

# Dissemination, Communication and Exploitation (DEC) Plan

## FRAMe Health – Fostering Resilience Against Misinformation in Health

### ABOUT FRAMe HEALTH PROJECT

FRAMe Health – *Fostering Resilience Against Misinformation in Health* is an Erasmus+ Small-Scale Partnership in Adult Education aimed at strengthening health literacy and resilience to misinformation among vulnerable adults and communities in Italy and Bulgaria.

The project responds to the growing challenges posed by health misinformation, digital manipulation, information overload, and the spread of emotionally driven and unreliable health content through online environments and social media platforms. These challenges increasingly affect individuals' ability to make informed health decisions, evaluate information critically, and participate confidently in society.

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FRAMe Health promotes a community-based and participatory approach to health literacy by combining health literacy, digital literacy, media literacy, and adult education methodologies.

The project particularly focuses on vulnerable groups, including older adults and individuals with lower digital competences, while also strengthening the capacities of adult educators, trainers, NGOs, and community facilitators.

The project combines mapping activities, participatory workshops, co-creation methodologies, and Phenomenon-Based Learning (PhBL) approaches in order to develop practical educational resources and community-oriented learning tools. A central project result is the development of the Community Infodemic Management Program (CIMP), which aims to support adult educators and communities in addressing misinformation and promoting informed health-related decision-making.

The project contributes to Erasmus+ priorities related to:

- inclusion and diversity in adult education;
- digital resilience and media literacy;
- active citizenship and community participation;
- innovative and learner-centred educational approaches.

## DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN (DEC) Objectives and Key Performance Indicators

The Dissemination, Communication and Exploitation (DEC) Plan contributes to the overall objectives of the FRAME Health project by ensuring the visibility, accessibility, transferability, and sustainability of the project activities and results.

The DEC Plan will contribute to three main strategic objectives:

### **SO1 – Raise awareness about health misinformation, disinformation and its impact on individuals and communities by:**

- implementing regular communication and dissemination activities throughout the project duration;
- promoting understanding of health literacy and digital resilience among different target groups;
- reaching vulnerable communities and adult learners through accessible and inclusive communication channels and stakeholders;

### **SO2 – Promote innovative adult education approaches and strengthen the capacities of educators and community actors by:**

- disseminating the Phenomenon-Based Learning (PhBL) methodology and the Community Infodemic Management Program (CIMP);
- sharing practical educational resources, exercises, and training modules;
- encouraging the use of participatory and learner-centred methods in health literacy education;
- supporting educators, trainers, NGOs, and community facilitators in addressing misinformation-related challenges.

### **SO3 – Ensure sustainability, transferability, and exploitation of project results by:**

- promoting the long-term use of the developed educational resources and methodologies;
- sharing project outputs through networks, platforms, and stakeholder communities;
- encouraging collaboration between adult education providers, NGOs, universities, and local authorities;
- supporting the adaptation and reuse of the project resources in different educational and community contexts.

The DEC strategy combines communication, dissemination, outreach, engagement, and exploitation activities implemented throughout the entire project lifecycle. The activities will use both online and offline channels and will promote active participation, community dialogue, collaborative learning, and stakeholder involvement.

The plan also aims to ensure:

- visibility of Erasmus+ support;
- accessibility and clarity of communication;
- inclusion of vulnerable target groups;
- practical usability of project outputs;

- long-term community impact beyond the project duration.

## TARGET AUDIENCES, DISSEMINATION CHANNELS AND OUTREACH ACTIVITIES

FRAME Health communication, dissemination, and outreach activities will be implemented by all project partners and adapted according to the characteristics, needs, and engagement levels of the different target groups.

The dissemination strategy combines online and offline communication channels, participatory methodologies, and community-based engagement activities in order to maximize the visibility, accessibility, and practical impact of the project results.

### TARGET AUDIENCES, DISSEMINATION CHANNELS AND OUTREACH ACTIVITIES

TARGET GROUPS	DISSEMINATION AND COMMUNICATION CHANNELS	OUTREACH AND ENGAGEMENT ACTIVITIES
Adult educators, trainers, and facilitators	Project websites, EPALE	Workshops, Training of Trainers (ToT), dissemination workshops, sharing of educational resources and methodologies
Older adults and vulnerable adult learners	NGOs, social media, local dissemination events	Practical cases and guidelines, participatory workshops, role-play activities, health literacy discussions
NGOs, community organisations, and social workers	Email communication, websites, stakeholder meetings	Co-creation workshops, dissemination campaigns, sharing resources
Journalists, media professionals, and digital communicators	Press releases, publications	Sharing main findings from the survey
Adult education and health literacy networks	EPALE, Erasmus+ Project Results Platform, partner websites	Sharing project results, educational modules, practical tools, and methodologies
General public and online communities	Facebook, Instagram, websites, community campaigns	Practical health literacy tips, visibility activities

The dissemination and communication activities of FRAME Health will build on the existing communication channels, networks, and stakeholder communities of both partner organisations – BISI and POT Project.

In order to ensure effective outreach, sustainability, and efficient use of resources, the project partners will use their already established communication ecosystems and online presence rather than creating separate project-specific social media accounts.

Both organisations will create dedicated sections/pages on their institutional websites where information about the project activities, results, educational resources, events, and dissemination materials will be regularly published and updated.

