

Public outreach research communication



**Diakonhjemmet
Sykehus**

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Communication is an increasingly crucial aspect of research

With the clinic's goal of conducting patient-oriented research to enhance clinical practice, communication is essential to shorten the time from obtaining results to benefiting the patients.

This overview includes communication strategy and specific tools for deciding on channel selection for various messages to reach the desired target audiences. The milestones of individual projects form the basis for communication activities.

Background

Communication is a vital part of the research process, from initiation to potential implementation in the clinic. To succeed, projects must communicate effectively with their various target audiences and expose stakeholders to current information. Scientific findings are meant to benefit patients.

Scientific forums and publications are essential platforms for sharing science and building networks. To implement important research results as quickly as possible, stakeholders must become aware of projects before the results are known. Strategic communication efforts, beyond traditional arenas, will contribute to the purpose of research.

Purpose of Communication

Contribute to making relevant target groups and stakeholders aware of new clinical research so that patients receive the best possible treatment.

This will be achieved through communication measures that:

- Update individuals with Rheumatic and Musculoskeletal Diseases (RMDs), their relatives, and healthcare professionals in the field.
- Increase awareness of the clinic's, including REMEDY's ongoing projects and contribute to a positive reputation for the professional community.
- Disseminate results to patients, researchers, and decision-makers.
- Facilitate academic and financial collaborations.
- Raise awareness of unmet needs in RMDs.
- Strengthen a sense of community and awareness of the clinic's various activities for employees and partners (internal communication).

Communication Strategy
<ul style="list-style-type: none"> • Communication should be coordinated, clear, and consistent and practiced within the framework of sustainability and EU recommendations related to scientific impact, societal impact, and innovation impact. • Research results and new treatment methods should be communicated in a timely and understandable manner for various target groups and stakeholders. • Each project should have a communication plan to raise awareness at milestones. • Utilize own and stakeholders' communication channels to communicate research results and new treatment methods. • For the clinic and Nasjonal kompetansetjeneste for revmatisk rehabilitering (NKRR): Consistent use of style, tone, themes, and graphics is important to ensure a strong sender identity across efforts; standard templates are used. • For REMEDY: Consistent use of style, tone, themes, and graphics is important to ensure a strong sender identity across efforts; logo/design is based on REMEDY's graphic profile (NB: link to downloadable profile at https://www.remedy-senter.no/).

Internal stakeholders	
Description: Accessing information from the clinic, NKRR and REMEDY for the purpose of disseminating it through one's own channels.	
Target group	Channels
Employees at DS	<i>Work platform Induct, newsletters, website(s), email, etc.</i>
Colleagues at REMEDY	
Partners NRF, Magic, UiO, OUS	
National Clinical Network	
Network of partners' communication personnel	
Practice Consultant at Diakonhjemmet Hospital	

External target audiences and collaborators, both nationally and internationally.

Description: Provide information about the research and new findings.

Target group	Role
Patients	The ultimate target group, representing diversity in education, age, gender, diagnoses, etc Patients also serve as channels to disseminate information about new research through word of mouth and medical records to general practitioners
Patient organizations	Provide patient information to members and others
Healthcare professionals in specialized healthcare	Ensure proper treatment/disseminate information/research collaboration
Healthcare professionals in primary healthcare	Ensure proper treatment/disseminate information and potentially refer patients to specialists
Regional health enterprises	Information for healthcare professionals/patient information/decision-makers
Financiers (public and private)	Allocate funds/receive reports
Journalists	Make research "understandable" and set the agenda
Other researchers in the field	Network/collaboration, nationally and internationally

External channels taken into consideration

Diakonhjemmetsykehus.no Description of the research across the entire hospital

Remedy-senter.no the center's authoritative channel with projects, publications, employees, and templates

Other websites	
Helsenorge	Patient orientation. Overview of diseases and treatments
revmatiker.no	Patient information
Spondyloartrittforbundet, Spafo Norge	Patient information
Bechterev Norge	Patient information
Andre sykehus	Patient information
Forskning.no	An online newspaper with Norwegian and international research news
http://www.magicvidence.org/	International research

Revmabloggen.no	Primarily for patients
Uio.no	For researchers and patients
UIO/klinmed	Research projects and results
MUSS	For researchers and patients
NKRR project overview	For researchers and patients
OUS	Research projects and results
Practitioners and others	
NKRR.no , klinisk verktøykasse ,	National Competence Service for Rheumatological Rehabilitation
Norsk revmatologisk forening	Research projects and results
NIOR -	Member organization for interdisciplinary healthcare professionals in rheumatology
FSR – NSF	Specialist nurses in rheumatology

Social media (SoMe) - small and large aspects of the field of musculoskeletal diseases, as needed

Diakonhjemmet SoMe: Facebook and Instagram	Drive traffic to relevant websites about current issues for patients
Diakonhjemmet LinkedIn	Position available. Research results
Revmabloggen-Facebook	Various topics, article recommendations, research results
Facebook-gruppe: «Gruppen for deg som henviser til Diakonhjemmet sykehus»	Communication with general practitioners, for example, in recruitment for studies
NIOR FB	Communication with interdisciplinary healthcare professionals in rheumatology
FSR FB	Note: Closed group! Communication with nurses in rheumatology. Webansvarlig FSR
REMEDY LinkedIn	Research results, awards, job postings.
REMEDY twitter	Research results
NRF Facebook	Engagement, enlightenment
NRF-lokallags Facebooksider	Share content from Segments from the main page + local events
NRF instagram	Advice and facts
NRFs barne- og ungdomsorganisasjon (BURG), Facebook og Instagram, og lokallag	Advice, facts, engagement (Target group both children, youth, and parents)
NRF LinkedIn	Can involve communication with researchers/behind the scenes
OUS SoMe	Engagement
UiO SoMe	Engagement
Forskeres egne twitterkontoer, linkedinprofiler mm	Build audience within the field

