



Growing
ideas
through
networks

Report on the Action global knowledge transfer, dissemination and exploitation activities

WG6 Deliverables

Month 24

- Publish the Action website, opening the intranet system to participants, publishing contents targeting health carers and general community, produce outreach materials and press notes, and ensure social media participation

Month 48

- Report on the Action global knowledge transfer, dissemination and exploitation activities
- Report on the effectiveness of the Action strategies regarding inclusion, and geographical and gender policies (WG6)

Key Aspects of our Dissemination Strategy

- We aim to address activities and communications that will:
 - Give the Action **high relevance and visibility** in order to create awareness of its research field
 - Inform and **engage the relevant stakeholders** in Europe
 - Maximise the **impact of the research findings** from the work groups on practice, as well as further scientific knowledge in the field
 - Support the **establishment of the Action's position** in the field of Mental Health in Europe
 - Establish **contact with other similar or complementary projects** and initiatives



Activities

- Continuous update of the Action's website
- Development and distribution of informative material (newsletters, flyer, poster etc.).
- Publication in national and international scientific and technical journals and conference proceedings
- Social media activities
- Organisation and participation in workshops, conferences & other events
- Communication with stakeholders and dissemination of the project results

Two Channels of Communication

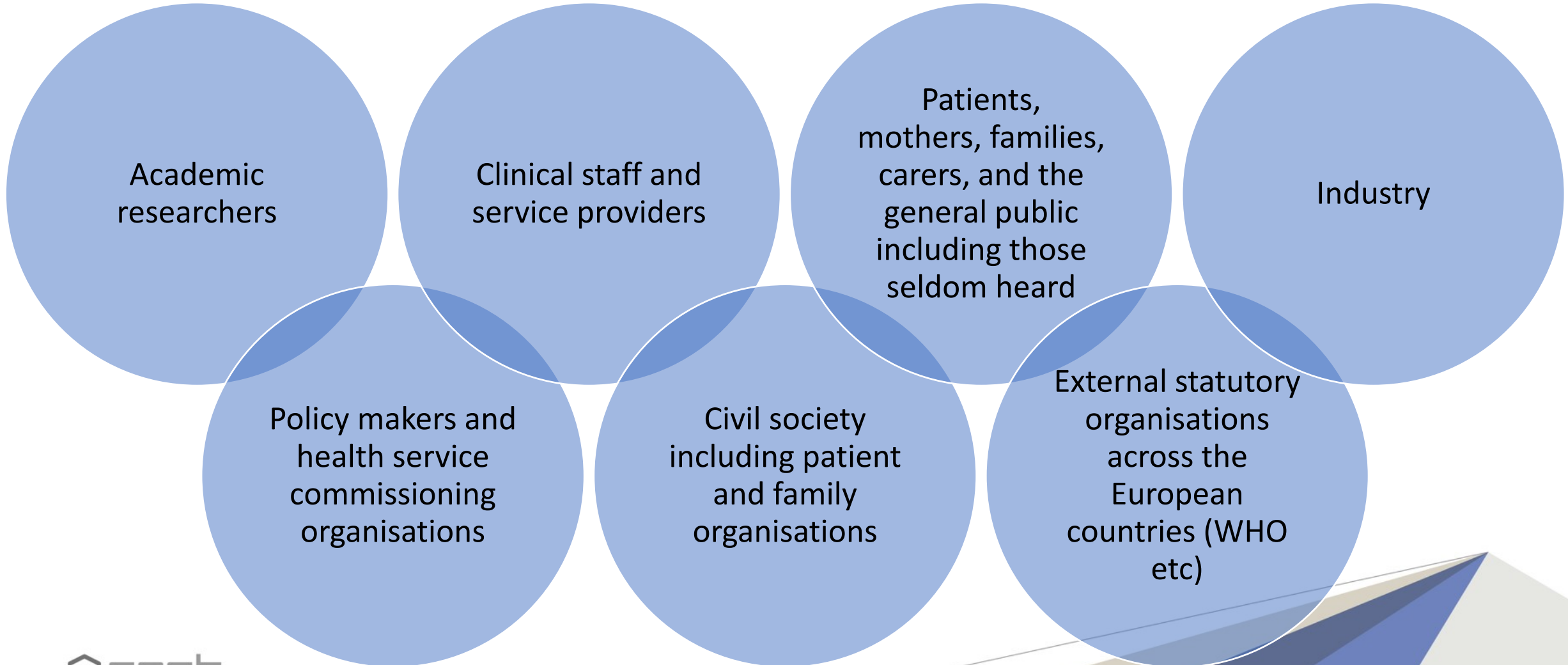
Internal

- Webpage: <https://riseupppd18138.com/dissemination/>
- Google Drive: bit.ly/ca18138
- Slack workspace for each WG
- Zoom and Skype
- Liaison reports

