



Deliverable 1.3

Communication Platforms



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 | Public |
| Nature of Document | Website |

| | |
|---|---|
| Title of Document | Communication Platforms |
| Reference Number | D1.3 |
| Work package contributing to the document | WP1 |
| Version | [V.x] |
| Expected Delivery Date | October 31 st 2020 |
| Date | October 30 th 2020 |
| Authors (name and organisation) | Emilie Nielsen, Centre for Telepsychiatry, Region of Southern Denmark |

D1.3 Communication Platforms – Websites and social media. In Danish, English, and Spanish

| Revision History | | | |
|------------------|------------|-------------------|---|
| Revision | Date | Comments | Author (name and organisation) |
| V1 | 30.10.2020 | Version for issue | Emilie Nielsen, Centre for Telepsychiatry, Region of Southern Denmark |

File name: STOP D1-3V1CommunicationPlatforms

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

This document describes the communication platforms and channels of the STOP project.

The target group and focus area of STOP requires careful considerations in relation to the communication and dissemination efforts of the project and project partners in order not to put pregnant women exposed to IPV at any further risk. Therefore, the initial efforts are focused around the project website to reach a wide audience and raise awareness of the activities the project undertakes in relation to combatting intimate partner violence. During the project lifetime, the communication and dissemination efforts will be adapted.

The visual identity of the project has been developed in order to both represent professionalism and a softer feel related to the target group. This is reflected in the blue and coral red colours and in the project logo showcasing a pregnant woman.

The STOP project website contains different pages in order to present both introductory information about the project and the outputs that are developed during the project including news items. The pages on the website are divided in:

- Home/Landing page
- About the project
- Partners
- Publications and Outcomes
- News
- Contact.

The communication activities will be updated on an ongoing basis and several means of communication have already been considered. The project expects to utilise and will take into account the social media channel Twitter, development of a project leaflet, and the development of project merchandise.

Table of Contents

Contents

| | |
|---|----|
| Executive Summary | 3 |
| Table of Contents | 4 |
| 1. Introduction | 5 |
| 1.1 Purpose of the document..... | 5 |
| 1.2 Structure of the document..... | 5 |
| 1.3 Glossary | 5 |
| 2. STOP Communication Platforms..... | 6 |
| 2.1 Visual Identity | 7 |
| 2.2 Project website..... | 7 |
| Accessibility | 8 |
| Website Content | 8 |
| 2.3 Other Communication platforms | 9 |
| Appendices | 11 |
| Appendix 1 | 11 |
| Screenshots of STOP website | 11 |

1. Introduction

1.1 Purpose of the document

This document will provide an overall introduction and description of the communication platforms in the STOP project and a detailed description of the STOP website.

1.2 Structure of the document

The document will follow this structure:

Introduction to STOP communication platforms

This section includes an overall introduction to the communication platforms and background information.

Visual Identity

This section briefly presents the elements of the visual identity developed for the STOP project. The visual identity will support the coherence and recognisability during the project lifetime and will be an important element of the project “brand”.

Project website and website content

This section provides a more detailed description of the content on the STOP website and presents each of the pages on the website.

Other communication platforms

This section presents other possible communication platforms to be implemented during the course of the project.

Appendix - Screenshots introducing the look and feel of the website

1.3 Glossary

| Abbreviation | Explanation |
|---------------------|---|
| STOP | STOP intimate partner violence in pregnancy |
| IPV | Intimate Partner Violence |
| GA | Grant Agreement |

2. STOP Communication Platforms

In order to communicate and disseminate the activities carried out in the STOP project and the results of these activities, the project partners have committed themselves to utilise communication platforms. These platforms will play an important role in raising awareness of the activities and results of the project. Communication and dissemination is of great importance as we need to share the results in the community working in the field of IPV.

However, the focus area and target group of the STOP project require great attention to the potential risks of promoting a project working in the field of intimate partner violence. Therefore, the balance between raising awareness of the damaging consequences of IPV and limiting the risk of violent partners of pregnant women becoming aware of the STOP initiative must be considered carefully on an ongoing basis. Thus, the communication efforts and channels must be adapted during the project.

As described in section 3.6 in the grant agreement, the nature of the project initially requires a careful approach to communication and dissemination to avoid unnecessary risks for the target group. The GA further describes that the public communication will be kept at a minimum in the first phases of the project which is reflected in this document and therefore, communication related to the intervention will be targeted healthcare and other relevant professionals.

Communication versus dissemination

In the use of communication platforms it is important to consider the difference between communication and dissemination activities in relation to the project achievements.

In general, *communication* efforts aim to raise awareness and reach out to society as a whole and in some cases to specific audiences and demonstrating how the project activities contribute to tackling societal challenges.

Dissemination is the public disclosure of the results of the project making research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policy makers), to enable them to use the results in their own work. The aim of the dissemination is to share the STOP intervention with relevant stakeholders to support further implementation of the tools across Europe.

