Project Title: **Education Hubs for Excellence in Midwifery**

Title of the document: **SafeMa Website and Social media presence**

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Project Information

Project acronym: **SafeMa**

Project Title: **Education Hubs for Excellence in Midwifery**

Agreement number: **598946**

EU programme: **Erasmus +**

Project website: **safema-project.eu**

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Position: Partner

Approved on behalf of SafeMa Quality Assurance and Committee
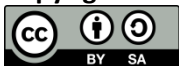
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Executive Summary

The SafeMa exploitation strategy complements the SafeMa dissemination strategy as it aims to achieve the following objectives:

- Raise awareness and promote the project's goals, objectives, outcomes, and effects.

- Effectively communicate/transfer the results to the appropriate target audiences at all levels in order to achieve their long-term promotion and support.

- Convince individual end-users to adopt and/or implement the project's outcomes during and after the project's duration.

This report describes the SafeMa website and social media accounts that will be utilised for the Dissemination and Exploitation of SafeMa project results and outputs throughout the duration of the project.

1. SafeMa - Dissemination Scope and Goals

SafeMa aims to strengthen the capacities of partner HEIs in order to generate and disseminate excellence in midwifery education and research. Specific project objectives include:

- Transfer best international practices to address local needs
- Promote clinical skills and research potential
- Awareness-raising, network-building and fundraising.

SafeMa will develop a midwifery professional training course on "Advanced Midwifery Practise" consisting of eight modules that can be taught as short courses and an internship that will be facilitated. The course will serve as the foundation of the SafeMa Hubs, which are model teaching, research, and pedagogical resource centres in midwifery established at each partner university. Hubs will support a Research Cluster aiming to produce interdisciplinary research of rigor and relevance both locally and globally in a diverse range of areas relevant to midwifery. SafeMa intends to promote strong synergies with UN as well as other projects that work towards the empowerment of midwifery and the cooperation with local, regional, and national authorities and health services, the national associations of midwives and other key stakeholders.

SafeMa will act as a "policy entrepreneur" by disseminating knowledge and expertise. The interaction with academia, international organisations, and policymakers is anticipated to strengthen the systemic impact of SafeMa and make it a model for fostering quality midwifery education and research in southeast Asia and beyond.

All dissemination activities have to support the objectives that the project aims to fulfil.

The main objectives of the SafeMa communication strategy are to:

- Transfer knowledge to the participating end-users.
- Identify, target and involve relevant stakeholders (academic professionals, students, government officials etc.)
- Disseminate information on the project results and especially the SafeMa training modules and courses to the widest audience possible through targeted actions.
- Use the knowledge from this project to promote innovation in the field of midwifery.

The project dissemination plan aims to effectively disseminate project results in an audience-friendly manner, allowing partners to reach diverse target audiences and stakeholders at the local, national, and international levels.

The plan for dissemination will be organised according to the following objectives:

- Branding SafeMa project: development of a SafeMa logo that will continue after the end of the project;

- Reaching all stakeholders of the Stakeholder Analysis;
- Reaching all levels: Results will also be presented in local/regional/national media and leading newspapers;

In order to achieve these objectives the dissemination plan will:

- Set realistic goals and deadlines with partners in order to track progress;
- synchronise dissemination and exploitation activities with key project phases;
- offer sufficient flexibility to accommodate the needs of the target group and broader policy and practise developments;
- Utilise the Erasmus+ dissemination platform effectively.

During all Communication activities, the following horizontal principles will be taken under consideration:

- Defining key messages: Messages should be clearly defined in order to avoid presenting contradictory facts, figures, emphases, and perspectives. In addition, all messages should have a practical side, highlighting the benefits the SafeMa achievements bring to its audiences;
- Targeting the audience at all levels: the diversity of the SafeMa Consortium partners is a valuable asset, allowing targeted actions to reach a broad spectrum of beneficiaries at the local, national, and transnational levels;
- Tailoring information to the outlets intended: different target audiences require unique forms and channels of communication;
- Maximizing the exposure of messages
- Utilising beneficial commissions and other external assets.