External

- Project Website
- Social Media
- Communication materials: flyer and infographics
- Newsletter
- Press releases
- General Media and Trade Media and specially those covering health issues
- Transnational Events and conferences
- Open events for the wider public

7 Key Audiences



Grant Period 2

Performance of the GP3 communication plan and overview of the communication plan for GP4

Eleni Vousoura, PhD

Working Group 6 Leader

Current status of our work

Completed/Ongoing

- Create a brand identity and logo of the Action according to the aims of RISEUP-PPD.
<https://riseupppd18138.wordpress.com/>
- Identify the target audience and stakeholders, communication tools, distribution channels and necessary resources (material and human) to ensure effective communication of the action
- Define the Communication Plan Timeline and appoint a person responsible for each task or activity

Pending

- Plan how to share the knowledge gained in the project and communicate effectively to a broad audience (to which target groups each activity and results are relevant and the best channels to address these)
- Interact with a wide online audience, promotional materials and events

What have we achieved so far?

- Published our Website
- [Publication Committee Guidelines](#) for Publishing and Authorship
- [Dissemination Strategy](#)
- [Social Media Guide](#)
- Four statements released on critical [International Days](#)
- Partnership with [Make Mothers Matter](#), an international NGO, developed in 1947 at the UNESCO to raise the awareness of policymakers and public opinion on the contribution of mothers to social, cultural, and economic development
- Global partnership with the [World Maternal Mental Health Day campaign](#) to help raise awareness for maternal mental health
- Participate in the [Guidelines Group](#) to help disseminate results
- Maja participated in [3 COST Academy trainings](#) (Standardisation for COST Actions; How to pitch your research; Media Skills Training)

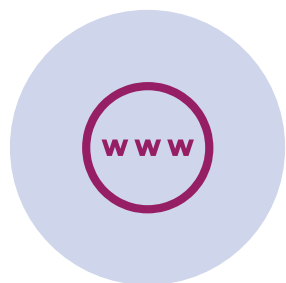
Ongoing activities



Social media coverage



Collecting action members' info on research activity and other relevant information




Updating the website



Supporting WGs to disseminate their activity

Website - <https://www.riseupppd18138.com/>



RISEUP-PPD
Research Network
in PeriPartum
Depression Disorder

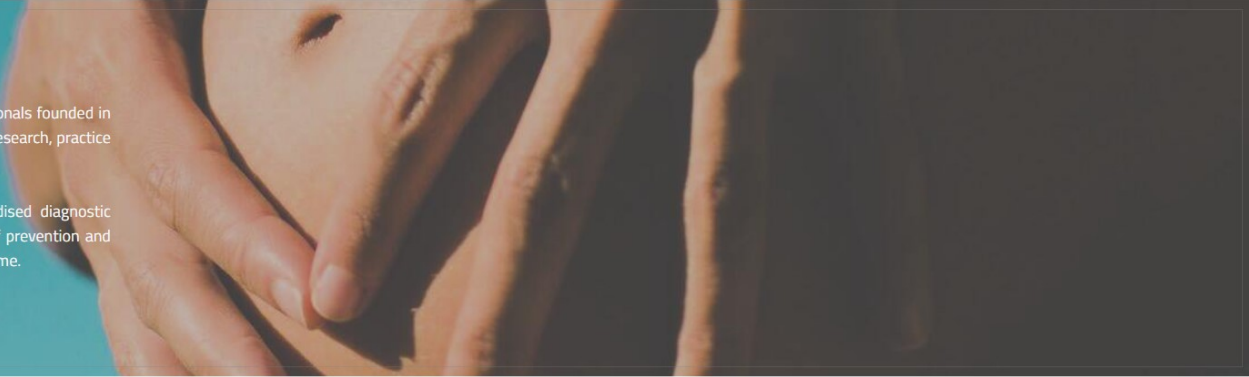
[About](#) [Working Groups](#) [Activities](#) [Calls](#) [Dissemination](#) [Contact](#)

Welcome!

