



# Dissemination & Exploitation Plan

Deliverable 5.1 Report  
2025/01



Co-funded by  
the European Union

# 5.1

## Deliverable



The **ERASMUS+ MEDLIT project** will develop innovative and evidence-based training programs focused on advancing health literacy, disease prevention and the safe use of medications.

MedLit will enable adult educators to integrate medical literacy into their curriculum and educational activities, therefore amplifying the impact of the project. The program is designed to benefit patients and elderly citizens as well as parents and caretakers.

### DELIVERABLE 5.1

### DISSEMINATION AND EXPLOITATION PLAN



Co-funded by  
the European Union

The MedLit project is co-funded by the European Union. MedLit is coordinated by the Vaccine Safety Initiative in Berlin, Germany in collaboration with two NGO's in Greece (Prolepsis and Givmed) as well as the Technical University of Cyprus and the University of Rzeszow, Poland.



# Deliverable

# 5.1



## AUTHORS.



Erasmus+

## PARNTERS



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## Deliverable Description

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## Document History

Version	Date	Comment
1	17/01/2025	First Draft (UR)
2	22/01/2025	Integration of partners contributions (UR)
3	30/01/2025	Final revised version after quality Check (UR)
Final	05/02/2025	Review & Finalisation (VIVI)

## Table of Abbreviations

Abbreviation	Definition
D&E Plan	Dissemination and Exploitation Plan
WP	Work Package
VIVI	Vaccine Safety Initiative
CUT	Cyprus University of Technology
UR	University of Rzeszów



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## Executive Summary

The aims of the Dissemination and Exploitation Plan (D&E Plan) are described below:

The D&E Plan aims to establish the framework of activities carried out by project partners to implement the dissemination tools and exploitation actions under the ERASMUS+ project MedLit no. KA220-ADU-C9140448.

This Deliverable, No. 5.1, is developed under Work Package 5, entitled “Dissemination and Outreach.”

It is a strategic document to be used by all MedLit partners, helping them to establish the basis for their dissemination and exploitation activities. It is a living document and designated as “public” regarding the dissemination level. The D&E Plan will be kept updated in the case the dissemination and exploitation strategies are modified according to the project needs.

The D&E Plan will be based on a sound communication strategy for the MedLit programme, i.e. with two primary goals.

- (a) reaching educators, beneficiaries and user groups
- (b) making a wider stakeholder group aware of the MedLit project and its achievements and resources.

D&E activities will facilitate user engagement and dissemination via adult education programs and educational platforms such as [www.SEKI.eu](http://www.SEKI.eu) and will actively explore exploitation possibilities through stakeholder engagement. The goal is a smooth transition from implementation activities during the active phase of the project to a long-term sustainability phase extending the impact of the project beyond its life cycle.

A variety of communication tools and channels will be utilized so that project results and outputs will be visible to a broad audience. The educational programs developed by MedLit in particular, will need to be recognized by potential user groups early on, with special attention paid to individuals who might not always have easy access to educational programs.

The D&E Plan will also be utilized for reporting purposes. Partners will file deliverable reports via the project coordinator to the German National Agency to make sure that the results of the project are shared and exploited during and after the project, both internally, within the project partners, and externally, by local communities and stakeholders at the national and EU level.

The D&E Plan comprises of two complementary activities:

1. Dissemination activities focused on presenting the MedLit project and its achievements to a broad audience of teacher, learners and stakeholders.
2. Exploitation actions taking advantage of the achieved effects making them attractive to key stakeholders.



## Introduction

The MedLit Project entitled “Training for Safer Use of Medication and Improvement of Health Literacy” will be carried out within a period of 36 months by a consortium of five partners:

The Vaccine Safety Initiative (Coordinating entity; Germany), GIVMED (Greece), Cyprus University of Technology (CUT; Cyprus), University of Rzeszow (UR; Poland) and Prolepsis Institute (Greece).

The main objective of MedLit is to develop an innovative and evidence-based training program focusing on issues related to the promotion of health literacy, especially with regards to disease prevention and vaccines and the safe use of medications.

MedLit is designed specifically for individuals who work as trainers of healthcare and social work professionals, teacher trainers and educational consultants, providers of special education and childcare training, as well as digital literacy trainers and online health information educators.

