

26th of February, 2024 JA ImpleMENTAL successfully kept its 2nd online communication workshop



24th February 2024, lead and co-lead teams in charge of communication and dissemination work package of JA ImpleMENTAL, organised the 2nd online communication workshop. The aim of this meeting was to share best practices and experiences having gained so far from participating countries, as well as to share tools & ideas to further improve and boost dissemination of the JA's outcomes and results in the final phase of implementation.

After brief welcome from JA ImpleMENTAL coordinator, Vasileia Konte from National Public Health Organisation,(NPHO), Prof. Danijela Štimac Grbić, leader of the communication work package from the Croatian Institute of Public Health (HZJZ) spoke about milestones and final deliverables. Co-leader of the work package, dr. Bernadett Bulyovszky from the Directorate for Programme Management and Project Coordination of the National Directorate General for Hospitals (OKFŐ) gave a summary on the implementation of the dissemination strategy so far in regard of divisions between internal and external communication tasks.

Lara Petković and Ana Ištvanović from HZJZ spoke about the new functions introduced at the JA ImpleMENTAL website <https://ja-imental.eu/> and presented conclusions and findings of the questionnaire assessing the usage of the JA's website and social media platforms.

Ideas for localised dissemination were presented by Éva Kárpáti Gray, communication expert from the OKFŐ, who shared practical ideas that consortium partners can use to enhance successful dissemination of the content published on their own communication platforms. She also presented her experience in adapting core content on OKFŐ's own website and social media platforms, as OKFŐ was honoured to present its dissemination work as a good practice within the JA, alongside with Croatia, the Czech Republic, Iceland, Malta and Spain.

The function and usage of the EU Health Policy Platform of DGSANTE was presented by Márta Sziklai from Semmelweis University.

The workshop also featured guest speakers: Karin-Liis Lahtmae and Ester Bonadonna, communication experts from HADEA, who gave guidance on how to increase the success and dissemination of social media posts, website articles, newsletters, videos, etc. in documenting JA ImpleMENTAL's activities and disseminating project results. They stressed the potential of the EUHPP platform hosted by DG SANTE in terms of visibility of the joint action and dissemination of good practices in the action, as well as highlighted the usefulness of such internal tools as institutional websites and the common calendar.

On behalf of the organisers we thank all the valuable presentations and the active participation of the consortium members!

About JA Implemental:

The Joint Action involves 39 participating organisations from competent authorities in 21 EU/EEA countries and supports them to establish local networks for mental health and to strengthen community-based provision of preventive care services across sectors in order to improve access to a sustainable quality of care. JA ImpleMENTAL is focusing on the transfer and implementation of two best practices:

(1) mental health reform in Belgium based on the principle of deinstitutionalization, the transition from primarily institutional care to community-based care in order to improve mental health outcomes and quality of life and avoid unnecessary hospitalizations, and

(2) Suicide Prevention Austria (SUPRA), a multi-level suicide prevention strategy that integrates universal, selective and indicated prevention interventions, based on the local implementation context and building upon existing resources and initiatives. The activities of the JA ImpleMENTAL strongly support the new Communication on a comprehensive approach to mental health, which aims to put mental health on par with physical health and to ensure a cross-sectorial approach to mental health issues.

JA ImpleMENTAL is committed to improve the quality of life of people living with mental problems and illnesses with the involvement of all parties concerned.

For further information on JA ImpleMENTAL project: <https://ja-imental.eu/>