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on Task SHIfting

D2.4 MID-TERM DISSEMINATION AND COMMUNICATION REPORT

30/09/2022

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1. Executive summary

This document is the "D2.4 Mid-term dissemination and communication report" of the TaSHI project. In this report, we summarise and analyse:

- the communication and dissemination activities performed during the first half of the TaSHI project,
- the outreach of the communication channels in detail, and
- the results of an evaluation survey among internal and external stakeholders.

Semmelweis University manages dissemination and communication activities (WP2), and TaSHI partners are also regularly invited to participate in certain communication campaigns towards their existing networks, sharing project results and information in their own communication channels.

The TaSHI project aims to realise and sustain the goals and perspectives defined in the "D2.1 Dissemination and communication plan". To this end, we find it very important to have a clear picture of the current status of the project's visibility.

We carried out a two-way approach in this evaluation process. On the one hand, we examined the statistics of each communication channel using the analytics of the online monitoring systems. On the other hand, we approached (1) our partners of the TaSHI Consortium and the TaSHI Advisory Board Members as internal focus groups, and (2) the TaSHI stakeholders as external focus groups.

The findings of this evaluation process show that a high number of communication and dissemination activities were performed on the identified eight communication channels during the first part of the TaSHI project. These involve online events, personal panel presentations, newsletters and the most preferred online channels. The visitorship and uptake of TaSHI information was most significant in the social media with close to 6.500 Twitter profile visits, more than 500 Facebook user outreach, though we have a solid network of regular website visits as well (approx. 1800). Based on the results, we can state that outreach of the communication channels did reach the pre-set goals identified in "D2.1 Dissemination and communication plan". In addition, the evaluation survey showed an overall high level of satisfaction of various internal and external stakeholders. The survey and focus group participants underlined that the TaSHI website is well designed and user friendly, and respondents were very confident about the usefulness and relevance of information published on the TaSHI information channels. Respondents were positive about the content of TaSHI webinars, and appreciated all knowledge, data and information shared by the TaSHI project.

After thorough analysis, WP2 summarised some conclusions on how to tailor the communication and dissemination activities in the second part of the project. Among the conclusions, we can highlight amending and adjusting the video contents on the social media

channels, using newsletters in a more traditional way, putting more emphasis on the visibility of the Health workforce projects cluster on the EU HPP and keep a close collaboration and coordination with the parallel projects in order to maximise the synergies.

2. Goal of the evaluation

We carried out the mid-term evaluation and analysed the TaSHI communication channels with the aim to see the effectiveness, strengths and weaknesses of our communication activities. We believe that the effective dissemination of the project results and carefully coordinated communication of information are strong components of the action and play a key role in the achievement of overall visibility and sustainability targets.

Assessing the opinions of internal and external audiences and end-users helps the project to identify key discussion topics, adjustment needs and explore opportunities for the future actions. This evaluation supports us 1) in having an understanding to what extent our aims set in the "D2.1 Dissemination and communication plan" were achieved, and 2) in defining those parts where adjustments are needed.

3. Definition of the target groups – Evaluation method

When identifying the target groups for the evaluation process, we used a two-way approach. We asked for feedback, on the one hand, from those who are partnering in the project or actively working in TaSHI activities. We call them the internal focus group. On the other hand, we consulted our stakeholders, who follow us in our communication channels and are interested in our activities and receive information through our communication channels. We call them the external focus group.

- The internal focus group consists of two parts, one is the partners in the TaSHI Consortium (https://tashiproject.eu/the-tashi-consortium/) and the second one is the members of the TaSHI Advisory Board. The TaSHI Advisory Board acts as an expert panel to advise, support and guide the TaSHI project (https://tashiproject.eu/tashi-advisory-board/).
- The external focus group involves stakeholders, experts of the health workforce field, who are actively following our work and regularly attend our events.

As of the method of the evaluation, we approached the internal and external focus groups in different ways. With the internal focus group, we carried out an online survey using the Mentimeter platform. We carried out this evaluation exercise during our online meetings, so the respondents answered the questions instantly, one by one, so we have received immediate results from the internal group.

In terms of the external focus group, we used the same items of the comprehensive survey in an anonymous way. Using the same items enables us to investigate the communication and dissemination activities from different angles of the target groups, but still in a standardised form. We approached the external stakeholders through our communication channels as well as through an email campaign. We contacted those stakeholders, who are actively following us, and have subscribed to the TaSHI newsletter and provided us with their email addresses.

4. Description of activities

Work package 2 (WP2) on "Dissemination and Communication" is actively working on communicating the project news and outputs by sharing information and updates about the work of TaSHI. In addition, WP2 is constantly raising awareness and visibility of the project. We used all the channels defined in the "D2.1 Dissemination and communication plan" to communicate and disseminate the findings and results among various stakeholders, partners and networks. Our partners in the other work packages also share news, events about the project in their networks, and take part in email campaigns in event promotions.

In the reporting period, the main emphasis is on analysing the online communication tools and channels. Lately due to the current pandemic situation, some in-person meetings, events, conferences also took place, which gave us the opportunity to present our project live and create personal contacts with the experts. WP2 team managed to hand out some printed versions of the initial leaflet and conduct personal dialogues as well.

One of these on site events was the annual conference of the European Health Management Association (EHMA), where TaSHI partners - Miklós Szócska, Eszter Kovács, Vibeke Sundling, Solveiga Inokaitytė-Šmagarienė, and Ronald Batenburg - met in person for the first time. Eszter Kovács presented the TaSHI poster in this event (Figure 1).

Figure 1 - Eszter Kovács project manager at the EHMA conference 2022

As Figure 2 shows, TaSHI took part in four online webinars: two episodes of the TaSHI pilot webinar series and two joint events of the Health workforce projects cluster in the EU Health Policy Platform (EU HPP). TaSHI partners carried out five panel presentations at different personal conferences (e.g. PoliS Lombardia stakeholder conference, Workshop on videoconferencing in wound care in Gjøvik, Norway, Conference at the Dubai EXPO section: "Reorganising the healthcare environment for integrated sustainability", the Annual Conferences of the European Health Management Association and the Hungarian Hospital Association). We used Facebook, LinkedIn and EU HPP posts, as well as 2 editions of the TaSHI newsletter. Facebook and LinkedIn posts were accessed by up to 500 people, while Tweets reached more than 5000 impressions (see all details in the chapters below). In total with 51 Tweets, the Twitter platform was proved to be the lead interactive communication channel on social media. We emphasise that Twitter is a rapidly changing and growing online space for awareness raising short messages, GIF posts with attention seeking sentences. These greatly help us to reach out to a wider audience and attract them to visit the project's website for more information.

