

SIMULATION APPROACH FOR EDUCATION AND TRAINING IN EMERGENCY

simulation for medical practice

# WP9 R9.4 Intermediate Dissemination Report





The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**Deliverable:** R9.4; Work Package 9; Dissemination level PU (Public)

**Statement of originality:** This deliverable contains original unpublished work, except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

#### Disclaimer



This report contains material which is the copyright of SAFETY Consortium Parties. All SAFETY Consortium Parties have agreed that the content of the report is licensed under a Creative Commons Attribution Non Commercial Share Alike 4.0 International License. SAFETY Consortium Parties does not warrant that the information contained in the Deliverable is capable of use, or that use of the information is free from risk, and accept no liability for loss or damage suffered by any person or any entity using the information.

Copyright notice © 2020 - 2022 SAFETY Consortium Parties.

#### Note:

For anyone interested in having more information about the project, please contact us at:

https://safetymedsim.eu/ info@safetymedsim.eu

DOCUMENT VERSION 01
AUTHOR
Dr. Antonio Scrocco (INFOTECH)
DI. AIIIOIIIO SCIOCCO (INFOTECH)
Info-tech S.R.L.

# **Summary**

1.	Intro	oduction	5
	1.1	The SAFETY project	5
	1.2	WP9 Dissemination	6
	1.3	The Intermediate Dissemination Report	6
2.	Diss	emination Strategy	7
	2.1	Objectives, principles and target groups	7
	2.2	Dissemination Tools	9
	2.2.1	Logo	9
	2.2.2	Website	9
	2.2.3	Social Media	16
	2.3	Content Marketing	18
	2.3.1	Newsletter	
	2.3.2	Brochure	
3.	Effe	ctiveness of Dissemination Activities	21
	3.1	Measurement of WP9 results	
	3.1.1	Organization and participation to conferences, workshops and activities	
	3.1.2	Website	
	3.1.3	Social Media	24
	3.1.4	Newsletter	27
4.	WPS	Dissemination for next duration of the project	29
	4.1	Online presence	29
	4.2	Conferences and activities	
	4.3	The SAFETY community	
5.	Cond	clusions	
	าทคร		33

# 1. Introduction

# 1.1 The SAFETY project

Simulation Approach For Education and Training in emergency (SAFETY) is a three-years training initiative of 10 partners from 7 European countries (AT, DE, ES, IT, NO, PT, RO) aimed at creating an educational offer for easing uptake a course of study in Emergency Medicine and Simulation (EM&S). The project goal is to cooperate in the exchange of knowledge and good practices to realize a course of study in the fields of Clinical education and training and Simulation device to supporting and improving the training offer in the EM&S sector.

Nowadays, more and more new doctors are hired by companies developing simulation tools, both for training and development of devices. To this light, the project will also contribute to achieve the objectives of the Knowledge Alliance by standardizing the curricula in order to widen the scope of job and entrepreneurial opportunities in the field of Medical device for training and simulation.

Through e-learning courses and the use of innovative simulation systems, the project aim is to renew the existing training offer and to overcome training gaps, making practitioners safer and ready to operate in real emergency conditions or collaborate with companies involved in the development of medical simulation tools.

SAFETY will focus on the needs analysis of different target groups, together with the adoption of advanced medical simulation techniques, using both high-fidelity manikins and virtual simulation techniques, to structure new courses and strengthen skills and modernization of European higher education systems. SAFETY will involve:

- Students & Alumni in Emergency medicine & Simulation sector
- Academic community
- European companies engaged in the medical simulation sector

SAFETY intends to systematize approaches for bringing key skills to University students, companies involved in developing simulation devices and virtual patients and new entrants, turning them into an exchanging research and develop. The project sustains the collaboration of partner Universities expertise in the domains of clinical education and training and simulation device adopting successful business models inspired by EM&S to create educational pathways aimed at reducing key skills fragmentation, overcoming the detachment between theoretical training (learned at the University) and practical experience (acquired on the field). It develops a path composed of four steps:

- i. Knowledge Needs and Gap Analyses of Higher Education in EM&S
- ii. Body of Knowledge (BoK) in EM&S
- iii. Courses and e-learning Modules renewed upon the BoK Guidelines
- iv. Best Practices for renewing EM&S Master Programs

Along with training materials, innovative tools are being developed: Firstly, an EM&S e-learning course, aimed at assessing the internal resources of traditional medical simulations and benchmarking them against the key resources required to implement simulation training within the four main steps. Secondly, a Body of Knowledge, aimed at designing successful course of study in medical simulation. For supporting the students and the companies engaged in clinical education

and simulation device in developing training initiatives the Universities will build-up a fully replicable course of study in medical simulation (developed during the project lifetime) to maintained beyond the end of the project.

#### 1.2 WP9 Dissemination

This WP has the aim of ensuring that the project, its milestones and results will be spread to all the relevant stakeholders and to the scientific community through coordinated actions and in the most effective way. The main objective of this dissemination is to be able to bring the results of the SAFETY project on the table of each actor involved and interested along the entire process of construction and evolution of the project. Its success depends on how far the results are disseminated, which in turn are the starting point for concrete changes. The exchange of information, the sharing of experiences and theoretical and practical skills, the contamination of visions of different targets for training and employment, the elaboration of shared models, are at the base of the strategic objectives of the SAFETY project and are all united by the necessity to communicate. As general performance indicator that is considered in the project:

- Number of entities not involved directly in the project reached;
- Number of views of public project results;
- Number of publications on other websites;
- Number of publication on newspapers or other media;
- Number of people attending the conferences and meetings where the project results will be presented;
- Performance of the social media strategy;
- Number of visits to the website.

# 1.3 The Intermediate Dissemination Report

The document here presented reports all the dissemination outputs developed in the first 18 months of the project. It includes:

- · Project Logo;
- Project Brochure(s);
- Summary Of The Contents Published;
- First, second, third, fourth and fifth Newsletters;
- Main Dissemination Accomplishment (n. of organizations reached, n. of people acknowledged, events organized, etc.).

# 2. Dissemination Strategy

# 2.1 Objectives, principles and target groups

Infotech leads WP9, coordinating the dissemination activities and providing the partnership with the main tools for carrying them out (logo, website, template for .ppts and .docs, social media accounts, PR materials, etc.).

However, all partners have an active role in disseminating project results through their networks, as well to other target groups, in order to produce a multiplier effect. Partners contribute to raise awareness about project aims and results. Each partner has nominated a person responsible (Dissemination Manager) for planning activities, acting as contact person for the WP Leader Dissemination Manager, keeping record on target audience, impact made and for collecting feedback. The partners disseminate and exploit results by project website and social media, public events and conferences, meetings and visits to key stakeholders, written material, scientific articles in relevant journals, existing contacts and networks.

The project is also published on the EU Dissemination Platform and main results are being uploaded during the project's lifetime. A particular attention is paid to make EU support visible during events and in all materials disseminated. The name and logo of the European Commission and the name and logo of the Erasmus + on all the information and promotional materials has been provided. Dissemination activities are done during the whole lifetime of the project. Conferences, events are communicated by the organizer/participant to the WP leader, in order to let coordinator have an overall view on all activities.

