

VIRTUAL MOBILITY (VM) GRANT REPORT TEMPLATE

This report is submitted by the VM grantee to VNS Manager, who will coordinate the approval on behalf of the Action MC.

Action number: CA18218

VM grant title: Scientific communication activities of the European Burden of Disease Network

VM grant start and end date: 08/10/2021 to 31/10/2021

Grantee name: Mr. Grant Wyper

Description of the outcomes and achieved outputs (including any specific Action objective and deliverables, or publications resulting from the Virtual Mobility).

(max. 500 words)

The outcome achieved from this Virtual Morbidity Grant was successfully aiding in the communication and dissemination of activities undertaken by CA18218 members, and activities undertaken outside of the network, but were of major relevance to members (given below):

- Scottish Burden of Disease release of sub-national estimates;
- Country-specific COVID-19 burden of disease assessments.
- European Environment Agency Air Quality Status 2021 briefing;
- WHO/ILO work-related burden of disease and injury.

Description of the benefits to the COST Action Strategy (what and how).

(max. 500 words)

This Virtual Morbidity application contributed towards achieving the objectives of the CA18218 communication strategy. Firstly it created network-wide, and external, awareness of key activities undertaken by network members that advocated for the use of a burden of disease approach. Country-specific COVID-19 assessments are currently being undertaken by network members. The sharing of activities already undertaken will help the reach, and attract collaborations in the use of the burden of disease approach in assessing the impact of COVID-19. Finally, sharing of the Scottish study findings, and findings from the European Environment Agency Air Quality Status 2021 briefing and WHO/ILO work-related burden of disease and injury reports informed on the relative importance of different diseases and risk factors impacting populations, which is of relevance in Europe.

Description of the virtual collaboration (including constructive reflection on activities undertaken, identified successful practices and lessons learned).

(max. 500 words)

The virtual collaboration involved identifying, and liaising with relevant stakeholders for each piece of work (4) that was to be disseminated across the platforms of communication (CA18218 website, and social media – LinkedIn and Twitter). These platforms were identified in conjunction with the COST Action communication strategy, to facilitate wide reach across a variety of different sources.

Successful liaisons with communication colleagues in the Scottish and Malta studies were important to time the sharing of findings, in line with their institutional communication strategies. The timing of social media messaging was targeted, to peak times, and to promote (in the case of the WHO/ILO work-related burden of disease and injury reports) prior to their release, through promoting webinars where findings would be released.

Off the back of this Virtual Morbidity application, successful practices to be carried forward are those based around the timing of social media messaging, to attract the largest potential audiences.