Type of action	Count
TaSHI webinars	2
Joint Health workforce projects cluster webinars	2
Twitter posts	51
Facebook post	6
LinkedIn post	6
EU HPP posts	12
Personal panel presentations	5
Newsletters	2

Figure 2 - Summary chart of communication

5. Analytics of dissemination and communication channels

TaSHI Website

The project website – tashiproject.eu - is the main source of information, background materials and main streamline of the project activities. The website was created based on the approved publicity guidelines, and is continuously updated and maintained by the WP2 team of the Semmelweis University.

The website had 285 users and 1.814 views in the first 18 months of the project duration. In Figure3, we can see the website visits, ups and downs, showing the steady interest.
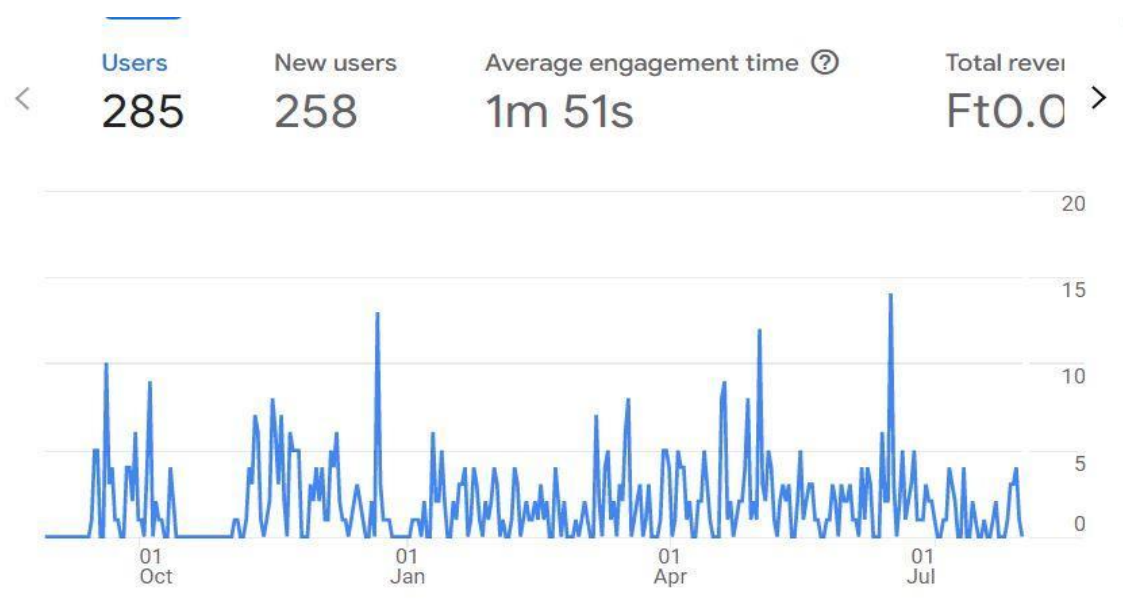
Figure 3 - Google analytics of the TaSHI website

Figure 4 shows that website visitors mainly visit the central page with all general information about the project and the main updates, then they are most likely to read about the outcomes of the project. On the third place in this ranking, the page presenting the TaSHI partnership reaches a high level of attention. Publications uploaded to the Knowledge Hub, and the TaSHI Advisory Board members also attract visitors to read more about these.

Page title and screen class ▾	+	↓ Views
Totals		1,814 100% of total
1 Tashi		681
2 The Project – Tashi		154
3 TaSHI Outcomes – Tashi		149
4 The TaSHI Consortium – Tashi		92
5 Publications – Tashi		90
6 Tashi – Empowering EU health policies on Task SHIfting		90
7 TaSHI Advisory Board – Tashi		87
8 News – Tashi		80
9 Our main activities – Tashi		75
10 Past events – Tashi		60

Figure 4 - Google Analytics of the most popular pages

On Figure 5, we can see the territorial distribution of visitors. The website visitors come mainly from Europe, with Italy, Norway and Hungary in first three places. However, in the second part of the table we can discover visitors coming from the United States, India, Australia or Canada as well.

Figure 5 - Google Analytics of the visitors' location

Newsletters

The TaSHI project published two newsletters in the first half of the project period. The number of the subscribers is slowly growing, though we expected more interest in the newsletters based on our previous project experiences. Here, as we analysed the possible reasons for the lower numbers, we can think that the fact of five parallelly running projects in the health workforce field might cause a segmentation in the mutual target audiences.

The opening rate of the newsletters is very high reaching over 50% (see Figure 6). These metrics show us that subscribers closely follow the project updates. It also suggests that activities of TaSHI belong to the interest of the health workforce experts. The topic of task shifting achieves growing interest, so we can expect more attention in the future.

Newsletter metrics	1st edition (M4)	2nd edition (M16)
Number of recipients	39	65
Opening rate	52.6%	53.7%

Figure 6 - Newsletter metrics

Originally, we planned four newsletter editions (Figure 7), however we had to revise these ambitions. We had to take into account the parallel projects' activities mentioned above. It was very crucial to avoid overloading the health workforce audience with loads of information, articles and events. The number of the newsletter editions was reconsidered and we keep adjusting it to the overall HWF projects activities. Figure 7 shows the newsletter campaigns realised in the first half of the project.

Year		2021									2022								
Month		April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
TASHI Project																			
Tool		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12		M13	M14	M15	M16	M17	M18
Newsletters (9)					1				2				3				4		
Year		2021									2022								
Month		April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
TASHI Project																			
Tool		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12		M13	M14	M15	M16	M17	M18
Newsletters (9)					X				1				X				2		

Figure 7 - Planned and realised newsletter campaigns

Online events

TaSHI participated in two joint events of the Health workforce projects cluster on 20 September 2021 and 29 March 2022, and organised two webinars on the TaSHI pilot experiences. The first TaSHI webinar was held on the 24 November 2021 with 51 participants and the second webinar on the 28 April 2022 with 26 participants. In the first event, we used the WEBEX platform of the EU Health Policy Platform and the venue of the second event was the Zoom Webinars platform provided by the Semmelweis University. The recordings of our events are uploaded to the TaSHI website, offering the opportunity to watch the events for those who could not join us live (https://tashiproject.eu/videos/). We could detect up to 65 further views on the YouTube channel of these video recordings.

The issue of low participation at online events was reported in the regular Health workforce projects cluster coordination meeting to HaDEA and DG Sante project officers, as all projects are facing the same issue. All project managers confirmed that attracting the same target community might be problematic and cause further segmentation of the HWF audience to be reached among the five ongoing projects.

Figure 8 shows the original schedule of the webinars and the bottom table shows the dates when events were realised. The first webinar introduced the TaSHI pilots from 5 European countries and then the following ones provided more deep-dive sessions on the various pilots. We dedicated attention to each pilot implementing partner to discuss their work with the wider audience. Dates were tailored to the pilot needs, the latest achievements and availability of speakers.

