



# ESIPP

EQUITY AND SOCIAL INCLUSION THROUGH  
POSITIVE PARENTING



**+2000**  
stakeholders  
involved

## ESIPP DISSEMINATION REPORT 2015 - 2018



**+8000**  
website users  
from 111  
countries



**+700**  
followers on  
ESIPP social  
media channels



Co-funded by the  
Erasmus+ Programme  
of the European Union



## ESIPP BY NUMBERS

**+2K**

Stakeholders involved

**+700**

Followers on Social Media

**+1K**

Pictures of the project

**1**

Dissemination  
strategy

**750**

Subscribers to the  
e-newsletter

**100**

Times that the  
project has been  
featured on the  
media

**+8K**

Website users from 111  
countries

**153**

Pages reporting the  
dissemination of the  
project

**35**

Project  
presentations in  
external events in  
Europe and beyond

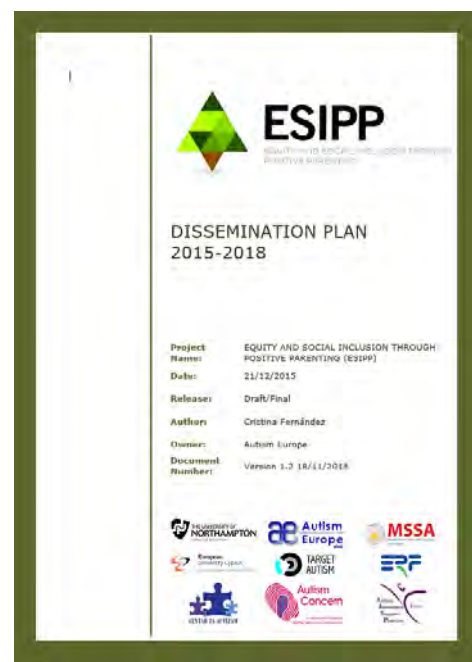
## THE ESIPP DISSEMINATION STRATEGY & SOCIAL MEDIA AWARENESS

### DISSEMINATION STRATEGY

In order to offer guidance and provide a vision for the dissemination of information about the project and its resultant materials, Autism-Europe, in cooperation with the University of Northampton (the coordinator), drafted a dissemination strategy that was presented during the second ESIPP transnational partnership meeting in January 2016.

This 30-pages strategy, using the proposal as a baseline outlines the key stakeholders and the specific activities that will be undertaken in order to effectively promote the project and its outputs. A work plan was also included to ensure that effective dissemination was achieved.

Dissemination activities involved the partnership, each acting toward specific target groups according to their work areas, it involves parents, children and young people on the autism spectrum, professionals, practitioners, academics, students, the autistic community, NGOs and associations, politicians (at a local, national and EU level), National Agencies for Erasmus+, (specialized) media and the general public.



### SOCIAL MEDIA AWARENESS

In relation to the Dissemination Plan, the project carried out a Social Media awareness plan to increase awareness and develop links with stakeholders and to inform them and general public about the latest news from the project.

Although the official dissemination language regarding ESIPP social media channels is English, partners were encouraged to share ESIPP official posts via their professional social media channels in the language of the target countries of the project to increase stakeholder's engagement. The document had a 'to do list' which summarised the most relevant actions to be done by partners in order to support the dissemination strategy. This included for example identifying one key person in partner organisation to post and share some content regarding the project on a regular basis and when posting what to include e.g. the ESIPP hashtag.

This was viewed also as tool for those who are not confident on using social media and was followed up at the third transnational partnership meeting with a Q&A discussion.

While the activities listed in both documents were quite comprehensive, additional activities have been undertaken and listed activities had been added in order to take advantage of new dissemination opportunities that arose throughout the project's duration (such as World Autism Awareness Day campaigns, logo/Christmas card competitions and the presence in professional online platforms such as ResearchGate).

Dissemination actions have been also planned according to the opportunities identified by the partners both at national and international levels, in order to:

- Create awareness of the project and the ESIPP training among target audiences;
- Promote the future use of the ESIPP materials among the target audiences.

To reach this main objective and to communicate effectively on the actions and achievements of the project, partners kept in mind the social context of the project and its final aim.