The STOP consortium will use both communication and dissemination efforts to reach different target groups and stakeholders at different phases of the project lifetime.

2.1 Visual Identity

As part of the communication efforts, a visual identity has been developed for the project. This includes a project logo, a colour scheme, fonts, and visual elements including selected pictures.

The STOP logo is a combination of the project name with a visual element. The “O” in STOP has been used to indicate the shape of a pregnant woman and provides a reference to the project target group.

As part of the visual identity, specific colours have been selected. The colour scheme of STOP is coral red and light navy blue. These two colours indicate the professional aspects of the work carried out but also a softer vibe related to the theme of pregnancy. The purpose of having selected colours is to create a recognisable identity for the project and ensure coherence.

The visual identity also includes two specific font styles; Proxima Nova and Playfair Display. These two fonts have been selected to represent both a professional and soft expression. By selecting specific fonts, we ensure a coherent visual recognition of the project across the partners’ communication efforts.

A handful of signature pictures have been selected to be part of the visual identity. The pictures will serve the same purpose as the font styles and create a coherent communication effort in the project.

2.2 Project website

The project website will serve as a living window of the activities in the project and the progress achieved by the project partners. The website will be updated throughout the project lifetime in relation to any developments, news, and publications in the project and will support the dissemination of publications and other relevant outputs of the project. The URL address for the website is www.stop-ipv.eu

As set out in the grant agreement, the project communication should be carried out in three languages. The main website has been developed in English and will contain the full content on the website. A summary of the project objectives and activities has been developed in both Spanish and Danish. The aim is to make sure that basic information and contact details for local project partners are available in the local languages of the project partners implementing the intervention.

The website has been developed to be used for both web, mobile, and tablet to ensure a user friendly experience of the content across platforms.

Accessibility

As the Region of Southern Denmark is the project coordinator and the developer of the STOP website, the website must live up to a new Danish legislation related to Accessibility. According to this legislation, a website developed by a public organisation must live up to certain guidelines to allow high accessibility for all people including disabled people. For websites, this is mainly targeted people with hearing or sight impairments. Therefore, the STOP website has been thoroughly reviewed to live up to these requirements to ensure that a broad audience can access the content.

Website Content

In general, the website will present information about the project and project activities. Some information will primarily be static but updated if needed. A number of pages will be updated on an ongoing basis with information and content during the project lifetime. This section will describe each of the pages on the website, the content, and purpose.

In general, the top of the website will always show a horizontal navigation of the website pages. At the bottom of the website, the logo of the European Commission and Grant Agreement number will be shown.

Home

The home page or landing page will be the first thing a visitor to the STOP website will meet. The home page includes a STOP signature picture and title of the project. The home page also includes the three latest news items based on an integration to the “News” page. The news items are presented in a carousel format to provide a more lively impression. Furthermore, there is a button linking to the publications and outcomes page. The logos of the project partners are also displayed on the home page in order for this information to be easily accessible.

About the project

The page “About the project” presents the overall and common objectives and targets of the STOP project.

Partners

The “Partner” page presents the three organisations participating in the project. For each organisation, the team members are presented with a picture of each team member and a short presentation explaining the background, expertise and role in the project. Contact details for each team member is also available and the first person presented on the page is the main contact person for the individual organisation. The purpose of this page is to show who is behind the work carried out in the STOP project and showcase the expertise gathered in the project across disciplines and borders.

Publications and Outcomes

The page with publications and outcomes will contain public deliverables and other outputs from the STOP project. The page is divided in deliverables, publications, other outcomes, and the possibility to choose a full overview of all resources available on this page. All categories are structured in a grid format. In addition, the deliverable category has been divided in different themes following the content of the work packages in order to provide a simple overview and ease the navigation for relevant information for the individual visitor.

News

The “News” page will present all news items related to the activities of the STOP project. News items will be linked to developments and important activities and achievements in the project. The latest news item will be presented first and the grid structure on the page allows visitors to get an overview of the news in the project over time. The “News” page has an integration to the front page.

Contact

The Contact page contains the contact details for the management team of the project. Visitors who are interested in knowing more about the project will find the contact details for the project coordinator, daily project manager, and administrative manager.

Danish/Spanish

The Danish and Spanish pages present a project summary and the specific contact persons for the Danish or Spanish elements of the project. This allows for a more direct line of contact in each of the local languages of the project partners.

2.3 Other Communication platforms

For the time being, the main communication platform for the STOP project will be the project website. As described in the introduction in Section 2 of this report, the consortium is very aware of the positive as well as the negative impacts of communicating about the project purpose and activities. The target group of the STOP project is a vulnerable group and the decision to limit the communication efforts to the website in the first phases of the project, supports this responsibility. Therefore, general media will not be used as a channel for communication in the first phases of the project.