We are a multidisciplinary network of researchers and professionals founded in 2019 aiming at filling gaps in Peripartum Depression Disorder research, practice and at increasing social awareness.

Our mission is to review cutting-edge research on standardised diagnostic criteria, screening tools, and efficacy and cost-effectiveness of prevention and treatment programs. We are funded through the COST Programme.

[LEARN MORE](#)



Upcoming Events and Calls



☒ Total clicks

373

?

☒ Total impressions

36.2K

?

Flyer



What is Riseup-PPD?

The Research Innovation and Sustainable Pan-European Network in Peripartum Depression Disorder - Riseup-PPD - is an EU funded research network of professionals from various different fields coordinated by the University of Coimbra (Portugal). We are currently involving 29 European countries with over 180 researchers!

1 in 5 women will develop a mental illness in the perinatal period.



Perinatal depression is the most common mental illness during pregnancy and postpartum, with prevalence ranging from **4% to 38%.***



It carries long-lasting **adverse effects** on women and their babies, putting a strong burden on their families and the society.**



EUROPEAN COOPERATION
IN SCIENCE & TECHNOLOGY



What is our aim?

Riseup-PPD aims at filling gaps in research, practice and social awareness of Peripartum Depression Disorder by:

1) reviewing research on:



DIAGNOSTIC
CRITERIA



SCREENING
TOOLS



TREATMENT
OPTIONS



PREVENTION
PROGRAMS

2) bridging multidisciplinary knowledge on determinants of peripartum depression.



What are we working on?

01

Prevention and Treatment Strategies in PPD

02

Assessment Approaches and Methods in PPD

03

Neuroimaging and Neurophysiological Data Acquisition and Analysis in PPD

04

Ethical Standards and Procedures for Clinical Research in PPD

05

Data Sharing and Data Management in PPD

06

Inclusiveness, Dissemination and Public Engagement



Special task-forces

01

Perinatal mental health and Covid-19 pandemics

02

Severe outcomes of perinatal depression: maternal suicide & infanticide

References:

*Halbreich, U., & Karkun, S. (2006). Cross-cultural and social diversity of prevalence of postpartum depression and depressive symptoms. *Journal of Affective Disorders*, 91(2-3), 97-111. doi:10.1016/j.jad.2005.12.051

**Bauer, A., Parsonage, M., Knapp, M., Lemmi, V., & Adelaja, B. (2014). *The costs of perinatal mental health problems*. London: Center for Mental Health and London School of Economics

For more information, check out our website or social media pages!



Social Media



Facebook

- <https://www.facebook.com/riseupppd/>
- 582 Followers

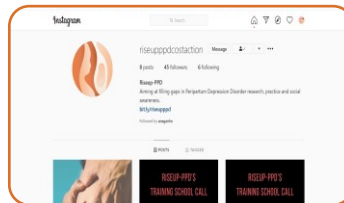
↑ 10%



Twitter

- @RiseupPPD
- 207 followers

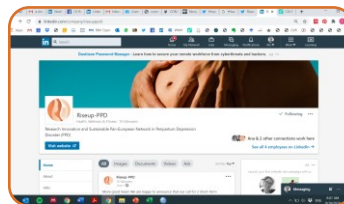
↑ 83%



Instagram

- @Riseupppdcostaction
- 48 Followers

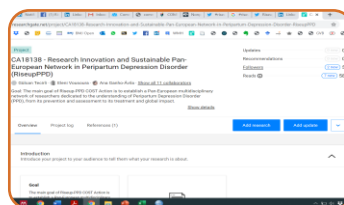
↑ 130%



Linkedin

- 70 followers

↑ 45%



ResearchGate

- Project: CA18138

Mulheres a Obra 21-23 May 2021 event



Interview of Riseup PPD COST Action leaders by Laurence Vanden Abeele, Head of MMM Belgium

Interview with **Laurence Vanden Abeele Bosteels**, the President of the NGO **Make Mothers Matter - MMM** – Belgium and a member of our Action, they presented the goals of the RiseupPPD Action.