Webinar/podcast	
NKRR - youtube	
NRF - Revmapodden	Podcast with current topics and guests
NKSR – Revmamas	Podcast
Revmapodden	Podcast targeted towards rheumatologists
Magazines	
R – NRFs membership magazine	Circulation of 30,000, four theme booklets per year
Revmatologen	Magazine for rheumatologists (Norwegian Rheumatology Association)
Spondylitten	Magazine from Spafo
Annual report for specialist healthcare services	

Newsletters	
NRF	To the members
NRF diagnosegrupper	To the members of the groups
REMEDY - partnere	News from REMEDY to the network
Klinikk for revmatologi, poliklinikk og forskning	Internal information
Nasjonalt klinisk nettverk	Internal information

Media	
Press release	Nye forskningsresultater med betydning for mange, eller som fører til nye behandlingsanbefalinger. Helst med pasientcase.
Direct pitching to several editorial offices	Ta kontakt med journalister/redaksjoner
Exclusive pitching	Ta kontakt med aktuell redaksjon som får være først ut med en nyhet
Dialogue with journalists	Positiv holdning til forespørsler fra journalister, bygge relasjoner

Lobbying	
NRF	Advocacy work
Various arenas	Active participation in relevant forums, e.g., meetings organized by NORCRIN, NORTRIALS, the Research Council, FKB, etc.
REMEDY and other partners?	
EULAR/EMEUNET/GRAPPA/ASAS	Get employees from REMEDY into key positions in relevant organizations, participate in task forces, recommendations, etc.

Databaser	
CRISStin	All research is registered here
HelseNorge	Overview of ongoing clinical research
Clinical trials	International research database

Events	
Dialog Seminar with NRF	Dialog between researchers, clinicians, and patients (NRF)
Green Congress	Once a year (summary from EULAR congress) in June
Physiotherapy Professional Day	Professional day every or every other year
Occupational Therapy Professional Days	Annual professional days
MUSS (I would need more context to provide an accurate translation)	Annual conference on musculoskeletal research
EULAR Congress (European League Against Rheumatism Congress)	Annual congress organized by EULAR every other year
Network Conference for Rheumatological Rehabilitation	
NRF Christmas Meeting	Annual conference on RMDs in the USA
ACR	Annual conference on osteoarthritis
OARSI	Scandinavian conference, every other year
SCR	Annual professional days

World Health Days	
Rheumatoid Arthritis Day	2. february
International Day for Women and Girls in Science	11. february
National Rheumatoid Arthritis Day	15. march
World Health Day (UN)	7. april
Hereditary Osteoporosis Day	6. may
World Clinical Trials Day	20. may
World Physiotherapy Day	8. september
World Heart Day (UN)	29. september
Arthritis EULAR	12. october
World Osteoporosis Day	20. october
World Statistics Day	20. october
World Occupational Therapy Day	27. october
World Psoriasis Day	29. october
World Science Day (UNESCO)	10. november
International Day of Persons with Disabilities	3. december

Communication plan for doctoral dissertations

All dissertations must adhere to a communication plan in accordance with the policies of the respective institutions.

Communication in projects

A **communication plan** with tentative dates is to be developed for each project in collaboration with a communications advisor. Throughout each project involving patients, specifically suitable patients should be registered for potential contact on later occasions, for media purposes, etc. This should be in accordance with GDPR (this needs to be investigated).

At each **milestone**, the project manager should assess whether it is appropriate to release information before contacting the communications advisor to implement measures, such as updating the website, drafting press releases, content for newsletters, taking photos, creating illustrations, social media posts, etc.

Before each **publishable finding and major publication**, the project manager should provide the communications advisor with a draft for press releases and communication in preferred, accessible channels as early as possible.

Social media posts (SoMe) should be tagged with #rmd #rmds #remedycenter and others for searchability.

Communication plan for each project/study

Milestones	Measures considered based on needs
Project initiation/Allocation of funds	
	The project is presented on its own website for example at https://www.remedy-senter.no/ and registered on Helsenorge, CRISTIN, Clinical Trials according to the requirements from the funder
Inclusion	
	Update the website + Social Media (SoMe)
	Possibly, a patient story from the pilot study to a media article
	Communication measures to support inclusion?
	Any need for additional communication?
Patients for diverse media	If and when suitable
Findings that can be disclosed or published	Media outreach? Social media? Own channels?
	Patient?
Available publication of significance for clinical practice	
	Update the website + all social media
	Media outreach? Social media? Own channels?
	Patient?
	Contact the communication advisor as early as possible before the publication is available.

Evaluation of communication effects

Have we achieved the desired effects of the communication efforts? This assessment will be based on media coverage, newsletters, posts, likes and views on social media, participants in webinars and seminars, and user surveys, among others.

This will be linked to other ongoing registration of publishing and dissemination activities, online surveys, etc.

