



share and move to face nasty bugs

WP7 COMMUNICATION D7.4 MEDIA REPORT 1

ASSET Project • Grant Agreement N°612236

ASSET

Action plan on SiS related issues in Epidemics and Total pandemics

7th RTD framework programme

Theme: [SiS.2013.1.2-1 Sis.2013.1.2-1]

Responsible partner: **ZADIG**

Contributing partners: **none**

Nature: **Report**

Dissemination: **PU**

Contractual delivery date: **2015-12-31 (m24)**

Submission Date: **2016-1-21 (m25)**

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612236



co-funded by the EU. GA: 612236

www.asset-scienceinsociety.eu



DOCUMENT MANAGEMENT

PROJECT FULL TITLE	Action plan on SiS related issues in Epidemics And Total Pandemics
PROJECT ACRONYM	ASSET
	Coordination and Support Action: project funded under Theme SiS.2013.1.2 "Mobilisation and Mutual Learning (MML) Action Plans"
GRANT AGREEMENT	612236
STARTING DATE	01/01/2014
DURATION	48 months

D7.5 Report MEDIA REPORT 1

Task: T7.4

Leader: ZADIG – Other contributors: None

History of changes:

Vn	Status	Date	Organisation / Person responsible	Reason for Change
V1	Draft	22/12/2015	Zadig/Roberta Villa	Submission to Donato Greco
V2	Draft	8/1/2016	Zadig/Roberta Villa	Submission to Alberto Perra
Vf	Final	21/1/2016	Zadig/Roberta Villa/Eva Benelli	



Table of Contents

INTRODUCTION.....	4
EXECUTIVE SUMMARY.....	4
1. CONTACTS.....	6
2. MAILING LIST AND PRESS RELEASES.....	11
3. OTHER OUTPUTS.....	12
3.1 Leaflet.....	13
3.2 Brochure.....	14
3.3 New Algorithm for Twitter Analysis.....	16
3.4 Data Visualization.....	17
3.5 ASSET videos.....	17
4. SOCIAL MEDIA.....	17
5. CONCLUSIONS.....	18



INTRODUCTION

According to the ASSET DOW, T7.4 Media Office is led by Zadig with contribution of ISS and ABSISKEY. Despite having started its activity later than planned, according to the delay of the project as a whole, in the first period ASSET media office established a good network of contacts with many stakeholders, including the public. Personal meetings as well as web-based multimedia products, such as the ASSET website, press releases and social media, contributed to this goal. Use of open data and visualization data techniques is also being used to better communicate project's results and concepts. A coordinated presence on social media, such as Facebook, Twitter, LinkedIn and YouTube, prepares T5.1 Social Media Mobilization, starting on m25, and will be kept aligned to that activity.

EXECUTIVE SUMMARY

In its first period of activity, ASSET media office focused its efforts on establishing relationships with a wide **network** of journalists and other stakeholders all over the world, collecting a large number of contacts.

Following this work, also thanks to partners' cooperation, **a mailing list of 2,843 email addresses** has been prepared. Of these, **647 are contacts of journalists from 20 European and extraeuropean countries**, working in printed press, radio TV broadcasting and/or blog and online news.

A special relationship has been established with the **World Federation of Science Journalists** and an agreement about possible cooperation has been reached.

Up to date, **8 press releases** were addressed to all or targeted categories of stakeholder in ASSET mailing list. A **press kit** is currently being prepared along with videopills specially addressed to journalists.

As of December 2015, Zadig staff, leader of WP7 and T7.4 Press Office, have produced **6 main dissemination tools** in order to favour ASSET visibility in the field of infectious threats preparedness and response:

- a **leaflet** presenting the project in general;
- a **brochure** specifically addressed to public health officers;
- an **algorithm for Twitter analysis**, used for a crisis about vaccines in Italy;
- a **data visualization** relating immunisation coverage with policies on compulsory vaccinations;
- **2 videos** presenting the project.



ASSET accounts on **social media**, mainly **Twitter and Facebook**, were used to get in touch with experts and journalists involved in infectious diseases and risk communication.

ASSET DISSEMINATION (as of December 2015)	MAIN RESULTS			LIMITS	CHALLENGES
Mailing list	2,843 email addresses	647 journalists	20 European and extraeuropean countries	Prevalence of Italian journalists (544)	To increase and improve international contacts, also through Twitter activity
Press Releases	8 press releases			2 pickups	To reach media more effectively, by direct contact
Other dissemination tools	6 dissemination tools (leaflet, brochure, algorithm for Twitter analysis, data vis, videos)			Little feedback	To improve their dissemination, mainly by social media
Social Media	1,100 likes on Facebook	121 followers on Twitter	18 videos on YouTube	Twitter reach was not satisfactory	Twitter and LinkedIn activity to be developed in 2016, by an increased effort



CONTACTS

As of December 2015 Zadig staff have performed some relevant networking and press office activities within WP7.

