Page and project webpage updates.....	13
3.3. Scientific papers	13
3.4. Talks	13
3.5. Brochures, press release, and newsletters	13
3.6. Health Events	24
3.7. Internal dissemination at IDEWE.....	25
4 Monitoring the effectiveness of dissemination.....	26

List of Figures

Figure 4 Poster for employers	15
Figure 5 Brochures 1 for employers (page 1)	16
Figure 6 Brochures 1 for employers (page 2)	17
Figure 7 Brochure 1 for employers (page 3).....	18
Figure 8 Brochure 1 for employers (page 4).....	19
Figure 9 Brochure 2 for employers (page 1).....	20
Figure 10 Brochure 2 for employers (page 2).....	21
Figure 11 Brochure 2 for employers (page 3).....	22
Figure 12 Brochure 2 for employers (page 4).....	23

List of Tables

Table 1 Activities and Materials for dissemination, with target groups.....	7
Table 2 List of dissemination and communication activities for 2018 and the first semester 2019	8
Table 3 List of dissemination and communication activities for the second semester 2019	9
Table 4 List of dissemination and communication activities for the first semester 2020	10
Table 5 List of dissemination and communication activities for the second semester 2020	11
Table 6 List of dissemination and communication activities between the first semester 2021 and the first semester 2022 . A decrease in activities is due to the majority of partners having concluded their participation in the project.	12
Table 6 Effectiveness measures.....	27

Glossary

Acronym	Meaning
CORD	Chronic obstructive respiratory disease
AAV	Automatic Advertising Value

EXECUTIVE SUMMARY

This document is deliverable D5.3c from Personal Health Empowerment (PHE), “Dissemination”. This report updates the communication plan, including changes in the dissemination strategy (section 2), list the activities carried out so far and presents the activities done during 2021 and the first semester of 2022 (section 3).

We recall that the global aim of PHE dissemination and communication is to effectively transmit information of the activities and its outcomes to multiple stakeholders and audiences, in order to support and maximize the impact of PHE.

The specific aims of the dissemination and communication plan are the following:

- To promote through communication and dissemination the PHE results and technologies.
- To contribute to the widespread use and awareness raising of the developed technologies in order to increase PHE success.
- To identify the main stakeholder types/categories with emphasis to identify and prioritize dissemination tools.
- To specify important exploitation and marketing activities which will take place in order to attract potential customers for the PHE technologies.

A previous deliverable D5.3a) DISSEMINATION REPORT-1 outlined the channels through which results and key messages were to be communicated to the stakeholders and audiences that have been identified to benefit from them, such as employees, employers, CORD patients, healthcare providers, healthcare payers, among others. Update were presented in the deliverables D5.3b) DISSEMINATION REPORT-2 and D5.3c) DISSEMINATION REPORT-3 regarding the events and actions done in 2019 and 2020, respectively. This deliverable D5.3d) DISSEMINATION REPORT-4 updates the previous deliverables regarding the year of 2021 and the first semester of 2022.

1 Introduction

The Personal Health Empowerment project aims to achieve significant cost reductions for preventive solutions to help the person adopt a healthy lifestyle and providing the person with tools to actively participate in the treatment when diseases do arise by empowering people to monitor and improve their health using personal data and digital coaching. As a result, these will be causing to reduce the number of patients and decrease the burden on care personnel.

These project innovations have great potential to have a large impact on healthcare provision in the future, providing both evidence and means to realise people-centric and preventive health care, and allow for cost-saving solutions with increased patient involvement. But, to have the expected impact, an effective dissemination strategy and communication plan involving all project partners was needed.

That strategy was defined in the previous deliverables D5.3a) DISSEMINATION REPORT-1 and D5.3b) DISSEMINATION REPORT-2. The current document updates and complete the previous one, regarding the events and actions done in 2021 and 2022 in which the partners from Belgian (KU Leuven and IDEWE) and Portugal (MEDIDA, GECAD and CINTESIS) continued their respective national projects.