The project partners have the commitments of providing each week, in turn, one article (max 2.000 characters) and one image. Figure 1 shows the deadlines' calendar that all partners have at their disposal to monitor the publication's turn of their article on the SAFETY website. The article is shared on the website, and it is also adapted to the following social, depending on the nature of the content:

- √ 1 post on Facebook (max. 300 characters);
- √ 1 tweet (max 280 characters);
- √ 1 article for LinkedIn (max. 500 characters);
- √ 1 image/story with description on Instagram.

The project is considering starting to publish videos on SAFETY's YouTube channel to facilitate the uploading of e-learning courses and lessons.

SIMULATON AND STATE OF MOUNTAIN	NEWS CALENDAR								
PARTNERS					<b>DEADLINES</b>				
UNIFG	28/01/2021	08/04/2021	17/06/2021	09/09/2021	18/11/2021	10/02/2022	21/04/2022	30/06/2022	22/09/2022
TTW	04/02/2021	15/04/2021	24/06/2021	21/10/2021	25/11/2021	24/02/2022	28/04/2022	07/07/2022	29/09/2022
HUBc	11/02/2021	22/04/2021	01/07/2021	23/09/2021	02/12/2021	17/02/2022	05/05/2022	14/07/2022	06/10/2022
UiS	18/02/2021	29/04/2021	08/07/2021	30/09/2021	09/12/2021	03/03/2022	12/05/2022	21/07/2022	13/10/2022
LMU	25/02/2021	06/05/2021	15/07/2021	07/10/2021	16/12/2021	10/03/2022	19/05/2022	28/07/2022	20/10/2022
VALUEDO	04/03/2021	13/05/2021	22/07/2021	14/10/2021	06/01/2022	17/03/2022	26/05/2022	04/08/2022	27/10/2022
INFOTECH	11/03/2021	20/05/2021	29/07/2021	16/09/2021	13/01/2022	24/03/2022	01/06/2022	25/08/2022	03/11/2022
AMC	18/03/2021	27/05/2021	05/08/2021	28/10/2021	20/01/2022	31/03/2022	09/06/2022	01/09/2022	10/11/2022
EICD	25/03/2021	03/06/2021	02/09/2021	04/11/2021	27/01/2022	07/04/2022	16/06/2022	08/09/2022	17/11/2022
LAERDAL	01/04/2021	10/06/2021	26/08/2021	11/11/2021	03/02/2022	14/04/2022	23/06/2022	15/09/2022	24/11/2022
		FIRST PROJECT YEAR				SECO	ND PROJECT	YEAR	

Figure 1 – The SAFETY News Calendar

The strategy goals are determined by and dependent of the main objectives of the project. However, despite not being the same, the communication objectives are designed to help achieve SAFETY's goals. Therefore, the objectives of the dissemination and exploitation strategy are the following:

- 1. Enhancing the skills of each actor;
- 2. Involving each actor in the various initiatives of the project;
- 3. Engaging current students and new entrants to embrace Simulation approach so that it gets introduced into the future Clinical education in medical simulation;
- 4. Creating flows of exchange of information between stakeholders, stimulating debate and putting into practice the results;
- 5. Showing short and long-term benefits for HEIs, students and entrepreneurs adopting better Simulation approach;
- 6. Providing visibility to entrepreneurs already adopting Simulation approach, universities and entities already carrying out Clinical education in medical simulation;
- 7. Contributing to the development of a network in which information can be transferred in a clear, fluid and secure way;
- 8. Promoting SAFETY creating the possibility for Universities and companies to cooperate, share knowledge and create innovative training materials, meeting theoretical knowledge with practical experience;
- 9. Making known and usable the materials produced and the results achieved through the project SAFETY, using innovative tools (Training needs analysis, e-learning courses) and the contribution of the new curricula in medical simulations.

The target groups individualized in the project are:

- 1. Academic community
- 2. Simulation centers community, Business Associations of Simulation Centers
- 3. Public Bodies (EU bodies, National Governments, Regional entities, etc.)

In order to reach out the above audiences, SAFETY uses a number of channels and cooperates with other relevant national and international organisations, programmes and projects sharing similar objectives. Some examples of implemented and potential communication channels are given below in Table 1, classified into two lists according the size of the audience. The SAFETY project contains a combination of those to effectively communicate the project results.

**Table 1. SAFETY Channels for Dissemination** 

Examples of non-media communication	Examples of media communication
Face-to-face conversation	Newspapers and magazines
Group discourses	Press releases
Conferences	Newsletters
Round tables	Manuals
Exhibitions	Brochures
Meetings	Video
Workshops	Posters
Open days	Banners
Skype calls	Website
E-mail	Blogs
Policy brief	Social media
Smaller audience, lower costs, more effort. Interactive, good for acquiring input Flexible (easy to change tone, strategy, and content)	Potentially large audience. Uses the credibility of the mass media

# 2.2 Dissemination Tools

# 2.2.1 Logo

Infotech has developed a unique logo for the SAFETY project. This is the heart of the project **visual identity**, helping to support visual communication and social branding. The project's visual identity authenticates and strengthens the communication and dissemination of SAFETY messages, and it ensures that all communication and dissemination products, including reports, the website, flyers, posters, presentation slides and promotional banners have a professional and uniform look. SAFETY logo concept development and its finalized versions are shown in Figures 2 and 3.



Figure 2 – Concept idea for the logo

The reasoning behind the logo are the following:

- ✓ The shape of SAFETY refers to a Cross, the typical symbol used in healthcare.
- ✓ It is an impactful logo, it represents the most visible element, the cross, which contains the acronym SAFETY and highlights a seal that is somehow connected to accreditation and credibility.
- ✓ The violet represents the color of spirituality, the energy of red with the calm of blue, that inspires reflection and self-awareness. It communicates the soul of those engaged in emergency medicine: intuitive, ready to practice and compassionate.





Figure 3 - SAFETY official logos

#### 2.2.2 Website

The website has been developed taking into consideration the visual identity expressed through the logo. The SAFETY website has been built in M3 and it has been updated throughout the entire project duration, as it is the main access point to key information about the project.

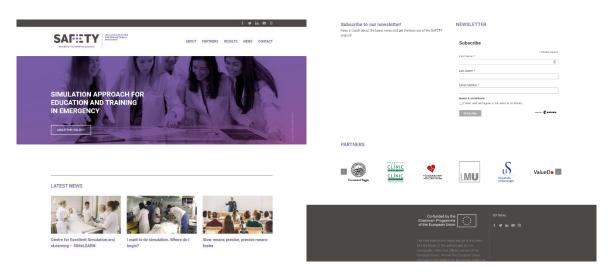


Figure 4 – SAFETY website, Homepage

The SAFETY website is a key element of the intended dissemination and outreach strategy. It contains all relevant information about the project, as well as an easy access to the resources and the outcomes of the project. It also provides a centralized access to the various publicly available deliverables, publications and/or articles related to the project. The website is an important communication tool so it is constantly developed, updated and improved, according to the SAFETY visual profile.

