



Communication Plan

Milestone 16

21/12/2023

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1. INTRODUCTION TO THE COMMUNICATION PLAN

This plan sheds light on **what, how and when to communicate** in the STOP2030 project. Communicating about the project and its topics is key for ensuring that the project reaches as broad an impact in society as possible by **fostering interest and acceptance** amongst its key target audiences.

STOP2030 is embedded into a particular context that is broadly framed as research in Neglected Tropical Diseases (NTDs). As their name indicates, these are a set of diseases that are often overlooked in research programmes, and thus are also less often communicated about. This could benefit STOP2030, as it will be one of the few actors providing a space to discuss this topic. To ensure that STOP2030 effectively **increases social awareness** around NTDs and particularly its innovations around soil-transmitted helminth (STH) infections, it is essential to plan and execute understandable, captivating, and timely communication actions throughout the project.

In this communication plan, we introduce an **initial situation analysis** conducted within the project to help identify opportunities for communication and possible hurdles that can hinder reaching the desired impacts. In addition, we identify the key **stakeholders and target groups** and describe the **vision, mission and communication goals** for the project. We also share a list of the initially planned **communication actions** together with their key performance indicators (KPIs), to guide the communication efforts throughout this three-year project.

A communication plan is a living document that should be revised on a regular basis. The STOP2030 communication plan will be **monitored throughout the project**, and the envisioned actions will be modified as necessary to ensure a reasonable yet ambitious course of the project communication.

2. SITUATION ANALYSIS

A communication plan should always consider the **context** in which it is being designed and executed. A **situation analysis** takes into account the prevailing circumstances and discussions surrounding a project and the topics it deals with. It considers issues such as **positioning** in relation to similar projects, as well as current **societal discussions** and potential gaps in **public perception and understanding** regarding the main themes of a given project.

The initial situation analysis for the STOP2030 project presented below looks at both the project's **external** as well as **internal conditions**, such as the available resources and expertise within the project consortium.

2.1 External context

The analysis of the **external context** of the project considers the connections between the STOP2030 project and similar ongoing initiatives, the networks of the consortium, as well as the incidence of the project topics in the media. It provides an initial overview of how the project is aligned with other topics of interest as well as what kinds of issues might affect communication regarding the project.

- **Related projects & initiatives:** There are a few similar projects to STOP2030 funded by the European Commission and other tenders. This provides great opportunities for building **synergies** and **collaborations** in the form of **scientific papers**, as well as **events** and other **communication actions**, but can also result in **competition** between the projects for public attention. Examples of such projects are the following:
 - Projects from the [same tender list](#): these include other 10 projects, all aimed at the implementation of research results in the clinical practice for different diseases such as tuberculosis, malaria and AIDS. One of the partners of STOP2030 is also part of other of these other projects.
 - Projects from other fundings such as [HELP](#), [COMBAR](#), [eWHORM](#), [LiHRA](#)
- **Networks:** The STOP2030 consortium has **extensive networks** within the academic community as well as public health institutions, international agencies around regulation, and organisations working on NTDs. Many partners are active members of these networks, and these have been leveraged in other work packages. For communication purposes, these contact networks can be used for **organising events** (both in terms of attracting participants and speakers), as well as creating **written and/or audiovisual content** (in the form of interviews, for example), among others. A comprehensive list of related networks should be gathered to take full advantage of these connections in communication actions as

well as in other project's activities. Among those are COR-NTD, InfoNTD and Uniting To Combat NTDs.

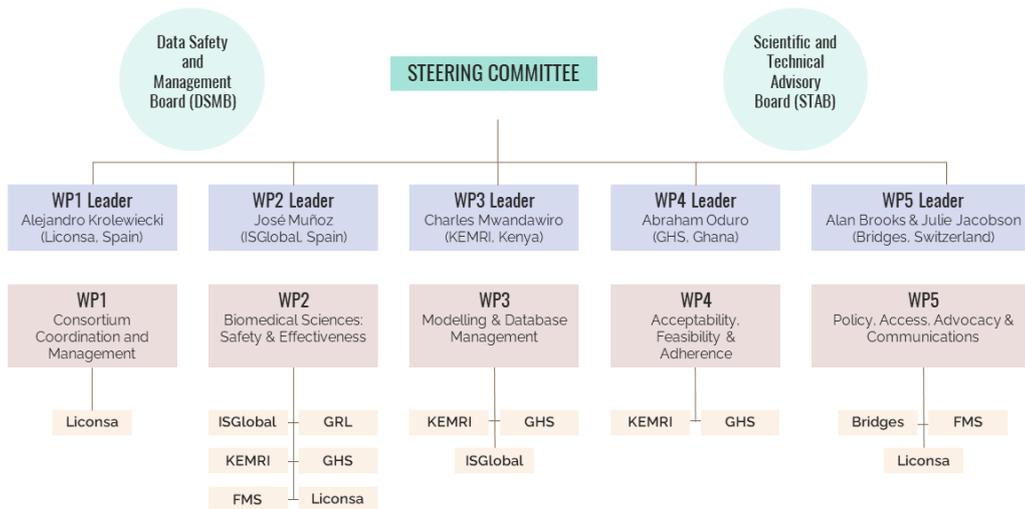
- **Project topics in the media:** STH infections are classified as NTDs, and as such they are not only often overlooked in research programmes but also in communication actions, especially in Europe where these diseases are not endemic. A first look into media outlets featuring content related to STH shows that the topics that reach media coverage are mainly deworming campaigns ([Vanguard](#), [Business Mirror](#), [Voice of Nigeria](#), [Alimosho Today](#)), new outbreaks ([Outbreaks Today](#)), and some outreach content ([Very Well Health](#), [DailyTrust](#), [Independent](#), [Standard Media](#)). Option for new treatments in development rarely make it to the news. The tone is very neutral and professional, and the clinical measures are usually framed along with the social control measures such as promoting hygiene. These aspects will be taken into account when preparing materials such as press releases, in order to increase its selection potential by outlets.