2 Updated Communication Plan

No relevant changes have been introduced in the defined dissemination strategy. No new material, nor types of activities were identified, in addition to the already described in the previous deliverable and presented in Table 1. Please notice that some of the communication activities will be developed with specific target groups of the project (Technological and Technical-scientific Communities, Potential Costumers and General Public, which include the decision makers).

Nevertheless, the pandemic situation that began in March 2020 and still active has resulted in a relevant delay in some of the PHE activities, with effect in the dissemination. Also, activities involving the reunion of many people, such as dissemination actions in the community need to be cancelled or delayed.

By the end of 2020 some partners (ARD group, Experis ManpowerGroup, and Mantis Software) concluded their participation on the PHE project. Given the difference on the begin of the national projects, reflecting in the times of participation of the partners of the different countries, in 2022 the project is only active in Belgium (KU Leuven and IDEWE), with the Portuguese partner (Instituto Superior de Engenharia do Porto (ISEP), University of Porto Faculty of Medicine, and MEDIDA, Lda) having concluded their participation. The activities established in this document mark the final disseminations conducted by the project.

2.1. Updated dissemination Partners

Facilitating partners, which will collaborate in the dissemination of the ITEA results and products will be identified during all project, according to the opportunities. Candidates to this role include previously established collaborations of the consortium participants, other ongoing projects involving consortium participants and other ITEA projects teams. Up to the moment were identified 5 dissemination partners, listed below:

- **INSPIRERS team** - Part of the PHE researchers from Portuguese consortium are also lead or participate in projects INSPIRERS regarding adherence to medication in CORD, both in Portugal and Spain. INSPIRERS Team include almost 100 medical specialists related to CORD.
- **Project TagUBig** (Taming your Big Data) – This project is led by a PHE researcher aims to contribute to improving transparency, privacy and usability of applications.
- **Union of Turkish Bar Associations** - or Türkiye Barolar Birliği (TBB) is an organisation for Turkish lawyers, uniting over 60,000 lawyers in 78 Turkish bar associations.
- **Platform of technologies for active and independent Health and living (eVIA)** - Different news and press releases through this platform news and press releases generated by the project will be redistributed to increase their impact on an audience related to innovation in health.
- **Planetic** - Spanish technological platform for the adoption and dissemination of electronic, information and communication technologies. Different news and press releases will also be distributed through this platform whose audience is more related to communication technologies experts.

Material / Activity	Goal	Target groups		
		General public	Technological and Technical-scientific	Potential Customers
Project branding	Defining project branding (logo, colours, templates) in order to have a homogeneous project identity.	●	●	●
Project Webpage	Working as centralized information source, hosting the public information, such as partners, public deliverables and list of scientific outputs, with regular update.	●	●	●
Press releases	Informing stakeholders about key achievements and events.	●		●
Physical/digital promotional materials	Informing the general public of the basic information on the project or specific features aiming population subgroups	●		●
Social Media dissemination	Informing the general public of the basic information on the project or specific features aiming population subgroups		●	●
Information events in the community with specific sub targets	Participation in more general scope events in the community	●		●
Workshop organization	Informing stakeholders directly		●	●
Participation in events of technical / scientific dissemination	Promotion of the innovative contributions and results		●	●
Scientific papers	Technical / scientific dissemination of the innovative contributions and results		●	
PhD and master thesis	Technical / scientific dissemination of the innovative contributions and results, which constitute relevant part of the research work of the students which belong to the research team		●	
Project deliverables	Documents with access level defined as public which can be technical scientific dissemination channel		●	

Table 1 Activities and Materials for dissemination, with target groups

3 Activities carried out up to now

The list of the activities carried out up from the onset of the project up to June 2022 are presented in presented in the following tables.