The project's website is published under the URL: <a href="https://safetymedsim.eu/">https://safetymedsim.eu/</a>. It provides access to social and newsletter and it is divided into the following main sections and subsections:

- ABOUT
- PARTNERS
- RESULTS
  - ✓ Project Brochure
  - ✓ Training Needs Report
  - ✓ Body of Knowledge
- NEWS
- CONTACT

As mentioned before, the partners have a commitment of submitting one article and photos each every week, in rotation.

Infotech's dissemination manager, together with the dissemination leaders from each partner, had an important virtual meeting at the beginning of the project in order to rigorously establish and plan the schedule of articles, the best strategies of impact with the public, and the complete willingness to adhere to all deadlines in order to show the strong online presence of the SAFETY project, this due to the pandemic period that most often hindered the organization of in-person dissemination activities.

The full list of the articles on the "news" section of the website counts to 58 so far. Furthermore, 11 general articles (conferences, breaking news, greetings, etc.) have been prepared by Infotech and published on the SAFETY website so far. They are summarized down below in Table 2. All these articles were adapted for publications on the social media. In case a partner did not submit the article, this had been tried to be replaced by Infotech.

Table 2. List of the articles on the SAFETY website

#	Title	Publication Date	URL	Partner
1	"SAFETY" project: a new European network for e-learning training and innovative simulation tools in the medical field	16/12/2020	https://safetymedsim.eu/safety-project- a-new-european-network-for-e- learning-training-and-innovative- simulation-tools-in-the-medical-field/	UNIFG
2	Kick-off Meeting for Erasmus+ KA projects selected – 28 January 2021	28/01/2021	https://safetymedsim.eu/kick-off- meeting-for-erasmus-ka-projects- selected-28-january-2021/	INFOTECH
3	Advanced Medical Simulation: why we need it?	29/01/2021	https://safetymedsim.eu/advanced- medical-simulation-why-we-need-it/	UNIFG
4	Preparing today's students to meet the challenges of tomorrow with Clinical Simulation	05/02/2021	https://safetymedsim.eu/students- challenges-clinical-simulation/	TTW
5	Sharing simulation experiences: a realistic and economic cricothyrotomy phantom	12/02/2021	https://safetymedsim.eu/sharing- simulation-experiences-a-realistic-and- economic-cricothyrotomy-phantom/	HUBC
6	Each emergency is different and requires different skills	19/02/2021	https://safetymedsim.eu/each- emergency-is-different-and-requires- different-skills/	UIS
7	What else do we need to consider when talking about emergency trainings?	26/02/2021	https://safetymedsim.eu/what-else-do- we-need-to-consider-when-talking- about-emergency-trainings/	LMU
8	But how was SAFETY project financed?	05/03/2021	https://safetymedsim.eu/but-how-was- safety-project-financed/	VALUEDO
9	Digitalization in the era of Covid- 19: why is it an opportunity for the SAFETY project?	12/03/2021	https://safetymedsim.eu/digitalization- in-the-era-of-covid-19-why-is-it-an- opportunity-for-the-safety-project/	INFOTECH
10	Let's talk about SAFETY communication channels	19/03/2021	https://safetymedsim.eu/lets-talk- about-safety-communication-channels/	INFOTECH
11	Using simulation for COVID-19 pandemic preparedness	26/03/2021	https://safetymedsim.eu/using- simulation-for-covid-19-pandemic- preparedness/	EICD
12	SAFETY Project: first Associated Partners meeting	27/03/2021	https://safetymedsim.eu/safety-project- first-associated-partners-meeting/	INFOTECH
13	LD-HF Laerdal Evidence Approach	02/04/2021	https://safetymedsim.eu/ld-hf-laerdal- evidence-approach/	LAERDAL
14	Seeker of truth	08/04/2021	https://safetymedsim.eu/seeker-of- truth/	UNIFG
15	Today is the SAFETY Q-Day!	09/04/2021	https://safetymedsim.eu/today-is-the- safety-q-day/	INFOTECH
16	Inclusion, digital and green skills: the new Erasmus + 2021 – 2027	13/04/2021	https://safetymedsim.eu/inclusion- digital-and-green-skills-the-new- erasmus-2021-2027/	VALUEDO
17	Importance of standardization	20/04/2021	https://safetymedsim.eu/importance- of-standardization/	TTW
18	The art of being good	23/04/2021	https://safetymedsim.eu/the-art-of- being-good/	HUBC
19	SAFETY Project inspires: a Norwegian project for student active simulation-based learning in higher education	30/04/2021	https://safetymedsim.eu/safety-project- inspires-a-norwegian-project-for- student-active-simulation-based- learning-in-higher-education/	UIS

20	Know the "WHY"	07/05/2021	https://safetymedsim.eu/know-the- why/	LMU
21	2nd official SAFETY project virtual Meeting "Barcelona" – 5 May 2021	08/05/2021	https://safetymedsim.eu/2nd-official- safety-project-virtual-meeting- barcelona-5-may-2021/	INFOTECH
22	Which are the main goals of SAFETY project?	14/05/2021	https://safetymedsim.eu/which-are- the-main-goals-of-safety-project/	VALUEDO
23	Did you know about our Associated Partners?	21/05/2021	https://safetymedsim.eu/did-you-know-about-our-associated-partners/	INFOTECH
24	COVID-19 Pandemic urges for simulation	04/06/2021	https://safetymedsim.eu/covid-19- pandemic-urges-for-simulation/	EICD
25	How does SimCapture support Remote Simulation?	10/06/2021	https://safetymedsim.eu/how-does- simcapture-support-remote- simulation/	LAERDAL
26	Project management: the construction of the international network and partners search	18/06/2021	https://safetymedsim.eu/project- management-the-construction-of-the- international-network-and-partners- search/	UNIFG
27	Virtual Patients help healthcare professionals be ready for COVID- 19 vaccination process	25/06/2021	https://safetymedsim.eu/virtual- patients-help-healthcare-professionals- be-ready-for-covid-19-vaccination- process/	TTW
28	SAFETY project at the Italian SIMMED2021 workshop	28/06/2021	https://safetymedsim.eu/safety-project- at-the-italian-simmed2021-workshop/	UNIFG
29	Simulate to boost real empathy	02/07/2021	https://safetymedsim.eu/simulate-to- boost-real-empathy/	HUBC
30	Using VR glasses to diagnose rare conditions	09/07/2021	https://safetymedsim.eu/using-vr-glasses-to-diagnose-rare-conditions/	UIS
31	Usability in medical technology development – the key to success	16/07/2021	https://safetymedsim.eu/usability-in- medical-technology-development-the- key-to-success/	LMU
32	EU4Health 2021-2027: a vision for a healthier European Union	23/07/2021	https://safetymedsim.eu/eu4health- 2021-2027-a-vision-for-a-healthier- european-union/	VALUEDO
33	Do you know medical simulation?	30/07/2021	https://safetymedsim.eu/do-you-know-medical-simulation/	INFOTECH
34	"The more I practice, the luckier I get"	06/08/2021	https://safetymedsim.eu/the-more-i- practice-the-luckier-i-get/	AMC
35	The price of CPR pause can be improved with an app	27/08/2021	https://safetymedsim.eu/the-price-of- cpr-pause-can-be-improved-with-an- app/	LAERDAL
36	Simulation for trauma management in an online environment SAFETY at the Congress of the Romanian Society of Anaesthesia and Intensive Care 2021	03/09/2021	https://safetymedsim.eu/simulation- for-trauma-management-in-an-online- environment-safety-at-the-congress-of- the-romanian-society-of-anaesthesia- and-intensive-care-2021/	EICD
37	Gender equality: is it also a concern for Intensive Care Medicine?	10/09/2021	https://safetymedsim.eu/gender- equality-is-it-also-a-concern-for- intensive-care-medicine/	UNIFG
38	You can't put a value on that Or can you? Economic evaluation in simulation-based medical education	22/09/2021	https://safetymedsim.eu/you-cant-put- a-value-on-that-or-can-you-economic- evaluation-in-simulation-based- medical-education/	INFOTECH