- 1) The [Final Conference of TELL ME project](#) in Venice (4-5th December 2014) was a good opportunity for networking with **64 stakeholders from 14 different countries** (including representatives of two other related projects, such as [E-COM](#) and [PHEME](#)) and for handing in the ASSET brochure to all of them.



At the same time, ASSET press office got in touch with **Anne Gulland**, UK freelance journalist and **Claire Bower**, digital communication manager (BMJ).





2) At the International Journalism Festival in Perugia, Italy, we met top international health journalists and other stakeholders involved in infectious outbreaks, notably ebola epidemic in West Africa.

We interviewed 3 of them ([Boseley](#), [Cooper](#) and [O'Hara](#)) for the ASSET website and established personal and social network connections with others.

We met *journalists*:

- Sarah Boseley, health editor at the *Guardian*, UK



- Charlie Cooper, health reporter at the *Independent*, UK



- Lou Del Bello, multimedia producer at [SciDev.Net](#)
- Kate Thomas, ([Ebola deeply](#)) journalist and communications consultant based between West Africa and Europe, founding member of [Bushtaxi](#), a collective of creative professionals focused on sharing the story of the developing world.



We met *medical doctors* involved in communication initiatives on infectious outbreaks:

- **Lawal Bakare**, doctor and founder of [EbolaAlert](#), Nigeria, that we follow on Facebook as well;
- **Geraldine O'Hara**, infectious disease specialist with Doctors without Borders (MSF) in Sierra Leone during ebola outbreak.



We met *experts in health and risk communication*:

- **Ken Harper**, professor and director of [Newhouse Center for Global Engagement](#) alla Newhouse School of Public Communications of Syracuse University, involved in websites of public involvement such as [Together Liberia](#), [New Narratives](#), [Free Rodney](#) and [EbolaInLiberia.org](#).



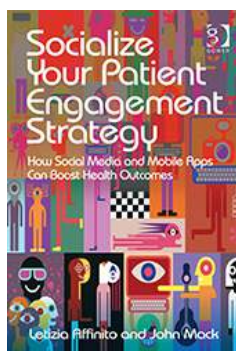


3) At **Digital Pharma Europe 2015**, in Rome, we could get in touch with multichannel marketing strategies adopted by industries for their commercial communication. This can be useful to understand how we can better use new technologies (from social networks to serious games) to communicate and involve different groups of people.

At the conference, we had the opportunity to meet experts in the sector of digital communication and pharma managers working on e-learning and any kind of brand communication in the field.

We met *experts in digital marketing and communication*:

- **Charlotte Eastlake** (Eagle, productivity solutions) www.eagleproductivity.com
- **Letizia Affinito** (Founder and CEO of Brandnew MC), author of the book: "Socialize Your Patient Engagement Strategy"



- **Len Starnes** (Founder and consultant of Len Starnes Digital Healthcare Research & Consulting), who launched the first pharma patient-oriented social network, called MS Gateway.

We met *pharma industry representatives*:

- **Tom Masheder** (Global Multichannel Partner, more autoimmune disease centred) Glaxosmithkline, UK
- **Matt Norcross** (Global Multichannel Partner, working on vaccines) Glaxosmithkline, Belgium
- **Charlotte Valstad Nielsen**, Head of Digital Support Glaxosmithkline, Oslo, Norway
- **Luca Naponiello** (Communication Manager, Health Outcomes & Market Access Department) Merck Serono spa Italy.



We met professionals from *e-learning and publishing firms*:

- **Chantal Kolber**, Director of Digital Sales and Strategy, Wolters Kluwer Health, USA
www.wolterskluwerhealth.com
- **Avia Potashnik**, Advertising and Sponsorship Manager, Europe
www.wolterskluwerhealth.com
- **Paul Townley-Jones**, Business Director, M3
<http://eu.m3.com/>

We met *other relevant stakeholders* as well:

- **Panos Papakostantinou**, Head of Digital Commercial, Europe. Novartis, Switzerland
- **Antonio Messina**, Managing Director Merck Serono Italy
- **Eddie Chan**, Head of Search & Evaluation. Sanofi, USA.