Other communication platforms will be considered on an ongoing basis throughout the project lifetime and if found relevant and impactful, new means of communication will be launched. The next paragraphs will present a brief introduction to communication platforms and channels to be considered:

Social media

Twitter has been considered as a social media to be used in the project communication but in the current phase of the project, it is deemed less relevant and impactful. However, the website has

prepared an integration to Twitter ensuring the possibility to set up a Twitter profile for the project. Twitter is a quick and easy communication channel reaching a broad audience. It allows for external stakeholders to follow and reach the project in an informal yet informative manner.

Project leaflet

A project leaflet could be a useful means of communication at a later stage in the project. The leaflet could be targeted to local personnel working in the project or as a channel for broader communication to stakeholders working in the field of IPV. The staff working with the intervention as part of the project will be identified in a more targeted manner and they receive dedicated training and will thus obtain information about the project through other channels. Usually, project leaflets are also useful to hand out at relevant conferences and events but the limited number of “physical” events in the light of COVID-19 is another argument to postpone the development of a project leaflet.

Merchandise

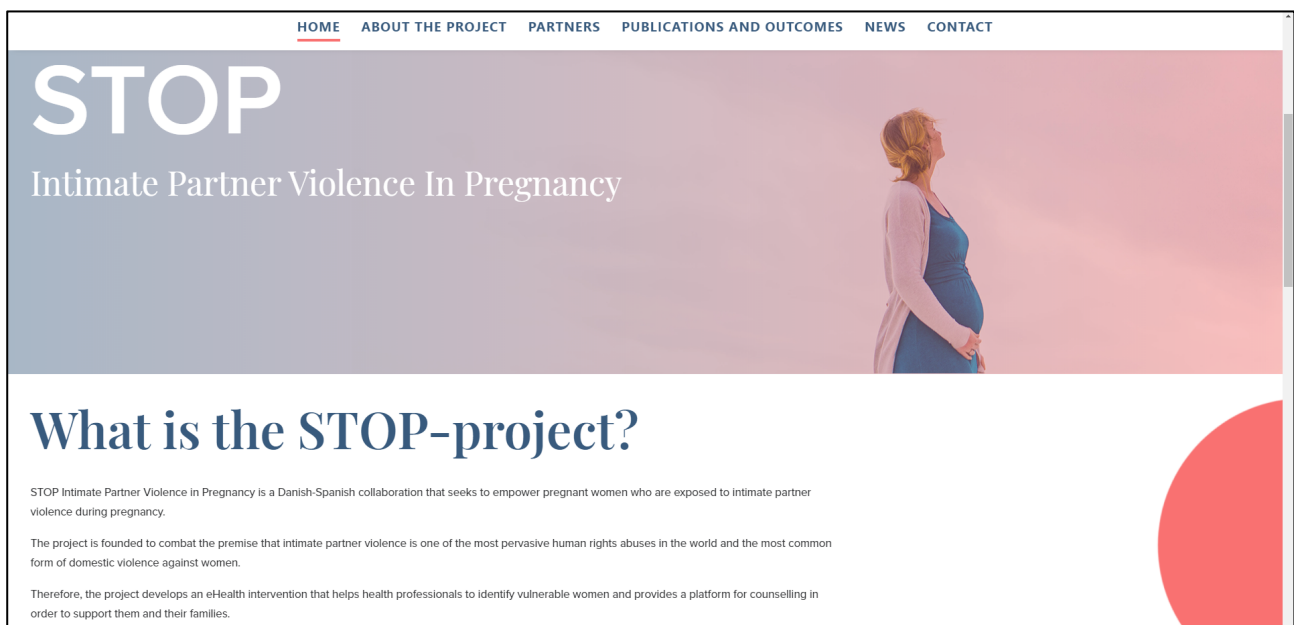
Merchandise such as pens, post-its, tote bags etc. with the project logo provides a good opportunity to reach stakeholders and present the project through an informal object. It is considered more relevant to focus on producing merchandise towards the end of the project. The aim will be to raise awareness in order to spread the results and experiences achieved in the project in the closing phases.