The prospective MedLit user groups include:

1. Parents, carers, elderly people and patients (with special attention to those with a disadvantaged socio-economic background) and finally, children who will benefit from the project indirectly, through parents and caretakers.
2. Adult educators including:
  - Trainers of healthcare professionals such as nurses, doctors, and pharmacists
  - University and college lecturers of the Faculties in Pharmacology, Medicine, Social Work and Public Health

- Teacher Trainers and Educational Consultants
- Special Education and Childcare Training Providers
- Professional Development Providers for Mental Health Professionals: Trainers who focus on the continuing education of psychologists, counsellors, and therapists
- Geriatric Care Trainers and Health Mediators
- Digital Literacy and Online Health Information Educators.

The MedLit project will enable adult educators to further disseminate the MedLit curriculum through educational activities, thereby amplifying the impact and reach of the project.

MedLit E&D aims to enhance awareness of knowledge gaps and up-to date educational best practices while equipping educators with the skills needed to teach the safer use of medicines among peers in their communities.

The key geographic distribution is comprised by the four project partner countries (Cyprus, Germany, Greece, and Poland), but we hope that our educational tools may be scalable to the EU level later.

MedLit aims to enhance the competencies of educators in formal teaching settings, but also recognizes parents, carers, and other non-formal educators as pivotal in educating families, children, and patients on health matters.

By providing these groups with the essential knowledge and skills needed to teach medication safety and the rational and proper use of medicines and vaccines. The project will also be enriching the educators' ability to guide and share knowledge within their community. MedLit community outreach will include diverse audiences with a wide age-range and diverse socioeconomic backgrounds, as well as people on the move (such as cross-border workers and migrants) and those living in rural and remote areas.

In consequence, the project's dissemination activities will make the project relevant to a broad stakeholder audience and European policy makers.

In particular, the project focuses on:

- Prudent use of antibiotics
- Proper use of mental health medication
- Useful questions to doctors and pharmacists
- Organisation and storage of medicines
- Avoidance of abuse and accidental poisonings
- Management of medicine surplus, disposal of medicine and protection of the environment from medical waste
- Importance and management of vaccines, including for covid-19
- Vaccine Preventable Diseases
- Sport-related medicines and doping

The MedLit project will develop specific educational materials, both online and offline. An innovative e-training platform will be developed along with training materials tailored to the everyday needs of youngsters and adult learners and educators. To make sure the training activities are tailored to their user groups, we will be holding workshops, seminars and co-creation activities (such as focus groups). This will help to elaborate the training curriculum based on real needs of target groups

E&D activities will help in the recruitment of focus groups participants and test users while following and communicating each step in the creation of the training platform, sharing innovative teaching strategies and best practices also among the trainees and trainers.

The educational tools will then be piloted in 4 different EU countries: Cyprus, Germany, Greece and Poland. Again, E&D will be distilling transferable and scalable content to be disseminated further. Social media activities and newsletters as well as the dissemination of the project leaflets and promotional videos will help to recruit test users for these pilots.

To this end, platform materials will be translated in German, Polish, Greek, and English, ensuring accessibility and inclusivity for a broad audience.

Through its communication activities, WP5 will create a culture of positive health knowledge and continuous personal development for everyone participating in the pilots. Prolepsis leads WP5 and will oversee the E&D activities, VIVI will develop an adaptation tool and GivMed oversees the website and SM activities.

E&D activities will be aligned with the specific objectives of MedLit project:

1. developing an evidence-based, interactive, digital training curriculum that will improve and build skills related to the safe use of medication
2. increasing awareness about the safe use of medication among parents, carers, older people especially those from low socioeconomic backgrounds
3. enhancing partner capabilities as well as relevant adult education providers to develop and deliver relevant training
4. increasing awareness and skills of communities, organizations, and relevant stakeholders at EU level on the newly produced training and the importance of promoting safe use of medication.

Throughout WP5 this E&D plan will be regularly updated to include further detail on the methods of exploitation and dissemination in different phases of the project.

The success of E&D activities will be measured in SM metrics but also in the achievement of focus group and pilot recruitment numbers, as well as the timely analysis and communication of results.