Date	Action	Use cases		
		Global project	Healthy Workplaces	CORD Management
July 2018	Master thesis #1			●
August 2018	Project Identity Logo	●		
October 2018	Deliverable Templates	●	●	●
November 2018	D1.2a.- Preliminary Market Analysis & Business Plan Specification Document	●	●	●
Several occasions during 2018	Meetings with Manpower		●	
January 2019	First PHE Facebook post	●		
February 2019	Poster presentation at the 6th ENBENG 2019 – IEEE EMBS Portugal Chapter			●
February 2019	D3.1_System Requirements Specification Document	●	●	●
February 2019	D3.2_User Profile definition Document	●	●	●
February 2019	D5.3a_Dissemination Report-1	●	●	●
March 2019	Presence at the Portugal eHealth Summit 2019 with CINTESIS	●		
April 2019	Webpage fully functional	●	●	●
April 2019	Presence with CINTESIS at MOSTRA UP	●		
April 2019	Scientific paper published at 2019 IEEE 6th Portuguese Meeting on Bioengineering (ENBENG) Conference Proceedings DOI: 10.1109/ENBENG.2019.8692452			●
June 2019	Presence at Clinical Village of the EAACI	●		
June 2019	Master thesis #2			●
June 2019	Presentation at the ICIMTH (International Conference on Informatics, Management, and Technology in Healthcare)			●
June 2019	Scientific paper published at Studies in Health Technology and Informatics DOI: 10.3233/SHTI190002			●

Table 2 List of dissemination and communication activities for 2018 and the first semester 2019

Date	Action	Use cases		
		Global project	Healthy Workplaces	CORD Management
July 2019	Presentation at the 18 th International Conference on Informatics, Management and Technology in Healthcare			●
July 2019	Social Media posts on the PHE partners workshop: Architecture of the system	●	●	●
July 2019	PhD Thesis #1			●
August 2019	Scientific paper published at Progress in Artificial Intelligence. EPIA 2019. Lecture Notes in Computer Science DOI: 10.1007/978-3-030-30244-3_5			●
September 2019	Presentation at the 19 th EPIA Conference on Artificial Intelligence			●
September 2019	PhD Thesis #2			●
September 2019	MEDICON Special Session organization with two scientific presentations			●
September 2019	Two scientific papers published at MEDICON 2019 Conference Proceedings DOI: 10.1007/978-3-030-31635-8_168 DOI: 10.1007/978-3-030-31635-8_170			●
September 2019	PHE State of the art update document	●	●	●
September 2019	Updated Canvas CORD use case (annex to D1.2)			●
December 2019	Scientific paper accepted at WorldCist'20 - 8th World Conference on Information Systems and Technologies			●
December 2019	Scientific paper accepted at Artificial Intelligence Review Journal			●
Several moments in 2019	Meetings with Manpower Occupational Health Department		●	

Table 3 List of dissemination and communication activities for the second semester 2019

Date	Action	Use cases		
		Global project	Healthy Workplaces	CORD Management
October 2019 to January 2020	Internship at CINTESIS of four students from the Computer Sciences graduation (Faculty of Science of the University of Porto)	●		●
February 2020	D5.3a_Dissemination Report-2	●	●	●
May 2020	Scientific paper published at Trends and Innovations in Information Systems and Technologies. WorldCIST 2020. Advances in Intelligent Systems and Computing, vol 1161. Springer, Cham. https://doi.org/10.1007/978-3-030-45697-9_6	●		●
May 2020	Scientific paper published at Human Computer Interaction and Emerging Technologies: Workshop Proceedings from the INTERACT 2019 Workshops https://doi.org/10.18573/book3.t	●	●	
June 2020	Two Scientific paper accepted for publication at IADIS International Conference e-Health 2020 (part of MCCSIS 2020) proceedings	●		●
June 2020	Cycle of Events - Dynamics for Innovation – Health	●		●
Several moments in 2020	Promotional materials from Belgian Consortium	●	●	

Table 4 List of dissemination and communication activities for the first semester 2020

Date	Action	Use cases		
		Global project	Healthy Workplaces	CORD Management
July 2020	Online presentation at Stanford University, School of Medicine	●	●	
July 2020	Online presentation at HAVELSAN	●	●	
July 2020	Presentations at 12th International Conference on e-Health	●		●
July to September 2020	Internship at CINTESIS of a student from the Integrated Master in Biomedical Engineering and Biophysics (Faculty of Sciences of the University of Lisbon)	●		●
August 2020	Online presentation at FONET and BILBEST	●	●	
September 2020	Started an MSc thesis at University of Porto			●
October/November 2020	3 General PaCeIT meetings	●		●
October 2020	Started a PhD thesis KU Leuven	●	●	
October 2020	Started an MSc thesis at KU Leuven		●	
October 2020	Started an MSc thesis at University of Porto			●
November 2020	Scientific paper published EMBEC 2020. IFMBE Proceedings, vol 80. Springer, Cham. https://doi.org/10.1007/978-3-030-64610-3_90	●		●
November 2020	Started an MSc thesis at University of Porto			●
December 2020	Being Started a MSc thesis in Turkey			
Several moments	Facebook project page update	●	●	●
Several moments in 2020	Meetings with Manpower Occupational Health Department		●	