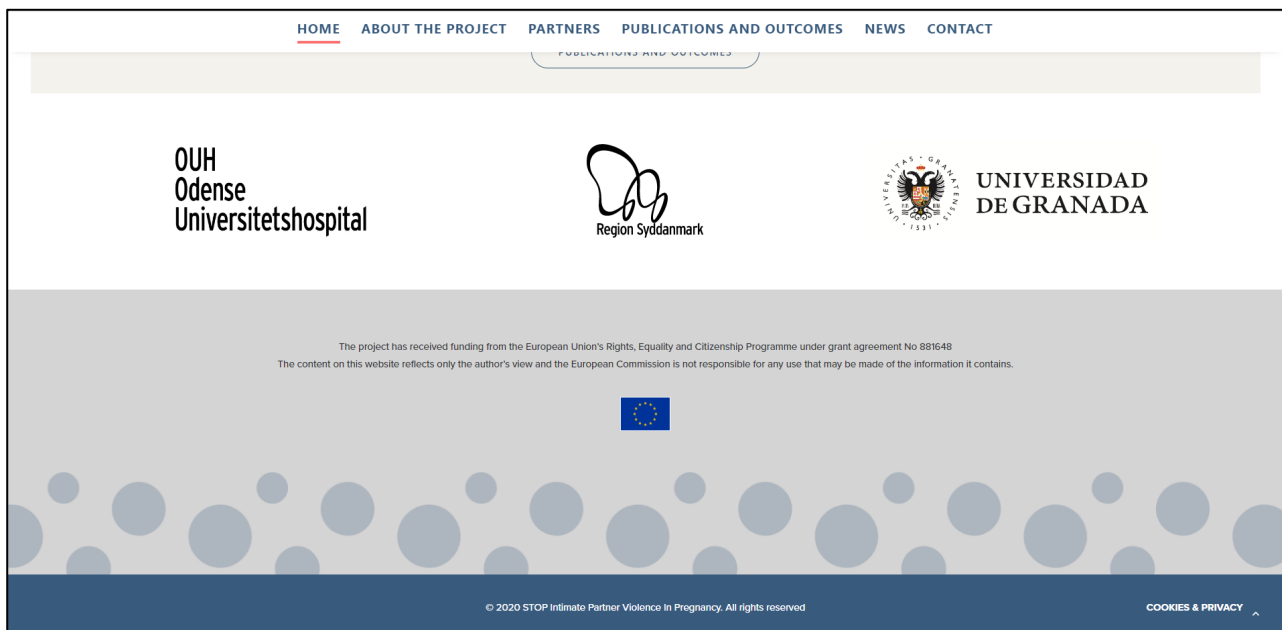
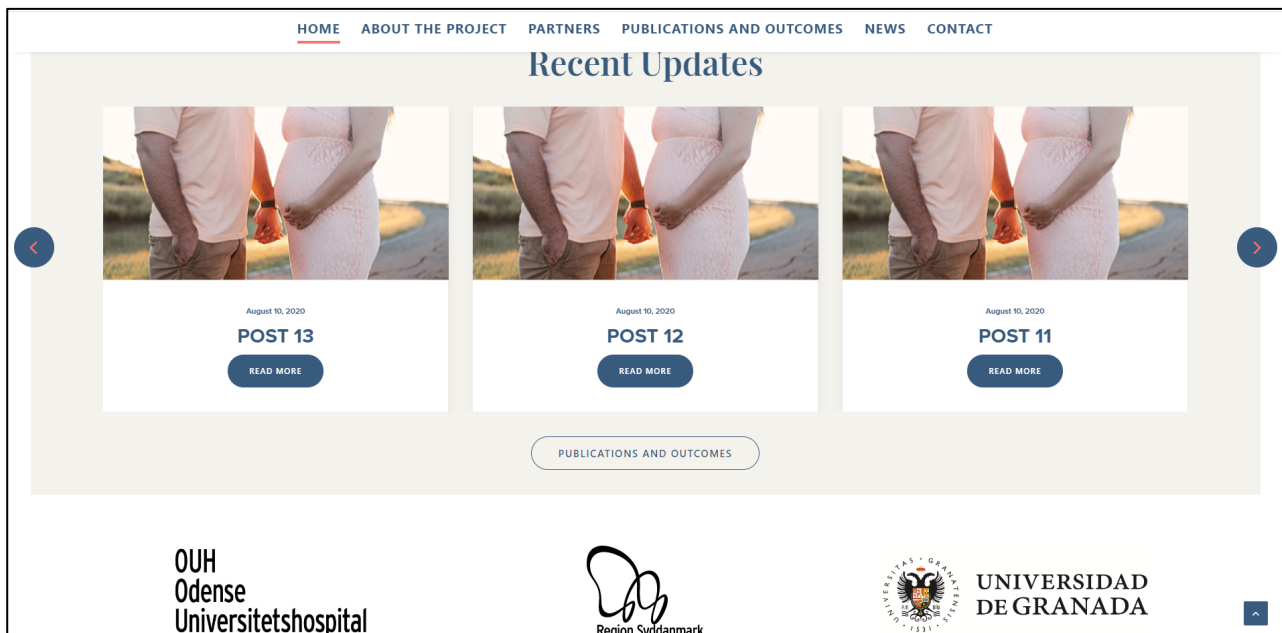
Appendices