The communication strategy will combine:

- institutional communication channels;
- stakeholder outreach;
- community engagement;
- digital dissemination;

- participatory networking activities.

At the beginning of the project, the partners will identify and map relevant stakeholders, organisations, networks, and communities connected to:

- adult education;
- health literacy;
- digital and media literacy;
- community work;
- NGOs and civil society;
- vulnerable groups and older adults;
- universities and researchers;
- local authorities and community centres.

The stakeholder mapping process will support targeted dissemination and engagement throughout the project implementation.

The identified stakeholders and organisations will be involved in:

- dissemination of surveys and mapping activities;
- promotion of workshops and participatory activities;
- invitations to co-creation and validation events;
- dissemination of national reports and project findings;
- promotion of the Community Infodemic Management Program (CIMP);
- dissemination of educational modules, practical tools, and project resources.

Both BISI and POT Project will create dedicated project sections on their websites including:

- project description and objectives;
- information about partners and activities;
- project news and dissemination updates;
- downloadable educational resources and modules;

## **TIMETABLE OF DISSEMINATION, COMMUNICATION AND EXPLOITATION ACTIVITIES**

The dissemination, communication, and exploitation activities of FRAME Health will be implemented throughout the entire project duration in order to ensure continuous visibility, stakeholder engagement, community participation, and sustainability of project results. The activities will combine awareness-raising, dissemination of project outputs, participatory engagement, and promotion of the educational resources and methodologies developed within the project.

## TIMETABLE OF DISSEMINATION, COMMUNICATION AND EXPLOITATION ACTIVITIES

PROJECT PERIOD	DISSEMINATION, COMMUNICATION AND EXPLOITATION ACTIVITIES	TARGET GROUPS	EXPECTED RESULTS
M1-M2	Launch of project communication activities and dissemination channels (partner websites, social media, project visibility materials)	General public, stakeholders, adult education networks	Increased visibility and awareness of FRAME Health project objectives
M2-M6	Dissemination of survey with information on health literacy importance	NGOs, adult educators, pensioners' clubs, community organisations, libraries	Increased stakeholder participation and collection of relevant data and practices
M6-M10	Dissemination of survey findings, mapping results, and identified health literacy challenges through publications, stakeholder meetings, and online communication	Media, NGOs, community organisations	Increased visibility of project findings and stronger awareness of misinformation-related challenges and educational needs
M3-M12	Co-creation workshops and participatory dissemination activities	Adult learners, vulnerable groups, educators, NGOs	Community engagement and validation of educational needs and approaches
M4-M7	Awareness-raising activities related to health literacy and misinformation	General public, online communities, vulnerable adults	Increased awareness of misinformation and health literacy challenges
M6-M10	Promotion of the Community Infodemic Management Program (CIMP) and educational modules	Adult educators, trainers, facilitators, academia, communities	Promotion of practical educational resources and methodologies
M8-M11	Training of Trainers (ToT) activities and dissemination of learning methodologies	Adult educators, trainers, NGOs	Increased educator capacity and transferability of project methodologies
M9-M12	Dissemination of practical tools, exercises, and guidelines through websites and social media	General public, educators, NGOs	Wider access to project educational resources
M11-M12	Uploading and dissemination of project outputs on EPAL and Erasmus+ Project Results Platform	European adult education networks and organisations	Sustainability and European-level visibility of project results
Throughout the project	Regular social media communication, website updates, stakeholder networking, and community engagement activities	All target groups	Continuous visibility, engagement, and outreach

## EVALUATION AND MONITORING OF DISSEMINATION, COMMUNICATION AND EXPLOITATION ACTIVITIES

The implementation and effectiveness of the Dissemination, Communication and Exploitation (DEC) activities will be monitored throughout the project duration through regular internal evaluation and reporting processes coordinated by the project partners.

The evaluation process aims to:

- assess the visibility and outreach of the project activities;
- monitor stakeholder and participant engagement;
- evaluate the effectiveness of dissemination channels and outreach methods;
- identify challenges and opportunities for improvement;
- ensure the sustainability and exploitation of project results.

Evaluation activities will include:

- collection of participation data and dissemination statistics;
- monitoring of website and social media engagement;
- documentation of stakeholder involvement and networking activities;
- internal partner review and reflection.

The project partners will prepare internal evaluation and monitoring reports at key stages of the project implementation.

<b>REPORTING PERIOD</b>	<b>MAIN FOCUS OF THE EVALUATION</b>	<b>RESPONSIBLE PARTNERS</b>	<b>EXPECTED OUTCOMES</b>
M5	Evaluation of initial dissemination and communication activities; assessment of stakeholder engagement and survey outreach	BISI & POT	Identification of outreach effectiveness, visibility of the project launch activities, and adjustments to dissemination strategy if needed
M10	Mid-term evaluation of dissemination, participatory activities, co-creation workshops, and visibility of project resources and methodologies	BISI & POT	Assessment of engagement levels, effectiveness of communication channels, and visibility of educational resources and activities
M14	Final evaluation of dissemination, communication, exploitation, sustainability, and overall project visibility and impact	BISI & POT	Assessment of overall outreach, sustainability of project results, transferability of resources, and recommendations for future use and dissemination