Table 5 List of dissemination and communication activities for the second semester 2020

Date	Action	Use cases		
		Global project	Healthy Workplaces	CORD Management
February 2021	Winter school seminar	●	●	●
January 2022	Scientific paper (https://doi.org/10.1002/1348-9585.12314)		●	
March 2022	Scientific paper (http://ceur-ws.org/Vol-3124/paper1.pdf) and presentation at ACM IUI conference		●	
March 2022	Presentation at “Health and Privacy” event organised by Leuven MindGate		●	
June 2022	Presentation at general staff meeting at IDEWE		●	

Table 6 List of dissemination and communication activities between the first semester 2021 and the first semester 2022. A decrease in activities is due to the majority of partners having concluded their participation in the project.

3.1. Project deliverables with public access

Between 2021 and 2022, the following deliverables with public access were submitted:

- D1.2c Market Analysis & business plan specification
- D3.1b System Requirements Specification
- D5.3d Dissemination Report (this document)

3.2. Facebook Page and project webpage updates

The webpage of the project at <http://projectphe.com/> was updated in order to reflect the project advances.

The Facebook page <https://www.facebook.com/projectPHE/> (findable by @projectPHE) continues to be used to further disseminate action of PHE. Currently the Page has 35 followers and posts reached over 400 persons. The international project and/or the related national projects appear in social media (by posting or sharing from others) less than 10 times.

3.3. Scientific papers

A few peer reviewed scientific papers regarding PHE results were published between 2021 and 2022.

- Szymanski M., Verbert K. & Vanden Abeele V. 2022. Explaining health recommendations to lay users: The dos and don'ts. In: Joint Proceedings of the ACM IUI Workshops 2022, March 2022, Helsinki, Finland. <http://ceur-ws.org/Vol-3124/paper1.pdf>
- Keyaerts, Stijn, Lode Godderis, Ellen Delvaux, and Liesbeth Daenen. "The association between work-related physical and psychosocial factors and musculoskeletal disorders in healthcare workers: Moderating role of fear of movement." *Journal of Occupational Health* 64, no. 1 (2022): e12314. <https://doi.org/10.1002/1348-9585.12314>

3.4. Talks

The following invited talks were delivered in 2021 and 2022:

- "The use of gamification on personal health empowerment", Winter School 2021 of Faculty of Medicine of the University of Porto, speaker: Robin De Croon, KU Leuven, Belgium, 05/02/2021
- "Explaining health recommendations to lay users: The dos and don'ts." In: Joint Proceedings of the ACM IUI Workshops 2022, March 2022, Helsinki, Finland. Speaker: Maxwell Szymanski, KU Leuven.

3.5. Brochures, press release, and newsletters

The Belgium consortium (IDEWE & KU Leuven) has published several promotional materials including brochures and newsletters in the local language. Furthermore, a report with the project results will be shared with the participating companies and employees. IDEWE will also disseminate the project results on their website.

The newsletters and press release published in Dutch are available in the following URLs:

- <https://mailchi.mp/idewe/weekvdpijn>

- <https://www.hln.be/binnenland/1-op-de-10-werknemers-neemt-pijnmedicatie~aecce8db>
- <https://www.idewe.be/health-empower>

Brochures and posters are as follows:

- Poster for employees
- Two 4-pages brochures for employers and employees

Do you have any physical complaints? Improve your health at work with the free HealthEmpower app

KEEP YOUR FINGER ON THE PULSE

Are you using our app and an activity tracker (like a Fitbit)? If so, you're collecting valuable data that will provide you with insight into any physical symptoms, your physical activity and any impediments to your work and recovery.