WG Liaisons

Open position

	Portugal	WG5 liaison
Susanne Uusitalo	Greece	WG4 liaison
Alexia Karain	Belgium	WG3 liaison
Vera Mateus	Portugal	WG2 liaison
Raquel Costa	Croatia	WG1 liaison

Upcoming Activities and Focus

Objective 1: Create a trans-national platform for stakeholders (disseminate and engage professionals, patients, families, communities and their representatives)

- Engage service users (patients, their families, and their communities) with our Action (e.g., through patient engagement organizations, e.g., EUPATI, and local NGOs).
- Identify service users and create a Patient Advisory Board
- Conduct a workshop on Patient Engagement in Research

Objective 2: Dissemination of research results to the general public and stakeholders

- Collaborate with other WG leaders and members to help “translate” published research findings into lay summaries for general audiences (in text and video format)
- Disseminate guidelines to policy makers, service providers, and users
- Host an international conference in the next GP (PPD in health crises and humanitarian emergency contexts)



How can you help?

- Follow us on **social media**! Use **#riseupPPD**
- Keep reporting your **research activity** to WG liaisons
- Share with WG liaisons **key contacts** for the Action (newsletter/press release, etc.)
- Share with WG liaisons information on **conferences** (attended/planned attendance), **funding opportunities**, and **special journal issues**
- Join our **newsletter editorial** team
- Join our **media/press release** team
- **Translate** outputs (infographics/flyer/research summaries) to your native language – help us reach local stakeholders
- Next STSM grantees, **brief video recording** of their experience
- **Translate** flyers/infographics/press material to your native language → help us reach local stakeholders
- Help us build the **website** – what would **you like to see?**
- Send your suggestions: eleni.vousoura@gmail.com majazutic@hotmail.com

Evaluation of impact

■ Monitor the following KPI's

- Appearance of the logo in all material and dissemination activities
- Number of visits to project's website.
- Media coverage (e.g. articles published in press/online, interviews etc.).
- Number of events attended by network members relevant to the Action.
- Number of newsletters and flyers disseminated.
- Number of recipients/subscribers of the Action's newsletter.
- Number of conferences and workshops organized
- Number of Tweets on the Action's Twitter account , re-tweets and impressions.
- Number of followers on the Action's Twitter account.
- Number of followers on the Action's LinkedIn account.
- Number of followers on the Facebook account, likes and impressions
- Number of presentations of the Action at conferences or events
- Number of scientific publications

Grant Period 3

Performance of the GP3 communication plan and overview of the communication plan for GP4

Eleni Vousoura, PhD

Working Group 6 Leader

Monitor the following KPI's

KPIs	Projection	Impact Y3
Number of visits to project's website	1000 clicks	2,832 clicks 82.000 impressions
Media coverage (e.g. articles published in press/online, interviews etc.)	4	10 (1 statement, 1 interview for Women in Science, 2 press releases for International Conference, 2 media pieces from policy makers, 4 media articles based on research outputs)
Number of events attended by network members relevant to the Action.	5	15
Number of informational/ promotional material disseminated	1	4 newsletters, 1 greeting card, 7 audiovisual outputs
Number of recipients/subscribers of the Action's newsletter.	250	543 subscribers
Number of conferences and workshops organized	5	1 international conference , 2 Main meetings, 3 Training Schools, 2 Workshops

1st International RISE UP-PPD Conference: "Peripartum Depression in the Context of Public Health Emergencies and Humanitarian Crises"

TUESDAY 27/09/22

TIME	SESSION	ATTENDANCE
09.40-10.30 CET	Welcome - Presentation of the RISEUP-PPD Project and Structure	99
10.30-12.30 CET	THE IMPACT OF COVID-19 ON MENTAL HEALTH SYSTEMS AND SERVICES	160
14.00-16.00 CET	CURRENT EVIDENCE ON THE IMPACT OF COVID-19 PANDEMIC ON PERINATAL MENTAL HEALTH	173

WEDNESDAY 28/09/22

TIME	SESSION	ATTENDANCE
10.00-12.00 CET	ETHICS AND HEALTH CARE IN CRISES	109
14.00-16.00 CET	INNOVATIONS IN MENTAL HEALTH ASSESSMENT METHODS AND INTERVENTIONS	115

