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**IDEAHL**

## **WP2**

# **Co-creation of the EU strategy to improve (digital) health literacy**

IDEAHL Kick off meeting (24-5 May 2022)

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*Consulta Europa Projects & Innovation*

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# WP2 OVERVIEW

Start month: M5 (Sept 2022)

End month: M17 (May 2023)

|  | Year 1 |   |   |   |   |   |   |   |   |    |    |    | Year 2 |    |    |    |    |    |    |    |    |    |    |    |
|--|--------|---|---|---|---|---|---|---|---|----|----|----|--------|----|----|----|----|----|----|----|----|----|----|----|
|  | 1      | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13     | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| <b>WP2 Co-creation of the EU strategy to improve (d)HL</b> |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |
| Task 2.1 Co-creation methodology and roadmap               |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |
| Task 2.2 Setting the framework                             |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |
| Task 2.3 Traditional “co-creation” activities              |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |
| Task 2.4 Social media campaign                             |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |
| Task 2.5 Development of the EU (d)HL Strategy              |        |   |   |   |   |   |   |   |   |    |    |    |        |    |    |    |    |    |    |    |    |    |    |    |

WP Leader: CE

Partners involved: All other partners

Total efforts assigned to WP: 84 Person Months

| WP title |                  | Co-creation of the EU strategy to improve (d)HL |     |       |     |     |             |     |
|----------|------------------|---|-----|-------|-----|-----|-------------|-----|
| No.      | Name             | PMs   | No. | Name  | PMs | No. | Name        | PMs |
| 1.       | CSPA/SESPA/FICYT | 8   | 6.  | EIWH  | 6   | 11. | SeAMK       | 6   |
| 2.       | CE               | 9   | 7.  | CEI   | 5   | 12. | ADIPER      | 8   |
| 3.       | ISRAA            | 8   | 8.  | MLHSA | 4   | 13. | All Digital | 6   |
| 4.       | RMIT             | 4   | 9.  | UCN   | 3   | 14. | CDC         | 8   |
| 5.       | E-SENIORS        | 6   | 10. | MDH   | 3   |     |             |     |

## WP2 OBJECTIVES

- To **develop a comprehensive and inclusive EU Strategy to improve (d)HL** for the benefit of all citizens focusing on health promotion, disease prevention, treatment and self-care.
- To **engage a variety of stakeholders** at local and regional level, healthcare professionals, social services professionals, citizens and patients, practitioners from education, media, safety & occupational health, environment, food, etc sectors.

### Five tasks to achieve these objectives:

- T2.1 Co-creation methodology and roadmap (M7-M9)
- T2.2 Setting the framework (M5-M9)
- T2.3 Traditional “co-creation” activities (M10-M16)
- T2.4 Social media campaign (M10-M16)
- T2.5 Development of the EU (d)HL Strategy (M14-M17)

## T2.1 CO-CREATION METHODOLOGY AND ROADMAP

Duration: **M7-M9**

Lead: CE

**Partners involved:** all others, in particular E-SENIORS (From GA: “A methodology will be developed by CE supported by E-SENIORS”)

**Description:** Development of a co-creation methodology to ensure the involvement and engagement of the wide variety of stakeholders. Co-creation will serve to raise awareness across people and organizations involved in (d)HL.

The document will need to include:

*List of actions to implement and specify for each of target groups, partners' responsibilities, expected results, time-frames/activity calendar, requirements in terms of skills and needs, ethics & data management summary guidelines from WP4, and gender and inclusiveness criteria.*

**Associated deliverable:** **D2.1 Co-creation methodology** (M9; CE) → Theoretical introduction and concrete design approach and methods per target group and country & operational steps with a calendar of activities.

**Associated milestone:** MS3 Methodology for cocreation (M9; CE)

## T2.2 SETTING THE FRAMEWORK

Duration: M5-M9

Lead partner: ISRAA

Partners involved: all other partners

**Description:** Formalisation of the targets and areas of improvement to be reached by the strategy. The main health domains considered along with the EU Strategy will be health promotion, disease prevention, treatment and self-care. This task will be fed by WP1 results incl. policy makers' workshop.