The expected results include:

1. delivery of the review on the current limitations and gaps on adult education around the topics of medicine safety and vaccination, in partner countries and across the EU
- 2 co-creation activities to collect and address information from target groups and the development of relevant training methodology to build the training curriculum creation
3. delivery of the 5 Training modules, the training curriculum and Train the trainer workshops so that adult educators can independently share their knowledge with their communities
4. delivery of the e-training to target groups through the launch of the online platform which will serve as a digital hub for learning
5. development e-platform which will provide access to training materials, facilitate the sharing of experiences, and support interactive learning of the workshops and seminars which are described below
4. delivery of a diversity dissemination activities among the others: a conference for relevant stakeholders at EU level to showcase innovative teaching practices, engaging with the latest pertinent research, and solidifying the community of stakeholders dedicated to improving medication safety and literacy
5. delivery of the training toolkit which will serve as a resource, comprising materials on medication safety and literacy, for adult educators to multiply the impact of the project for the long-haul.

## Deliverable Objectives

As noted above, WP5 “Dissemination and Outreach” will be led by Prolepsis with the contribution of GIVMED and VIVI under participation of all project partners. The main goal of WP5 will be to assure the broad visibility of the project and the dissemination of relevant information about project goals, activities and results to the project target groups and stakeholders.

The specific objectives of WP 5 include:

- development of the dissemination and exploitation plan
- development of a project logo, website, and visual identity
- development of a project leaflet
- development of 3 newsletters detailing key findings of the project
- development of 2 press releases (at the start and end of the project)
- development of the social media accounts: [Linkedin](#), [Bluesky](#), [X](#) , [YouTube](#), [Facebook](#),
- development of the Training Adaptation Toolkit for adult educators
- organization of the EU information day

To accomplish Dissemination and Communication objectives, Prolepsis, as WP5 leader, will oversee the execution of a high impact strategy and will work in close collaboration with project coordination and partners.

WP5 dissemination and social media activities will be communicated in English, German, Greek and Polish with participation of, and amplification by project partners, local media and established networks.

WP5 leadership (with GIVMED as task leader) will develop communication and awareness campaigns, which will then be tailored to prospective user groups in different target areas.

To effectively reach prospective user groups, WP will utilize



Training for Safer Use of Medication and Improvement of Health Literacy

- 2 press releases at the beginning and the end of the project,
- a project leaflet,
- 3 newsletters,
- Regular SM posts in at least 4 languages.
- Other activities on an as-needed basis.

At the start of the project in 2024, VIVI set up social media accounts including LinkedIn, X, BlueSky, Facebook and Twitter and provided GIVMED with full access. SM posts may include project aspects and summaries (to raise awareness), introduction of project partners, expected and realized project results, technical information, and opportunities for subscribers to participate in project activities. A broad audience will be aimed for on MedLit LinkedIn, X, Facebook, and Bluesky accounts. YouTube was also created to host training video content down the road. The respective partners' social media accounts will follow the joint MedLit accounts to repost and extend the reach.

The SM audience will include European and national civic society organizations, educational programs, topical accounts for teachers and learners, parents and families, pertinent EU and ERASMUS+ accounts, public health institutions and regulatory agencies, accounts of educational national agencies and stakeholders, etc. A spreadsheet of SM partner accounts and possible stakeholder accounts (to tag posts and create awareness) has been initiated by VIVI to be filled by project partners adding new information on an ongoing basis. A SM posting and dissemination plan is in preparation by GIVMED and Prolepsis, to be amended by VIVI and onward by partners. Regularly, to secure sufficient SM posts to achieve the desired impact and the numbers of impressions aimed for as per protocol.

**Two press release** are to be released in the first months and the final months of the project, to be shared with the local and national media and disseminated via social media, as well.

The initial press release has been published (see D 5.5) in late December 2024 and translated and adopted by MedLit partners in January 2025.

A **project leaflet** will be distributed among prospective user groups. It was agreed to prepare a first version of the leaflet early on, so that it can be distributed at project meetings, topical conferences and stakeholder events throughout the active phase of the project. The leaflet is currently under development, and the design and information be aligned with the MedLit website and oversell visual identity and brand strategy. It is planned to allow download of the leaflet from the website itself, as well.

**Three MedLit newsletters** will be released during the project, and dedicated to key stakeholders and will cover the project results.

In order not to overlap too much with the leaflet and press releases, the first newsletters are planned to be released around the time of the first second and third project reports.

Information will be tailored to different target groups (adult educator, senior citizens, young learners, teaching and medical professionals, decision makers from national and European level), etc.

The newsletters will also be available on the MedLit website and circulated via email listservs and SM channels.