2.2 Internal context

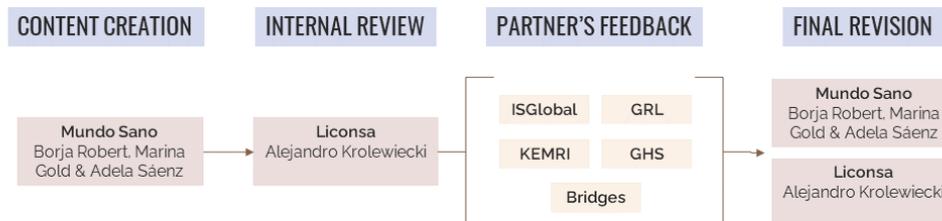
In addition to the previously described promising external circumstances, the **internal assets** of the STOP2030 project are also encouraging.

- The project has an extensive background on its field from its **previous work in projects STOP I and II**. These initiatives brought very positive results, which led to the creation of STOP2030 as a culmination of the whole research journey. Thus, the expertise of the partners on the topic and on the specific innovations that the project brings is quite broad and well-established, which is an asset for project communication. Additionally, the communication analyses and documents created during the previous projects has already been useful in the creation of these document and can also be for other actions.
- The **partners of the project cover a wide range of stakeholders**, all interesting from the point of view of the project's communication goals. These include pharma, researchers, clinicians, policy professionals and country programme managers. Getting input from these stakeholders, who are part of the project, can give us really useful insights into the needs and interests of these audiences. Insights that otherwise would be difficult to get.
- In addition to having a dedicated communication partner as part of the consortium, the project has solid communication support from the institutions of the other project partners, as their **communications departments** can help amplify the STOP2030 message across Europe and Africa in **different languages**.

In terms of greenlighting content and materials, the revision workflow will be based on the organisation chart of all project partners and their roles, which is the following:



Therefore, all communication materials created for the project will go through the following revision workflow unless specifically stated otherwise:



Some materials may not need feedback from all partners, but only from those who will be in charge of delivering said materials. Decisions on which partners to involve will be addressed on a case-by-case basis.

2.3 Communication SWOT analysis

A **SWOT analysis** is a valid starting point for any communication plan, as it provides an overview of the current and future pros and cons affecting the **communication efforts** of a given project. Anticipating potential pitfalls and identifying opportunities for success is key for a fluent yet versatile plan.

<p>Strengths</p> <ul style="list-style-type: none"> • The project’s innovations are well established and at final development stages, which allows communicating about its efficacy and safety with certainty. • Working with key stakeholders and policy makers brings access to unique insights about the project audiences. • The project counts on personnel expert in communication and dedicated to carry out its communication plan. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Possibilities for communication to concentrate at the latest stages of the project, meanwhile, despite its successful journey, expectations should be handled cautiously to avoid overpromising • The project only covers two of the many countries with prevalence of STH, although its communication goals go beyond these territories.
<p>Opportunities</p> <ul style="list-style-type: none"> • Possibilities for cooperation with many other projects from the same call and from others related to neglected tropical diseases. • Extensive connections to networks and groups that can be leveraged for communication actions. • As the project topics are not commonly discussed, there is not much competition to stand out in the conversation around STH and NTDs. 	<p>Threats</p> <ul style="list-style-type: none"> • The project operates around sensitive topics (health control measures, affecting children) from which controversy can easily arise and involve the project or its partners, bringing unwanted negative press. • NTDs are not widely discussed in the media, thus catching the public attention can be challenging.