TAKE YOUR HEALTH INTO YOUR OWN HANDS

The personal advice offered by the app enables you to learn how to cope with your symptoms more effectively and to actively work on your health.

FOLLOW YOUR PROGRESS CLOSELY

The app tracks your development. You are more motivated when you can see your progress.



**Would you like to work actively on improving your health?
Do you have any other questions?**

Email personalhealthempowerment@idewe.be.
Call 016 39 05 58 or 016 39 05 44. Or read through our folder.

www.idewe.be

© IDEWE - 50299/032020

Figure 1 Poster for employers



**Innovative HealthEmpower app
coaches and monitors employees
with physical complaints**



Figure 2 Brochures 1 for employers (page 1)



Prevent absenteeism with the HealthEmpower app

Many employees struggle with **muscular or joint pain**. If this pain is experienced on a regular basis, it may cause long-term absenteeism.

Thanks to the innovative **HealthEmpower app**, you can offer your employees personalised coaching. By giving your employees the chance to monitor their own health, you encourage them to take it into their own hands and improve their health, enabling you to prevent long-term absenteeism in the process.



A wearable device, questionnaires and a daily journal

Using a wearable device, questionnaires and a daily journal, the HealthEmpower app collects information from those suffering from physical pain.

What results can you expect from monitoring and personalised coaching?

- Your employees receive **constructive, personalised advice** for achieving an active lifestyle.
- They learn **how to cope well** with physical complaints at work.
- They give their **physical and mental well-being** a boost.

And all this is completely free of charge.



Figure 3 Brochures 1 for employers (page 2)



Contribute to better prevention

If you offer your employees the option to use our app, you will be providing them with the **best possible support** for their complaints and allow them to take their health into their own hands. You will also take your prevention policy to the next level. Our experts will help you to appoint an **internal ambassador** and inform your employees about the app.

Thanks to the innovative HealthEmpower app, you can offer your employees personalised coaching and prevent long-term absenteeism.



Working on health, free of charge

- ✓ You and your employees may use the **HealthEmpower app for free** for as long as the study lasts (until 2022 at the latest).
- ✓ Your employees will find out how to **gain more control over their health**.
- ✓ You gain **insight into the changes** among your employees.
- ✓ You can purchase a **Fitbit Inspire** for your employees for just **€35** instead of €70.

The HealthEmpower app is part of a scientific study researching how innovative technologies (such as artificial intelligence and visual technologies) and a personalised coaching app can prevent long-term absenteeism in employees suffering from complaints. Your feedback will serve to further improve the app.

Figure 4 Brochure 1 for employers (page 3)

How can you take part?

This study is available starting autumn 2019. You may subscribe until spring 2020. If you are interested or have any questions, please e-mail personalhealthempowerment@idewe.be or call +32 (0)16 39 05 58 or +32 (0)16 39 05 44.

Who are we?

The IDEWE Group focuses on smart tools and prevention in all areas at work. We are always looking for high-value, reliable and scientifically supported solutions in close collaboration with our clients. Doing so allows us to create a successful, sustainable prevention policy together.

IDEWE Group regional offices

Please get in touch – we will be happy to help you!

Antwerp

Tel. 03 218 83 83
antwerpen@idewe.be

Hasselt

Tel. 011 24 94 70
hasselt@idewe.be

Namur

Tel. 081 32 10 40
namur@idewe.be

Brussels

Tel. 02 237 33 24
brussel@idewe.be

Leuven

Tel. 016 39 04 38
leuven@idewe.be

Roeselare

Tel. 051 27 29 29
roeselare@idewe.be

Charleroi

Tel. 071 92 74 60
charleroi@idewe.be

Liège

Tel. 04 224 76 43
liege@idewe.be

Turnhout

Tel. 014 40 02 20
turnhout@idewe.be

Ghent

Tel. 09 264 12 30
gent@idewe.be

Mechelen

Tel. 015 28 00 50
mechelen@idewe.be

www.idewe.be | info@idewe.be

© IDEWE – No elements of this publication may be reproduced or published in any manner or form without the written consent of the publisher. Responsible publisher: Dr. Simon Bulterys, IDEWE, Interleuvenlaan 58, 3001 Leuven. 10871-2.0-202003-20340



Figure 5 Brochure 1 for employers (page 4)



Do you have any physical complaints?

