

IAVSur - BME



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and Environment**

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Communication and Dissemination Plan

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1. Introduction

The IAVSur - BME project will provide a sustainable solution to one of the biggest challenges in the field of IAV ecology. Through efficient collaboration among different sectors and professions it will set up a coordinated surveillance system under One Health approach that will complement and upgrade the existing AIV surveillance to assess the epidemiology of IAV and the capability to deal with the virus. The IAVSur - BME will particularly focus on the zoonotic potential of circulating IAV to trace any adaptations of these viruses that may result in the pandemic potential. It is aimed to ensure that the outputs and outcomes of the IAVSur - BME will be useful for setting priorities at EU and global risk assessment of IAV, a zoonotic pathogen with a pandemic potential.

2. Objectives and Scope

The communication and dissemination plan aims to increase the visibility, accessibility, and use of the IAVSur - BME results among relevant stakeholders. It supports the EU4H programme goals and fosters cross-sectoral engagement through One Health approach. Communication on the project is a transversal activity that spans the entire duration of the project.

3. Target Audiences

Target Group	Description	Expected Benefit
Scientific community	Researchers in the fields of virology, zoonotic diseases, veterinary and environmental sciences	Access to new genomic and epidemiological data; collaboration opportunities
Policymakers and authorities	National and EU-level institutions (EFSA, HADEA, Ministry of Agriculture, Forestry and Food, Slovenia, Ministry of Health, Slovenia)	Improved preparedness strategies, decision-making support
Veterinary and public health professionals	Field veterinarians, microbiologists, epidemiologists	Updated protocols, surveillance strategies, early-warning tools
Environmental and wildlife experts	Biologists, ornithologists, ecologists	Access to ecological data, water sampling methods
Agricultural stakeholders	Pig farmers, farm vets, swine industry representatives	Awareness of swIAV risks and prevention measures
General public and media	Society at large, media outlets	Improved awareness of zoonoses and health risks; citizen science interest

4. Key Messages

- The importance of One Health surveillance and environmental monitoring for Influenza A viruses (IAV).
- New insights into zoonotic potential of IAV from wild mammals, pigs, and the environment.
- Whole Genome Sequencing as a tool for early detection of variants of concern.
- Protocols for data sharing between animal and human health sectors.
- IAVSur - BME's role in EU preparedness and pandemic prevention.

5. Communication and Dissemination Channels and Tools

Channel/Tool	Description	Target Group
Project website	Dedicated project page hosted on AFSVSPP or partner site with news, publications, and data	All
Scientific publications	Open access journals (e.g., <i>Viruses, One Health, Transboundary and Emerging Diseases</i>)	Scientific community
Workshops and stakeholder meetings	Annual national and EU-level events	Veterinary, public health, policymakers
Conference presentations	Participation in events like ESFLU, ECDC, EPIZONE, EURL AI	Scientific, technical stakeholders
Newsletters and mailing lists	Digital updates to stakeholders and project partners	Internal and external partners
Mass media (press releases)	Issued during milestones and in case of public health relevance	Media, public
GISAID / GenBank submissions	Sharing viral genome sequences in real time	Research community, authorities

6. Internal Communication Tools

- Online collaboration platforms
- Mailing lists
- Annual all-hands meetings

7. Timeline

Channel/Tool	Frequency/Timeline
Project Website	Prepared in Year 1, launched in Year 2, updated regularly
Scientific Publications	At least 2 in total, Year 3
Newsletters	Once per year
Policy Briefs	Year 2 and 3
Training Events	At least 3 in total, Year 1 and 2
Annual meetings	At least 2
Final Conference	End of Year 3
Media Engagement	As needed (esp. outbreak-related)

8. Indicators of Success

Indicator	Target
Scientific publications	≥ 2
Workshops organized	≥ 2
Website visits	$\geq 150/\text{year}$
Genome submissions to public databases	≥ 5
Policy documents citing project data	≥ 1
Social media posts	≥ 2

9. Risk Mitigation

Risk	Mitigation
Low engagement from public	Use visually appealing media (infographics, animations) and work with press
Delay in publications	Publish preliminary findings in preprints or brief reports
Low conference attendance	Virtual conferences, webinars
Inadequate inter-partner communication	Scheduled monthly WP-leads meetings and shared cloud platform

10. EU Visibility and Acknowledgements

All communication activities and dissemination materials will display the European flag (emblem) and funding statement as well as acknowledgement to the EU support.