Figure 8 - Planned and realised TaSHI webinars

Social media platforms

Twitter

Twitter is the platform that we have found the most efficient channel for direct engagement and interactivity with the wider audience. It is easily accessible for a quick check, we post short messages and images, our followers receive a notification when we post new Tweets, at the same time easy for us to monitor impressions, retweets and responses.

TaSHI published 51 Tweets during this first period of the project and through this achieved 5.632 Tweet impressions. Though there are experts, who are not in favour of Twitter in Europe and not yet connected, we believe this channel brings us a growing visibility. The number of times users visited the TaSHI profile was 6.487, which also demonstrates that TaSHI reached a good visibility rate (Figure 9).

Metrics	Number	Explanation
Number of Tweets	51	Number of Tweets on the TaSHI Twitter account
Tweet impressions	5.632	Number of times TaSHI Tweets are viewed
Profile visits	6.487	Number of times users visited TaSHI profile page

Figure 9 - Twitter analytics of the TaSHI channel

Facebook

The TaSHI project shares materials and information on the WP2 (Semmelweis University - Health Services Management Training Centre) Facebook profile. Figure 10 shows the number of outreach after each post. We use Facebook mainly to share information about the upcoming online events, where TaSHI will be present. Figure 10 shows that we received greatest interest in November 2021 before our first pilot study webinar with 507 views. On

Facebook, we also post news in Hungarian language, so as to engage the in-country audience more directly. TaSHI partners also do this sporadically in their native languages.
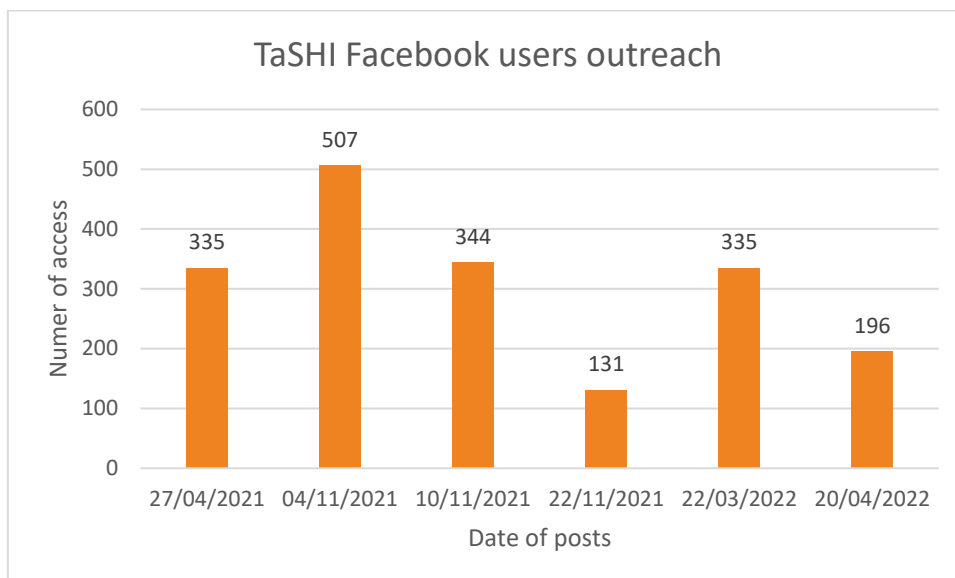

Figure 10 - Facebook Analytics - number of target group outreach

LinkedIn

LinkedIn is a professional business network. We anticipate that stakeholders who do not use Twitter might have a LinkedIn account. We use LinkedIn the same way as Facebook; we place information here before TaSHI events, with all the important information, agenda, registration details etc. (Figure 11).
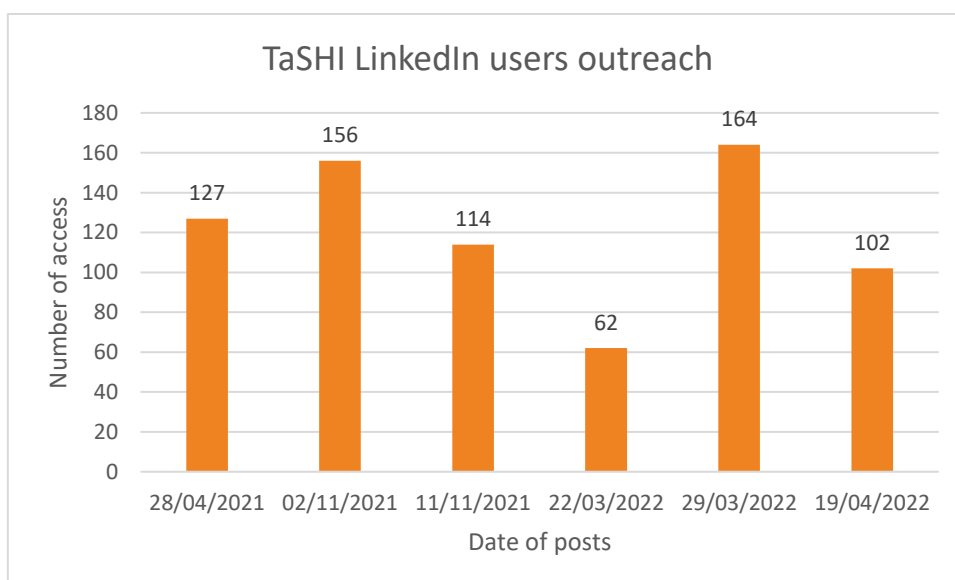

Figure 11 - LinkedIn Analytics - number of target group outreach

YouTube

For sharing videos about the TaSHI project, we use the YouTube channel of the Semmelweis University - Health Services Management Training Centre. On this platform, we share the recordings of our webinars making it available for those who could not join the events. In addition, we create short videos for our audience sharing some of the main messages of the project, or use it as awareness raising on social media channels. These resulted in up to 63 views of the video recordings so far. YouTube videos can be easily reached from our TaSHI website: https://tashiproject.eu/videos/

EU Health Policy Platform - Health Workforce Projects Cluster Forum

The Health workforce projects cluster on the EU Health Policy Platform has currently 51 members.

Figure 12 - The logo of the Health workforce projects cluster

The TaSHI project placed 12 health workforce related posts on the platform in the first half of the project. Regarding the moderation activities of the Cluster, TaSHI ran two moderation rounds so far. It was agreed within all five HWF projects that we will follow rotating moderation rounds shown in Figure 13. The TaSHI project handed over its second moderation round to AHEAD project at the end of August 2022.

Figure 13 - Rotation of moderation of the five health workforce projects

Emails

Email campaigns are part of our communication activities, when organising TaSHI events. Before webinars, we tend to send personal email invitations to our network and encourage our TaSHI partners to invite their networks as well. This is a more direct, personal form of

communication, especially efficient with those experts, who are not in favour of social media channels.