## DISSEMINATION TIMELINE

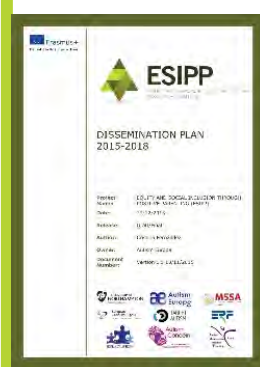
The timeline below illustrates the key dissemination moments for the project, of which some the following activities include multiplier events, ESIPP support to European World Autism Awareness Day campaigns, ESIPP art competitions and the launch of the ESIPP Recommendations for Policy-makers.

Sept. 2015

2016



**September 2015**  
ESIPP kick off meeting



**February 2016**  
Website launch



**January 2016**  
ESIPP  
Dissemination  
strategy  
launched



**Spring 2016**  
Marketing material  
developed

**November 2015**  
ESIPP Logo competition  
and award presentation

2016



**From March 2016**  
1st ESIPP training  
sessions in Croatia,  
Cyprus and FYR of  
Macedonia



**April 2016**  
ESIPP  
Social Media  
strategy  
launched



**April 2016**  
World Autism Day



**September 2016**  
Autism Europe Congress



**November 2016**  
ESIPP Christmas  
card competition





# ESIPP

EQUITY AND SOCIAL INCLUSION THROUGH  
POSITIVE PARENTING

2017



**February 2017**

Sample materials ESIPP materials available in 4 partner languages



**April 2017**

World Autism Day campaign



**November 2017**

ESIPP Multiplier Event in Skopje



**March 2017**

ESIPP Multiplier Event in Zagreb



**June 2017**

ESIPP Multiplier Event in Northampton



**December 2017**

ESIPP Christmas card competition

2018

August 2018

September 2018



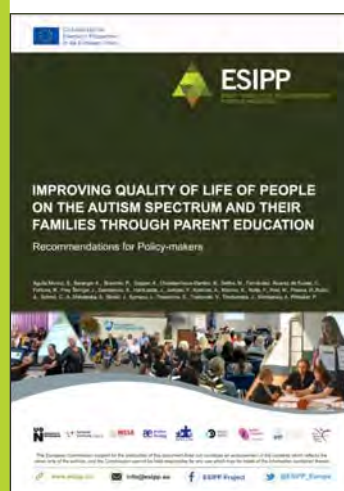
**March 2018**

ESIPP Multiplier Event in Limassol



**April 2018**

World Autism Day



**May 2018** →

ESIPP Policy Recommendations in 5 languages

**September 2016**

Continued dissemination

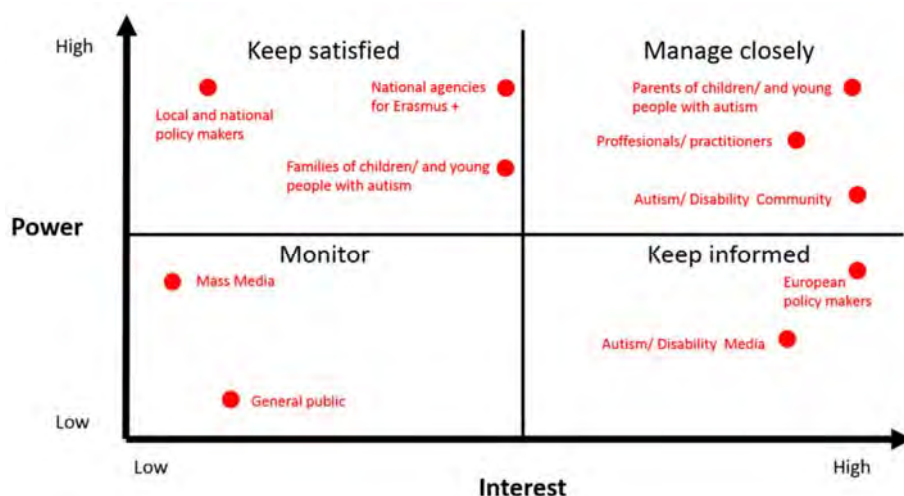
- 2018: ECER, Bolzano (Italy) – Loizos Symeou presenting
- 2018: Institute of Special Education & Rehabilitation International Scientific Conference, Ohrid (FYR of Macedonia) – Jasmina Troshanska and David Preece presenting
- 2019: Autism Europe 12th Congress, Nice (France) – David Preece presenting