39	Game, Play and Simulation	27/09/2021	https://safetymedsim.eu/game-play-	HUBC
40	Collaboration is the new currency	01/10/2021	and-simulation/ https://safetymedsim.eu/collaboration-	UIS
41	Building up the future	08/10/2021	is-the-new-currency/ https://safetymedsim.eu/building-up- the-future/	LMU
42	Euroanaesthesia 2021: the latest innovations in anaesthesia and emergency medicine	15/10/2021	https://safetymedsim.eu/euroanaesthesia-2021-the-latest-innovations-in-anaesthesia-and-emergency-medicine/	VALUEDO
43	The Golden Circle of Simulation	22/10/2021	https://safetymedsim.eu/the-golden- circle-of-simulation/	TTW
44	5th SAFETY virtual meeting – October 2021	26/10/2021	https://safetymedsim.eu/5th-safety- virtual-meeting-october-2021/	INFOTECH
45	In situ trainings in medical simulation – what it is and what it can do for healthcare providers	29/10/2021	https://safetymedsim.eu/in-situ- trainings-in-medical-simulation-what-it- is-and-what-it-can-do-for-healthcare- providers/	AMC
46	Towards a unified framework of teaching and learning through simulation	09/11/2021	https://safetymedsim.eu/towards-a- unified-framework-of-teaching-and- learning-through-simulation/	EICD
47	SAFETY is now on Instagram!	09/11/2021	https://safetymedsim.eu/safety-is-now- on-instagram/	INFOTECH
48	Distance Learning, which future after Covid-19?	12/11/2021	https://safetymedsim.eu/distance- learning-which-future-after-covid-19/	LAERDAL
49	"Delivering" Simulation: training initiatives at the University of Foggia	19/11/2021	https://safetymedsim.eu/delivering- simulation-training-initiatives-at-the- university-of-foggia/	UNIFG
50	Virtual Patients and the Flipped Classroom learning approach	30/11/2021	https://safetymedsim.eu/virtual- patients-and-the-flipped-classroom- learning-approach/	TTW
51	SAFETY at the SESSEP2021 Conference	02/12/2021	https://safetymedsim.eu/safety-at-the- sessep2021-conference/	HUBC
52	The value of multi-professional simulation	10/12/2021	https://safetymedsim.eu/the-value-of- multi-professional-simulation/	UIS
53	Dream teams are made, not born.	17/12/2021	https://safetymedsim.eu/dream-teams- are-made-not-born/	LMU
54	Merry Christmas and Happy New Year 2022	30/12/2021	https://safetymedsim.eu/merry- christmas-and-happy-new-year-2022/	INFOTECH
55	The 3rd official SAFETY project virtual Meeting "in Munich"	07/01/2022	https://safetymedsim.eu/the-3rd- official-safety-project-virtual-meeting- in-munich/	INFOTECH
56	The importance of dissemination activities in European projects	14/01/2022	https://safetymedsim.eu/the- importance-of-dissemination-activities- in-european-projects/	INFOTECH
57	Let's talk about our project partner AMC	21/01/2022	https://safetymedsim.eu/lets-talk- about-our-project-partner-amc/	AMC
58	How to fund a national simulation centre network – the story of newly set-up Romanian simulation centres	28/01/2022	https://safetymedsim.eu/how-to-fund- a-national-simulation-centre-network- the-story-of-newly-set-up-romanian- simulation-centres/	EICD
59	Challenges in Building Skills Competence	04/02/2022	https://safetymedsim.eu/challenges-in- building-skills-competence/	LAERDAL

60	Lung Microbiota: A new way forward for future treatments?	11/02/2022	https://safetymedsim.eu/lung- microbiota-a-new-way-forward-for- future-treatments/	UNIFG
61	SAFETY to handle the spikes	18/02/2022	https://safetymedsim.eu/safety-to- handle-the-spikes/	HUBC
62	Stavanger has the world's fastest stroke medical treatment	07/03/2022	https://safetymedsim.eu/stavanger- has-the-worlds-fastest-stroke-medical- treatment/	UIS
63	Effects of the Erasmus+ programmes – widening the view	22/03/2022	https://safetymedsim.eu/effects-of-the- erasmus-programmes-widening-the- view/	LMU
64	European Programme of Work: United Action for Better Health in Europe	29/03/2022	https://safetymedsim.eu/european- programme-of-work-united-action-for- better-health-in-europe/	VALUEDO
65	Basics of Debriefing	05/04/2022	https://safetymedsim.eu/basics-of- debriefing/	AMC
66	Management of the COVID-19 pandemic in the romanian ICUs	12/04/2022	https://safetymedsim.eu/management- of-the-covid-19-pandemic-in-the- romanian-icus/	EICD
67	Slow means precise, precise means faster	26/04/2022	https://safetymedsim.eu/slow-means- precise-precise-means-faster/	UNIFG
68	I want to do simulation. Where do I begin?	10/05/2022	https://safetymedsim.eu/i-want-to-do- simulation-where-do-i-begin/	HUBC
69	Centre for Excellent Simulation and eLearning – SIMeLEARN	17/05/2022	https://safetymedsim.eu/centre-for- excellent-simulation-and-elearning- simelearn/	UIS

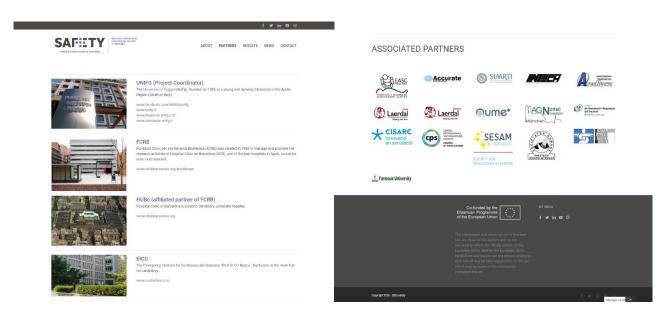


Figure 5 – SAFETY website, Partners & Associated Partners section

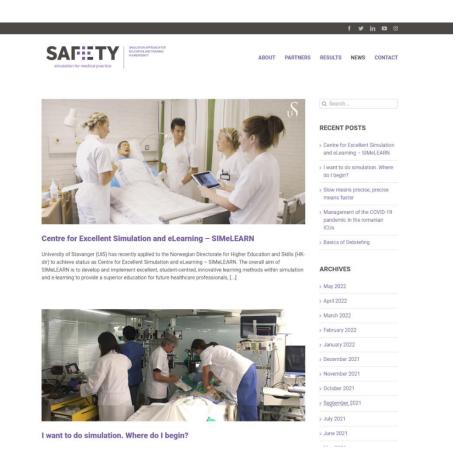


Figure 6 - SAFETY website, News section

From the SAFETY website, the users can also access the <u>resources</u> made available to the public. Of foremost importance to this stage of the project, is the creation if the Simulation e-learning course available to the newcomers to Medical Simulation. Such tool was developed by the University partners and Infotech.