TaSHI leaflet

The TaSHI leaflet (Figure 14) is uploaded to the website and is publicly available. In the first half of the project, 46 leaflet downloads were registered on the website, and WP2 handed out the leaflet in printed version in the Annual Conferences of the European Health Management Association (EHMA) 2022 and the Hungarian Hospital Association as well.

Figure 14 - TaSHI leaflet

6. Evaluation survey – Internal focus group

In the first round of the evaluation exercise, we asked our internal focus group to provide feedback about the dissemination and communication activities. We have received answers from all work packages and the members of the TaSHI Advisory Board. Altogether 18 respondents took part in this survey.

Preferences of dissemination channels

Figure 15 displays the most important channels TaSHI project is actively using. This focus group found the best platform for dissemination purposes: the webinars and online events (42.11%).

The website is also preferred for dissemination with 26.32%. Respondents think that social media platforms are less effective channels for dissemination activities (10.53%).

Which communication channel do you find the
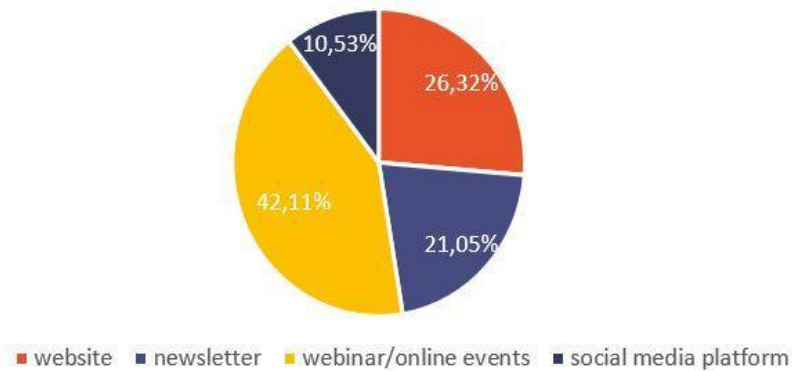most efficient for dissemination purposes?

- website - newsletter - webinar/online events - social media platform

Figure 15 - Efficiency of communication channels according to the internal group

Engagement of TaSHI communication channels

In terms of the TaSHI website, the visiting frequency of the respondents is high, namely, 16.67% checks it on a weekly basis, but the majority checks the website occasionally (55.56%). Nearly one third, 27.78% of the group visits the site monthly, which still enables one to follow the main path of TaSHI activities and events, as we always publish basic information about upcoming events one month prior to the event.

53% of the respondents read TaSHI Tweets in various frequencies, while 47% of the group has not yet started to follow the Twitter channel of TaSHI. Among the users, nearly 12% use it weekly or more often, while 41% monthly or occasionally.
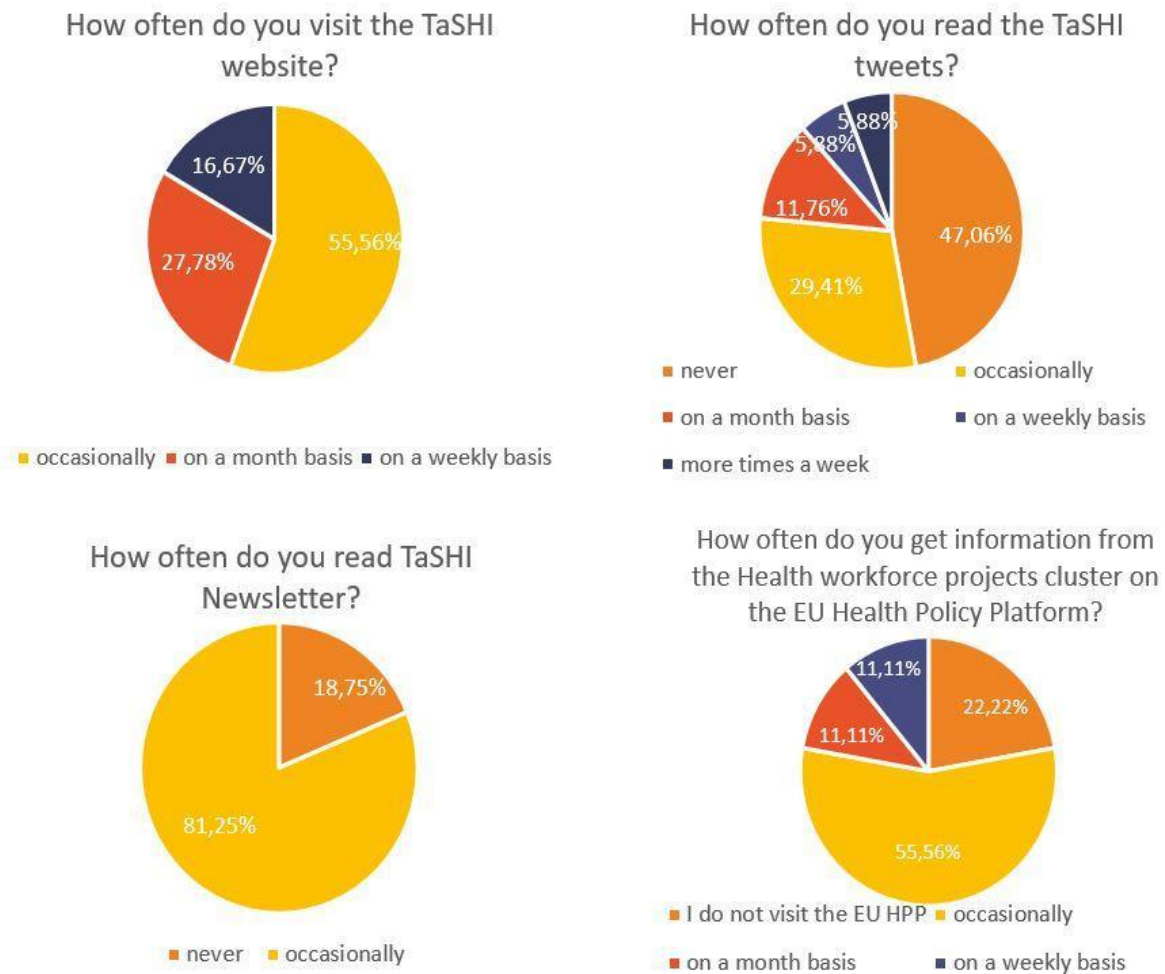
How often do you visit the TaSHI website?

16,67%

27,78%

55,56%

■ occasionally ■ on a month basis ■ on a weekly basis

How often do you read the TaSHI tweets?

5,88%
5,88%
11,76%
47,06%
29,41%

■ never
■ on a month basis
■ more times a week
■ occasionally
■ on a weekly basis

How often do you read TaSHI Newsletter?