In order to reach the largest audience possible, dissemination materials will be drafted in English before being translated into Khmer and Vietnamese.

2. Open Access & Licence

For all the SafeMa public deliverables open access is ensured via the project's website (https://safema-project.eu). Throughout the duration of the project, all SafeMa public deliverables will be uploaded to the website's Publications section and will be freely downloadable under an open licence.

In addition, the project's educational resources will be made available to educators, students, and self-learners through the SafeMa Virtual Learning Environment for use, reuse, adaptation, and sharing.

Restrictions will be placed on the commercial reuse of the material, as well as the provision of credit and a valid licence when reusing the material. Thus, the resources will be released under the Creative Commons Attribution-NonCommercial 4.0 International Licence.

All resources (including text documents, presentations, and videos) will be made available in downloadable and editable formats, allowing users to store them locally and access them offline.

3. SafeMa Website

The Website, as the main online communication channel, is the primary dissemination tool for informing the general public about the project and partnership. It presents the aims, objectives, and activities of the project, as well as the learning process and the experiences and activities of the learners.

In accordance with the Grant Agreement, the website for the action contains a description of the action, the contact information for the coordinator, a list of beneficiaries, a mention of the European Union's financial support with the appropriate logo, and access to the principal results as they become available. In addition, the project website provides a direct link to the Virtual Learning Environment (VLE) for SafeMa.

The website contains the following (underlined) sections:

Home
This menu redirects the visitor to the SafeMa homepage.

SafeMa

The project: at-a-glance overview of the SafeMa project is presented.

Deliverables: documents developed under SafeMa project

Partners: short description for all project partners including links to their respective websites

Online Course

Information about the SafeMa training, description of the modules and access to the SafeMa VLE

Partners

Short description for all project partners including links to their respective websites

SafeMa Hubs

Description of the SafeMa Hubs that will be established.

SafeMa Research Cluster

Description of SafeMa Research Cluster

News

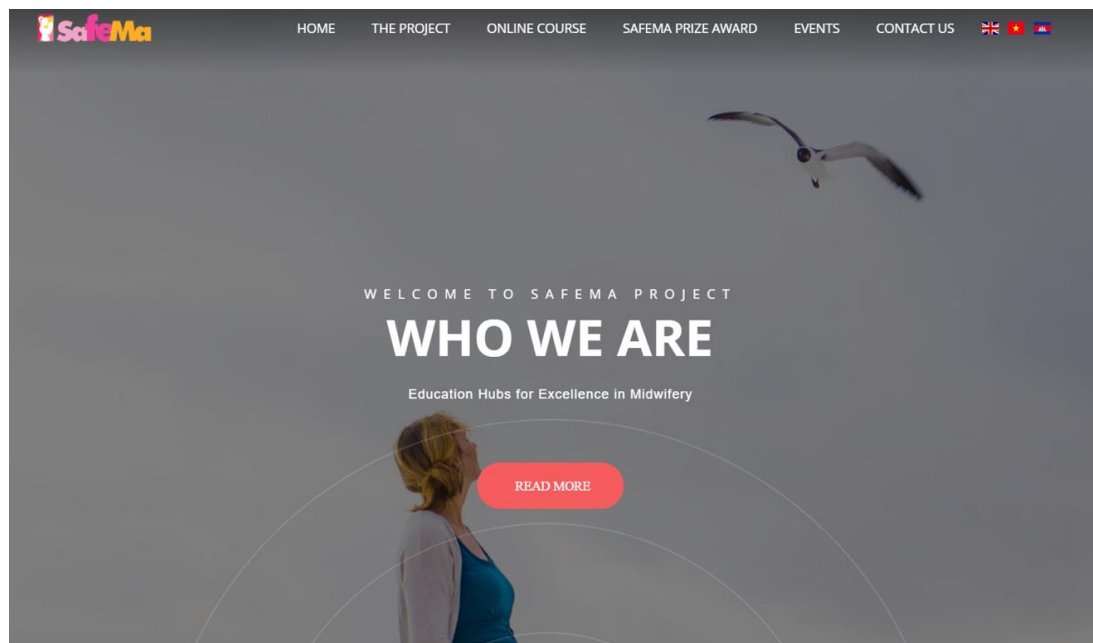News on the project (publications, interviews, presentation of SafeMa project)