The SWOT analysis indicates that the **initial settings** for communicating about the project topics are quite auspicious. The project has a well-established background, good resources and a promising product with the potential to help billions of people around the world. The main challenges to overcome to achieve its acceptance and implementation, in terms of communication, would be to carefully manage expectations until the treatment is fully approved and clinical trials over; and to be prepared for a rapid response to any objections that may arise during this journey.

3. VISION, MISSION & GOALS FOR COMMUNICATION

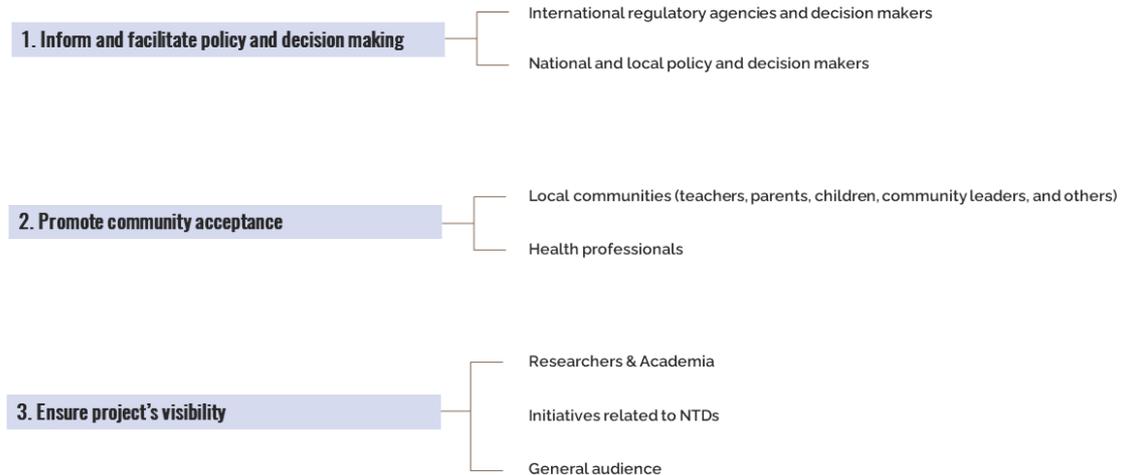
Communication is a crucial part of the success of any research project, and the goals defined for communication should support reaching the overall goals of the project. Defining the strategic guidelines of communication, namely the **vision**, **mission** and **communication goals**, are needed for **directing** and **monitoring** the different communication efforts completed within the project and **evaluating** the impact of these efforts.

The guidelines for the communication actions within the STOP2030 project are the following:

- **Vision:** Provide new effective tools to stop the transmission of soil-transmitted helminths, as well as assistance to regulatory and decision-making authorities to implement them and reach national and international control goals.
- **Mission:** Demonstrate the safety and effectiveness of the fixed-dose combination of ivermectin and albendazole for the control of soil-transmitted helminths infections and promote its consideration in national and international control programs
- **Goals:**
 - **Inform and facilitate policy and decision making** regarding the implementation of the innovations developed by the project.
 - **Promote community acceptance** of the new treatment approach, in order to help reach project's objectives related to the clinical trials, as well as prepare the ground for an efficient future implementation.
 - **Ensure project's visibility** among the different stakeholders of interest involved with NTDs, contributing to increased awareness about this type of diseases and the control efforts promoted by the funding entities.

4. STAKEHOLDERS & TARGET AUDIENCES

There are various groups of stakeholders and target groups that are relevant for the STOP2030 project. Their support, interest, and collaboration are needed to ensure that the project reaches its goals and impacts society on multiple different levels. The following diagram shows the main audiences that will be targeted in order to achieve the set goals:



4.1 International, national, and local policy and decision makers

In this audience we differentiate two types of stakeholders:

- International regulatory agencies and decision makers with great influence over other authorities of the public health sector.
- National and local policy and decision makers: actors and institutions that are in charge of preparing regulations and legislations in the public health system of their country or community.

National and local policy and decision makers may or may not listen to the recommendation of international regulatory agencies. However, having the backing of these institutions provides great support when reaching out to local or national actors.

A more detail assessment of the policy and decision-making stakeholders can be found in the Stakeholder Mapping document provided by Bridges to Development.

Example profile of audience: National policy-makers (Ministries of Health and Education in Kenya, Ethiopia and Mozambique, district level governments), Multilateral organisations (WHO (particularly WHO Department of control of NTDs and Preventive

Chemotherapy), WHO AFRO, UNICEF, UNDP) and regulatory bodies (EMA, WHO and National authorities of involved countries).

Messages:

- The innovations provided by STOP2030 cover not only a new treatment approach, but extensive information and tool for its effective administration and implementation in endemic areas.
- The new treatment approach can help achieve national and international control goals in STH in a more effective way compared to the current alternative.
- Using this treatment can increase adherence and coverage in communities due to its simpler administration, while remaining a safe and efficacious option for both children and adults.