18,75%

81,25%

■ never ■ occasionally

How often do you get information from the Health workforce projects cluster on the EU Health Policy Platform?

11,11%
11,11%
22,22%
55,56%

■ I do not visit the EU HPP ■ occasionally
■ on a month basis ■ on a weekly basis

Figure 16 - Frequency in using TaSHI communication channels according to the internal group

More than two-third of the group reads the TaSHI newsletter occasionally (81.25%). This value in terms of the EU HPP Health workforce projects cluster is somewhat lower 55.56%. There are some regular users of the EU Health Policy Platform: 11.11% in this group, but 22.22% of the respondents do not visit the EU HPP at all.

Appearance of the TaSHI website

Two questions of the survey explored the usefulness and outlook of the TaSHI website (Figure 17). Vast majority of the respondents find the website attractive (93.34%) and many of them think it is well organised and user friendly as well (81.25%).
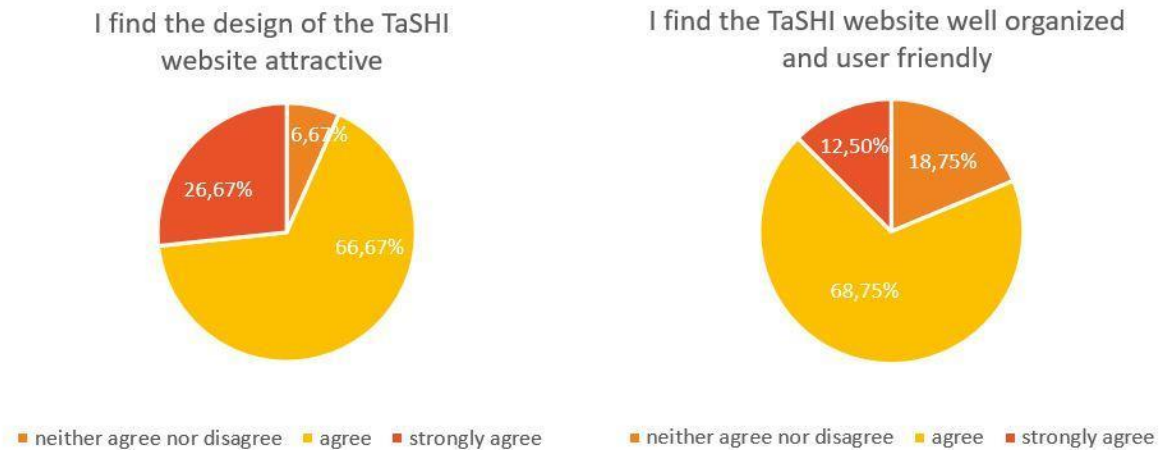
I find the design of the TaSHI website attractive

- 6,67%
- 26,67%
- 66,67%

neither agree nor disagree · agree · strongly agree

I find the TaSHI website well organized and user friendly

- 12,50%
- 18,75%
- 68,75%

neither agree nor disagree · agree · strongly agree

Figure 17 - TaSHI website appearance according to the internal group

Relevance and usefulness of information received

In this questionnaire, we also asked if the group finds the information shared in the communication channels relevant and useful. The feedback is very positive, as 93.75% agree and strongly agree with the above statement (Figure 18). This ensures us that we are in line with our aims defined in the "D2.1 Dissemination and communication plan".

I find the information shared on the TaSHI communication channels relevant that enables to follow the activities of the project appropriately

- 6,25%
- 18,75%
- 75,00%
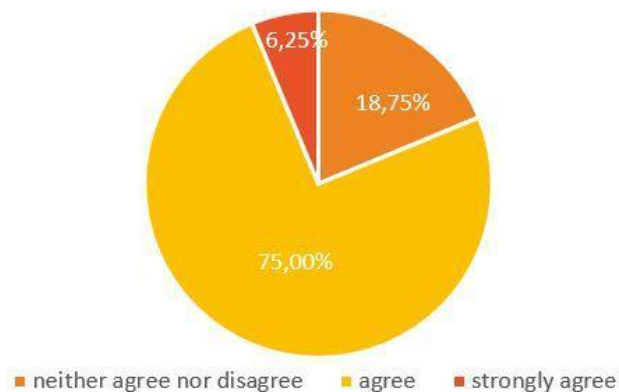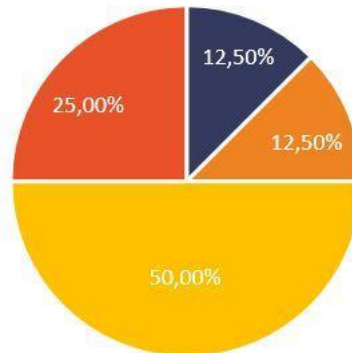
neither agree nor disagree · agree · strongly agree

Figure 18 - Usefulness of information shared according to the internal group

Figure 19 displays that 75% of the group agree and strongly agree with the statement of the usefulness of the project's webinars. This echoes the preference of the group when they marked the online events as the best channel for dissemination purposes.

I find the TaSHI webinars interesting, because I can receive new and useful information on those events.

- I did not attend any webinars
- neither agree nor disagree
- agree
- strongly agree

Figure 19 - Usefulness of TaSHI webinars according to the internal group

In Figure 20, we can see that 37.5% of the answerers find the Health workforce projects cluster useful. 37.5% could not make a decision in this question, and quite a large number 18.75% do not know the platform. There were 6.25% that do not find the platform useful.

I find the HWF projects cluster on the EU Health Policy Platform useful, because its content is relevant and interesting for me.
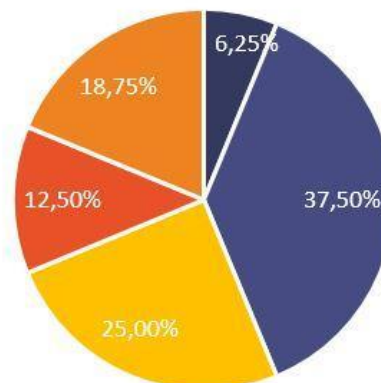
- strongly disagree
- neither agree nor disagree
- agree
- strongly agree
- I do not know this platform

Figure 20 - Usefulness of the Health workforce projects cluster according to the internal group

Preferences about videos

Figure 21 shows the willingness of watching videos about the project on social media channels. Interestingly the majority of the respondents could not say exactly whether they like these videos on social media channels or not (68.75%). From those who had an explicit opinion, 12.5% likes the TaSHI videos, while 18.5% do not prefer watching these videos on social media channels.