Appendix 1

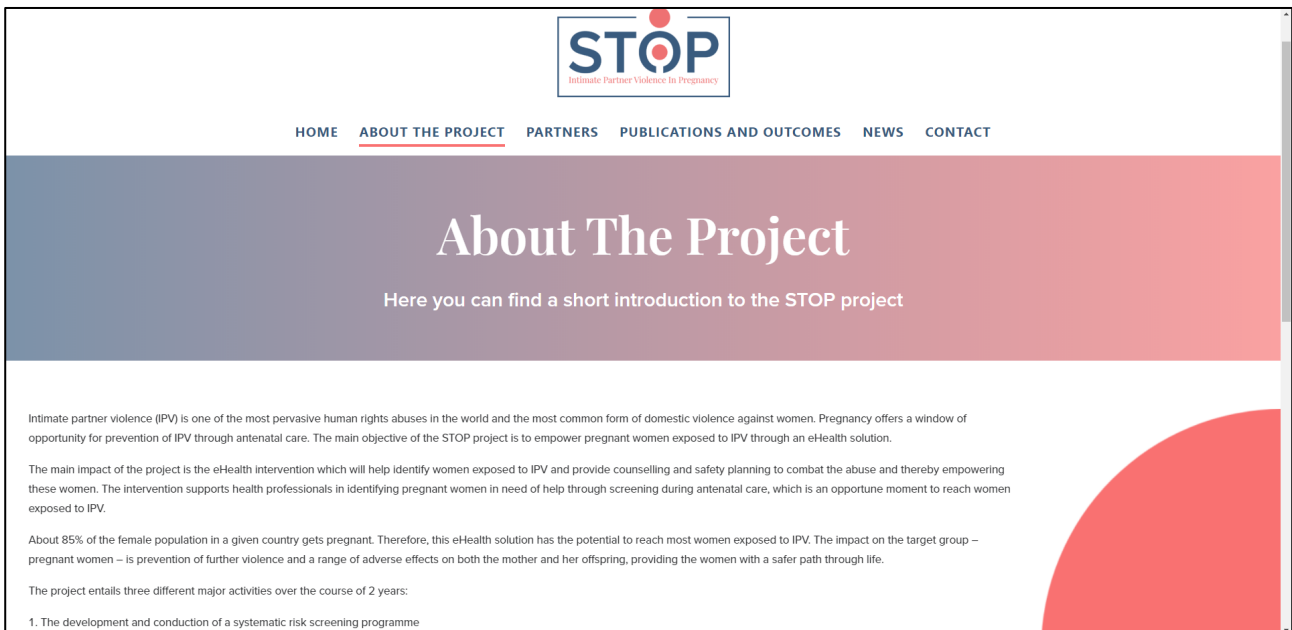
Screenshots of STOP website

“Home” page





“About” page



STOP
Intimate Partner Violence In Pregnancy

HOME ABOUT THE PROJECT PARTNERS PUBLICATIONS AND OUTCOMES NEWS CONTACT

About The Project

Here you can find a short introduction to the STOP project

Intimate partner violence (IPV) is one of the most pervasive human rights abuses in the world and the most common form of domestic violence against women. Pregnancy offers a window of opportunity for prevention of IPV through antenatal care. The main objective of the STOP project is to empower pregnant women exposed to IPV through an eHealth solution.

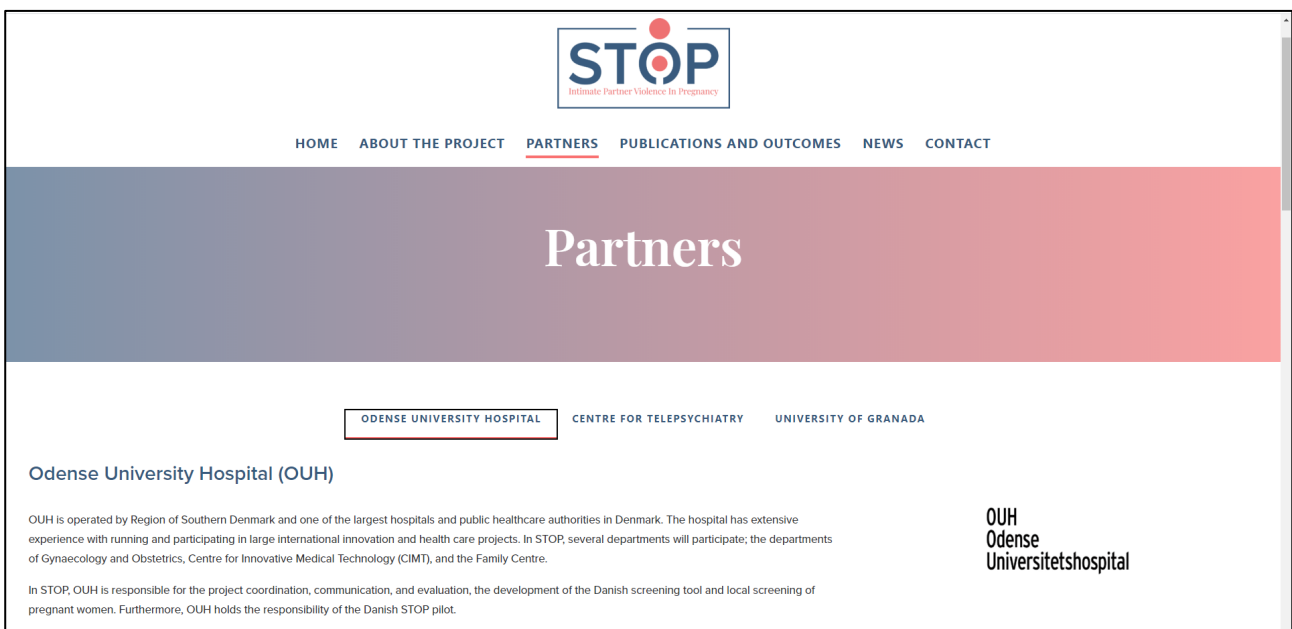
The main impact of the project is the eHealth intervention which will help identify women exposed to IPV and provide counselling and safety planning to combat the abuse and thereby empowering these women. The intervention supports health professionals in identifying pregnant women in need of help through screening during antenatal care, which is an opportune moment to reach women exposed to IPV.

