

PRAGMATIC COMMUNICATIONS STRATEGY



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What do we want to achieve?

- Goals of PRAGMATICK
 - Actively involve early career researchers – STSMs
 - Improve public knowledge about health risks of ticks & TBPs
- How can communication help?
 - Awareness?
 - Collaboration such as Citizen Science?
 - Behaviour change
 - Work with stakeholders to reduce tick contact



Communication SWOT Analysis

Strengths:

- Web site & Social media channels
- European reach
- Highly skilled scientists in PRAGMATICK
- Range of expertise
- Range of career stages

Weaknesses:

- Social media activity not engaging wider community
- Lack of resources or information for non-scientists on webpage
- Lack of investment
- Lack of interest in reaching wider stakeholders
- No social scientists involved

Opportunities:

- Reach wide range of influencers
- Momentum of research
- Citizen Science
- Comprehensive network
- Telephone app in progress

Threats:

- Too large to sustain
- Lack specific media skills
- Lack partner support
- Fail to reach stakeholders

Who is our target audience?

- General public?
- At risk populations?
- Professionals such as GPs?
- Policy makers?
- Funders?



How to reach and engage?

- Community groups?
- Social media?
- Targeted?
 - Medical
 - Veterinary
 - Forestry workers
 - Environmental?
- Our MoU states workshops with concerned stakeholders!



How to measure success of communication?

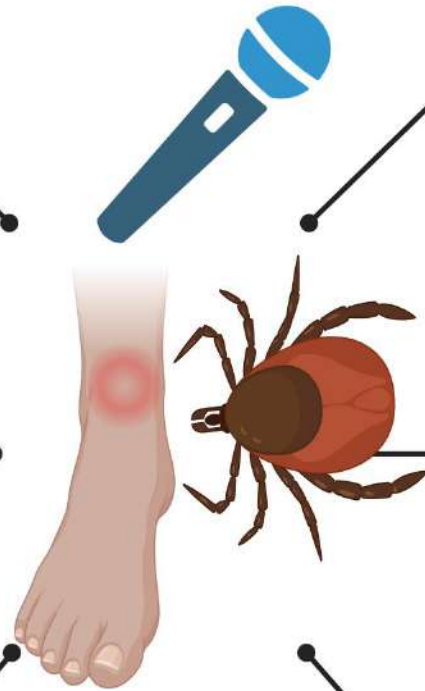
Who to communicate to?

Resources to enable communication?

What to communicate?

How to communicate?

When to communicate?



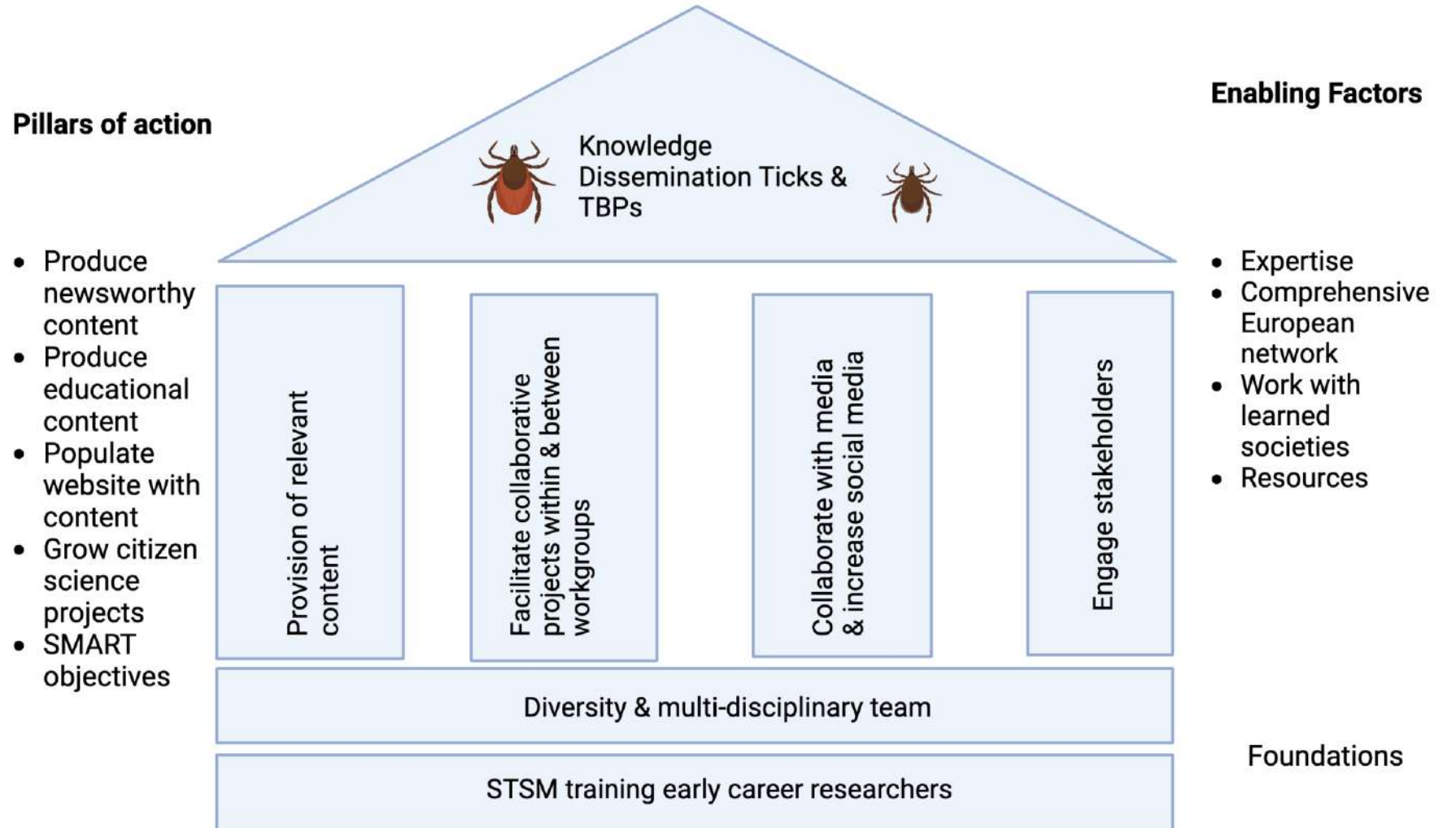
How we can improve our communication

- Ensure PRAGMATICK is acknowledged in publications
- Share pre-prints/alerts with PRAGMATICK senior management team
- Write blogs or articles aimed towards non-scientific audiences
- Newsletters
- Work with Scientific Media Services
- Work with general public and specific risk groups
- **FEEDBACK ACTIVITIES TO SENIOR MANAGEMENT TEAM**



Implementation of DAMA protocol to anticipate & mitigate Tick and TBPs

Strategy Plan



— Thanks



Thank you

- Anastasia Diakou
- Cláudia Norte
- PRAGMATICK WG4