EE

Improve your health in the workplace with our free HealthEmpower app



Figure 6 Brochure 2 for employers (page 1)

The innovative **HealthEmpower app** lets you take your physical symptoms and health at work into your own hands and offers you personal coaching.

This enables you to identify any impediments to your work and recovery.



Learn to cope with physical complaints

The HealthEmpower app uses **questionnaires** and a **journal** to assess your pain symptoms, allowing you to collect relevant information about your health. And the result?

- You learn to **cope properly with physical complaints** at work.
- The app offers you **personal advice** on how to lead an active lifestyle.
- You give your **physical and mental well-being** a boost.

And all this is completely free of charge.



Figure 7 Brochure 2 for employers (page 2)



More well-being for you and your colleagues

Everybody has aches and pains from time to time. This app offers you advice and insight into your health and physical development. It can help you avoid physical complaints, tackle barriers to work and recovery and lead a more active lifestyle. In doing so, you help the IDEWE Group gain a better understanding of physical discomfort at work and resulting absences.

Are you making use of the HealthEmpower app for a longer period? If so, you are automatically contributing to a better app. You are also helping to **improve well-being at work**.



Your health only stands to benefit

- ✓ Use of the **HealthEmpower app** is completely **free of charge**.
- ✓ You get more control over your health **in an interactive way**.
- ✓ Your employer will provide you with a **Fitbit Inspire**.



Want to participate?

The HealthEmpower app is **available now**.

Would you like to work actively on improving your health? Do you have any other questions?

Email us at personalhealthempowerment@idewe.be or call 016 39 05 58 or 016 39 05 44.

The HealthEmpower app is part of a study being conducted by the IDEWE Group, KU Leuven and Agentschap Innoveren & Ondernemen (an agency for innovation and enterprise).

Figure 8 Brochure 2 for employers (page 3)

Who are we?

The IDEWE Group develops smart tools that keep you safe and in good health at work. We, along with your employer, seek out quality, science-based solutions, enabling us to ensure that you are able to work in the best possible environment, every day.

IDEWE Group regional offices

Please get in touch – we will be happy to help you!

Antwerp

Tel. 03 218 83 83
antwerpen@idewe.be

Hasselt

Tel. 011 24 94 70
hasselt@idewe.be

Namur

Tel. 081 32 10 40
namur@idewe.be

Brussels

Tel. 02 237 33 24
brussel@idewe.be

Leuven

Tel. 016 39 04 38
leuven@idewe.be

Roeselare

Tel. 051 27 29 29
roeselare@idewe.be

Charleroi

Tel. 071 92 74 60
charleroi@idewe.be

Liège

Tel. 04 224 76 43
liege@idewe.be

Turnhout

Tel. 014 40 02 20
turnhout@idewe.be

Ghent

Tel. 09 264 12 30
gent@idewe.be

Mechelen

Tel. 015 28 00 50
mechelen@idewe.be

www.idewe.be | info@idewe.be

© IDEWE – No elements of this publication may be reproduced or published in any manner or form without the written consent of the publisher. Responsible publisher: Dr. Simon Bulterys, IDEWE, Interleuvenlaan 58, 3001 Leuven. 10911-2.0-202003-20548.



Figure 9 Brochure 2 for employers (page 4)

3.6. Health Events

In 2022, IDEWE and KU Leuven presented at the “Health and Privacy” event organised by Leuven MindGate, an organisation that collaborates with the city of Leuven to bring together innovating companies. This allowed us to not only present our work and results with other attendees, but also exchange ideas with people from similar projects. To briefly summarise and present the PHE HealthEmpower project, a poster was designed (see Figure 13).