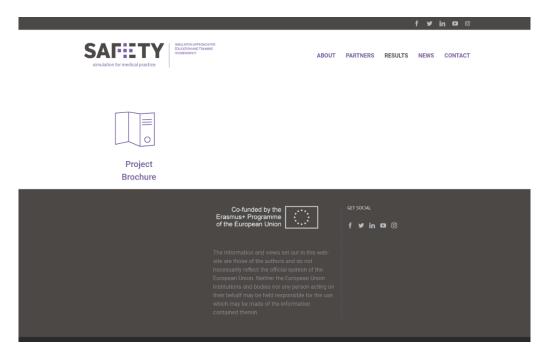


Figure 7 – Materials available on the SAFETY website

#### 2.2.3 Social Media

The Social Media of SAFETY present the articles published on the website adapted in a suitable form according to their channel. Together with the article presented in section 2.2.2, the social media have been publishing additional posts on:

- 1. Publications of interest
- 2. Projects of interest
- 3. Conferences where partners participated and disseminated the project
- 4. Periodic summaries of the project achievements for stakeholders
- 5. Virtual Conferences organized by Munich and Barcelona
- 6. Società Italiana SIMulazione in MEDicina (SIMMED) Magazine
- 7. Italian SIMMED2021 workshop
- 8. University of Stavanger latest news by UiS
- 9. Romanian Society of Anesthesia and Intensive Care latest news by EICD
- 10. Virtual Project meeting
- 11. Focus group of SAFETY at UNIFG
- 12. Together with all the newsletters.

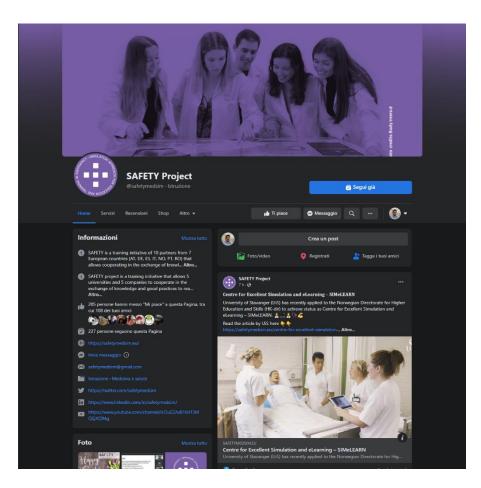


Figure 8 – The SAFETY facebook page



Figure 9 – The SAFETY twitter page

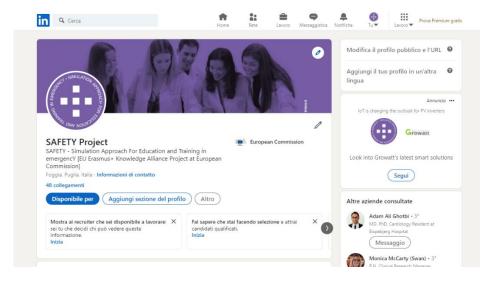


Figure 10 – The SAFETY LinkedIn page

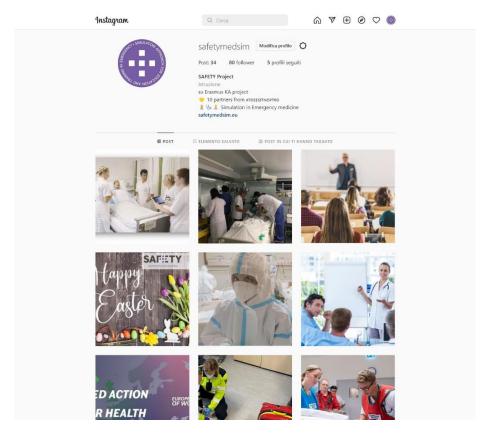


Figure 11 - The SAFETY Instagram profile

# 2.3 Content Marketing

#### 2.3.1 Newsletter

Infotech has created a tri-monthly Newsletter, which full content can be found in the Appendix, and the effectiveness measurement in section 3.1.4 of this document. The newsletter has been developed to share updates about SAFETY and it highlights milestones, outcomes, and upcoming events.

It also offers behind-the-scenes perspectives through reflections, interviews, and other media. The 1<sup>st</sup> newsletter was issued on 04/05/2021, the 2<sup>nd</sup> on 11/08/2021, the 3<sup>rd</sup> on 16/11/2021, the 4<sup>th</sup> on 24/12/2021 and the 5<sup>th</sup> on 16/04/2022. The 1st issue included a welcome introductory note to the project and focused on the main elements of the SAFETY project (BoK, E-learning and Training Need Analysis) and the kick-off meeting. At this early stage, readers were most likely to be project partners. As the project continues, the target audience is outreaching external stakeholders, such as associations engaged in medical simulation, students, researchers and policy makers.



Figure 12 – SAFETY 3rd Newsletter

Copyright @ 2021 SAFETY Project, All rights reserved.

# 2.3.2 Brochure

The brochure gives general, basic information about the project and creating visibility about it and for all partners involved. This is a short project description prepared for dissemination among stakeholders, at conferences and to other interested parties. The 1<sup>st</sup> promotional leaflet that was

designed briefly describes the project's aims, impact, objectives, audience and participants. It has been produced in English and electronically.





Simulation Approach For Education and Training in emergency (SAFETY) is a three years EU Erasmus+ project (Key Action 2) aiming at assessing the gap between theoretical and practical knowledge in Emergency Medicine & Simulation sector. The project goal is to cooperate in the exchange of knowledge and good practices to realize a course of study in the fields of Emergency medicine and intensive care.

SAFETY project aims to renew the existing training offer and to overcome training gaps, making practitioners safer and ready to operate in real emergency conditions or collaborate with companies involved in the development of medical simulation tools.

#### **General objectives**

- Build-up the Body of Knowledge of Higher Education in Emergency Medicine & Simulation (EM&S) for Clinical education and training and Simulation device;
- Design a New Model and Best Practices on Higher Education in EM&S;
- Disseminate Project findings to replicate

  Best Practices and innovate EM&S Master
  Programs throughout Europe.

#### **Project Milestones**

- •Knowledge Needs and Gap Analyses of
- Higher Education in EM&S

  •Body of Knowledge (BoK) in EM&S
- Courses and e-learning Modules renewed upon the BoK Guidelines
- •Best Practices for renewing EM&S Master Programs

#### **Target Groups**

SAFETY will indeed focus on the needs analysis of different target groups, together with the adoption of advanced medical simulation techniques, using both high-fidelity manikins and virtual simulation techniques, to structure new courses and strengthen skills and modernization of European higher education systems. SAFETY will involve:

- Students & Alumni in Emergency medicine
- Academic community
- European companies engaged in the medical simulation sector

# Knowledge Alliances for higher education.

Nowadays, more and more new doctors are hired by companies developing **simulation tools**, both for training and development of devices.

