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SAPHIRe Work package 5

Deliverable 5.4

Dissemination materials

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## 1.0 The SAPHIRE project

[SAPHIRE](#), the Consortium for Securing the Adoption of Personalised Health (PH) in Regions, funded by the EU, aims to structure the application of personalised health in all European regions, including sparsely populated and remote regions, which will drive the transition towards sustainable healthcare and personalised health to the next level.

The project supports the agenda of the [International Consortium of PM \(ICPerMed\)](#), which was formally established in November 2016 at the initiative of the European Commission.

SAPHIRE, a 3.5 year project, is coordinated by the [Department Economy, Science and Innovation \(EWI\)](#) of the Flemish Government. Other consortium members include the [Public Health Agency \(PHA\)](#) from Northern Ireland, Hungary-based [EIT Health InnoStars](#) and the [EuroBioForum Foundation](#) (The Netherlands).

## 2.0 About the report – Deliverable 5.4: Dissemination materials

This report will provide an overview of the dissemination materials that were created for the SAPHIRE project to communicate (Deliverable D5.1) and engage (Deliverable D5.3) with its stakeholders (including policymakers, industrial and academic actors) to maximise the outreach and impact of SAPHIRE's efforts to develop and implement PM in regions, these include:

- Project leaflet - One project leaflet, presenting the project's main elements, was available early in the project, and distributed by partners through their networks and at events.
- Articles on the project results have been published on the SAPHIRE website. The articles and related picture materials were made available to all regions for inclusion in their respective contacts/networks.
- E-newsletters (all partners) – A regular e-newsletter has been created and disseminated through the network of all partners and on the website, including the outreach to relevant networks, but also ICPerMed, EC DGs SANTE, RTD, and JRC, Science Europe, European Foresight Platform, IMI2 JU, JPI HDHL, JPND, Innovation, and Science Policy Experts (RISE) high level group (HLG), Virtual Institute of Responsible Innovation (VIRI), ERA-NETs (ERA-LEARN, ERA PerMed), RADIORG, ESMO, Cancer.Net, ...
- Infographics to support engagement with targeted stakeholders. A specific section about the project has been created on the website.
- Social media - Using the channels and networks of other partners, different platforms (e.g. Facebook, Twitter, LinkedIn) have been used to target the respective stakeholder groups. The aim of the social media strategy was to build an engaged community.

- Project results: PowerPoint presentations, videos, deliverables, Observatory and other reports – these have all been made available on the SAPHIRE website and information about each has also been disseminated through social media.

## 3.0 Dissemination Materials

### 3.1 Project leaflet

A project leaflet (Figure 1) was produced in early 2019 as both a hard copy (for dissemination at events) and a digital copy on the [SAPHIRE website](#). The leaflet gives an overview of the SAPHIRE aims: Observe, Network, Support. The leaflet was produced so that stakeholders could understand the aims and objectives of SAPHIRE in a clear and concise way.

Figure 1: SAPHIRE information digital leaflet

**SAPHIRE - SECURING ADOPTION OF PERSONALISED HEALTH IN REGIONS**

[www.saphire-eu.eu](http://www.saphire-eu.eu)  
@projectSAPHIRE

**WHAT IS PERSONALISED HEALTH?**

Personalised health builds further on the concept of personalised medicine, which has been one of the policy focal points in Europe in the last decade. With personalised health however, attention also focuses on health and well-being of individuals.

**WHY FOCUS ON REGIONS?**

Regions are regarded as the new powerhouses for innovation and adoption of personalised health, and will drive the transition towards sustainable healthcare and personalised health.

**OUR AIMS:**

- **OBSERVE [SCOUT]**

A thorough mapping exercise will address specific regional needs, while taking the different levels of personalised health maturity into account.

Attention will focus on linking remote and sparsely populated regions to regions that are more advanced in personalised health.

A toolbox for services and support will be developed to help regions with joint initiatives in personalised health implementation.

- **NETWORK [CONNECT]**

A network will be developed which will include regional policy and decision makers, opinion leaders, regulatory agencies, regional development agencies, cluster organisations, patient organisations, regional knowledge institutions and healthcare providers.

The network will bring regional strengths, needs and barriers to the attention of national and European policy makers. This will enable a collaborative approach to developing personalised health.

- **SUPPORT [ACTIVATE]**

Support actions will be undertaken to enable inter-regional collaborations and to help identify opportunities for financing or investment by the Framework Programme, the Structural Funds or the EIB. Alignment will also be made to regional smart specialisation initiatives focusing on personalised health.