## STAKEHOLDERS' INVOLVEMENT

The planned dissemination and exploitation activities ensured optimal use of the results beyond the participants of the proposal, during and beyond the lifetime of the project. The initial objective of reaching at least 2,000 stakeholders has been achieved. The project has a wide range of targets at local/regional/national and EU levels. Those target audiences were presented on a stakeholder map (below) and different channels and tools have been developed to successfully reach each group at key moments. Other stakeholders than the targeted ones have been reached too, such as self-advocates, communication professionals, professionals involved in other EU projects, economic press, volunteers, etc.

The mix of people from the ESIPP partnership from different professional areas involved in the project from the same country was really helpful as they were able to involve different stakeholders easily. For example, in Croatia, the project had a university, the center for autism and, as non-funded partner, a national association of parents. Equally the some of the partnership took it upon themselves and used their own personal networks (social media for example) and links with existing networks to connect with audiences that were not familiar to the world of autism.



## VISUAL IDENTITY

Among the first steps of the project, was to create a ESIPP logo and brand which would accompany all our project material through and beyond the life cycle of the project. Therefore, we had a logo competition to design an image which represented the project. Partners from Croatia, Cyprus and the FYR of Macedonia arranged small-scale logo competitions with around 50 children on the autism spectrum with one winner in each country, which one was picked as a template for the project logo. The winner “Autumn tree”, created by Elena Delova, a 15-year-old autistic student from Skopje, was announced in November 2015. The final version was developed by an external company.

Together with this logo, for any publication, poster, presentation produced, partners acknowledged the support of the European Union using the Erasmus+ Programme emblem. Thus, both logos, the identity colours of the project (derived from the “pea green” colour of the project logo) and partners’ logo were present in all the communication channels and tools of the project.



This dedicated ESIPP visual identity provided the project with visibility and “recognisability”, contributed to the image and reputation of the project (as the visual identity expresses the structure of the project to its external stakeholders), expressed the structure of the project to its external stakeholders (visualising its coherence as well as the relationships between partners) and created and raised awareness.

## DEDICATED CHANNELS AND OTHER DISSEMINATION OPPORTUNITIES

### WEBSITE

A dedicated website was created for the project and launched in February 2016. It was designed by an external company and administrated both by the University of Northampton and Autism-Europe. It has been regularly updated and will be maintained beyond the lifetime of the project itself. The official language of the website was in English, but some content for example the curriculum (outputs 1 and 2) has been translated into all the targeted languages.

By 28<sup>th</sup> of June 2018, the website had more of 8K different users, 10,5K sessions and more than 25,5K pages views. According with the analytics generated by Google, the ESIPP website registered three significant peaks of traffic: on Saturday the 12<sup>th</sup> March 2016 with 60 users (ESIPP sent its first e-newsletter), on Friday 10<sup>th</sup> November 2017 with 105 users (ESIPP multiplier event in Skopje) and on Friday 1<sup>st</sup> June 2018 with 97 users (ESIPP launched its Recommendations for policy-makers), as showed on the graphic below:

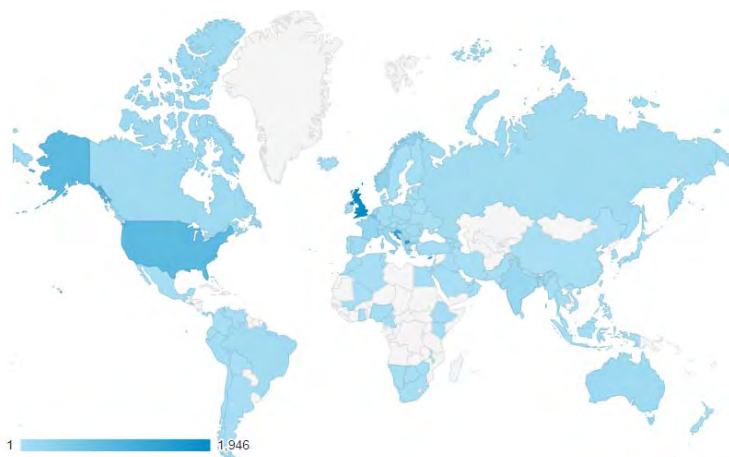


Most of the visitors landed on our website via organic search (44,4%) and 35% via direct search. The most visited pages after the homepage was the resources, project overview and news and events pages:

1. Organic Search	2,028 (44.42%)
2. Direct	1,559 (34.14%)
3. Social	774 (16.95%)
4. Referral	205 (4.49%)

Page	Page Views	% Page Views
1. /	5,903	23.16%
2. /resources/	1,234	4.84%
3. /project-overview/	1,216	4.77%
4. /news-events/	954	3.74%

Geographical analytics showed that website had visitors from 111 different countries. These were from the United Kingdom (14,5%), FYR of Macedonia (13%), Croatia (12%), United States (11,7%) and Cyprus (11,2%) – importantly these represented the partner countries:



1.  United Kingdom	1,043 (14.50%)
2.  Macedonia (FYROM)	952 (13.24%)
3.  Croatia	903 (12.56%)
4.  United States	847 (11.78%)
5.  Cyprus	808 (11.24%)

An average user of the ESIPP website according to Google analytics was a 25-32-year-old young man, an English speaker; who uses a desktop computer and the web browser Google Chrome. Generally, he visits two pages and spends 2,37minutes a session on the website.







## ART COMPETITIONS: LOGO AND CHRISTMAS

Art competitions have been undertaken throughout the lifespan of the project in order to engage with children and young persons on the autism spectrum on the targeted countries. Upon the success and engagement of the logo competition, we had Christmas cards competitions in 2016 and 2017. At least 50 children from the FYR of Macedonia, Croatia and Cyprus have participated.



## ESIPP EVENTS

Around **450** participants (including parents and relatives of persons on the autism spectrum, professionals, practitioners, academics, students, journalists, policy-makers and other interested parties) have attended the four ESIPP multiplier events held Zagreb, Northampton, Skopje and Limassol.

Specific dissemination strategies and tools have been done (together with the host partners) to jointly promote each event: promotion on the newsletter and on social media, press releases (both in English and in the language of the host country), printed materials, teasers for social media, live videos and pictures.

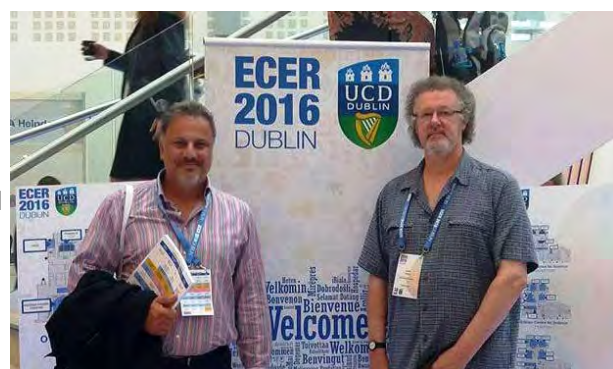
## ESIPP PRESENTATIONS IN OTHER EVENTS

The project has been presented at, at least, 35 different events:

- 11 events held in Croatia, Cyprus and the FYR of Macedonia;
- 21 events held in other European countries (UK, Belgium, Italy, Serbia, France, Denmark, Ireland, Netherlands, Slovenia and Bosnia and Hercegovina);
- 3 events held beyond Europe (Egypt, India and Brazil).

Some significant examples include:

- AE's 11th International Congress in Edinburgh, September 2016.
- VII Brazilian Congress on Special Education in San Carlos, November 2016.
- AE General Assemblies and other meetings: representatives from around 25 European countries
- ECER Leading Education Annual Conferences (2016, 2017, 2018).
- INSAR 2018 in Rotterdam, May 2018.