VIVI and partners will co-create a **Training Adaptation Toolkit** for adult educators which will be accessible online and will be dedicated to empowering adult educators to integrate medication safety and health literacy into their curricula. The Training Adaptation Toolkit will be accessible through the MedLit website and via [www.seki.eu](http://www.seki.eu), a training platform developed by VIVI.

Finally, a **European Information Day** will be organized by Prolepsis in Greece to showcase the project's achievements and foster discussions on medication safety and health literacy. The meeting will be held during the closing months of the project.

Prolepsis as the internal evaluator will be responsible for monitoring and assessing the dissemination strategy implementation, outcomes and long-term effects of the dissemination and exploitation tasks and deliverables. Specific instruments will be used to assess the degree of success of dissemination tools, such as MedLit Dissemination Log.

Impact indicators will be monitored closely by the WP5 lead in collaboration with GivMed, the partner in charge of website and SM channels. A report which will be created by Prolepsis every three months during the project lifetime and provided to VIVI, the MedLit coordinator.

## Exploitation Plan

Throughout the life-course of the project, UR will be monitoring exploitation possibilities. As the responsible partner for exploitation planning,

As project results emerge, in coordination with the project lead UR will be inquiring with each partner regarding pre-existing and emerging intellectual property. An inventory will be created as an annex to the E&D Plan. -

UR will solicit information on any pre-existing intellectual property rights and image rights and share this information with partners. Wherever possible, educational tools and content will be made freely accessible.

## Disclaimers and EU funding acknowledgement

All communication and dissemination MedLit activities will transparently display European Union logo, funding information and disclaimer as stated in the Grant Agreement (GA) and the recommendations of the ERASMUS+ Program on this matter.:

D&E Plan is based on contractual obligations set out in the Grant Agreement such as: promoting the action and its results, providing information to broad audiences, including the media and the public, in a strategic and effective manner and possibly engaging in a two-way exchange; disseminating results as soon as possible through dedicated means, ensuring open access (free of charge, online access for any user) to training materials; taking efforts to ensure 'exploitation' of the results up to two years after the end of the project.. Dissemination activities towards target groups, including media, conferences, trainings, seminars, leaflets, press release, newsletters, posters, presentations, etc., in electronic or printing form, via traditional or social media must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of project partners), the emblem must be displayed at least as prominently and visibly as the other logos. The beneficiaries may use the emblem without first obtaining approval from the funding authority. Please notice that this does not give the beneficiaries the right to exclusive use. Moreover, the beneficiaries cannot use the emblem or any similar trademark or logo, either by registration or by any other means.

Any communication or dissemination activities related to the MedLit project financed under ERASMUS+ Program must therefore indicate the following disclaimer (translated into local languages where appropriate):



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*The MedLit project is co-funded by the European Union. The views and opinions expressed are solely those of the author(s) and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the EACEA may be held responsible.*

## Declaration of Scope

The scope and aims of the MedLit project will be summarized in a concise format to ensure users and stakeholders know quickly what the project is about and whom it is created for, for example:

*The ERASMUS+ MedLit project will develop innovative and evidence-based training programs focused on advancing health literacy, disease prevention and the safe use of medications.*

*MedLit will enable adult educators to integrate medical literacy into their curriculum and educational activities, therefore amplifying the impact of the project. The program is designed to benefit patients and elderly citizens as well as parents and caretakers.*

## Declaration on Copyright

The following declaration on copyright should be included in all materials and tools developed through the project, since ensuring open access to all users :



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. You are free to:

- share – copy and redistribute the material in any medium or format
- adapt – remix, transform, and build upon the material under the following terms:

§ Attribution – You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

§ NonCommercial – You may not use the material for commercial purposes.

§ ShareAlike – If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.



## Anticipated goals and how they will be achieved

Effective communication and dissemination will be measured by specific **impact indicators**.

These are presented for each activity below, with a first set of plans and ideas to facilitate achievement of these targets.

Targets and strategies may be adapted as the project progresses.

### WP5 Impact indicators:

At the phase of application process the following impact indicators of the dissemination and exploitation activities were declared by the MedLit consortium:

- **Website** visitors:  $\geq 2,000$  visitors:

GivMed as creator and host of the MedLit website, responsible for the compliance with EU values and applicable personal data protection requirements. To achieve sufficient awareness of the website, the website will be references/ linked in press releases, newsletters, SM accounts and posts, and via the respective partner websites. A **clickable logo/button** may be provided to be embedded websites.