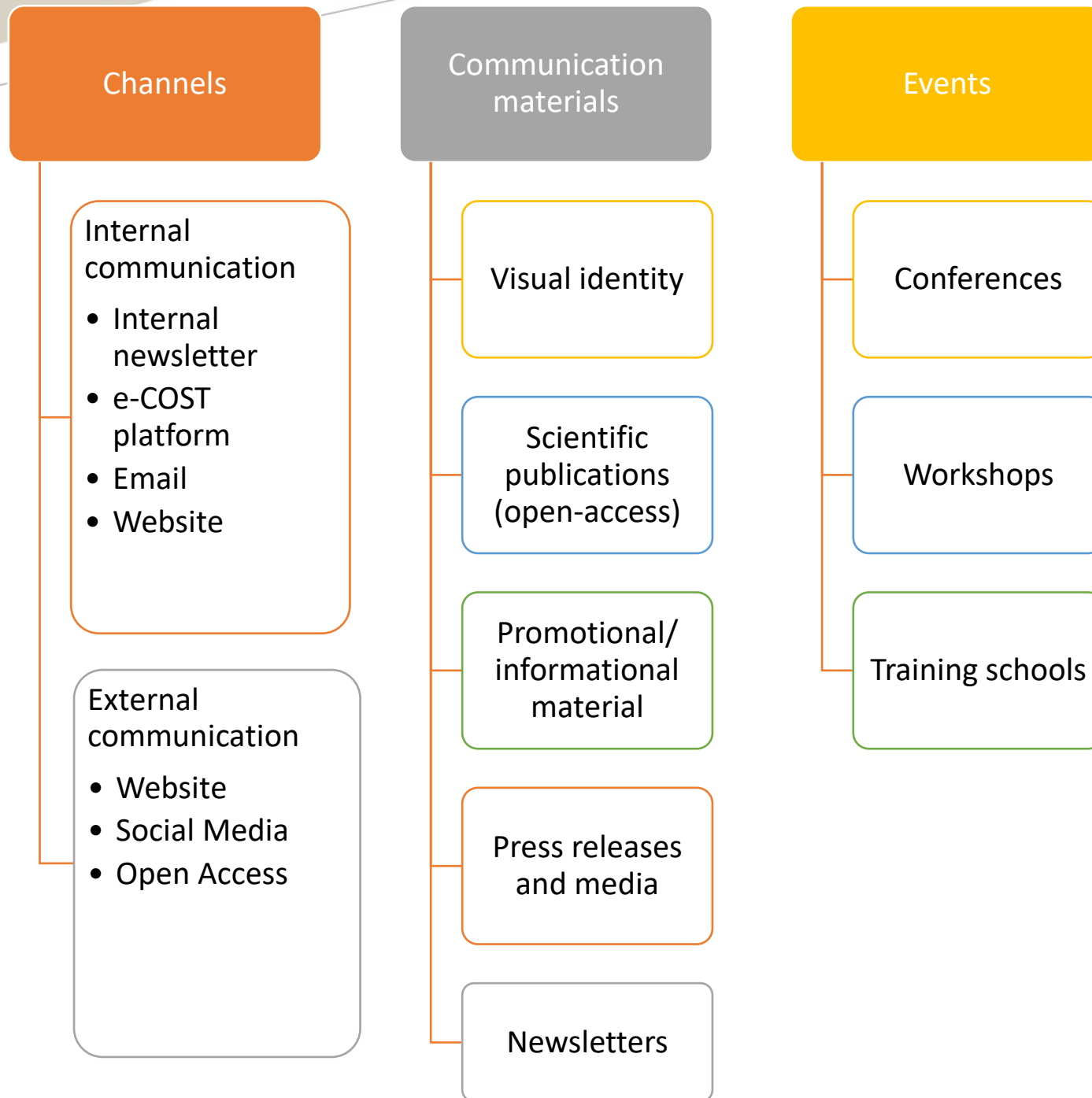
THURSDAY 29/09/22

TIME	SESSION	ATTENDANCE
11.00-13.00 CET	THE IMPACT OF ADVERSITY ON MATERNAL MENTAL HEALTH AND NEURODEVELOPMENT	108
14.30-16.30 CET	ADDRESSING PERINATAL MENTAL HEALTH IN MIGRANT AND REFUGEE WOMEN	108