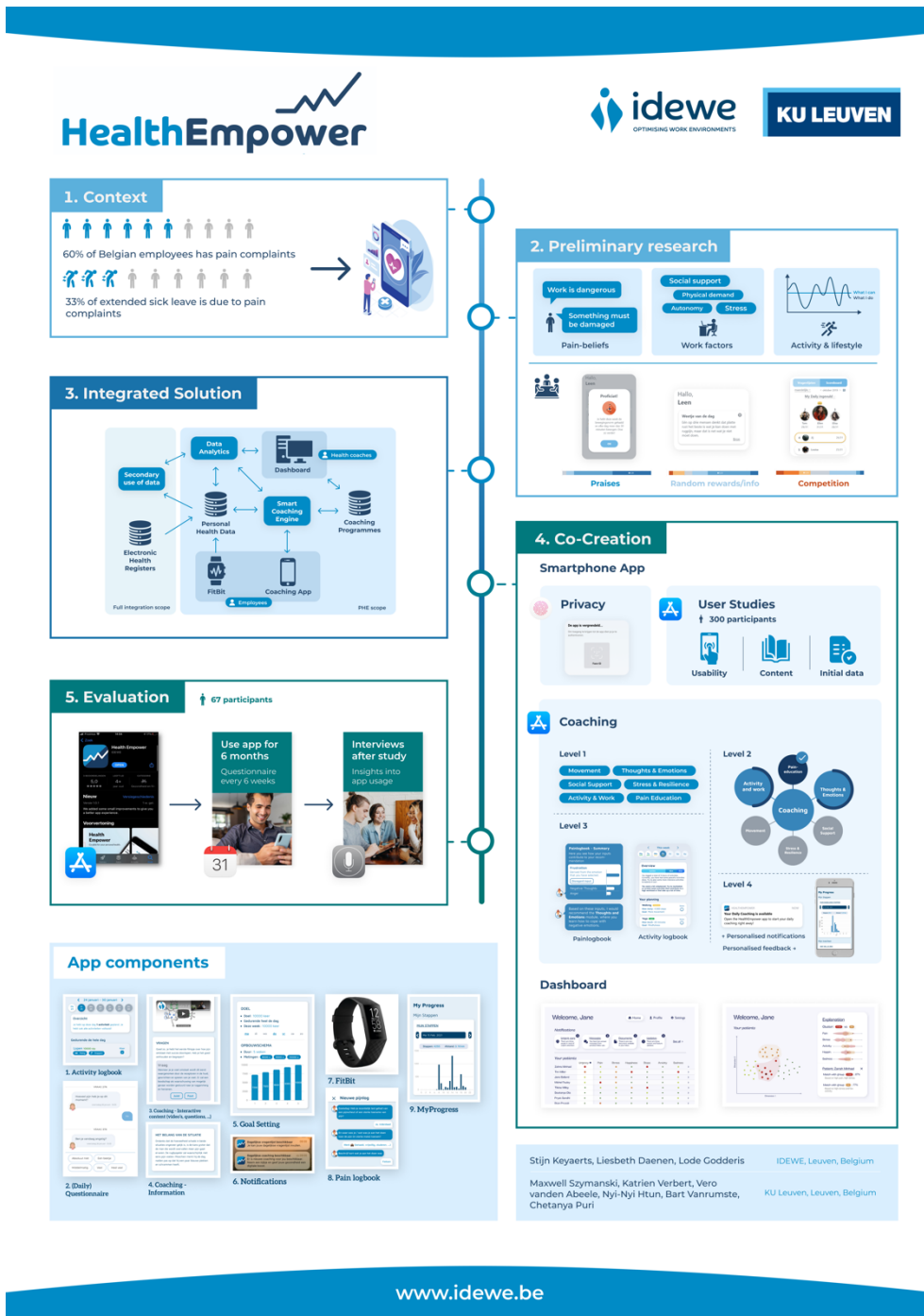


Figure 13 Poster for Leuven Mindgate event to present the PHE HealthEmpower project



3.7. Internal dissemination at IDEWE

IDEWE is the largest occupational service in Belgium and will play a crucial role in dissemination of the project to the target population. Looking towards the future implementation of the Health Empower app in IDEWE's services, the project was presented at the general staff meeting in June 2022. The 900 employees of IDEWE, including many occupational physicians, ergonomists, and psychologists, were informed about the state of development, opportunities, and future plans concerning the Health Empower app. The goal is that they will eventually help introduce the app to IDEWE's customers. In the coming year, support will be created for the app among the stakeholders involved within IDEWE.