I prefer watching videos about the results and information of the
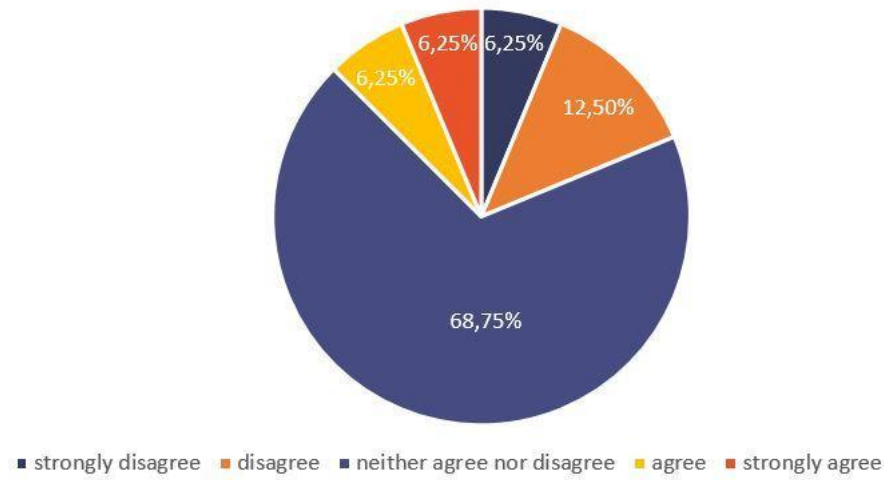TaSHI project on the social media channels.

■ strongly disagree ■ disagree ■ neither agree nor disagree ■ agree ■ strongly agree

Figure 21 - Preferences about TaSHI videos according to the internal group

Willingness to share information about TaSHI

Finally, we have asked whether the group has ever recommended the website to others or not. The result shows that the majority 76.92% has already done so, and we believe that the remaining 23% will do so in the future.

Have you ever recommended to anyone to visit the
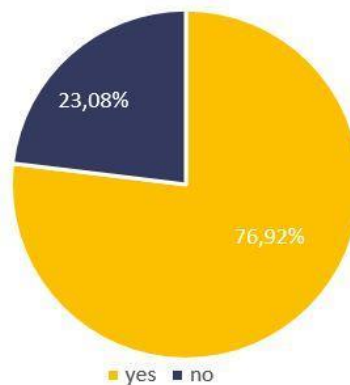TaSHI website?

■ yes ■ no

Figure 22 - Willingness to share information about TaSHI according to the internal group

7. Evaluation survey – External focus group

In the frames of the evaluation of the external focus group, we invited our stakeholders in various communication channels to take part in this action and give us feedback directly about the TaSHI dissemination and communication activities. We have received altogether 24 anonymous answers, which we collected on the Google Forms platform.

Preferences of communication channels

This focus group found the social media platforms and the newsletters efficient for dissemination purposes to the same extent: 29.2%. Webinars/online events and the website with the same value (20.8%) remained in second place. This is in contrast with the opinion of the internal focus group, where they preferred webinars/online events the best for dissemination purposes.

Figure 23 - Efficiency of communication channels according to the external group

Engagement of TaSHI communication channels

In terms of the frequency of visiting the project's communication channels, the tendency of the opinion of both internal and external groups is quite in line with each other.

Figure 24 displays that 83.32% of the external group visits the website from time to time, and 8.4% are the really frequent visitors, while 16.68% never visited our website. Not surprisingly, this last value was zero in the internal group.

54.15% of the respondents read TaSHI Tweets in various frequencies, of which 8.31% checked TaSHI Twitter on a weekly basis. 45.85% marked "never" in terms of reading Tweets, this value very close to the internal group answers 47.06%. However, both groups have high rates of

those who never use Twitter, the analytics showed that the metrics on Twitter impressions could reach more than 5000 people.

62.5% of this group reads TaSHI newsletter occasionally, which is significantly less than in the other group (81.25%). On the other hand, 37.5% of the external respondents never read the TaSHI newsletter, while this rate was 18.75% among internal respondents.

We also asked about the frequency of visits on the EU Health Policy Platform, HWF projects cluster. 41.66% claimed to read the platform occasionally, which reached a lower level than in the other group (55.56%). The number of those who never visit the cluster is higher among the external respondents 29.17%, which is 22.22% in the internal group. The very frequent usage of the EU HPP platform, namely, the visits more times a week is 8.29% among the external group. This adds 12.49% for the weekly use in contrast with the 11.11% in the internal group. The latter has zero percent of the very frequent usage.
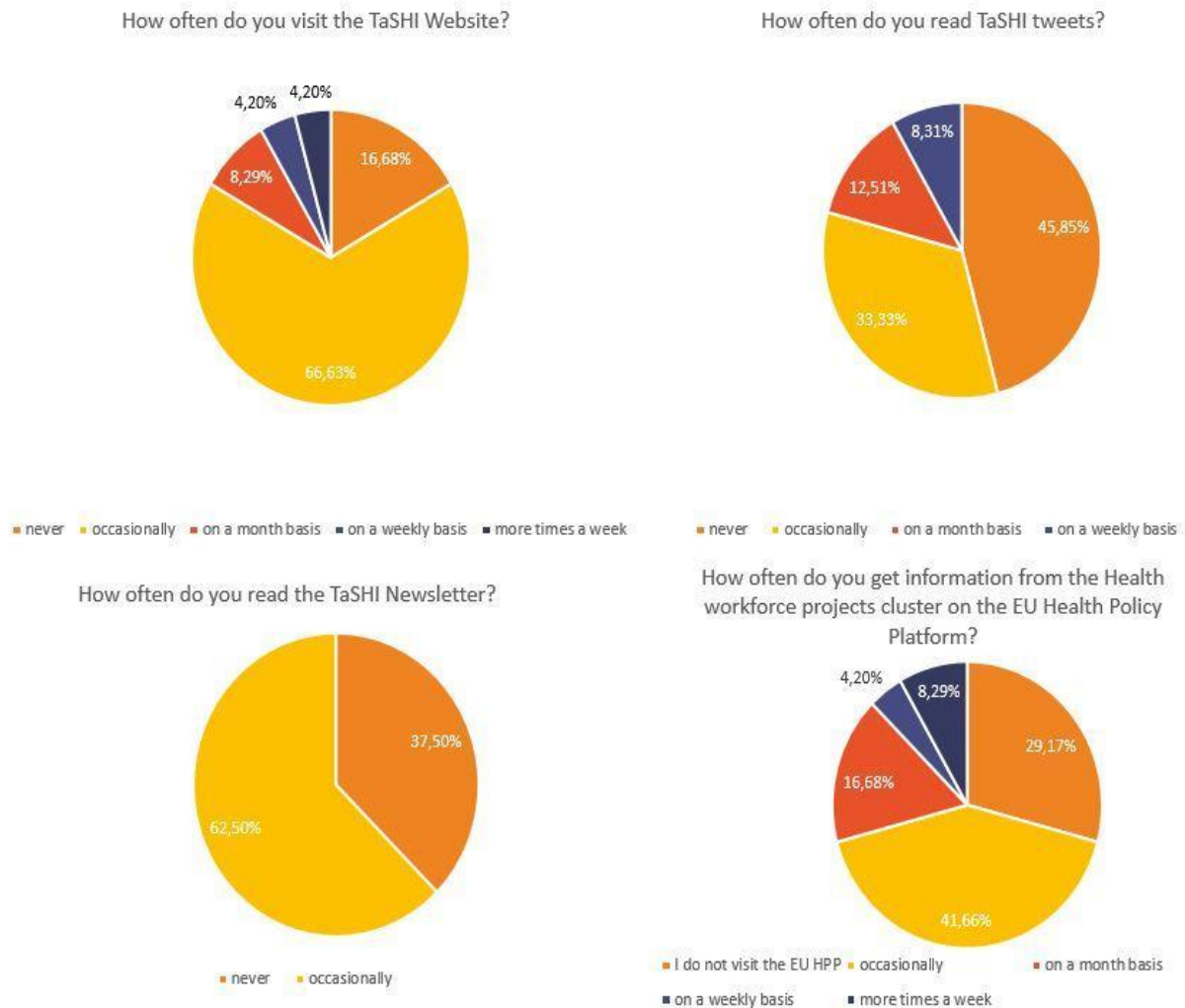