Monitor the following KPI's

KPIs	Projection	Impact
Number of Tweets on the Action's Twitter account, re-tweets and impressions.	150 followers	412 followers, 142 tweets, 359 retweets
Number of followers on the Action's LinkedIn account.	150	194 followers, 387 Page views, 359 reactions
Number of followers on the Facebook account, likes and impressions	300	626 followers (488 page visits, 13.894 page reach)
Number of followers on the Instagram account, likes and impressions	150	174 389 profile visits
Number of followers and reads on the ResearchGate project page	20	31
Number of presentations of the Action at conferences or events	4	18
Number of scientific publications	3	11

Overview of Communication Channels, Tools, and Events



Strategy on communication, dissemination, and valorization of the Action results

Target Group	Communication Material	Channel	Timeline
Target Group 1: Scientific Community	Scientific publications	Internal newsletter (email); Website; Social media; open access publications	Throughout Y4
	Events (conferences, TS, workshops)	Email; e-COST platform; Website; Social media	See Gantt Chart
	Newsletters (internal & external)	Email; Website; Social media	See Gantt Chart

Strategy on communication, dissemination, and valorization of the Action results

Target Group	Communication Material	Channel	Timeline
Target Group 2: Policy makers and health service commissioning organisations	Scientific publications	Website; Social media; open access publications	Throughout Y4
	International Conference	Social media; In-person event/Satellite sessions	September 2023
	Newsletters	Social media campaigns during critical days; newsletter; website; email	see Gantt chart
	Promotional Material	Summary of research outputs & guidelines via White paper	End of action

Strategy on communication, dissemination, and valorization of the Action results

Target Group	Communication Material	Channel	Timeline
Target Group 3: Clinical staff and service providers	Scientific publications	Website; Social media; open access publications	Throughout Y4
	Events (international conference, TS, workshops)	Email; e-COST platform; Website; Social media	See Gantt Chart
Target Group 4: civil society, including patient and family organizations	Newsletters	Social media; newsletter; website; email	3 newsletters – see Gantt chart
	Promotional Material	Summary of research outputs & guidelines via videos and infographics/flyers through social media; newsletter; website; email	End of action
Target Group 5: Service users, carers, and the general public including those seldom heard	Events: 11 local workshops	Social media (youtube)	May 2023

Strategy on communication, dissemination, and valorization of the Action results

Target Group	Communication Material	Channel	Timeline
Target Group 6: Specialized Media	Scientific publications	Website; Social media; open access publications	Throughout Y4
	International Conference	Social media; In-person event	September 2023
	Newsletters	Social media; newsletter; website; email	3 newsletters – see Gantt chart
	Promotional Material	Summary of research outputs & guidelines via “pitch videos”, press releases, and infographics/flyers through social media; newsletter; website; email	Throughout Y4
	Events: 11 local workshops	Social media (youtube)	May 2023
Target group 7: Industry	Scientific publications	Open-access; social media	Ongoing
	International Conference	Social media/in-person	September 2023

Gantt Chart

	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Sep 2023	Oct 2023
Social Media	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Media & Social Media campaigns	25/11: International Day for the Elimination of Violence against Women	18/12: International Migrants Day		11/2: International Day of Women and Girls in Science	#InternationalWomensDay 2022	International Day for Maternal Health and Rights 7 April: World Health Day	#WMMHDay			#MentalHealthDay World Suicide Prevention Day	
Newsletters					Newsletter #1		WMMH campaign	Newsletter #2			Newsletter #3
Publications	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Promotional Material		Videos of 1st conference	Interviews with ITC grantees and STSMs				WMMH Social Media Campaign			International Conference	Videos with summary of research outputs & guidelines/ White paper

Gantt Chart

	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Sep 2023	Oct 2023
High-visibility Conferences	International Association for Women's Mental Health			5th International Brain Stimulation Conference	European Congress of Psychiatry		Parental Brain 2022 Meeting	Branching Out: Whole Person Perinatal Mental Healthcare Conference 2022	WAIMH 18th World Congress	SRIP Conference/ RiseupPPD International Coneference	
Meetings					Training School on Infant’s Neurodevelopment Assessment (WG2-led). Workshop on Ethical Aspects of Infant’s Neurodevelopment Assessment Hybrid (WG-4 led) (Virtual and Seville, Spain) Workshop on Sensory Processing and Infant Neurodevelopment (WG3-led) Hybrid (Virtual and Seville, Spain)		Maternal Mental Health Week: Reaching out to Clinicians and Service Users (WG6-led) 11 local workshops			Training School in Cost-Effectiveness Analysis in Health (WG1-led) Sofia- Bulgaria PPD Main Meeting (7th Semester) and Second Riseup-PPD International Conference	