- **Three Newsletters** are aiming to reach  $\geq 2.500$  recipients. The newsletters will be disseminated via listservs and social media posts by each partner.

- **Two Press releases** will be distributed by each project per partner in Greek, German, Polish and English. 5 Partners will be using their mailing lists or media contacts as well as social media for dissemination.

- **Social media posts:**  $\geq 5,000$  impressions:

The partner in charge SM management (GivMed) will create a minimum of twice weekly posts via key SM accounts to achieve a minimum of 500 SM impressions. Automated tools may be used to allow synchronized posts across different SM platforms. GivMed will track impressions, which are critical to visibility and stakeholder / user awareness of the project. Each MedLit partner will (a) contribute at least one post monthly and (b) repost all MedLit posts via their respective SM platforms.

- **Training Module & Adaptation Toolkit Dissemination:**  $\geq 5$ ,

All 5 MedLit partners will be involved in disseminating the training platform and adaptation toolkit among their peers. Before doing so, partners will translate into their respective languages: Greek, German and Polish. VIVI will disseminate also via [www.seki.eu](http://www.seki.eu) and/or associated social media accounts.

The goal are  $\geq 60$  downloads (some of these downloads may happen after completion of the project, as the toolkit will be completed at the same time with the project)

- **EU event with the participation of 40 stakeholders** in Greece. In the final year of the project, Prolepsis will organize a stakeholder meeting in Athens, Greece where the result of the project will be shared with a wider audience, to develop strategies for scaling and sustainability.

**Public MedLit Deliverable Reports in WP2-5** All deliverable reports will be completed and reviewed by the respective partners and provided to VIVI  $\geq 2$  weeks before the due date to allow sufficient time for internal review by the project coordinator. Completed reports will be uploaded by the coordinator in the ERASMUS+ Project Results Platform. D2-5 deliverable reports will be considered public. These Deliverable reports will be available/downloadable from the MedLit website and the ERASMUS+ results reporting platform.

## Roles and Responsibilities

The first iteration of this **D&E Plan** has been created by the University of Rzeszow at an early stage in the project, in a close collaboration with all project partners. As mentioned above, the D&E Plan will be a live document, updated appropriately to project and communication needs, it will serve as internal guidance to produce all MedLit information in sensitive and accessible formats and to reach educators, learners, policy makers and a wider public audience.

All project partners will play an essential role for the implementation of the D&E Plan.

- UR will be responsible for updating the DE plan and developing new strategies for dissemination and especially, exploitation as the project moves forward.
- Prolepsis as the lead of WP5 will be responsible for coordinating and monitoring dissemination activities, and creating the leaflet and newsletters, as well as organization of EU information day and final partners meeting.
- GIVMED will develop two press releases at the start and end of the project, implementing the and website of the project, manage and monitor social media accounts posting regularly. GIVMED will co-organize the EU information event with Prolepsis.
- VIVI initiated logo, brand guide and visual identity, a web domain and basic SM accounts. VIVI will support dissemination through its SM accounts as well as the SEKI platform and will co-create the Training Adaptation Toolkit for adult educators.
- All partners will use their respective social media accounts for the dissemination of SM posts and project outputs, contribute translations

for the leaflet and press releases, and actively participate in project calls and meetings

- UR and CUT as educational institutions will have a pivotal role in exploiting the project results to their student body as well as future adult educators in the field of health and social welfare. In the future, relevant organizations at the local, regional and European level may benefit from the project results as this open and free-of charge training curriculum will be available online for all.
- The consortium will make additional efforts to approach as many EU stakeholders as possible and disseminate the project internationally. Throughout the website and SM channels, training materials will be made available to healthcare professionals, researchers and other relevant actors and policy makers. This wide audience requires constant updates of dissemination strategies.

## Status Update

In this section of the D&E Plan, we will regularly provide a status update on MedLit Dissemination tools and Exploitation activities.

This following reflects the status in January 2025:

### Project visual identity

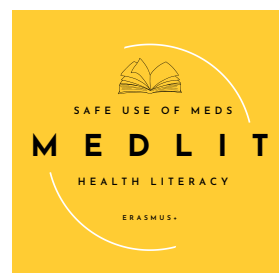
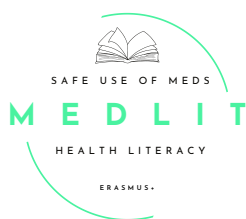
The visual identity and logo are expected to provide MedLit with a distinct identity that will stand out conveying the core project outputs. The logo summarizes the key goals of the project using shapes and symbols that indicate teamwork (circle) and education (book).