- 4) At a round table of the [World Federation of Science Journalists](#) in Paris, we established a good relationship with **Colleen Manitt**, project manager, and **Damien Chalaud**, executive director of the association. They are now working on new projects related to infectious outbreaks (such as bird flu in Africa): we laid the groundwork for a cooperation and had skype conference calls and mail exchange, involving other ASSET partners, to arrange it.



WFSJ

World Federation of Science Journalists

At the WFSJ meeting in Paris, we also got in touch with other relevant professionals, working on infectious diseases.

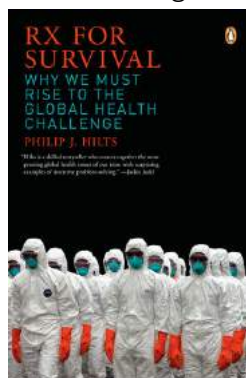
We met experts:



- **Jean-Michel Pawlotsky**, director of the Department of Virology at the University Hospital Henri Mondor, Créteil and of the Department of Molecular Virology and Immunology at INSERM
- **Karine Lacombe**, associate professor, Department of Infectious and Tropical Diseases of Saint Antoine Hospital, Paris.

We met journalists:

- **Phil Hiltz**, former Director of the Knight Science Journalism Program at MIT, contributor to main US newspapers such as New York Times and Washington Post, USA and author of “Rx for survival”.



- **Sabin Russel**, freelance, previously covering HIV and other infectious disease at San Francisco Chronicle, USA
- **André Picard**, public health reporter and columnist at the Globe and Mail, main national newspaper in Canada
- **Poul Birch Eriksen**, health and science broadcast journalist, former executive producer and special correspondent of Danish Broadcasting Corporation
- **Cécile Klingler**, health and science journalist, former editor at La Recherche, France
- **Claire Hédon**, health broadcast journalist, Radio France Internationale (RFI), France
- **Mohammed Yahia**, Executive Editor for the Middle-East, Nature, Egypt
- **Chul Joong Kim**, Health & Science Editor, Chosun Ilbo, South Korea
- **Christophe Assogba**, freelance journalist, Benin.

5) We then participated to the **Wave Initiative** by BNL ParisBas “Co-Creare La Scienza. Dal Public Engagement alla Citizen Science” in Milan on 16th June 2015, focused on five major currents of collective ingenuity (co-creation, the sharing economy, the maker movement, the



inclusive economy, and the circular economy). We reported about the implication of **citizens' science** for ASSET issues in an [article](#) on the website.

At that conference, we got in touch with **Angela Simone**, an Italian freelance journalist, and with **Francesco Samorè**, Scientific Chief Officer of Fondazione Bassetti, which is partner of the [RRI tools project](#). RRI tools project was subsequently invited to participate to the ASSET MMLAP Virtual Cluster.



At the same time, we met **Giuseppe Tipaldo**, sociologist from Turin University, very much involved in the issues of science communication and public involvement and **Giuseppe Testa**, chief of the Science, Technology and Society Program at the European Institute of Oncology (IEO) in Milan di IEO. These two experts could be involved in our debate, with articles on the website and personal participation to ASSET local initiatives.

- 6) We established good relationships with another EU funded project, [SATORI](#), a platform for the consolidation and advancement of ethical assessment in research and innovation, very relevant for ASSET ethical issues. They accepted to cooperate to the website, entered the MMLAP virtual cluster and started to participate.



- 7) In August 2015, one member of Zadig staff (Roberta Villa) kept a lecture on "Risk communication in infectious outbreaks" on behalf of ASSET project at the [International Association of Political Science Students IAPSS Summer School in Venice](#), entitled "The Politics of Mega Catastrophes: From Regional Challenges to International Security". There she met **Giovanni Bettini**, from Lancaster Environment Centre, UK, expert of climate-induced migration, and **Terry Cannon**, from the Institute of Development Studies, one of the co-authors of "At Risk: natural hazards, people's vulnerability and disasters". He is also engaged in



capacity building on these issues for NGOs and UNDP in several countries, most recently in Vietnam.

- 8) In September 2015, two of us (Eva Benelli and Roberta Villa) kept a course on communication at the **Advanced School of Prevention and health Promotion (ASPP) of Bicocca University**, in Milan, with lessons on risk communication, ebola and vaccines, mentioning ASSET project and its results.
- 9) At the **4th International Congress of the Basel Declaration Society** (Rome, 1-2 October 2015), we established a relationship with **Fiona Fox**, founding director of the UK Science Media Center.



