



Deliverable 1.2

Dissemination and Communication Report



The STOP project has received funding from the European Union's Rights, Equality, and Citizenship Programme under Grant Agreement No 881648

Project Acronym	STOP
Contract Number	881648
Dissemination Level	Confidential
Nature of Document	Report

Title of Document	Dissemination and communication report
Reference Number	D1.2
Work package contributing to the document	1
Version	V.1
Expected Delivery Date	February 28, 2023
Date	February 27, 2023
Authors (name and organisation)	Ivar Benjamin Horte, RSD-OUH Ditte Linde, RSD-OUH

Dissemination and communication report. Text document. ≈5 pages. In English.

Revision History			
Revision	Date	Comments	Author (name and organisation)

File name: STOP D1-2 V1 Dissemination and communication report.pdf

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

Executive Summary

Communication and dissemination in STOP are generally, but not exclusively, targeted to health care professionals and other stakeholders. External communication efforts are centered around the project's website, which has served as a repository of public deliverables and news tidbits from STOP. A logo for STOP is designed and used on project-related communications to provide a sense of unity. Posters and an information flyer are developed specifically for use in the Danish antenatal care settings to boost the screening effort and create awareness of the nature of IPV among pregnant women. Internal communication is centered around near-monthly virtual status meetings; six consortium meetings (three virtual and three in-person) are held. Dissemination efforts are focused on professional events, with project members presenting the (preliminary) results of STOP at conferences and project days in both Denmark and Spain. A final conference is arranged as a dissemination seminar in November 2022 with participation from several stakeholder organisations. Scientific dissemination of project results is ensured through scholarly papers in relevant peer-reviewed journals.

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1. INTRODUCTION

1.1 Purpose of the document

The purpose of this document is to describe the dissemination and communication efforts undertaken during the STOP project.

1.2 Structure of the document

The document has two sections, one that outlines the communication efforts in STOP whilst the other focuses on the dissemination efforts.

1.3 Glossary

ENGV	European Network on Gender Violence
IPV	Intimate partner violence
STOP	Stop intimate partner violence against pregnant women
WP	Work package

2. COMMUNICATION EFFORTS

The purpose of STOP was to develop and test an intervention against IPV targeted pregnant women. The intervention is a combination of a digital screening tool and digital counselling sessions as well as a safety-planning app for those who screen positive for IPV. IPV is stigmatizing for its victims, many of whom are reluctant to reveal the true nature of their relationship. In order not to compromise the screening process, the project team wished to avoid wide general exposure, which would make perpetrators aware that their partners were likely to be asked about IPV exposure when attending antenatal care consultations. Hence, communication efforts were initially aimed at the professional community exclusively.

2.1 The project website

The website www.stop-ipv.eu was developed at the beginning of STOP, and it has served as the project's main communication channel. Public deliverables were published on the website along with various updates on the progress of STOP. During the consortium meeting in the fall of 2021, the team discussed using the website to establish an international network of IPV researchers to advance our collective knowledge of effective IPV prevention.

2.2 Social media

Team members have promoted STOP via Twitter and LinkedIn, aimed at a professional audience.

2.3 Graphic communication

To create a sense of unity, a logo was developed at the beginning of the project (see the front page of this document or the top left corner of each following page). Along with the EU logo and funding details, it has been used on all presentations and other communication materials published in connection with STOP, as well as on the project website. In early 2021, during the Covid-19 pandemic, the Danish team decided to develop a series of printed posters to promote the screening effort locally, particularly the re-screening carried out by midwives during the women's physical consultation. These were posted in waiting rooms at antenatal care clinics throughout the region. Along with the posters, the team created flyers with information about different types of IPV, which were made available at the clinics. The team's intention was to increase awareness of IPV among the pregnant women just prior to their appointment. During a consultation, midwives need to ask women about numerous issues, IPV being but one among many. To remind the midwives about the need to follow up on the digital IPV screening result or to re-screen screen-negative women, notepads with the project logo were distributed to the antenatal clinics.

2.4 Internal communication

Throughout the project, the partners maintained regular virtual status meetings (usually once a month) to discuss the progress of STOP. From September 2020 to March 2022 the meeting service GoToMeeting was used, after which it was replaced by Zoom.

A dedicated project handbook was developed at the beginning of the project; its purpose was to communicate formal aspects of the project and to serve as an easily accessible reference tool on frequently asked questions. It contained the following sections: (1) an overview of the project, (2) the management and coordination structure, (3) communication tools and procedures, (4) quality control and assurance, (5) reporting, and (6) financial flow. The communication tools and procedures include a shared project repository, technical issues pertaining to Microsoft Sharepoint meant that this repository was not feasible, and the coordination team created a local repository, from which all project members could get any project-related document upon request. This repository contains contracts, copies of all final official deliverables submitted to the European Commission (via the Funding and Tenders portal), final internal deliverables, meeting agendas and minutes of monthly status meetings as well as consortium meetings, templates for the administrative and financial reporting, templates for documents (deliverables and presentations), and contact lists. A dedicated WP working area (repository for each work package) was scrapped, as shared access proved to be impossible. The repository has *never* contained any research data or personally identifiable information about patients participating in the project.

To emphasize transnational collaboration, the consortium intended to meet in person twice a year. The advent of Covid-19 caused the first two scheduled consortium meetings to be virtual meetings (an additional unscheduled consortium meeting was arranged in-between meetings number two and three). The whole group did not meet in person until November 2021 in Granada, Spain. Physical consortium meetings were in addition held in June 2022 in Odense, Denmark and again in November 2022 in Granada. The benefit of physical meetings over virtual meetings cannot be stressed enough, although STOP is a small-to-medium sized project, many facets of STOP required detailed discussions and planning, which was greatly eased by our ability to meet physically.