### 3.2 E-Newsletters

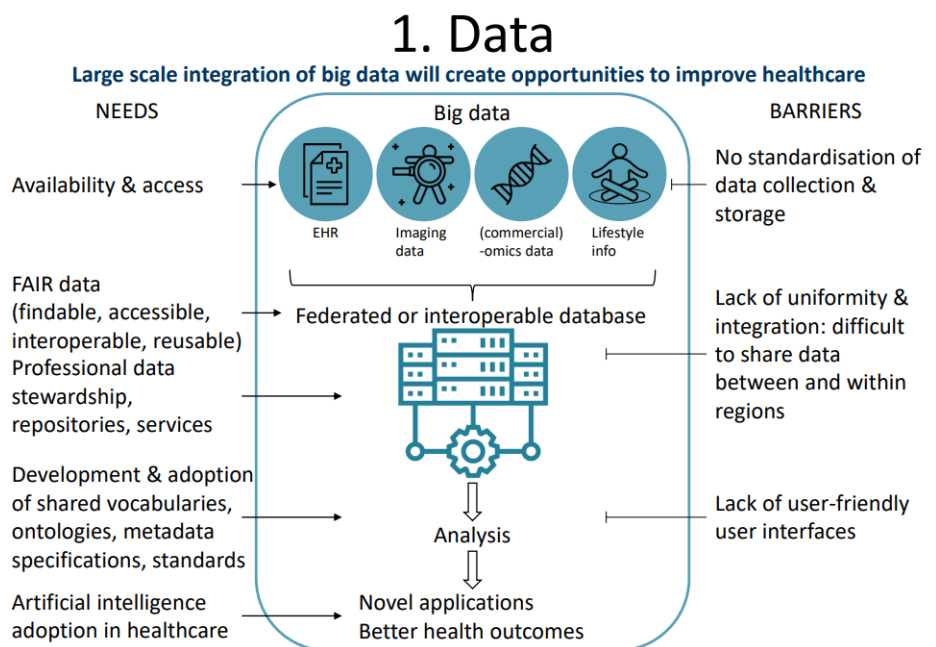
e-Newsletters have been produced throughout the SAPHIRE project to highlight the ongoing activities, they include information about recent workshops, new staff members and upcoming events. Previous newsletters can be found [here](#).

### 3.3 Infographics

The [homepage](#) on the SAPHIRE website provides an overview of the project and its' goals. Infographics have also been created in a number of PowerPoint presentations summarising workshop outcomes and these are all available on the SAPHIRE website.

One example of an infographic created specifically for the project can be seen in Figure 2. This infographic is taken from the ["Barriers and needs" workshop outcomes document](#)

Figure 2: Infographic taken from "Barriers and needs" workshop outcomes document.



### 3.4 Social media

SAPHIRE has used social media to engage with and reach out to our stakeholders. Via the SAPHIRE [LinkedIn](#) page and the SAPHIRE [Twitter](#) account we have been sharing information about the project and disseminating results throughout the lifetime of the project.

The Twitter page has 315 followers. LinkedIn 108.

SAPHIRE also has a [YouTube page](#).

### 3.5 Project results

On the SAPHIRE website (Deliverable D5.2) project results have been disseminated via PowerPoint presentations and recorded speaker presentations of 11 workshops/webinars and final conference. These can be accessed [here](#). SAPHIRE project deliverables have also been uploaded to the SAPHIRE website [here](#).

The SAPHIRE website with all published information will be accessible till May 2024.

### 3.5.1 PowerPoint Presentations

PowerPoint presentations are available from our various workshops and conferences. These can be accessed by clicking on any of the workshop tabs on the following link <https://www.saphire-eu.eu/workshops>.

### 3.5.2 Videos

Throughout the SAPHIRE project we have produced numerous recorded interviews and videos of presentations given at SAPHIRE conferences and workshops. During the COVID-19 pandemic all of our workshops were hosted online and recordings of these workshops are available to watch [here](#) or on the SAPHIRE [YouTube channel](#).

We also organised and hosted a series of interviews around the theme of best practice in preventive medicine. These interviews were recorded and are available to watch [here](#) or on the SAPHIRE [YouTube channel](#).

### 3.5.3 Deliverables

All of the SAPHIRE deliverables are available to view [here](#). As final deliverables are approved by the Commission these will be added to the website.

### 3.5.4 Observatory

The Observatory has been created as a dynamic online tool for regional policymakers, funders and other key stakeholders to share relevant information on their policies, projects and innovation activities related to personalised medicine.

The database allows users to search for a region and will provide an overview of regional activities in personalised medicine. It can be accessed [here](#).

### 3.5.5 Other reports – PM overview in regions

We have produced a number of overview documents in PDF format. They provide an overview of the various initiatives and competencies in European regions involved in precision medicine. We compiled these based upon: internet research / website searches; on NUTS levels; principally on NUTS2 except if specifically other level is member, if we work on another level; only EU/associated. They are available on the SAPHIRE website.

A complete regional report has also been generated and made available on an usb stick for the participants at the Final Conference

## 4.0 Conclusion

Throughout the lifetime of the SAPHIRE project we have kept our stakeholders up to date on our project activities and results. We have produced dissemination materials as outlined above, including videos, reports and infographics to communicate with our different stakeholders and engage with them even during the COVID period. These dissemination materials are easily accessible for those who wish to avail of them.