Networking with the staff of [Research4life project](#), we discussed about a possible cooperation in preparing international guidelines on communication for scientists.

- 10) Eva Benelli, responsible for WP7 on behalf of Zadig, participated to the **Ebola Lessons Learned Conference, which DG SANTE organised under Luxembourg Presidency** on 12-14 October 2015 in Mondorf les Bains (Luxembourg). More in detail, Benelli took part to the Workshop 3: “Communication activities and strategies addressed to the public and health professionals”, presenting ASSET project as a resource in case of infectious threats.





11) On 27th October, ASSET cooperated with Fondazione Centro nazionale di prevenzione e difesa sociale (CNPDS) in organizing the [International Conference “Socioeconomic impact and Policy responses to new Epidemics and Pandemics” in Milan](#), which was followed by a press release.

At that time ASSET staff got in touch with **Wendy E. Parmet**, George J. and Kathleen Waters Matthews Distinguished University Professor of Law, Northeastern University, Boston, USA, whose lecture was about laws and rights in epidemics, such as the issue of quarantine and **Maddalena Campioni**, Public Health Specialist & Scenarists Scenario Development, WHO consultant.



Convegno internazionale

NUOVI FENOMENI EPIDEMICI E PANDEMICI: CONSEGUENZE ECONOMICO-SOCIALI E RISPOSTE DI POLICY

Milano, 27 ottobre 2015

organizzato in collaborazione con
Progetto europeo ASSET- Action Plan on Science
in Society related Issues in Epidemics and Total Pandemics

Università degli Studi di Milano, Palazzo Greppi, Sala Napoleonica
Via S. Antonio 10



12) On Monday 9th November, Roberto Satolli presented ASSET project and its SiS issues within his intervention at an informal hearing on vaccinations at **Italian Parliament** on behalf of [Emergency](#), a no profit organization that actively helped in ebola epidemic in Sierra Leone.

13) Two members of ASSET staff (Harald Dräger and Roberta Villa) participated to a round table at the **E-COM final conference in Stockholm**, on 10th November, discussing of a possible legacy of E-COM results and tools into ASSET action plan.



Most of these meetings were followed by e-mail exchanges and social media connections that will be a useful network of dissemination in the second part of the project.

A first **internal report** of this networking activity was produced in spring 2015; in the second part of the project, **brief quarterly press reports** will be released and circulated among project partners and Commission's services, as requested by DOW.

MAILING LIST AND PRESS RELEASES

All the contacts mentioned here above were added to a previous mailing list prepared by Zadig staff, which includes also addresses provided by other ASSET partners.

The mailing list, as far as December 2015, contains **2,843 addresses** grouped in **6 categories** that can be addressed separately in different cases:

- **Media** (journalists working for press, radio, TV and websites, bloggers, and so on);
- **Experts** (i.e. researchers in virology, infectious diseases, epidemiology, public health, risk communication, social media, etc... from academia and other private and public institutions);
- **Healthcare professionals** (individual medical doctors, mainly GPs and pediatricians, nurses, primary care workers and their associations);
- **Institutions** (i.e. representatives of international and national health agencies, such as WHO, ECDC, MOHs, National Institutes of Health, and so on);
- **Industry** (people working mainly in pharmaceutical industry, but also in other sectors involved in the issue, such as diagnostics, but also air transport, tourism, and so on);
- **Others** (any other possible target of ASSET communication).

As of December 2015, ASSET Media Office sent **8 press releases**, of which:

- 2 regarded generic new contents uploaded on the website, in order to let it be known by all stakeholders;



- 1 was announcing ASSET Summer School;
- 1 was announcing Erice Summer School;
- 2 linked ASSET contents to the news (1 on cognitive bias in vaccine hesitancy, referred to vaccine crisis in Italy and 1 addressing ASSET document on intentionally caused outbreaks after 13th November terror attack in Paris);
- 1 was about the CNPDS International meeting on Socioeconomic Impact and Policy Response to Epidemics and Pandemics in Milan patronized by ASSET;
- 1 presented the ASSET Twitter analysis on the bottom-up Italian campaign for vaccines made by mothers.

As of December 2015 1 Italian newspaper ([Il Fatto Quotidiano](#)) and 1 science website ([Research4life](#)) picked up our press release about cognitive bias in vaccine hesitancy.



This was a very relevant achievement since Il Fatto quotidiano often hosts antivax positions: their readers could then have access to a different point of view.