To this light, the project will also contribute to achieve the objectives of the Knowledge Alliance by standardizing the curricula in order to widen the scope of job and entrepreneurial opportunities in the field of Medical device for training and simulation.

# Cooperation for innovation and the exchange of good practices.

SAFETY is a training initiative of 10 partners from 7 European countries (AT, DE, ES, IT, NO, PT, RO) that allows cooperating in the exchange of knowledge and good practices to realize a course of study in Emergency Medicine (EM) and intensive care.

Involving **private companies** and sectorial networks of **Associate Partners**, SAFETY will definitively propose a **new curriculum fitting into a broader spectrum of job opportunities**.

# Figure 13 - SAFETY brochure (first side)



Figure 14 – SAFETY brochure (second side)

# 3. Effectiveness of Dissemination Activities

# 3.1 Measurement of WP9 results

The SAFETY project began in November 2020, in the midst of the pandemic, and faced quite a few difficulties due to the lack of in-person meetings (essential for building relationships) and the availability of some partners who experienced the difficulties of crowded hospitals and intensive care units (especially for university and hospital project partners).

In this regard, dissemination activities pushed hard on the project's online presence and maximizing participation in online meetings with stakeholders and associated partners. Although in a pandemic period, the project achieved very good results about website views, followers on social media, and the impact the released newsletters had on project stakeholders.

This section will report the main Dissemination accomplishment (n. of organizations reached, n. of people acknowledged, events organized, etc.).

# 3.1.1 Organization and participation to conferences, workshops and activities

The events organized by and to which the project partners have participated on behalf of SAFETY are reported in the Table 3 below:

Table 3. Organization and participation in conferences, workshops, events, etc.

#	Title	Host	Date	Location	Participants (approx.)	Description	Partner involved
1	Kick-Off meeting for the Knowledge Alliances 2020 projects	EACEA Agency	28/01/2021	Virtual	80	UNIFG presented the SAFETY project at the virtual meeting organized by the EACEA Agency (European Commission – Erasmus+). It was a great occasion to get in touch with other similar Knowledge Alliances projects on Health and SocialCare, open networking opportunities and understand more about project management Erasmus+ rules.	UNIFG
2	First SAFETY Associated Partners meeting	INFOTECH	24/03/2021	Virtual	40	Virtual meeting with Associated Partners where Infotech presented and explained the SAFETY project, main goals and dissemination activities.	INFOTECH
3	Congresso Virtuale SIMMED	SIMMED	23/06/2021	Virtual	60	The SIMMED Congress was an important time to learn about the activities of Italian simulation centers through discussion and debate among professionals working in this field.	UNIFG

4	IWIN Ideal 2022 - International Woman In Intensive And Critical Care Network		25/06/2021	Catania, ITALY	100	The International Women in Intensive and Critical Care Network (iWIN) is a hub for worldwide research and innovation. iWIN was founded to address the issues of gender equality, and to connect international groups facing similar challenges. As the first international hub of its kind iWIN interacts with its global membership using group surveys, consensus projects, workshops, video conferencing, webinars and blogs. There is also an annual conference allowing physical high level networking and team building.	UNIFG
5	SESSEP 2021 Congress national - SAFETY project: Simulation Approach For Education and Training in emergency	IAVANTE	26/11/2021	Granada, SPAIN	50	The SESSEP21 Congress has been a national meeting in the field of simulation-based clinical education and evaluation back to the face-to-face. It brought together the university, health, and business sectors to learn about the latest trends and advances in simulation and patient safety and to establish synergies for the dissemination and advancement of the benefits of applying simulation in health care settings.	НИВс
6	International Meeting on Medical Simulation (IMSH) 2022	IMSH	19/01/2022	Los Angeles, USA	900	The International Meeting on Simulation in Healthcare (IMSH) is a scientific conference that explores the latest innovations and best practices in healthcare simulation. IMSH provides the tools and resources healthcare professionals need to advance their skills, impact change in delivery systems and practice, and, ultimately, to improve patient safety.	UIS, TTW
7	SRATI Conference 2022 - Al 48- lea Congres al Societății Române de Anestezie și Terapie Intensivă	SRATI	13/05/2022	Sinaia, ROMANIA	20	Congress in which medical simulation professionals, physicians and entrepreneurs addressed issues of sharing and improving technologies and discussed techniques in the field of anesthesia and intensive care.	LMU

8	IPSSW 2022 Annual meeting - 14th International Pediatric Symposia and Workshops	IPSS	13/06/2022	St. Petersburg, USA	200	IPSSW brings renowned global experts to the world's largest meeting dedicated exclusively to pediatric and perinatal simulation. Support the physicians, nurses, researchers and educators in four days of in-depth discussion on the role simulation plays to provide safe and effective care for children and infants and the continued expansion of pediatric simulation across the globe.	UIS
9	SESAM Seville 2022 - 27th Annual Meeting of the Society for Simulation in Europe	SESAM	15/06/2022	Seville, SPAIN	300	The SESAM 2022 Annual Meeting offered a variety of keynotes and cutting-edge sessions, along with educational workshops and panel discussions, on medical simulation. An excellent opportunity to connect with exhibiting companies and see the latest products and technologies.	AMC, LMU, UIS

# 3.1.2 Website

This section will describe the dissemination results achieved by the SAFETY website.

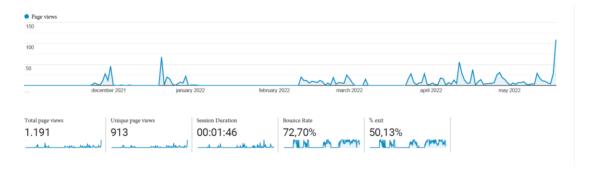


Figure 15 - SAFETY website, Page views statistics



Figure 16 - SAFETY website, per main pages views statistics

**Table 4. SAFETY website, main statistics** 

Unique visitors	441
Visits	913
Page views	1.191

Table 5. SAFETY website, main users by country

Italy	123
Germany	51
United States	49
Spain	37
Romania	35
Norway	32
Egypt	29
Austria	23
Netherlands	21
United Kingdom	18



Figure 17 – SAFETY website, users' location statistics

# 3.1.3 Social Media

This section will describe the dissemination results achieved by SAFETY's social media channels.