4.2 Communities from STH endemic areas

Local communities affected by STH are an important part of the audience that the STOP2030 project needs to approach, as they are the final users and recipients of the work being done. Having a population informed and aware of the significant progress this new approach might bring is key for its success once the product is launched. In this context, schools, teachers, parent-teacher associations (PTA) and community leaders are the most influential stakeholders to be reached, as their support or the lack of it can greatly affect the project's success.

Example profile of audience: Community leaders, parents, teachers, clinical trial participants (school children).

Messages:

- Prevention of STH infections is key to control the disease and protect the communities and especially children from catching it.
- STOP2030's treatment approach (the co-formulation of two already existing drugs in a single pill) is free, safe and simpler to take.
- Using this treatment can increase adherence and coverage in communities due to its simpler administration, while remaining a safe and efficacious option for both children and adults.
- The treatment is one part of the control measures, water sanitation and hygiene must also be considered.

4.3 Health professionals

Keeping health workers informed about the STOP2030 project is crucial for the success in the implementation of the treatment. By engaging and collaborating with healthcare

providers, we can guarantee the effective delivery of prevention and treatment strategies to the affected communities.

Example profile of audience: Local doctors, nurses and other health professionals, as well as health care providers.

Messages:

- STOP2030's treatment approach (the co-formulation of two already existing drugs in a single pill) is safe and efficacious, as has been tested in clinical trials.
- It provides a wider protection as it covers more species of STH (including *Strongyloides stercoralis* and *Trichuris trichiura*) thanks to the use of ivermectin.
- Using this treatment can increase adherence and coverage in communities due to its simpler administration, while remaining a safe and efficacious option for both children and adults.
- It lowers the risk of resistance development by not relying on a single drug.
- We have opened the possibility to give ivermectin at fixed doses which eases its administration beyond STH.

4.4 Initiatives related to NTDs

International organizations dedicated to the fight against NTDs are key allies in the success of the project. Effective communication with these organizations is essential to foster collaboration, share best practices, and mobilize support.

Example profile of audience: Non-governmental organisations and alliances against STHs (Children without worms, Oxfam, WaterAid, etc.), and organisations combatting NTDs (DNDi, FIND, Amref Health Africa, Carter Center, Evidence Action, NTD-Support Centre, and the NTD NGO Network (NNN)).

Messages:

- The innovations provided by STOP2030 cover not only a new treatment approach, but extensive information and tool for its effective administration and implementation in endemic areas.
- The new treatment approach (the co-formulation of two already existing drugs in a single pill) can help achieve national and international control goals in STH in a more effective way compared to the current alternative.
- It provides a wider protection as it covers more species of STH (including *Strongyloides stercoralis* and *Trichuris trichiura*) thanks to the use of ivermectin.

- Using this treatment can increase adherence and coverage in communities due to its simpler administration, while remaining a safe and efficacious option for both children and adults.
- It lowers the risk of resistance development by not relying on a single drug

4.5 Researchers & Academia

Researchers are vital stakeholders in the success of the STOP2030 project. Their expertise and commitment to advancing the understanding of STHs are instrumental in shaping evidence-based strategies and innovations. Engaging with researchers and academia not only bolsters the project's scientific credibility but also opens avenues for collaborative research, data sharing, and the development of more effective solutions. Their contributions go beyond academia; they are integral to the project's long-term success and its potential to create lasting impact on the affected communities.

Example profile of audience: Academia and global health community, Research networks such as the African Research Network for NTDs (ARNTD) and research institutions.

Messages:

- STOP2030's treatment approach is safe and efficacious, as has been tested in clinical trials.
- It provides a wider protection as it covers more species of STH (including *Strongyloides stercoralis* and *Trichuris trichiura*) thanks to the use of ivermectin.
- Using this treatment can increase adherence and coverage in communities due to its simpler administration, while remaining a safe and efficacious option for both children and adults.
- It lowers the risk of resistance development by not relying on a single drug.

4.6 General public

STH infections affect a fifth of the world population, yet they remain part of the neglected tropical diseases. Increasing awareness and destigmatising these illnesses among all the population, not only in endemic areas, is part of the journey towards their eradication. It is important to raise awareness of the project and its end goals amongst citizens and aim at increasing their interest towards solutions that help control NTDs and the worldwide burden they cause.

Example profile of audience: Adults interested in health innovation and fighting against world inequalities.