Contact

Contact details of the coordinator and message form

Social media links

Icons available that enable SafeMa website visitors and content viewers to easily share SAFEMA content with their social media connections and networks.
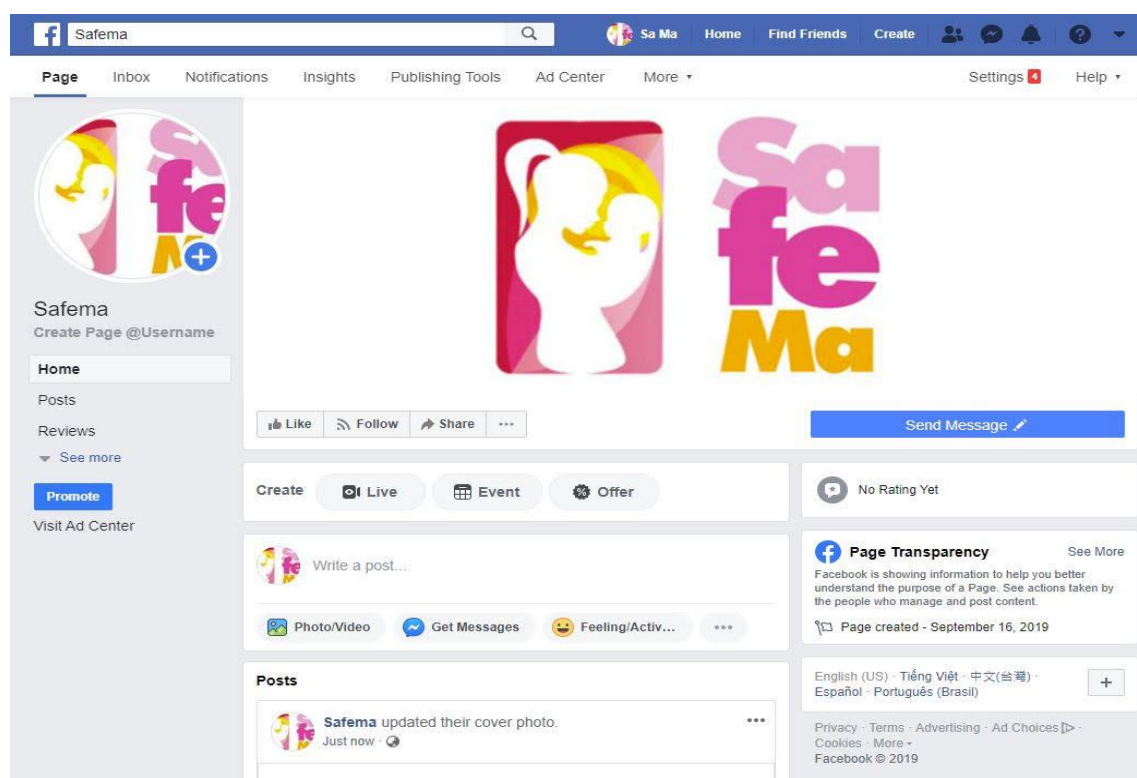
Web Page

https://www.safema-project.eu/

4. SafeMa Social Networks

The project's presence on social media is crucial to achieving its goals; it will be used as a relevant tool to engage third parties, the research community, and the general public. The availability of new project results will be communicated informing about its progress and its impact on the midwife community, disseminating the project results, and establishing a scientific hub interested in collaborating with the project. To have a significant impact, a large number of followers will be essential.