Stijn Keyaerts • You
PhD student at KU Leuven - Researcher at IDEWE
1mo • 🌐

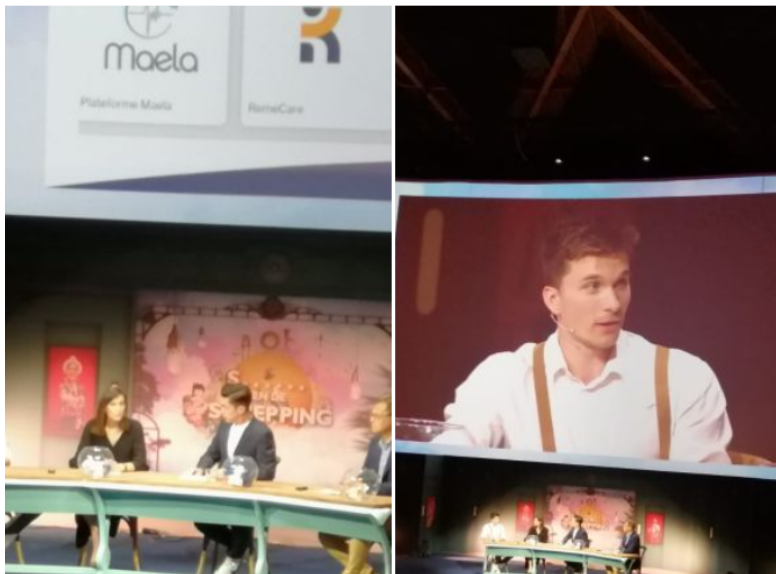


Mijn allereerste live algemene personeelsvergadering bij **IDEWE** achter de rug!
Wat een dag! 😊

Ik kreeg de kans om ons onderzoeksproject Health Empower in de kijker te zetten.
En het is nog maar eens bewezen dat de sfeer bij IDEWE top is! 🥰

Heel blij om deel te mogen uitmaken van ons KIR-team en de hele IDEWE-familie!
👍

[#WijZijnIDEWE](#)



4 Monitoring the effectiveness of dissemination

The monitoring effectiveness measures should be evaluated at the months (M) 18, 24, 30 and 36 and 48 of the project, as described in the following table, in which the already accomplished actions are marked in green.

Regarding the public deliverables, with this document the project achieved 14 out of 14 expected public deliverables concluded.

A number of promotional materials including posters, social media posts and abstracts were produced for seminars, workshops and talks

The pandemic situation resulted in the delay of disseminations for the CORD management use case. But the pilot studies in Portugal, the workshop any other events on the community continued in 2021. Several press releases were produced by the Belgium consortium regarding their national project and use case.

Material / Activity	Effectiveness measures	Evaluation times				
		M18	M24	M30	M36	M48
Project branding	Availability	logo, colours and template for deliverables available	All templates available			
Project Web-page	Availability		Fully functional			
Press releases	Number of news by circulation / audience level. Automatic Advertising Value (AAV)		Regarding prototype of the availability of the integrated system		Press releases for Belgian use case	Final of the project
Physical or digital promotional materials	Availability		First promotional materials	4/3 promotional materials	More than six promotional materials	More than six promotional materials
Social Media dissemination	Number of posts and tags. Automatic Advertising Value.	First mention at social media	More than five mentions at social media		More than 20 mentions at social media	More than 20 mentions at social media
Information events of the community	Number of events		First participation			More than three participations
Workshop organization			One workshop organized			One workshop organized
Participation in events	Number of events	First participation	More than 10 participations		More than 20 participations	
Scientific papers	Number of documents		First publication achieved		More than 4 publications	
PhD and master thesis	Number of documents	First thesis concluded	3 thesis concluded			
Project deliverables with access level defined as public	Number of documents	50% made available 4/5		75% made available 6/6	100% made available 11/11	100% made available 14/14

Table 7 Effectiveness measures