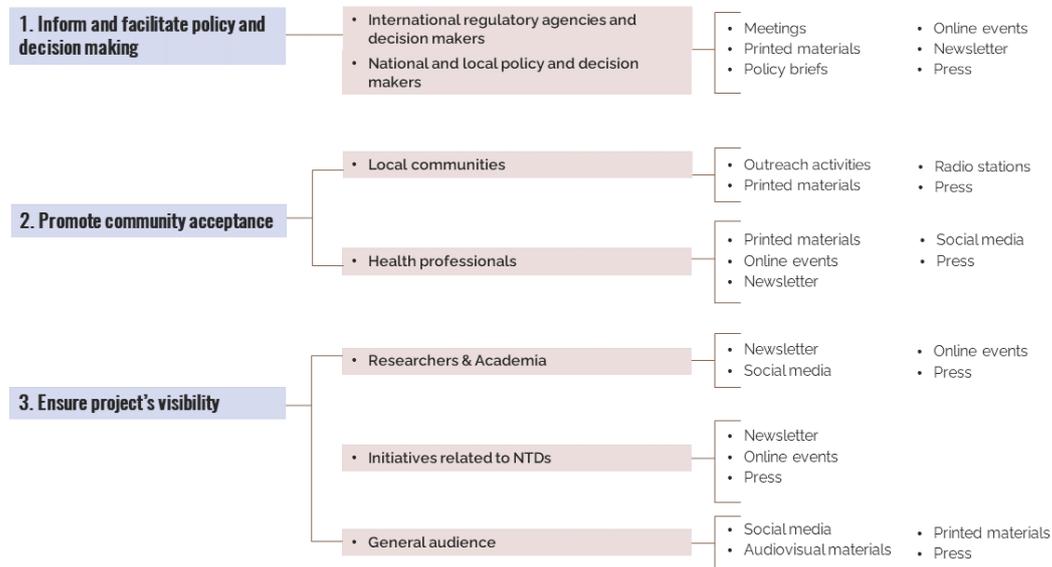
Messages:

- STH infections affect billions of people around the world, impacting not only their health but the educational and social development capabilities of whole countries.
- These diseases, along with other NTDs, are often overlooked by international research and development programs.
- Innovations like the ones developed in STOP2030 offer new control tools that can help tackle the burden of these diseases, when applied along with other measures like water sanitation and hygiene.
- The innovations provided by STOP2030 cover not only a new treatment approach, but extensive information and tool for its effective administration and implementation in endemic areas.
- The new treatment approach can help achieve national and international control goals in STH in a more effective way compared to the current alternative.

5. CHANNELS & MATERIALS

For the execution of the present communication plan a multichannel strategy will be followed. Regarding the management of the different languages present among the project partners as well as in its target audiences, it has been agreed that as a starting basis all content and materials will be created in British English unless stated otherwise. Then, according to the specific needs of each material, it will be translated to the languages of interest which may include Spanish, French, Portuguese, and African languages.

A general overview of the main channels that will be used for each audience would be the following:



A more detailed view of the different channels and materials that will be used are the following.

5.1 Meetings

Internal and external meetings will be key for the development of the STOP2030's communication plan. Internally, they will allow the coordination of efforts and the involvement of all partners into communication activities. Externally, they will be focused at reaching audiences that are difficult to find in any other channel, such as policymakers and communities. These meetings will be held online or in person, according to the needs of the occasion.

Attendance to community meetings and policy meetings may be supported by communication materials, for e.g. printed format to share with the audience or content aid agreed by the consortium for the speaker to use when preparing their speech.

5.2 Press activities

During the first year of the STOP2030 project a comprehensive press strategy will be drafted. Updates to the strategy will be done regularly as the project progresses. Press releases will be distributed upon newsworthy project updates and events, which will mainly happen in the last stages of the project. A press kit will also be prepared and published on the project website to facilitate useful materials about the project to interested journalists and media outlets.

5.3 Website

The project website will function as the homebase for all project-related information, materials, and resources. Link to the website will be included in all communication materials and activities to encourage audiences to discover more details about the project. All the multimedia materials produced within the project, as well as relevant information for e.g., press purposes will be published on the website. In addition to the basic information (what the STOP2030 project is and what are its goals, who the project partners are etc.), the website will include a blog/news section, which will be updated regularly. It will also include a Frequently Asked Questions (FAQs) section to find quick answers to key concepts related to the project, STH and NTDs.

5.4 Newsletter

A newsletter focusing on NTDs will be created in order to regularly inform selected audiences about the developments of the project. As a project newsletter may not be interesting enough for many audiences, we will propose a joint newsletter with other projects from the same tender, thus covering the latest innovations in NTDs control that are being developed for imminent implementation. This also allows to interact with said projects and establish relationships that can be useful to broaden the scope of other communication tasks.

5.5 Online events

Organisation of online events to foster discussion about NTDs. These events would involve one host and two or three different speakers on each event. With this we aim to involve stakeholders from all different aspects around NTDs: policymakers, international

organisations, parents, patients, community leaders, health professionals, etc. to gather and discuss their insights on the impact of these diseases from different perspectives. These events will be published online, aiming to increase awareness about the project and NTDs. Additionally, they will allow us to interact with these stakeholders and make the project known among key audiences that otherwise will be difficult to reach.