## FACE-TO-FACE MEETINGS AND DIRECT MESSAGES

A wide group of stakeholders have been reached personally at different occasions:

- Roundtable discussions (with MEPs, professional organisations in the field of autism) before the multiplier events in Zagreb, Skopje and Limassol
- Meetings with academics and other professionals during the project transnational meetings
- Exchanges with participants at the events in which the project has been presented
- Partners meetings with peers, professionals or policy makers in which the project was presented throughout the lifespan of the project

## MEDIA COVERAGE

The project has been featured, at least, 100 times by media from 8 countries (Croatia, FYR of Macedonia, Cyprus, UK, Belgium, Albania, Kosovo and Spain):

- 67 times in online press and other online publications
- 5 times on print press
- 20 times on TV
- 8 times on radio
- Some remarkable examples:
  - Coverage in the FYR of Macedonia and in Croatia on World Autism Awareness Day in 2016, 2017, 2018
  - Coverage of the multiplier events held in Croatia and Cyprus, but specially in the FYR of Macedonia



## PRESS AND OTHER STAKEHOLDERS' COVERAGE BY COUNTRY

NB. To find detailed information about the online and offline coverage of the project, please check the two dissemination report annexes.

### CYPRUS

Personal involvement of ESIPP partner Nefi Charalambous – Darden has been key to maximize the dissemination of the project in this country, especially on social media and among the autism community. Among all the online and offline external coverage done by the press and other stakeholders in this country, it is worth highlighting the following:

- At least 10 online publications and news featured the project. Foremost among these are:
  - 5 publications done by the different media channels of the European University of Cyprus about the project launch between January and March 2016.
  - Specialised online newspapers “Ygeia News” and “Mommysblog” featured ESIPP in World Autism Awareness Day in 2017.
  - Academic online media StudentsVoice.com.cy also featured the project in April 2017.
- Traditional media coverage in Cyprus included 2 appearances on television:
  - Nefi Charalambous – Darden gave an interview on the news of Sigma TV in October 2016 to present the project.
  - Nefi Charalambous – Darden gave an interview on Capital TV in March 2018 about the project and the future multiplier event in Limassol
- On social media, the project has reach a great impact in the FYR of Macedonia via Facebook and Twitter:
  - Nefi Charalambous – Darden made more than 10 posts about the ESIPP project on her personal profile, which has a big impact. This one featuring her appearance on television in March 2018 had more than 450 likes and reactions.
  - Nefi Charalambous – Darden posted at least 30 tweets about the project. Those ones with more reach were those related with the multiplier event held in Limassol in March 2018 and the conference about ESIPP organised by the EUC in Nicosia in November 2017.



## FYR OF MACEDONIA

The FYR of Macedonia was the country in which the press has covered the most the ESIPP project. Macedonian partners also had media from bordering countries and the project was also covered in Albania and Kosovo, and other further countries like Turkey. Personal involvement of Prof. Dr. Vladimir Trajkovski and Dr. Jasmina Troshanska has been key to maximize the dissemination of the project in this country.



Among all the online and offline external coverage done by the press and other stakeholders in this country, it is worth highlighting the following:

- At least 32 online publications and news featured the project. Foremost among these are:
  - Interviews about World Autism Day given by Prof. Dr. Vladimir Trajkovski to the online newspapers *Telegram* and *Doktori* in April 2016;
  - Interview given by Dr. Jasmina Troshanska to the daily newspaper *Nova Makedonija* for World Autism Day 2017;
  - ESIPP training delivered in Ohrid appeared in the Ohrid News in August 2018.
- Traditional media coverage in the FYR of Macedonia included 15 appearances on television, 3 on the radio and, at least, 7 on printed press and other publications. Outstanding among them are:
  - TV report with Prof. Dr. Vladimir Trajkovski for the news bulleting of the national channel MRT 1 in April 2016;
  - 1-hour TV interview with Dr. Jasmina Troshanska in Kanal 5 on February 2017;
  - TV interview with Prof. Dr. Vladimir Trajkovski for the national channel MRT 1 in April 2017
  - TV report for the news for the national channel TVM and 12 minutes' interview for MRT and Kanal 5 about the training delivered in Ohrid with partners from MSSA and the UoN.
- On social media, the project has reach a great impact in the FYR of Macedonia via Facebook:
  - Prof. Dr. Vladimir Trajkovski's public profile on Facebook counts with more than 105 public posts about the project and more than 3,000 followers. The three ones posted on the 6<sup>th</sup> of September 2017 announcing the ESIPP multiplier event in Skopje reached altogether a total of more than 26,000 people.
  - Dr. Jasmina Troshanska posted more than 10 publications on her personal profile on Facebook and get a great reach. A picture of the multiplier event in Zagreb get more than 150 likes and reactions.