Throughout STOP, internal communication between both project teams have been satisfactory and the team collaborated on a joint application to the CERV-2022-DAPHNE call in April 2022. Further, a Memorandum of Cooperation has been signed between the two partners, to advance collective research and develop areas of mutual interest, including IPV (see Deliverable 1.8).

3. DISSEMINATION EFFORTS

The purpose of STOP's dissemination efforts have been to create awareness of the interventions and the results of the project. The target group has been policymakers, clinicians, and researchers. Since the late spring of 2022, when preliminary results began to appear, the STOP team has worked to disseminate the findings of the project. The team and individual members have participated in conferences and other professional events in Denmark and Spain. The team intends to continue dissemination efforts after STOP concludes.

3.1 Conferences and seminars

3.1.1 ENGV - European Network on Gender and Violence

ENGV is a network of researchers across different disciplines and countries working to address gender violence prevention. In 2022, the ENGV's annual conference took place in Copenhagen, Denmark from June 8 to 10, which was immediately following a STOP consortium meeting in Odense, Denmark. Hence, the project team attended the conference. The focus of the conference was domestic violence, violence among ethnic groups, the course and development of violence, partner killing, and similar topics. Attendees included researchers, clinicians, and different types of social workers.

A member of the Spanish project team participated with a poster presentation summarizing the STOP project's screening and inclusion phases.

3.1.2 TTRN Conference

The Transatlantic Telehealth Research Network (TTRN) works to develop a strong evidence base of successful and innovative digital health solutions with upscaling potential. The 2022 TTRN Conference focused on implementation of new digital health technologies, particularly in the light of the Covid-19 pandemic. The target group of the conference was younger and senior researchers within the fields of healthcare, health management, healthcare professionals, and managers within the healthcare system, as well as private firms working within digital health throughout the world.

The TTRN Conference took place in Copenhagen in late August 2022, where a member of the Danish project team presented “*Video Counselling and Safety Planning App to Support Pregnant Women Exposed to Intimate Partner Violence in Denmark and Spain during COVID-19*”. This presentation focused on preliminary outcomes of STOP, challenges, and facilitators of implementation, as well as the effects of Covid-19 on the intervention and its reception.

3.1.3 STOP Dissemination seminar

STOP’s final consortium meeting took place in November 2022 in Granada, Spain and coincided with the International Day for the Elimination of Violence Against Women (November 25). Hence, the project team considered it the ideal timing for presenting the (preliminary) results of STOP to a wider audience. It was decided to have STOP’s final conference adjacent to the consortium meeting, as both the Danish and the Spanish teams were present. Accordingly, the dissemination seminar was held at University of Granada’s Carmen de la Victoria on November 24 from 10 a.m. to noon. Participants included representative from the local city council, from Instituto Andaluz de la Mujer, Ayuntamiento de Granada, the NGO Asociación de Psicología Feminista, clinicians from the Andalusian public health system, and a former responsible in the Spanish government's Department of Violence Against Women. The event was covered by local news media, including the television station CNS/CanalSurMás and several regional newspapers. A plenary discussion followed the presentation of STOP’s outcomes. The event is described in deliverable 1.6 – Final Conference.

3.1.4 Region of Southern Denmark’s Obstetric Board

In August of 2022, the Danish team presented early results and indications to the members of the Region of Southern Denmark’s Obstetric Board, which is the regions advisory body on obstetrical pathways; it consists of representatives from all maternity hospitals in the region (obstetricians, midwives, nurses, municipalities, health visitors, health planning clerks, and hospital administrators). The purpose of this meeting was to make the intervention a permanent part of antenatal care in the Region of Southern Denmark. The committee was receptive to the prospect, and it was agreed that the Danish team would present them with an organizational plan for the implantation. It was delivered on November 24, just before the dissemination seminar took place in Granada. It was agreed that the intervention would extent throughout 2023 before deciding

whether to implement it permanently (awaiting potential national initiatives from the Danish government).

3.1.5 Other Dissemination Activities

Violence in Families

On November 29, 2022, the Region of Southern Denmark held an all-day event for approximately 70 health visitors, midwives, and social workers within family care. The event focused on violence within families. A member of the Danish project team introduced STOP and presented preliminary results of the project.

Violence Among Relatives

On January 13, 2023, the Danish National Centre of Psychotraumatology at University of Southern Denmark hosted an event focused on violence among relatives. A member of the Danish project team presented the results of STOP.

3.1.6 Teaching

On September 14 and November 16 2022, a member of the Danish project team presented preliminary results of STOP to (a) students studying the master's degree of Science in Midwifery at the University of Southern Denmark, and (b) students studying midwifery at University College South Denmark.

3.2 Scientific publications

STOP is not a research project. Rather, its purpose is to develop and test the feasibility of an IPV intervention. However, the outcomes of the project merit wide diffusion and dissemination efforts, as STOP is among the first – if not the very first – digital IPV screening intervention. The basis of the project is the fact that eight out of ten women get pregnant at some point in the lives and 99 percent attend antenatal care services. This makes pregnancy the ideal timing for a systematic screening intervention. To evaluate the women's experience with the screening and subsequent counselling, numerous qualitative interviews were conducted with participating women as well as with consultation midwives. The results of these interviews are very valuable to future designs of IPV interventions tailored to pregnant women. To diffuse the outcomes, the project team has prepared several scientific publications (see Deliverable 4.3) which will present the results and findings of STOP to a scholarly audience, as such interventions generally require scientific validation before implementation is considered by a given health authority.