# **Table 6. SAFETY Facebook page**

Username	@safetymedsim
Project month	M2
URL	https://www.facebook.com/safetymedsim
status	208 followers / 250 (target)

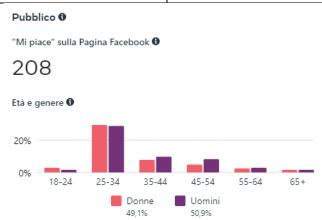


Figure 18 - SAFETY Facebook page, followers statistics

# **Table 6. SAFETY Twitter page**

Username	@safetymedsim
Project month	M2
URL	https://twitter.com/safetymedsim
status	46 followers / 150 (target)
Last 28 days period recording (June 2022)	152 impressions, 3,5% engagement

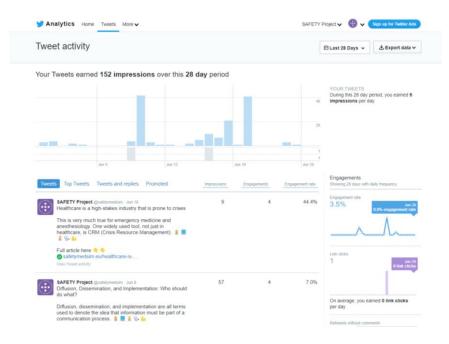


Figure 19 - SAFETY Twitter page, followers statistics

# **Table 7. SAFETY LinkedIn page**

Username	@safetymedsim
Project month	M2
URL	https://www.linkedin.com/in/safetymedsim/
status	51 connections / 150 (target)

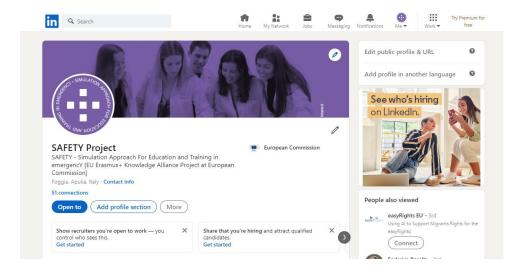


Figure 20 - SAFETY LinkedIn page, connections statistics

# **Table 8. SAFETY Instagram page**

Username	@safetymedsim
Project month	M12
URL	https://www.instagram.com/safetymedsim/
status	79 followers / 200 (target)

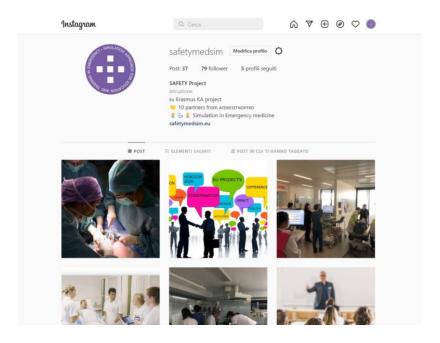


Figure 21 - SAFETY Instagram page, main page with followers

# 3.1.4 Newsletter

The newsletter counts 66 subscriptions as from January 2021. Due to a technical problem with the newsletter service, the outreaches of the first two newsletters were lost. More details on the specific issues can be found below:

**Table 9. SAFETY Newsletter** 

Issue	Date	Title	Outreach
SAFETY 1st Newsletter	04/05/2021	SAFETY Project to bring forward Emergency Medicine & Simulation sector	NA
SAFETY 2 <sup>nd</sup> Newsletter	11/08/2021	SAFETY goes on holiday!	NA
SAFETY 3 <sup>rd</sup> Newsletter	16/11/2021	Latest updates from SAFETY and our official Instagram account!	50% opens, 4,8% clicks
SAFETY 4 <sup>th</sup> Newsletter	24/12/2021	Merry Christmas and Happy New Year from the SAFETY team!	51,6% opens, 4,8% clicks

SAFETY 5 <sup>th</sup> Newsletter	16/04/2022	Happy Easter Day from the SAFETY team!	44,3% opens, 6,6% clicks

Table 10. Publications of scientific articles, newspaper articles, web articles (also on other organizations websites) and other publications

Title	Type of publication	Name of the publisher/medi a	Date	SAFETY author(s) + Partner	Link
Unifg capofila del Progetto SAFETY	News	University of Foggia	August 2020	UNIFG	https://www.fac ebook.com/unif g.it/posts/pfbid0 2v5bt1vBJfQGN 4BwyNjPafyr2Fh eASDVQHr9GNP FqHWu6Y3MKu HGkdMkA31brH gbMl
Al via i lavori del progetto Erasmus+ "SAFETY"	News	91C coworking space	December 2020	91C coworking space	https://91c.it/al- via-lavori-del- progetto- erasmus-safety/
"SAFETY" project: a new European network for e- learning training and innovative simulation tools in the medical field	News	Body Interact	January 2021	Body Interact	https://news.bo dyinteract.com/ safety-project-a- new-european- network-for-e- learning- training-and- innovative- simulation- tools-in-the- medical-field/
SAFETY - Simulation approach for education and training in emergency	News	University of Stavanger	January 2021	UiS	https://www.uis. no/en/safety

# 4. WP9 Dissemination for next duration of the project

The key performance indicators for the first half of the project are far from the project goals, certainly due to the pandemic period we experienced. Therefore, for the next period, hoping to return to a more active social life as soon as possible, the following corrective actions will be taken, with the goal of reaching the set number:

- Organizing major in-person meetings with project stakeholders.
- > Continuing to promote the website through the project and partner social media accounts;
- Establishing relationships with other similar Erasmus+ funded projects and promoting the project and website through their websites and social media accounts;
- > Continue to regularly update the content of the website and add new sections, such as project videos, video lectures, video interviews, scientific publications, etc.; and
- > Promote and apply the results obtained from the Training Need Analysis and the Body of Knowledge, along with the development of e-learning courses on the Moodle platform.

Entering the second half of project's implementation, WP9 will continue to plan, implement, coordinate and report dissemination activities for the period M18-M36. During this period, the project enters "Phase2 - Targeted awareness market phase" and it will aim at: Creating more "targeted awareness" regarding the SAFETY courses to targeted stakeholders and groups; Informing target market about the topics and potential of the SAFETY results.

Infotech will also take into account the proper implementation of the measures to secure privacy and log-ins for teachers and students on the e-Learning platforms.

# 4.1 Online presence

The SAFETY website will be updated on a regular basis with:

- News on project's progress, workshops, meetings, participation in conferences etc.
- Events related to the project;
- Press releases:
- Cross dissemination and collaboration with similar projects.

New features on the website will include: more articles, a link to the Moodle course, the published papers, and possibly a link to the Youtube channel developed.

The project's Social Media will be intensified through regular updates on project news and developments, project newsletter issues and press releases, interesting quotes from partners about the project, articles from the web related to project's topic, newsletter issues, press releases and other developments from similar projects that have established collaboration in cross dissemination with SAFETY.

As mentioned in the Dissemination and Communication Plan, the SAFETY newsletter will be issued every 3 months. During the second half of the project, 6 issues will be published and 1 special issue for the end of the project. The expected time plan is:

- ✓ Issue n. 6 August 2022
- ✓ Issue n. 7 October 2022
- ✓ Issue n. 8 December 2022
- ✓ Issue n. 9 March 2023
- ✓ Issue n. 10 June 2023
- ✓ Issue n. 11 September 2023
- ✓ Special Issue n. 12 November 2023

The SAFETY leaflet will be updated during this last half to illustrate the progress of the project. Small explanatory sections will be added to introduce and explain the Moodle platform, its functioning and registration, and all the details related to the e-Learning course.

# 4.2 Conferences and activities

National conferences - During the second half of the project, more targeted actions will be taken to participate in educational and related events in the field of medical simulation and emergency medicine in order to maximize the visibility of the project and attract stakeholders.

