

1. Introduction

1.1. Objectives of the position paper

This position paper aims to document the communication and dissemination plan implemented for the event "**eHealth in Public Health: Equity, Innovation and AI**". It provides an overview of the strategies adopted to promote and promote the initiative, making it accessible to a wide audience and enhancing the transfer of results to specialists and policymakers.

1.2. Context and importance of the event

The event focused on the role of digital innovation and artificial intelligence in public health, with a particular focus on two key topics: **equity in access to healthcare resources** and **the application of advanced technologies in public health** through a cutting-edge platform to stimulate dialogue between healthcare practitioners, researchers, policy makers and technology stakeholders, providing a comprehensive view on the evolution of public health in the digital era.

The relevance of the event lies in its ability to connect technological advances to collective health needs, promoting an integrated and sustainable approach that contributes to reducing inequalities and optimising health services.

2. Communication Plan

2.1. Communication Objectives

The communication plan for the event aimed at:

- **Increase the visibility of the event** to a wide and diverse audience, including professionals, policy makers and interested citizens.
- **Raising awareness** of the importance of equity and innovation in public health, emphasising the strategic role of artificial intelligence.
- **Encourage the active participation of the target audience**, involving both learners and the general public through modern and accessible communication tools.

2.2. Target Audience

- **Learners:** Accredited healthcare professionals, including Surgeons of all disciplines, Healthcare Assistants, Biologists, Chemists, Healthcare Educators, Pharmacists, Nurses, Paediatric Nurses, Environment and Workplace Prevention Technicians, Technicians Laboratory health workers, veterinarians, as well as administrative and health sector staff.
- **Public opinion:** Citizens and associations with an interest in public health, with a focus on raising awareness of equity in access to services.
- **Strategic Stakeholders:** Policy makers, technology companies and public and private sector operators.

2.3. Communication strategies adopted

- **Information and promotion:** The event was promoted through a mix of digital channels (social media, newsletter, AIMS website) and traditional (sending press releases).

2.4. Communication channels used

- **Digital media:** Social media posts, newsletters sent to professional contacts, publication of details and updates on the official website.
 - **Traditional media:** Local newspaper collaborations, press releases disseminated regionally.
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3. Dissemination Plan

3.1. Objectives of dissemination

The dissemination plan aimed at:

- Transfer the results of the event to the scientific community and policy makers, promoting the practical application of the knowledge that emerged.
- Promoting the exploitation of the scientific content produced for further developments in health and academia.
- Raising awareness about the importance of technologies such as artificial intelligence in public health, with a focus on equity and innovation.

3.2. Target Audience

- **Scientific community:** Health professionals and academics interested in advances in digital health and artificial intelligence.
- **Policymakers:** Political and administrative decision-makers responsible for innovation strategies and public health policies.
- **Private stakeholders:** Technological, pharmaceutical and health service companies that can benefit from the application of the findings.

3.3. Practical applications and potential for implementation

- **General presentations and fact sheets:** Creation of summary materials to disseminate results at institutional and academic level.
 - **Models for applying scientific content (Exploitation):** Identification of opportunities for the practical implementation of results, both in the public and private sector.
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4. Methodologies and Tools

4.1. Communication tools used

To ensure the effectiveness of communication and dissemination activities, the following tools were used:

- **Digital media:**
 - Social media (Facebook, LinkedIn, Instagram) to promote the event and update participants in real time.
 - Email marketing for targeted communications to accredited learners.
 - Official AIMS website as the central hub for membership, content and updates.
- **Traditional media:**
 - Publications in local newspapers and press releases disseminated regionally.
 - Local television services.

4.2. Metrics for assessing effectiveness

- **Digital engagement:** Monitoring of views, interactions and click-through rates on social media and the official website.
 - **Direct participation:** Number of registered and actual participants in the event.
 - **Media coverage:** Quantity and quality of mentions in digital media.
 - **Post-event feedback:** Survey of participant satisfaction through dedicated surveys and questionnaires.
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5. Results Achieved

5.1. Summary of communication results

- **Visibility:** The event reached a wide and diverse audience through promotion on multiple channels, involving both accredited healthcare professionals and the general public.
- **Interaction:** Digital communication tools generated a high level of engagement, with numerous interactions on social media and significant participation.
- **Media coverage:** The event was mentioned in local newspapers, expanding its resonance beyond the direct target audience.

5.2. Summary of Dissemination Results

- **Impact on the scientific community:** The results of the event were shared with health professionals and academics, fostering the transfer of knowledge in practical and theoretical areas.
- **Content valorisation:** Through information materials and exploitation models, application opportunities were created for the technologies discussed, such as artificial intelligence in public health.

5.3. Operational achievements

The communication and dissemination activities of the event generated concrete and measurable results, including:

- **Publication on ASM Matera's social channels:** Promotion and updates on the event, ensuring greater local and regional visibility (link: <https://www.facebook.com/asmbasilicata/posts/pfbid02yMoDHnJ3Bn867TAAeZnXiVu6hF5UHNmAC1AdzbSaTfCCdC1HVhjQdpB2Wh79HjU3l>).
- **Pre-event press release publication on TRM Network:** Wide media coverage, with an information focus on professionals and interested citizens (https://www.trmtv.it/scienza-e-salute/2024_11_15/452826.html).
- **Post-event service on TRM Network:** Creation of a video with interviews with speakers, useful for the dissemination of scientific content and further exploitation of the results achieved (<https://www.youtube.com/watch?v=wOYIGE-3ub8>).
- **Live posting on Alta Formazione's social channels:** Broadcast of the event in real time, allowing broad participation also in online mode.
- **Post videos on Alta Formazione's social channels:** Dissemination of highlights of the event, increasing the usability and potential impact of the topics covered.
- **Publication of interviews on Alta Formazione's website:** Availability of in-depth content accessible to learners and stakeholders, consolidating the educational value of the event.
- **Preparation of printed materials:** Production of brochures, event programmes and information material distributed to participants in printed format, to encourage direct and in-depth interaction on the topics covered.
- **Customised set-up:** Creation of podiums and roll-ups customised with the event branding, which helped to enhance the visual identity and ensure a professional presentation during the sessions.

These results highlight the effectiveness of the strategies adopted to ensure maximum dissemination of information, consolidating the media and scientific impact of the event.

Conclusion

The event '**PROMIS eHealth in Public Health: Equity, Innovation and AI**' represented a unique opportunity to promote dialogue between healthcare professionals, policy makers and technology stakeholders, helping to raise awareness among the public and the scientific community of the importance of an innovative and equitable approach in public health.

Thanks to an integrated communication strategy and a targeted dissemination plan, the event achieved its main objectives, generating a tangible impact and laying the foundations for future initiatives of equal or greater relevance.