In the second part of the project, the increased amount of ASSET activities involving the public (citizens' consultations, local activities, Comenius program, GPs award, etc...) will give a boost to the production of further press releases, approximately with a monthly frequency.

OTHER OUTPUTS

According to D7.1 Communication strategy, one of the main objectives in the first phase of the project was to enhance ASSET's visibility, establishing it as an authoritative voice in the field of epidemic and pandemic preparedness and response.

For this purpose, **6 main dissemination tools** have been produced by Zadig staff, leader of WP7 and T7.4 Press Office, as of December 2015:

- a [leaflet](#) presenting the project in general,
- a [brochure](#) specifically addressed to public health officers,
- a new algorithm for Twitter analysis,
- a [data visualization](#) relating immunisation coverage with policies on compulsory vaccinations
- two ASSET videos: one about the [kickoff meeting](#) and one [presenting the project](#).

A **press kit** is currently being prepared along with videopills specially addressed to journalists.

Leaflet



co-funded by the EU. GA: 612236



share and move to face nasty bugs

A small folding leaflet with essential information about ASSET project was produced and disseminated to 64 stakeholders from 14 different countries during TELL ME Final Conference in Venice on 4-5 December 2014 and in following private and public meetings with relevant stakeholders.



It explains in a very short and simple text

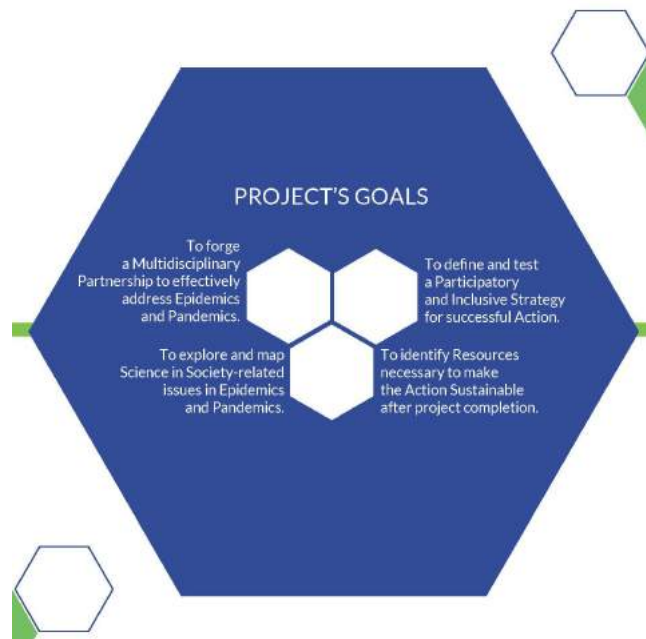
- ASSET: what it is
- ASSET: who we are
- ASSET: what we do
- Project's goals.



ASSET: WHAT IT IS

ASSET (Action plan in Science in Society in Epidemics and Total pandemics) is a EU co-funded 48 month Mobilisation and Mutual Learning Action Plan (MMLAP) program, that brings together partners with complementary perspectives, knowledge and experience, in order to develop an integrated, transdisciplinary, strategy for involving the public and different stakeholders in the response to infectious outbreaks at local, regional and national levels.

Share and move to face nasty bugs





Brochure

In view of a meeting with **Germain Thinus**, chief of the Health Threat Unit at the Directorate General for Health and Consumer Protection (European Commission), we prepared a [brochure](#) mainly addressed to public health officers. It presents ASSET project, its mission and outputs, including the legacy of previous TELL ME project, while asking for cooperation in tuning our work.

It was handled out to the participants to Ebola Lessons Learned Conference in Mondorf les Bains on 12-14th October 2015, to the International Conference “Socioeconomic impact and Policy responses to new Epidemics and Pandemics” in Milan on 27th October and to the E-COM Final Conference in Stockholm on 10th November.