Figure 24 - Frequency in using TaSHI communication channels according to the external group

Appearance of the TaSHI website

The tendency of the opinions of both groups are again quite similar about the appearance of the TaSHI website. However, the internal group resulted in a better overall rating. Doubtlessly, the whole TaSHI Consortium takes part in developing and updating the website, therefore there might be a bias in its objective evaluation.

Regarding the attractiveness, more than 70% agrees or strongly agrees with the statement that the design of the website is attractive. In the internal group, this value was over 90%.

At the same time, 75% of the external group finds the website well organised and user friendly. In the internal group, this number reached 93.34% (Figure 25).

Figure 25 - TaSHI website appearance according to the external group

Relevance and usefulness of information received

Interesting and important information for WP2, what exactly the focus groups think about the usefulness of the information that is shared about the TaSHI project. 83.3% of the external group finds the information proper and relevant; this number was higher in the internal focus group 93.57%. Those who strongly agreed on the relevance and usefulness of the information scored significantly higher in the external group than the internal one, 16.7% and 6.25% respectively. There is a small percentage, 16.7% who could not decide about the usefulness of the information shared in our channels (Figure 26). No disagreement was detected in any of the surveyed groups.

I find the information shared on the TaSHI communication channels relevant that enables to follow the activities of the project appropriately.
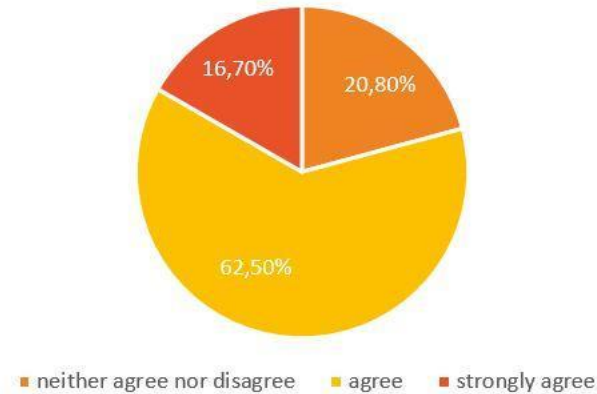
16,70%   20,80%

62,50%

■ neither agree nor disagree   ■ agree   ■ strongly agree

Figure 26 - Usefulness of information shared according to the external group

In Figure 27 we can detect that 62.5% find TaSHI webinars useful and interesting, while 25% have not attended any webinars yet. Not surprisingly, the latter rate was lower (12.5%) in the internal group. Picking the option of "strongly agree" resulted in higher rates in the internal group, 12.5% vs. 25% respectively.

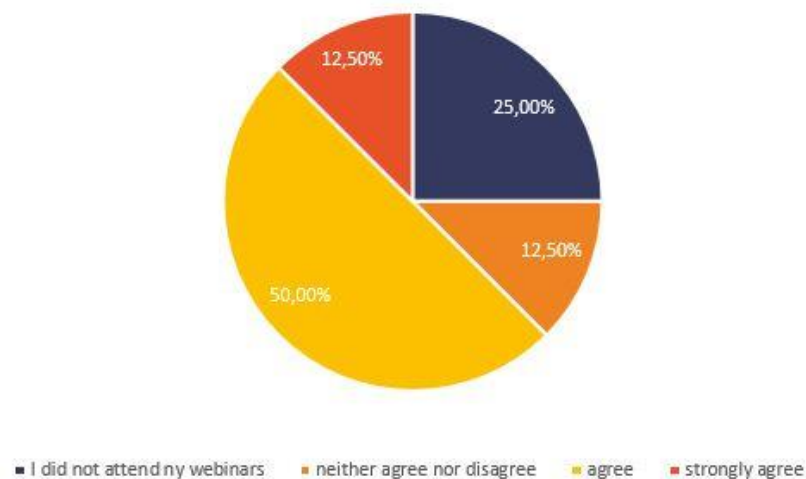I find the TaSHI webinars interesting, because I can receive new and useful information in those events.

12,50%   25,00%

12,50%

50,00%

■ I did not attend ny webinars   ■ neither agree nor disagree   ■ agree   ■ strongly agree

Figure 27 - Usefulness of TaSHI webinars according to the external group

We have asked our audience about the content of the Health workforce projects cluster. In Figure 28, we can see that 54.15% finds the platform useful, actually more useful than the other group (32.5%), while 29.17% of the external respondents do not know this platform and 4.2% disagree with this statement. To compare these results with the internal group, 18.75%

of the internal respondents do not know this platform, and 6.25% strongly disagree with cluster contents' relevance and usefulness. This relatively high number of people, who do not know the EU HPP platform enables us to upscale its promotion and grow its membership. There might be a need for better tailored content particularly to this target audience.
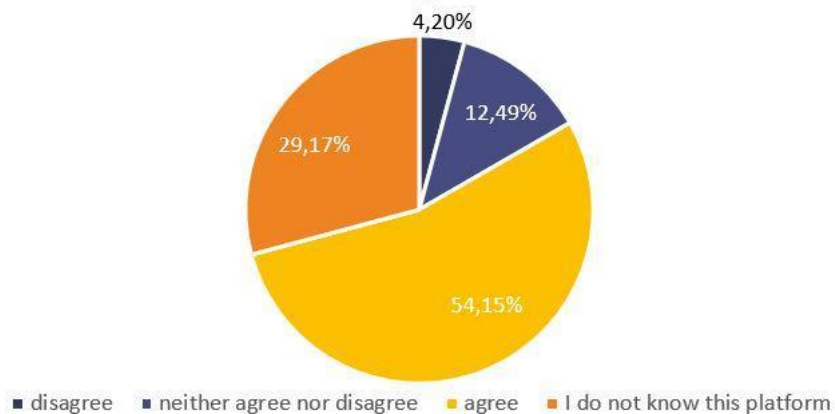