As for color palette, the logo is provided in black and white but has additional colored versions to be adopted to different environments and use cases, matching the logos of MedLit partners.

The shape of the circle indicates inclusivity, the book symbolizes evidence-based knowledge. The MedLit goals “safer use of medicines” and “health literacy” are clearly stated. The logo serves as an attractive tool for inviting project participants and other stakeholders to be involved in the project and to build the trust among the project partners and the participants. The logo was presented by VIVI to the consortium members and agreed upon by the partners at the MedLit kick-off meeting in December 2024. The goal of the early release it to provide MedLit communications and SM channels with an immediate recognizable visual identity from the get-go. The logos are available as image files in different formats (jpeg, gif, pdf, svg, png). GIVMED may be creating additional incl HD formats.



MedLit Logo

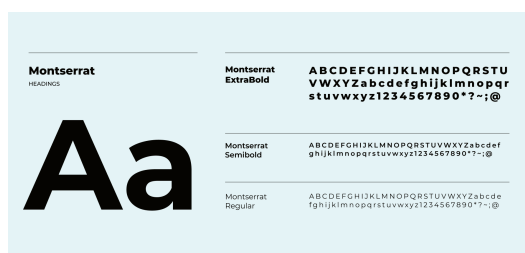


## MedLit Logo color variations

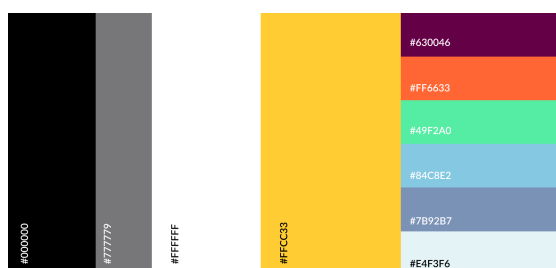
At the same meeting, a color palette and font style guide were released and agreed upon to complete the branding process.

### 2. Font

We will be using **MONTERRAT FONT** throughout.  
All other fonts will be omitted to keep a clean look



### 3. Color Palette



## Press releases

GIVMED drafted a first press release in December 2024 which was reviewed and agreed upon by all partners. It was translated in partner languages Geek, Polish and German and will be sent out by all partners to engage and inform a wider audience about the launch of the project.



The first press release presents the key aims of the project and introduces the consortium partners.

A second press release will be published toward the end of the project, again drafted by GIVMED to be reviewed by all project partners who will also be responsible for translations. The second release will summarize the results of the MedLit project.

The partners are responsible for putting the press releases in circulation, via their respective distribution channels for maximum communication impact.

## **Social media**

Basic MedLit Social Media Profiles have been set up by VIVI at the beginning of the project to begin building a followership asap. The accounts have been provided to GIVMED for posting and management, and to foster community engagement.

MedLit Social Media Accounts:

LinkedIn: <https://www.linkedin.com/company/medlit>

Facebook: Profile Name: MedLit ERASMUS

X/Twitter Profile Name: MedLit ERASMUS+

BlueSky Profile Name: MedLit, Profile Link: @medlit-erasmus.bsky.social

GIVMED is responsible the management of these channels. Project partners collaborate with GIVMED by reposting using their organizations' social media accounts. Prolepsis has drafted a Social Media Calendar with instructions inviting partners to actively participate in dissemination activities via SM. While GIVMED creates regular posts once-twice weekly, in addition a rotating communication calendar will be put in place to ensure the continuous SM posts in a coordinated fashion. It is known that several posts daily are usually needed to build followership, which requires regular action and reporting as well as amplification by all partners. SM followership invitations to key stakeholders have already been started by VIVI, and will be continued by

GIVMED to grow the reach of the accounts. Cross-networking will be key to achieve the desired number of impressions and stakeholder engagement. TO this end, a SM account inventory/spreadsheet has been prepared. The content of posts will change over time, beginning with “who we are” type messages presenting the basic scope of the project, followed by first results and finally meeting accountments and conclusions of the project.

Facebook, BlueSky, X/Twitter and LinkedIn MedLit accounts are created to address the project to the general audience as well as to create for the project partners the opportunity to post short messages and updates about the project and repost interesting content published by others. This communication channel will allow visitors/readers to give feedback through comments and likes. YouTube may be used at the end of the project as an additional channel to amplify educational materials directly. A channel has already been reserved by VIVI to this end.