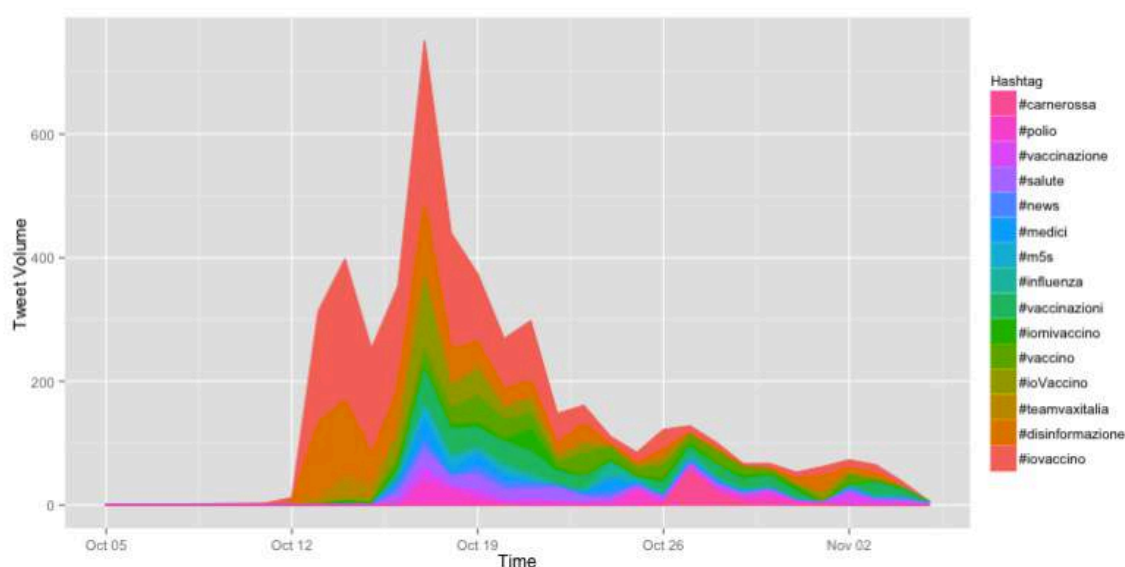
A pdf version of the brochure will be sent by email to European public health officers and stakeholders.



New Algorithm for Twitter Analysis

A new algorithm for Twitter analysis has been developed between TELL ME and ASSET project, for an innovative method of identifying different categories of “influencers”. It was included among the most [interesting outcomes of European research](#) in ebola crisis.

We used it in autumn 2015, when a crisis about vaccines raised a reaction and a social network campaign by Italian mothers, before than by public authorities. We disseminated our analysis by a press release.



Data Visualization

Zadig staff performed a [data visualization](#) comparing coverage rate of immunization in Europe with different policies in making vaccines compulsory or recommended. It has just been published on the website and it will be disseminated by a press release and through ASSET social media accounts.

This is only the first example of a series of similar outputs that ASSET press office is going to prepare on different issues, before the end of the project.

ASSET Videos

A [video with partners' interviews](#) was recorded at ASSET Kick off Meeting in Rome.

[Another videoclip](#) presenting the project has been produced by Zadig staff and uploaded on the website: it will be sent to European media as a videopill.



SOCIAL MEDIA

In the first phase of the project, Zadig staff produced a Digital Strategy focused on Facebook and Twitter, which defines objectives of ASSET activity on social media, defining targets, contents, frequency and timing of posting. All these indicators will be implemented in the second phase of the project, when T5.1 Social Network Mobilization will start fully.

Up to date, ASSET has established its presence mainly on **3 social networks (Facebook, Twitter and YouTube)**. ASSET profile on LinkedIn has not been very used so far, but it will be more used in the second part of the project, in order to enter public discussion on epidemics and pandemics among experts and to present them ASSET products and initiatives.



In its first year of activity, [ASSET Facebook page](#) was liked by 1,100 people, more than half of whom were reached through a marketing campaign performed in November 2015.



co-funded by the EU. GA: 612236



share and move to face nasty bugs

During the same preliminary period, ASSET Twitter account has gained 121 followers (mainly experts and stakeholders in the fields of infectious diseases, virology and public health), following 810.

422 tweets were posted regarding ASSET activities and outputs, retweeting many influencers, in order to network with them and to get their attention.

ASSET channel on YouTube hosts the 12 ASSET videos that are linked to the website as well.



CONCLUSIONS

In the first phase of ASSET project Media Office made a strong activity of networking and preparation to further work, which needs to be implemented in the second part of the project.

We got in touch with many stakeholders and other projects in order to build a wide network for mutual learning and coordinated action in introducing RRI and SiS issues into the field of preparedness and response to epidemics and pandemics.

We started disseminating ASSET values and outputs through several channels, such as brochures, press releases and social media.

In the second phase of the project we are going to prepare a press kit with videopills to be sent to international health and generalist journalists, regarding ASSET issues.

Press releases will be sent on a regular basis and an improved effort will be made in order to have our releases and other contents been picked up by media.

Activity on social media should be implemented according to ASSET digital strategy, with special regard to Twitter and LinkedIn, where most experts and stakeholders are mainly active.