About 85% of the female population in a given country gets pregnant. Therefore, this eHealth solution has the potential to reach most women exposed to IPV. The impact on the target group – pregnant women – is prevention of further violence and a range of adverse effects on both the mother and her offspring, providing the women with a safer path through life.

The project entails three different major activities over the course of 2 years:

1. The development and conduction of a systematic risk screening programme

“Partners” page



STOP
Intimate Partner Violence In Pregnancy

HOME ABOUT THE PROJECT PARTNERS PUBLICATIONS AND OUTCOMES NEWS CONTACT

Partners

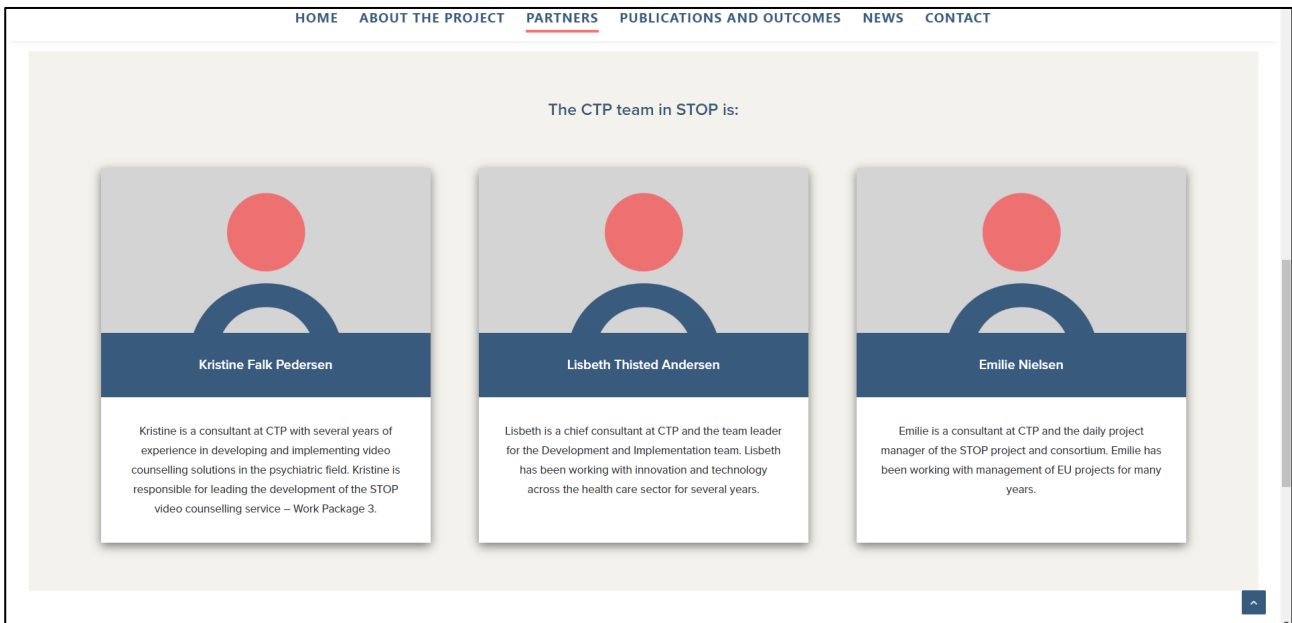
ODENSE UNIVERSITY HOSPITAL CENTRE FOR TELEPSYCHIATRY UNIVERSITY OF GRANADA

Odense University Hospital (OUH)

OUH is operated by Region of Southern Denmark and one of the largest hospitals and public healthcare authorities in Denmark. The hospital has extensive experience with running and participating in large international innovation and health care projects. In STOP, several departments will participate; the departments of Gynaecology and Obstetrics, Centre for Innovative Medical Technology (CIMIT), and the Family Centre.

In STOP, OUH is responsible for the project coordination, communication, and evaluation, the development of the Danish screening tool and local screening of pregnant women. Furthermore, OUH holds the responsibility of the Danish STOP pilot.