Specific instructions for Social Media posts:

- a) GIVMED creates and oversees regular posts at weekly to the SM channels, using coordinated tools to share posts via multiple channels. VIVI will support by re-posts of stakeholder messages via X and BlueSky.
- b) Appropriate tools will be used to allow synchronized SM posting across the above-mentioned platforms.
- c) In addition, In the first week of each month, two partners are assigned to prepare at least 2 additional posts (1 each partner) in a shared excel sheet . By the end of the second week of each month. GIVMED will review and assign the timing of these posts.
- d) Ad-hoc posts: all partners can enter additional posts outside their assigned months for time-sensitive posts relevant to their country-specific project activities (e.g. trainings, conference participation, research, studies, publications etc.). GIVMED and/or Prolepsis will review and post in a timely manner. There will be a dedicated section for ad-hoc posts under each

shared excel sheet. All ad-hoc posts should be entered in the table by the end of the second week of each month, so they can be scheduled accordingly. Tags will be suggested as part of the posts.

- e) All partners are responsible for reposts.
- f) The teams will agree on hashtags and institutions to be tagged in the SM posts.
- g) All partners contribute to a distribution list comprised of stakeholder SM accounts and desired audiences.

#ERASMUS and #MedLiteracy should be key tags.

This strategy is important to prevent confusion as MedLit has been sued by previous unrelated ERASMUS+ projects.

### **MedLit website**

GIVMED is in the process of developing the MedLit website. VIVI provided the domain and hosting solution via EuroDNS.

The website will be a simple one to start with, outlining the scope of the project and presenting general information on the project goals. Future updates will present the training platform and other key outputs, downloadable deliverable reports, leaflets, newsletters, announcements of upcoming actions and events, etc. The goal is to enable learners, educators and key stakeholders to familiarize themselves with the project and its results and outputs.

The MedLit website will be launched in early 2025 via the following domain:  
<https://medliteracy.eu/>

GIVMED will be responsible for updating the website regularly, in collaboration with the WP lead and MedLit coordinator.

WP leaders will be regularly requested materials to share on the website and to announce updates via SM channels SM channels about the results achieved under the respective tasks.

A “News” tab will accommodate press releases and newsletters or announcements of the release of training materials and the EU stakeholder meeting.

GIVMED will regularly evaluate website traffic and usage (number of visitors, unique visitors, downloads, etc.), and the e-learning platform usage, informing the coordinator and WP5 lead of any delays in achieving the stated goals.

### **Project leaflet**

The project leaflet is currently in preparation to be available at meetings and conferences in which partners participate. It will also serve as a recruitment tool for focus groups and learners. Its release is anticipated in Q1/2 of 2025, after the website has gone live. The leaflet will be prepared by Prolepsis providing key information about the project objectives and expected results. It will be reviewed by all the partners, translated in partner languages and its final version will be downloadable from the MedLit website and links may be disseminated via SM. The leaflet may be updated in the final year of the project to provide information on the e-learning platform.

### **Project newsletters**

The newsletters will be developed later in the project (years 2 and 3) to provide updates on first results, and not to overlap with the press releases at the beginning and the end of MedLit. The Newsletters will be disseminated across the national and EU level by project partners raising awareness about the project's key achievements. Prolepsis will lead the development and distribution of the newsletters with the contribution of all partners. All partners will be responsible for their translation in local languages.

### **E-learning Platform and Training Adaptation Toolkit for adult educators**

The e-learning platform is the key output of the MedLit project and will be presented via all WP5 dissemination tools, these will be described in-depth in the respective WP and deliverable reports. WP5 will oversee ensuring that key audiences are aware of the e-learning platform, its uses and benefits. Upcoming iterations of the D&E Plan will describe specific dissemination strategies for the key outputs of the project.

In Addition, as a final deliverable in WP5, a Training Adaptation Toolkit for adult educators is expected to be developed by VIVI at the end of the project, The idea is to provide suggestions on how to implement the e-learning platform in different settings and into ongoing educational practices.

### **EU information day**

The EU information day will conclude the MedLit project attracting over 40 stakeholders to increase engagement, solidify the community and further disseminate and sustain the project's results. Future updates to the D&E Plan and the respective deliverable report will provide meeting details,