Summary

- More effort in reaching out to policy makers, clinicians/health providers, and service users
- Working Group leaders should be in close contact with the WG6 for all dissemination and communication of their WG outputs
- Action members: Do not forget to share relevant info and research activities to your WG liaisons!



Grant Period 4

Performance of the GP4 communication plan



Eleni Vousoura, PhD

Working Group 6 Leader

Monitor the following KPI's

KPIs	Projection	Impact Y4
Number of visits to project's website	1000 clicks	1.030 clicks 81.700 impressions *New conference website 1,005 visits 
Media coverage (e.g. articles published in press/online, interviews etc.)	4	<u>Statement by MMM, supported by Riseup-PPD</u> <u>Press release at COST website</u> <u>Article by Sandra Nakic Rados for World Maternal Mental Health Day</u> Press release Riseup-PPD Clinical Guidelines (<i>pending</i>) 

Monitor the following KPI's

KPIs	Projection	Impact Y4
Number of recipients/subscribers of the Action's newsletter.	500	968 subscribers 
Number of conferences and workshops organized	5 + 11	1 Training school and 2 workshops in Seville (Spain), 2 workshops in Sofia, Bulgaria, and 7 local workshops
Number of informational/ promotional material disseminated	5 outputs	4 newsletters 1 greeting card 26 IC videos on demand 6 leaflets of local workshops 30 conference teasers WG4 leaflet Clinical guidelines (full document and pocket version) Clinical guidelines Video 

SVJETSKI DAN MENTALNOG ZDRAVLJA MAJKE



MAJA ŽUTIĆ
Asistentica,
psihologica



MAJA BREKALO
Viša asistentica,
psihologica

2nd Riseup-PPD
International
Conference

Knowledge and Implementation Gaps
in Peripartum Depression:
Innovation and Future Directions

21-22 September 2023,
Sofia University
"St. Kliment Ohridski", Bulgaria

ROUND TABLE

HOW TO ACHIEVE REAL POLICY CHANCE:
THE ROLE OF ALLIANCES, ECONOMIC EVIDENCE AND LIVED EXPERIENCES



JANE FISHER
(Moderator)

Clinical and Health
Psychologist
Monash University,
Australia



ANNETTE BAUER

Assistant Professorial
Research Fellow
London School of Economics
and Political Science,
United Kingdom



CLARE DOLMAN

Journalist and Researcher
King's College London,
United Kingdom



SARALEE GLASSER

Developmental and Health
Psychologist,
Senior Researcher
Gertner Institute,
Israel