Figure 28 - Usefulness of the Health workforce projects cluster according to the external group

The answers about preferences of watching project videos on social media channels differ greatly from the responses of the internal group. Here, more than half of the external group respondents (58.34%) were positive about the statement, while in the other group solely 12.5% had this opinion. The percent of "neither agree nor disagree" answer resulted in 16.68% among external stakeholders, while it was 68.75% in the other group (Figure 29). This means that the internal stakeholders did not want to choose explicitly, as they cannot decide or think less optimistically about videos on the social media channels. On the other hand, considering the preferences of external stakeholders doubtlessly shows the utility of the video content.
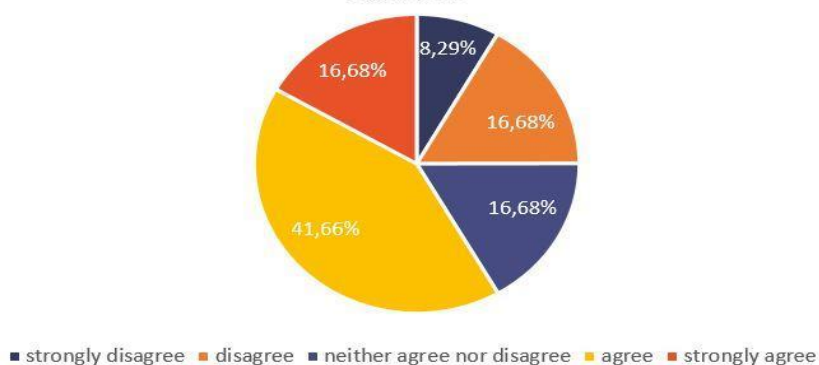

Figure 29 - Preferences about TaSHI videos according to the external group

Finally, as Figure 30 shows, less than 50% of the external respondents recommended the TaSHI website to others so far. Not surprisingly, the rate of "yes" was significantly higher (76.9%) in the internal group. WP2 fosters information sharing on the website and the project itself on all channels of TaSHI project partners.
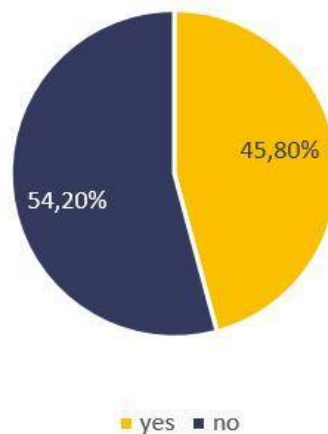

Figure 30 - Willingness to share information about TaSHI according to the external group

At the end of the questionnaire, there is a space for open answers to add some remarks or suggestions to our communication activities. We have received some positive feedback, words of appreciation, that confirmed that dissemination and communication activities are proceeding well in our project.

8. Synergy

We strongly believe that synergies are present between the ongoing five health workforce projects (TaSHI, OASES, AHEAD, ROUTE-HWF and METEOR projects). Parallel activities complete each other and result in a growing contemporary evidence and novel knowledge in the field. The systematic communication and dissemination activities give us the opportunity to coordinate efforts to achieve greater visibility, voice as well as impact in the European health policy arena. As we have a mutual target audience in the health workforce field, we think that while maintaining the diversity of the core topics and main messages, it is beneficial to coordinate and schedule communication actions. Regular HWF Projects Cluster coordination meetings and bi- or multilateral events are a good opportunity for sharing results and emerging experiences, and finding connections, possibilities that can serve all projects beneficially.

9. Conclusions

The TaSHI project aims to realise and sustain the goals and perspectives defined in the "D2.1 Dissemination and communication plan". Within the first 18 months of the TaSHI project, a wide range of communication activities were carried out using all tools and channels defined in the "D2.1 Dissemination and communication plan".

We carried out the mid-term evaluation and analysed the TaSHI communication channels with the aim to see the effectiveness, strengths and weaknesses of our communication activities. We carried out a two-way approach in this evaluation process. On the one hand, we examined the statistics of each communication channel using the analytics of the online monitoring systems. On the other hand, we approached (1) our partners of the TaSHI Consortium and the TaSHI Advisory Board Members as internal focus groups, and (2) the TaSHI stakeholders as external focus groups. This approach enabled us to explore opinions and preferences of various stakeholders in a standardised way next to the continuously monitored analytics and metrics.

This mid-term evaluation process gave us the opportunity to thoroughly investigate and discuss

- the communication and dissemination activities performed during the first half of the TaSHI project,
- the outreach of the communication channels in detail, and
- the results of an evaluation survey among internal and external stakeholders.

Based on the review of the status of the communication channels and the feedback received, we can say that we are in line with the plans defined at the beginning of the TaSHI project. In the "D2.1 Dissemination and communication plan", we clearly set among the objectives that communication will support generating and raising awareness of the project's core topic of task shifting. Based on the results of the evaluation exercise, we can clearly see that most overarching goals are being achieved regarding the communication and dissemination activities. Still, there are some points though, where we need to reconsider our original plans and tailor, adapt our tools and methods better fitting the preferences of our target audiences.

First conclusion focuses on the video content. The internal focus group was not optimistic about watching videos on social media platforms. On the contrary, external stakeholders appreciated some video content on those channels. As we have good statistical results regarding social media outreach, we might conclude the short video as a communication tool does not work as effectively as expected. WP2 will put less emphasis on producing short project videos in the future.

The second conclusion refers to the newsletters. In terms of the newsletters, the internal group was more likely to read it and the external group also preferred it as a core dissemination channel. This shows us that our audience sets a higher value on reading project

news and would like to receive more in-depth information through the traditional newsletters than watching short, highlighted key messages in various videos and recordings. We will follow this recommendation in the future months of the TaSHI project. In addition, in the second part of the project duration, we will adjust our newsletter and event schedule to the activities of the parallel health workforce projects.

The third conclusion puts the emphasis on the need to improve the visibility of the Health workforce projects cluster on the EU HPP. On one hand, we experienced a rather low level of membership so far, which can be further improved. On the other hand, our evaluation exercise showed that there is a significant number of experts, who are hesitant or do not even know the platform in both respondent groups. Based on our previous experiences, the EU Health Policy Platform Forum can be a lively online space, where active knowledge and information exchange, and building of a solid expert dialogue can be feasible.

Finally, we are going to keep up following the work of the parallel projects and keep in mind the information load and engagement of the health workforce expert community.