OUH
Odense
Universitetshospital

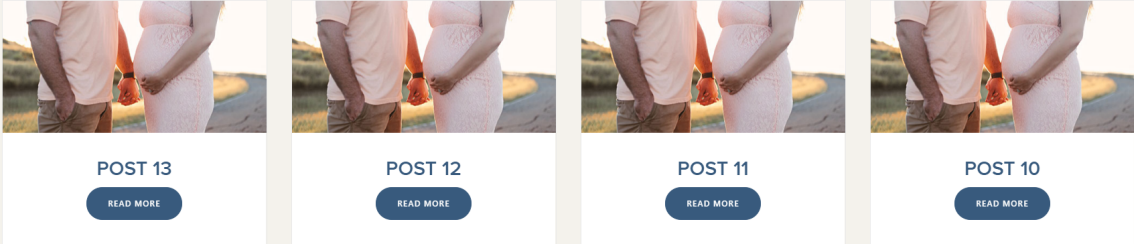


“Publications and Outcomes” page



HOME ABOUT THE PROJECT PARTNERS PUBLICATIONS AND OUTCOMES NEWS CONTACT

IPV Screening Tool



POST 13 [READ MORE](#)

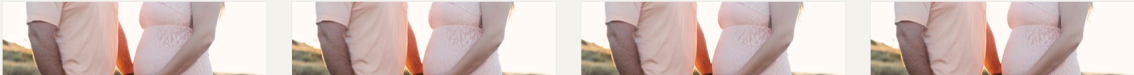
POST 12 [READ MORE](#)

POST 11 [READ MORE](#)

POST 10 [READ MORE](#)

[LOAD MORE](#)

Video Counselling & app based safety planning



“News” page

ESPAÑOL > DANSK >



HOME ABOUT THE PROJECT PARTNERS PUBLICATIONS AND OUTCOMES NEWS CONTACT

News



August 10, 2020

August 10, 2020

August 10, 2020

August 10, 2020

“Spanish” page



STOP

Intimate Partner Violence In Pregnancy

Qué es el proyecto STOP?

La violencia de pareja contra las mujeres es una violación grave de los derechos humanos que se produce en todo el mundo y la forma más frecuente de violencia de género. El embarazo ofrece una oportunidad única para prevenir la violencia de pareja a través del control rutinario de salud de las embarazadas. El objetivo principal del proyecto STOP es empoderar a las mujeres embarazadas que sufren violencia de pareja por medio de un servicio de e-Salud.

Alrededor del 85% de las mujeres, en cualquier país, experimenta un embarazo a lo largo de su vida. Por tanto, el enfoque del proyecto STOP tiene el potencial de alcanzar a la mayoría de las mujeres que estén expuestas a violencia de pareja. El impacto sobre la población diana -las mujeres embarazadas- es la prevención de futuros episodios de violencia y del amplio espectro de efectos adversos que tiene sobre la mujer y su descendencia.

El proyecto va a desarrollar y evaluar una serie de herramientas de e-Salud cuyo objetivo es facilitar a los profesionales sanitarios la identificación de las mujeres que están expuestas a la violencia de pareja, así como proporcionarles herramientas de asesoramiento y planes de seguridad para ayudar a estas mujeres.

El Proyecto implica tres corrientes de trabajo en el transcurso de dos años:


1. El desarrollo de un programa sistemático para el cribado de riesgo de exposición a la violencia de pareja
2. El desarrollo de un programa de video asesoramiento proporcionado por profesionales sanitarios específicamente formados
3. Realizar un estudio de factibilidad de la intervención en la atención prenatal en Dinamarca y España


A lo largo del desarrollo del proyecto se va a cribar la violencia de pareja en aproximadamente 6000 mujeres embarazadas y hasta 300 familias recibirán apoyo mediante el programa e-Salud de intervención.


El proyecto tiene 3 socios:

El Departamento de Ginecología y Obstetricia del Hospital Universitario de Odense (coordinador del proyecto), el Centro de Telepsiquiatría de la Región Sur de Dinamarca y la Universidad de Granada (España). Para más información sobre el proyecto, puede ponerse en contacto con el equipo local español:

- Stella Martin de las Heras, Catedrática, MD, PhD. stella@ugr.es
- Aurora Bueno-Cavanillas, Catedrática, MD, PhD. abueno@ugr.es
- Khalid Saeed Khan, Catedrático, Ginecólogo, MBBS, MSc. profkhan@ugr.es