**Associated deliverable:** activities and results from T2.2 will feed D2.1.

**Associated milestone:** MS4 Improvement targets and areas for the EU (d)HL Strategy (M9; ISRAA)

## T2.3 TRADITIONAL “CO-CREATION” ACTIVITIES (1/3)

Duration: **M10-M16**

Lead partner: ISRAA

Partners involved: all other partners

**Description:** **Traditional “co-creation” activities** e.g., workshops, role plays, focus groups during which innovative facilitation techniques. For each country covered by the project, ca. 2-5 co-creation activities will be organised.

A worldwide panel of (d)HL experts will be also organised online to give feedback on the Strategy’s monitoring and impact evaluation to feed up task 3.3.

Section 1.2 Methodology summarises partners’ responsibilities and target groups for co-creation.

**Associated deliverable:** **D2.2 Report on co-creation (M16)** → Report on the results of task 2.3 co-creation activities.

## T2.4 SOCIAL MEDIA CAMPAIGN

Duration: **M10-M16**

Lead partner: CE

Partners involved: all other partners

**Description:** **Social media campaign** organised to inform the general public and targeted organisations on the development of the (d)HL EU Strategy and get feedback on that.

**Specific actions:**

- a calendar of posts will be foreseen with dedicated hashtags;
- an EU survey to get direct feedback from practitioners and different stakeholders on an initial version of the strategy;
- engagement with social influencers to raise awareness of (d)HL;
- small online co-creation exercises will be promoted by ISRAA and CE, via the EU platform SOCA TEL.

**Associated deliverable:** activities and results from T2.4 will feed D2.2.

## T2.5 DEVELOPMENT OF THE EU (D)HL STRATEGY

Duration: **M14-M17**

Lead partner: CSPA

Partners involved: all other partners

**Description:** **Final version of the EU Strategy** including the inputs collected in co-creation and consider the outputs of WP4 on ethics and inclusiveness.

The Strategy will list the targeted actions selected for the WP3 pilot.

Partners and the Advisory Board will validate the final selection in a virtual workshop at M17.

**Associated deliverable:** **D2.3 IDEAHL EU (d)HL Strategy** (M17; CSPA) → European Strategy incl. the final list of dedicated actions to be pilot in WP3 and monitoring & assessment scheme and a set of indicators.

**Associated milestone:** MS5 EU (d)HL Strategy developed (M17; CSPA).



# WHOM TO CONTACT FOR WP2?

WP2 Leader representatives from Consulta Europa:



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- For questions or issues related to WP2, please send email communications to the three of us.
- **Dedicated representatives will be also appointed from Task Leaders other than CE and communicated to the other partners prior to the start of tasks.**

## WHAT'S NEXT?

Although WP2 starts only at M5, some preparatory actions will come before.

| Timeline          | Relevant partner     | Task    | Description   |
|-------------------|----------------------|---------|---|
| M4 (Aug 22)       | CE+ISRAA             | 2.1/2.3 | Production of calendar of activities and timeframes for co-creation methodology drafting and definition of partners' key steps to plan stakeholders' recruitment  |
| M4 (Aug 22)       | ISRAA+CE+Coordinator | 2.2     | Online technical meeting to define approach for T2.2 implementation and review of WP1 activities and results to feed T2.2   |
| Early M5 (Sep 22) | ISRAA                | 2.2     | Production of calendar of activities and timeframes for T2.2  |
| M5 (Sep 22)       | CE+ISRAA+partners    | 2.1/2.3 | First approach to partners to start organise their stakeholders' recruitment for co-creation in due time (a first online call may be organised to review responsibilities and steps for recruitment and traditional co-creation events) |
| M7 (Nov)          | CE                   | 2.1     | First version of D2.1 Co-creation methodology ready for review of partners. A dedicated call will be scheduled to present the document.   |
| M6 (Oct)          | ISRAA                | 2.2     | Initial formalization of targets and areas of improvement to be reached by the strategy to feed D2.1 and next WP2 tasks.  |
|                   |                      |         |   |



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