5.6 Printed materials

The creation of printed materials that fulfil specific project needs is essential to reach the set goals. As the targeted audiences are quite varied, and the aim for each of them is different and well-defined, materials will be classified according to the objective for which they will be developed. As a preliminary task, a basic set of printed materials are proposed in the first version of this plan. Based on those, modifications, translations, and different materials can be developed for any other needs that arise during the project. For e.g. the creation of dosing tapes to be distributed in health centers.

5.7 Activities for outreach

There are different opportunities for outreach for a project like STOP2030. Common research outreach activities cover science talks in pubs, museums or universities, national and international science outreach fairs and meetings or even collaborations with schools and high schools to awaken scientific vocations. This project has the additional advantage of being welcome to participate also in prevention, awareness and health outreach events regarding NTDs in general and STH infections in particular. These events are key opportunities to reach communities and promote treatment's acceptance, both by participating, when possible, as well as aiming to organise our own activities.

A calendar for outreach activities will be created and different materials designed and elaborated to maximise the outreach potential of the project.

5.8 Audiovisual materials

A number of audiovisual materials to present STOP2030 will be created throughout the project. To start with a **presentation video** providing an overview of the project and its goals, as well as shorter video snippets covering the role of each partner in the project. Towards the end of the project, a **final video** will be made to summarise what has been done and achieved during the three years of the project.

5.9 Social media

Social media is one of the most effective ways of communicating about the project topics to a wide international audience. However, for STOP2030, it must be considered that

some local stakeholders such as communities or regulation actors might be difficult to reach through social media due to the high specificity of these communication channels. In any case, social media provides great opportunities to make the project known and interacting with other stakeholders, such as similar initiatives and networks, researchers and clinicians.

TWITTER

A Twitter account ([@STOP2030project](#)) has already been created for the project. Many of the key target audiences of the project are present on Twitter, such as members of the academic community, policymaking institutions, clinicians and other health workers, as well as members of the general public. These audiences can be targeted on Twitter with the help of different keywords and hashtags, tagging and even paid campaigns. Information about project updates and findings, as well as content covering other NTDs related topics will be published.

LINKEDIN

LinkedIn is a widely used social media channel amongst policymaking and regulation stakeholders, health professionals and other NTD-related initiatives; which is why fostering interaction and connections in this platform is relevant for the project. Regular content will be created and published in the [STOP2030's LinkedIn page](#), which has already been created.

FACEBOOK & MESSAGING PLATFORMS

The community around NTDs gathers occasionally around Facebook groups and Telegram/WhatsApp communities in order to share news and latest developments related to these diseases. Thus, participation in these channels is recommended. However, these networks are not welcoming of institutional profiles, or directly don't allow their participation in groups (e.g. for Facebook you can't create a company profile, only a page). To take advantage of these channels despite this limitation, we will create social media kits containing relevant project's information and distribute them among project partners to publish as consideration into the groups that they are part of. These include mainly Facebook, Telegram and WhatsApp but sharing in other platforms is also welcome and encouraged.

YOUTUBE

A [YouTube channel](#) will be set up for the project as the homebase for all audiovisual material published, including the introductory video and the final video at the end of STOP2030. The videos uploaded to YouTube will be widely distributed via the other social media channels, as well as the STOP2030 website. While no content will be produced specifically for its distribution on YouTube, the platform will be used as a channel to share the project's content in other contexts.

Creation of other social media channels will be evaluated during the course of the project in line with arising communication and dissemination needs.

5.10 Radio stations

This channel can be of use to reach communities in areas where access to other communication channels is hindered (e.g. communities without internet access or difficult to reach physically on a regular basis). Many of these have a radio announcement system at the local level which is regularly used to communicate with all citizens. For STOP2030, it can be used to give support and visibility to project's tasks such as the recruitment for the clinical trial. If so, only stations of areas where the action will take place should be considered. Radio messages of a broader scope can have a negative impact on the project, leaving communities with a feeling of being left out. This channel would require a permit by local authorities, and messages may need to undergo external revision processes before being launched.

6. ACTIONS AND KPIS

In this section we summarise the different communication actions that will be performed during the project. The list comprises information on the goal that motivates each particular action, a description of the action and the key performance indicators that will be monitored.