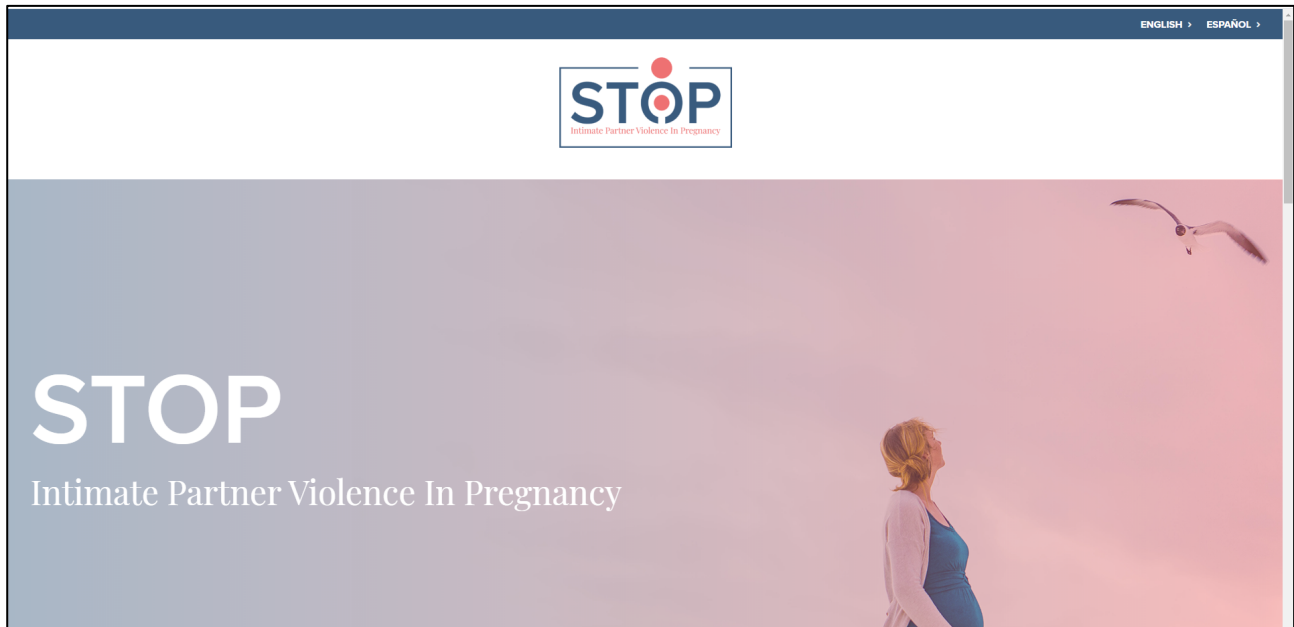




The project has received funding from the European Union's Rights, Equality and Citizenship Programme under grant agreement No 881648
The content on this website reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

29. oktober 2020
Gordaz

“Danish” page



Hvad er STOP-projektet?

Partnervold er den mest almindelige form for vold mod kvinder i hjemmet og har vidtrækkende konsekvenser. STOP projektets målgruppe er gravide kvinder, da 85 procent af alle kvinder i et givent land bliver gravide i løbet af deres liv. Projektet har derfor potentiale til at nå de fleste kvinder, der udsættes for partnervold.

Det primære mål med STOP projektet er at understøtte og styrke gravide kvinder, der udsættes for vold i hjemmet, så de kan undgå fremtidige overgreb og få skabt en mere sikker vej gennem livet for sig selv og deres børn.

Projektet vil udvikle og teste en række digitale værktøjer, som kan understøtte sundhedsprofessionelle til at identificere de kvinder, der udsættes for vold i parforholdet og tilbyde dem særligt målrettede konsultationer via video. Derudover tilbydes de en safety planning app, der kan hjælpe den enkelte kvinde med strategier til håndtering af eventuelle krisesituationer.

Projektet arbejder med tre fokusområder over to år:

1. Udvikling og afprøvning af et systematisk screeningsprogram
2. Udvikling og tilpasning af et videokonsultationsforløb og safety planning app samt oplæring af behandlere
3. Forundersøgelse af interventionen, hvor den afprøves i graviditetsforløb på tværs af Danmark og Spanien.

I projektets løbetid vil mere end 6000 kvinder blive screenet, hvorefter man regner med, at 200 danske kvinder og 100 spanske kvinder bliver tilknyttet projektet.

Projektet arbejder med tre fokusområder over to år:

1. Udvikling og afprøvning af et systematisk screeningsprogram
2. Udvikling og tilpasning af et videokonsultationsforløb og safety planning app samt oplæring af behandlere
3. Forundersøgelse af interventionen, hvor den afprøves i graviditetsforløb på tværs af Danmark og Spanien.

I projektets løbetid vil mere end 6000 kvinder blive screenet, hvorefter man regner med, at 200 danske kvinder og 100 spanske kvinder bliver tilknyttet projektet.

Projektet har tre partnere:

Gynækologisk og Obstetrisk Afdeling D på Odense Universitetshospital (projektets koordinator), Telepsykiatrisk Center i Region Syddanmark og University of Granada i Spanien.

Hvis du vil vide mere om projektet, er du velkommen til at kontakte det danske team:

- Vibeke Rasch, STOP koordinator, Professor og overlæge på OUHs Afd. D. vrasch@health.sdu.dk
- Kristine Falk Pedersen, STOP videoekspert, Konsulent, Telepsykiatrisk Center, kristine.falk.pedersen@rsyd.dk
- Emilie Nielsen, STOP projektleder, Konsulent, Telepsykiatrisk Center, emilie.nielsen@rsyd.dk

OUH
Odense
Universitetshospital



**UNIVERSIDAD
DE GRANADA**