4.1 Facebook page

Facebook is a professional social network that will be utilised to reach an audience of business and scientific professionals. This will be the scenario for sharing news and articles about the project's progress and outcomes. Will be a crucial instrument for the dissemination of the project's major accomplishments as it advances.

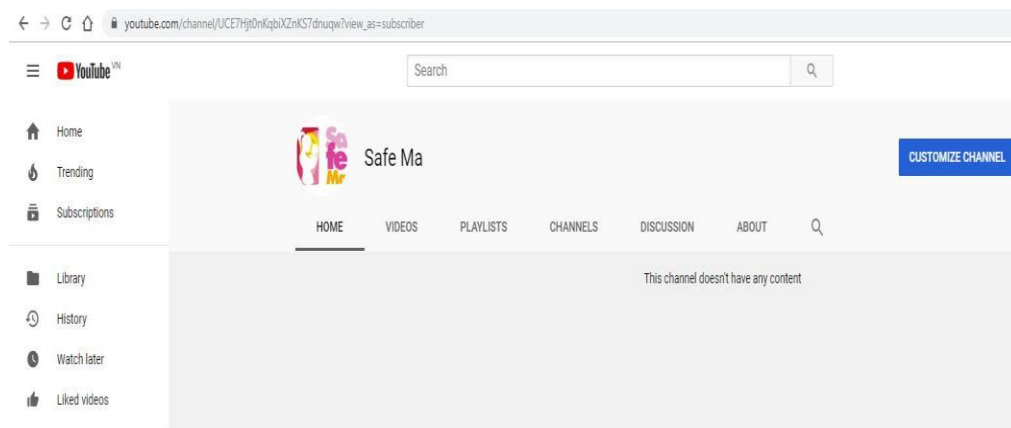https://www.facebook.com/Safema-107113164016332/

4.2. YouTube

YouTube will be used to upload audio-visual contents that will be shared on other medias and platforms. YouTube SafeMa Project Channel:
https://www.youtube.com/channel/UCDmqSIcEyBB57cm7upme7jA

The SafeMa Youtube Channel will publish Promos of the project and videos of actual presentation of the SafeMa Courses in any meeting or in formal curricular teaching classes.

5. Open Access & License

Through the project's website (https://safema-project.eu), all SafeMa public deliverables are accessible to the public. All SafeMa public deliverables will be uploaded to the section Publications of the website during the project implementation and will be freely downloadable under an open licence.

In addition, educators, students, and self-learners will have unrestricted access to the project's educational resources through the SafeMa Virtual Learning Environment for use, reuse, adaptation, and sharing.

Restrictions will be placed on the commercial reuse of the material, as well as the provision of credit and a valid license when reusing the material. Thus, the resources will be released under the Creative Commons Attribution-NonCommercial 4.0 International Licence.

All resources (including text documents, presentations, and videos) will be made available in downloadable and editable formats, allowing users to store them locally and access them offline.

6. Conclusion

The primary objective of the SafeMa project's dissemination and exploitation activities is to communicate the project's ideas and insights to the appropriate audience, both within and outside the SafeMa consortium. This is done to raise awareness and illustrate the project's methodology. Therefore, it is necessary to inform potentially interested parties and individuals of the SafeMa project's existence, activities, and outcomes. In order to promote a critical discussion about the project's objectives and to broaden the consortium's perspective on stated issues, it is also essential to disseminate the project's findings.

Dissemination work is a process that must be continuously reviewed and reflected upon by all participants throughout the SafeMa project's execution. Reflection on the efficacy and productivity of project outcomes is the foundation of a successful dissemination and exploitation strategy. All SafeMa stakeholders will participate in the project's dissemination and exploitation at all levels: local, regional, national, and international.