ALAIN GREGOIRE

Consultant Specialist
Perinatal Psychiatrist
United Kingdom

SPEAKERS

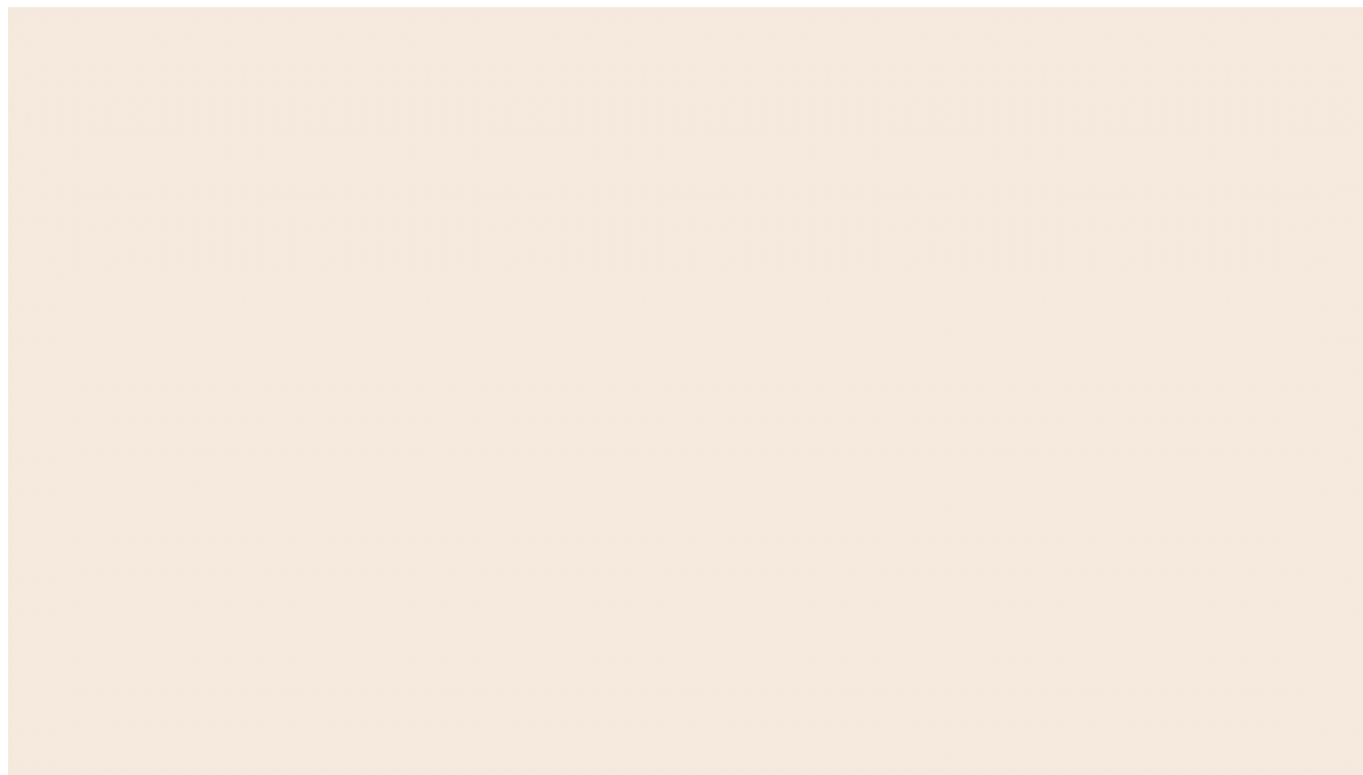
DAY TO CONFERENCE

21-22 SEPTEMBER, 2023

#RiseupPPD2023



Clinical Guidelines Video Promotion



Monitor the following KPI's

KPIs	Projection	Impact
Number of followers on the Action's Twitter (X) account.	500 followers	518 followers ✓
Number of followers on the Action's Facebook account.	500 followers	722 followers ✓
Number of followers on the Action's LinkedIn account.	200 followers	227 followers ✓
Number of followers on the Instagram account, likes and impressions	200 followers	208 followers ✓
Number of presentations of the Action at conferences or events	4	20 ✓
Number of scientific publications	3	12

Next steps

- Reaching out to policy makers, clinicians/health providers, and service users with output form clinical guidelines and WGs
- Press release
- Communication of translated pocket version of the Clinical Guidelines to national organizations and policy makers

SAVE THE DATE

Launch of the **Evidence-based Guidelines for Prevention, Screening and Treatment of Peripartum Depression (PPD)**
by the COST Action RiseUp-PPD

Host MEP Maria Noichl (S&D)

**Supporting women with depression
before, during and after pregnancy**

1 in 5 women will develop mental health problems during pregnancy or within the first year postpartum.

This event will address the extent of the problem and debate the best way forward.

Speakers:

- MEP Maria Noichl (S&D)
- MEP Evelyn Regner (S&D)
- MEP Istvan Ujhelyi (S&D)
- MEP Estella Dura (S&D) (Tbc)
- MEP Radka Maxová (S&D)
- Sandra Cerdas S&D (Tbc)
- EU Commission DG Health (Tbc)
- Prof. Ana Ganho Ávila
- Lena Yri Engelsen
- Prof. Anette Bauer
- Prof. Mariana Moura Ramos
- Prof. Sandra Nakić Radoš
- Prof. Alain Gregoire
- Laurence Bosteels

Date: November 7th 2023

Time: 12.30-14.00 CET

Venue: European Parliament, Brussels

Type of Meeting: in person & webstream

Registration: [here](#)

Thank you!

eleni.vousoura@gmail.com