# 4.3 The SAFETY community

Partners will continue their efforts in approaching and contacting stakeholders, and as the project proceeds in organizing the Training medical simulation course the stakeholder communities will become more stable and dependable.

Below, in the Table 11, is the network of Associated Partners outlined in the Dissemination Plan and established in this first half of the project's lifetime that the project will continue to rely on to carry on and effectively implement activities after the project ends.

Table 11. SAFETY network

Name of the Associated Partner	Country	Contact person	Organization type
EASC Pescara – Emergency Advanced Simulation Center	Italy	Alberto Albani Andrea Di Blasio	Training centre in advanced emergency simulation
Accurate Solutions	Italy	Massimo Giannesi	Research and development company in the field of simulation in medicine
SIAARTI	Italy	Ilenia Rossini	Scientific Association
INTECH	Italy	Nicola Marino	Company involved in the development and production of tools and technologies for medical simulation
Area Nuova	Italy	Nicola Pio Fochi	Student Association
Laerdal Spain	Spain	David Gallina	Company involved in the development and production of tools and technologies for medical simulation
Laerdal Norway	Norway	Michael Sautter	Company involved in the development and production of tools and

# **INTERMEDIATE DISSEMINATION REPORT**

			technologies for medical simulation
NUME+	Italy	Giacomo Gensini Annalisa Pellecchia	Company involved in providing training courses for medical simulation
AGN Arbeitsgemeinschaft Notfallmedizin München	Germany	Marie-Sophie FranzMaximilian Wörndl	Student Association
UMANRESA	Spain	Carmen Gomar	University
CISARC	Spain	Carmen Gomar	Training centre in advanced emergency simulation
CPS Centro Professionale Sociosanitario Lugano	Switzerland	Pier Luigi Ingrassia	Training centre in advanced emergency simulation
SESAM Society for Simulation in Europe	Germany	Marc Lazarovici	Scientific Association
SRATI Societatea Romana de Anestezie si Terapie Intensiva	Romania	Prof. Dr. Şerban lon Bubenek-Turconi Mihai Stefan	Scientific Association
SISM Segretariato Italiano Studenti Medicina	Italy	Mario Delrio	Student Association
Yarmouk University	Jordan	Loui M. Al-Husinat	University

# 5. Conclusions

The main objective of this deliverable has been to present dissemination and communication tools and activities that were used to promote the project during its first half (M1-18). The main part of the document presents all activities undertaken by the SAFETY consortium from November 2020 to May 2022.

Although the project dissemination faced the not a few difficulties related to the lack of social relations, the beating heart of networking, it was able to have a strong online presence among stakeholders.

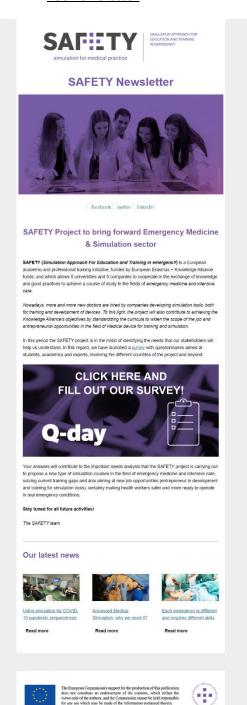
In some cases, the virtual dissemination tool managed to be very successful, especially for those overseas (such as the U.S.) and Asian (such as Jordan) relationships, as can be seen from the list in Table 11 of Associated Partners.

These aspects will therefore allow us to have a strong engagement, presence and impact in the second half of the project lifetime.

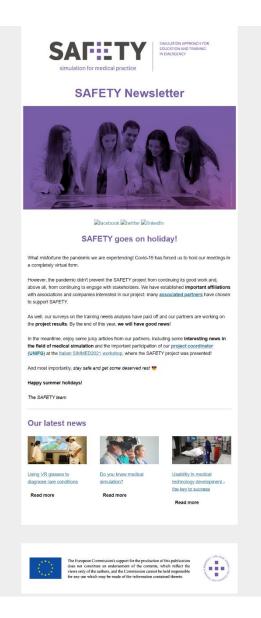
# **Annex**

Here below all the newsletters of SAFETY.

# 1st newsletter



# 2nd newsletter



#### 3rd newsletter

# SAFETY tion for medical practice

#### **SAFETY Newsletter**













Latest updates from SAFETY and our official Instagram account!

The summer holidays haven't stopped the SAFETY project from keeping up its

The summer holidays haven't stopped the SAFETY project from koeping up its good work and, most importantly, engaging with stakeholders. The <u>5th virtual meeting in October</u> has given SAFETY partners the occasion to discuss the project's topics and achieve their first goals. Meaningful discussions emerged on the progress of work on analysing the needs of our stakeholders and research activities in the field of medical simulation. We also found out that much more interest in medical simulation and e-learning is developing informationally. And we in SAFETY are ready to embrace this wavel

We look forward to the future challenges that 2022 is bringing to us. Foremos the project members will create the pedagogical courses for students. We look forward to seeing our data collection and analysis develop into an academic-course level based on real users' experiences.

We are also pleased to announce that the Instagram channel of the SAFETY project is ONLINE!

We will publish in real-time with our stakeholders about our public events and flash updates valentagrams stories.

FOLLOW NOW @safelymedsim on Instagram!

Click below for more content about clinical education and medical simulation, tips to keep you motivated during online courses, and some beautiful activities from our project partners.

Stay tuned on our social media and website for further updates on the project!

The SAFETY team

#### OUR LATEST ARTICLES







#### 4th newsletter



#### **SAFETY Newsletter**













Merry Christmas and Happy New Year

from the SAFETY team!

This year has undoubledly been another tricky year, and we are hoping for the best for the future. We are happy with all of the activities we have completed and planned for the start of the new year. In particular, especially in the last few months, necessary slops have been taken to draw up the Training Needs Analysis, the Literature review, and the Body of Knowledge (BoK).

In addition, we held on 20-21 December 2021 the Virtual project meeting in Munich in a blended mode. We made a report on the excellent work done so far and we discussed the overall architecture of the SAFETV e-tearming course, mainly through important brainstorming with the whole partnership.

You can find more information regarding clinical education and medical simulation, online courses on tips for staying motivated online courses, som essential activities form our project partners below, and stay tuned on our social media and website for further updates on the project!

We hope to see everyone in person very soon and, in the meantime, we wish everyone a Christmas full of serenity and a Happy New Year!

The SAFETY team 🤞

#### OUR LATEST ARTICLES







# 5th newsletter



#### **SAFETY Newsletter**













Happy Easter Day from the SAFETY team!

After more than a year, the SAFETY team is putting a lot of effort into realising the Body of Knowledge (BoK) and the architecture of the e-learning course.

A virtual meeting will be held shortly to discuss the **following steps** to finalise the execution of the project works.

The SAFETY project team will keep you updated on their activities through the news <u>published on our official website</u> and social accounts regarding clinical education and medical simulation. Invite your colloagues to <u>subscribe to our</u> newsletter here!

We wish everyone a wonderful Easter Day! 👚 🥚 💆

The SAFETY team 🦸



# Here below some articles about the project on the partners' own websites







Una rete Europea per la formazione e-learning