Activity	Actions	Description	KPI	Responsible
1 Comms coordination	1.1 Partner involvement	Regular meetings to inform about any public project or institutional update that could be shared through the project's communication channels; as well as the different needs for communication materials or actions that may arise from partners during the development of the project. These meetings will also serve as a follow up for communication actions and responsibilities inside the project.	4 to 6 meetings per year covering communication actions, to be integrated into internal communication plan	ALL PARTNERS, coordinated by Liconsa/FMS
	1.2 Milestones calendar	Creation of a calendar with all the relevant events and milestones expected throughout the project. This calendar should be updated on each communications meeting, and actions planned accordingly to take advantage of all communications opportunities within the project. These events include upcoming meetings, outreach events, publications, participation in congresses, etc.	Calendar created Updates every 2 months minimum	ALL PARTNERS, coordinated by FMS
2 Visual ID + applications	2.1 ID	Development of the visual identity of the project, to be used in all materials.	Logo created	FMS
	2.2 Applications	Templates of different materials using the developed visual identity and including all relevant funding statements according to guidelines.	Powerpoint and Word templates created	FMS



3	Communication plan	3.1	Creation of comms plan	Creation of a comprehensive document gathering all communication actions planned to be developed during the project.	Plan created	FMS
		3.2	Revised versions	Updates of the communication plan according to the reached objectives, new goals, or other project's need that may arise.	Yearly revision	FMS
		3.3	Impact assessment report	Yearly overall review of all set key performance indicators, along with an update of those that were reached and an action plan to reach those remaining.	Quarterly reports	FMS
4	Issue management plan	4.1	Possible conflicts gathering	Discussion involving all partners to gather possible conflicts and outcomes that may arise during the project and that would require a fast answer from the consortium, along with the most appropriate speaker to address them. Selection of the topics that should be integrated into the issue management plan.	Form disseminated and filled by partners	ALL PARTNERS, coordinated by FMS
		4.2	Creation of issue management plan	Creation of the issue management plan document, gathering the possible scenarios in which conflict may arise, communication actions to be taken in each case, and a designated person in charge of their execution.	Plan created	FMS
5	Press	5.1	Press strategy	Situation analysis gathering relevant information about the presence of STH-related content in news outlets (how it is portrayed, which topics reach higher visibility). Action plan created according to the information found.	Press strategy created	FMS
		5.2	Press database	Preparation of a tailored contact database with journalists and outlets of interest for the project's topics	Press database created. At least 200 contacts	FMS
		5.3	Press releases	Writing and sending press releases according to the project's needs. Already identified newsworthy events during the project are: kick-off meeting, EMA approval, ending of clinical trial and project ending	4 press releases by the end of the project 25 media hits	FMS, involving ALL PARTNERS

		5.4	Consortium media training	Schedule and development of a training session aimed at project partners to provide a guideline and tips on how to communicate to mass media as an interviewee	Training session completed	FMS, involving ALL PARTNERS
6	Website	6.1	Creation of website	Development and launch of the project's website.	Website published	FMS
		6.2	Maintenance of website	Ongoing task according to needed updates and/or changes in the project's website during the duration of the project (e.g. creation of new pages, software updates, etc)	Ad hoc task	FMS
		6.3	Web editorial calendar	Publication plan for the content to be shared through the website News page.	Yearly calendars	FMS
		6.4	Web content	Regular creation and publishing of writing pieces into the News section of the website.	At least 1 new piece published per month	FMS
		6.5	FAQ	Writing and publishing of a specific page on the website covering frequently asked questions (FAQs) about neglected tropical diseases and soil-transmitted helminths, as well as the project's goals and relevant innovations.	Page published	FMS
7	Regulation meetings	7.1	Meetings program	Tentative schedule of expected meetings with local, national and international authorities to introduce the co-formulation	Calendar created Meetings arranged and performed	Bridges/FMS involving GHS and KEMRI
		7.2	Communication support	Ad hoc support in the creation and/or design of materials to be used during regulation meetings	Ad hoc task	Bridges/FMS
8	Newsletter	8.1	Setup & templates	Selection of newsletter content categories and creation of a template to be used in all newsletter editions.	Template created	FMS, with collaboration from SISTER PROJECTS
		8.2	Sending out newsletter	Regular writing and sending of newsletters.	4 newsletters per year	FMS, with collaboration from SISTER PROJECTS
9	Events	9	Online events	Creation of online sessions gathering relevant stakeholders around STH (e.g. clinicians, patients,	3 events per year	FMS

				community leaders, researchers) each focusing on one aspect of the disease and/or its impact.		
10	Outreach activities	10.1	Participation in outreach activities	Creation of content for the attendance to activities aimed at the general public to raise awareness on NTDs and STH.	Attendance to at least 2 events per year	ALL PARTNERS, coordinated by FMS
		10.2	Organisation of outreach activities	Creation and execution of an activity aimed at kids at local communities	1 per year	FMS, involving ALL PARTNERS
11	Printed Materials	11.1	Creation of one pagers	Short printed support material for regulation or community outreach tasks. For e.g. job aids to be handed to health workers for them to use as a guide when communicating about the clinical trials, or short briefs for decision makers with the key messages of a meeting.	Ad hoc	FMS, with collaboration from Bridges/KEMRI/GHS
		11.2	Creation of brochures	Creation of a brochure containing the basic project information in an accessible format. Adaptations of this brochure to specific regulation or outreach purposes.	One brochure created and published digitally. At least 100 prints during the project. Adaptations ad hoc.	FMS, with collaboration from Bridges
		11.3	Creation of infographics	Creation of an infographic containing the basic project information in an accessible format. Adaptations of this brochure to specific regulation or outreach purposes.	One infographic created and published digitally. At least 100 online views during the project. Adaptations ad hoc.	FMS, with collaboration from Bridges
		11.4	Creation of outreach posters	Creation of printed materials to support communication actions at local communities.	Design minimum 1 poster 50 prints	FMS, with collaboration from KEMRI/GHS
		11.5	Creation flyers	Creation of printed materials to support communication actions at local communities.	200 prints delivered by the end of the project.	FMS, with collaboration from KEMRI/GHS
		11.6	Creation of research posters	Creation of a scientific poster to be used in research events and congresses to present the project to an academic audience.	Design minimum 1 poster Presented in at least 3 conferences/meetings	FMS
12	Audiovisual Materials	12.1	Presentation video	Recording, edition and launch of a project presentation video explaining the background and main goals of the initiative.	Video launched 1000 views by the end of the project	FMS, involving ALL PARTNERS

		12.2	Partners videos	Recording, edition and launch of short videos presenting the different partners and their role in the project, to be shared through the project website and social media channels.	All 7 videos launched 600 views in total by the end of the project	FMS, involving ALL PARTNERS
		12.3	Final video	Recording, edition and launch of a final video covering the project's development and reached goals.	Video launched At least 200 views by the end of the project	FMS, involving ALL PARTNERS
13	Social media	13.1	Creation of channels	Creation of the following accounts: X (formerly Twitter) profile, Youtube channel, LinkedIn page and Instagram profile.	Linked-In: Followers: 300 followers by the end of the project. Engagement: Around 7% engagement rate per month. Reach: At least 500 average monthly impressions Twitter: Followers: At least 500 followers by the end of the project. Engagement: Around 5% engagement rate per month. Reach: At least 800 average monthly impressions Instagram: 300 accounts reach monthly average 20 likes monthly average	FMS
		13.2	Social media editorial calendar	Publication plan for the content to be shared through the different social media channels of the project.	Monthly calendars, yearly revisions	FMS
		13.3	Copywriting and community management	Regular content creation and publishing of all social media content, along the community management actions where the person responsible interacts with other profiles of interest via retweets, shares and/or likes.	Monthly editorial	FMS

		13.4	Impact analysis	Monthly review of all set key performance indicators, along with an update of those that were reached and an action plan to reach those remaining.	Monthly internal meetings and reports	FMS
		13.5	Social media guide	Informative guide aimed at partners covering a glossary of terms, a list of good social media practices related to the project and the red lines to stay away from.	Social media guide created and distributed among all partners	FMS
		13.6	Social media kits	Creation of social media kits to be shared through channels where institutional accounts are not well received, for partners who are already part of these networks to distribute in the project's name	6 kits created by the end of the project	FMS, involving ALL PARTNERS
		13.7	Campaigns	Specific actions in social media aimed to raise visibility to the project during events of interest such as scientific congresses or local deworming campaigns, which are not expected on a regular schedule. This action aims to take advantage of those opportunities to bring light to the project's goals and accomplishments to the stakeholders of interest. It would also cover paid campaigns to promote specific project's messages on important occasions.	At least 1 campaign per year	FMS
14	Radio	14.1	Radio message	Creation and distribution of a radio message to reach local communities	Ad hoc	FMS, involving partner of target area

8. MEASURING IMPACT

This communication plan is a living document. It will be revised regularly and modified when necessary.

Monitoring of communication actions and their impact will be done at following intervals:

- Monthly by the communication leader Mundo Sano at internal meetings, during which the actions of the previous and upcoming month are revised and defined.
- Quarterly as part of the periodic reporting to the consortium to revise the previous three months.
- Annually at the project's general meeting with the consortium to revise the previous year and review and plan the actions for the upcoming year.

To ensure that the communication actions are in line with the goals of the project and that their performance can be thoroughly monitored, each action will be given concrete objectives and key performance indicators (KPIs) before their completion. The following questions will be considered for each action:

- Which overall communication goal(s) does the action/material advance?
- What are the objectives of the particular action? (Considering the S.M.A.R.T principles, i.e. Specific, Measurable, Achievable, Relevant, Time-focused)
- What are the target groups of the given action/material?
- How do we know the action/material has been successful, i.e. what are its KPIs?