## CROATIA

Among all the online and offline external coverage done by the press and other stakeholders in this country, it is worth highlighting the following:

- At least 7 online publications and news featured the project. Foremost among these are:
  - 3 different articles presenting the project ESIPP on April 2016 on the specialised online newspaper *Udruga za skrb autističnih osoba* around World Autism Awareness Day.
  - Between February and March 2017, specialised media “In Portal” published 2 articles about the ESIPP project and its multiplier event held in Zagreb in March 2017.
- Traditional coverage in Croatia included 2 appearances on television, 6 on the radio and, at least, 2 on printed press and other publications. Outstanding among them are:

- Croatian National Radio (HR1) draw attention to the project in January 2016 with an interview on the radio programme “Umijeće odrastanja” (The art of growing up). ESIPP partners were interviewed in the Centar za Autizam’s school and explained their project, goals, progress and future plans, including the ESIPP project.



- In September 2017, partners from CZA gave another interview to HR1 inviting parents to attend the last ESIPP training sessions.

- The newspaper “Glas Zagreba” (The Voice of Zagreb), which produces more than 50,000 printed copies per issue, ran a story in March 2016 entitled “Tu nestaju životni strahovi” (Place where life’s fears disappear). It explains about autism, the ESIPP project, the different individual programmes and methods used in the Centar za Autizam (CZA) and some of their concerns such as the lack of space in their centre.



Centar za Autizam staff present the ESIPP project on the TV show “Mozaic” on the Croatian TV Jabuka

- Furthermore, in April 2016, ESIPP partner Sanja Aguila Munoz was guests on the TV show “Mozaic” on TV Jabuka (a Croatian commercial TV channel). At the end of the interview, Aguila Munoz presented the ESIPP project and its goals and Duilo, a parent took part in the project’s first parent training sessions in Zagreb, explained how useful these training sessions were and encouraged other parents to join them in November 2016.
- In September 2017, ESIPP partner Sanja Aguila Munoz and Nikica Matacun, mother of child with autism, were guests on local TV Jabuka again.



## BELGIUM

**B**elgium was not a specific ESSIP country where the training for parents took place, but here was notable coverage of the project:

- Autism-Europe's member APEPA, the Walloon association of parents of children with autism, has featured the project in several issues of its e-newsletter and on its Twitter account.
- In April 2018, partner from Autism-Europe Cristina Fernández gave an interview to a regional Spanish radio station "Ib3 Radio" from the European Parliament in Brussels, in which the project has been mentioned as example of exchange of good practices in Europe.



## UK

**T**he UK, although is not a targeted country, has also covered the ESIPP project. Partners from the University of Northampton, specially coordinators Dr. David Preece and Paul Bramble have had a key role on promoting the project as ambassadors.

Among all the online and offline external coverage done by the press and other stakeholders in this country, it is worth highlighting the following:

- At least 7 online publications and news featured the project in the UK. Foremost among these are:
  - The newsletter of the Faculty of Education and Humanities Weekly of the University of Northampton, that has featured the project at least on 5 issues from September 2016 to June 2018.
- Partner from Target Autism Angela Capper gave an interview to Radio Northampton (a local BBC radio station) on April 1<sup>st</sup> 2016, prior to World Autism Day, and the project was due mentioned and presented.
- On social media, the project has reach a great impact in the UK, specially via Twitter:



- Paul Bramble tweeted about the project getting a remarkable impact, specially those reporting the four multiplier events.
- Other relevant stakeholders based in the UK have reporting and sharing information about the project on a regular basis on Twitter, like partner Dr. David Preece, the EU project SENEL, Dr Cristina Devecchi, Erasmus+ UK or Ecorys UK.
- UK partners were also active on Facebook as ambassadors. One of the most popular ones was the video of the ESIPP poster presentation at the AE's International Congress in September 2016 (152 views).





## WHERE IN THE WORLD HAS THE ESIPP TEAM BEEN?



## ESIPP GOALS ACHIEVED

The dissemination strategy included the initial concerns, needs and expectations of the project. The objectives below were presented on the strategy as key success factors to overcome those initial barriers. During the lifespan of the project, the partnership has developed tools and ways to achieve all of those objectives, ensuring the high success on disseminating the project.

- Create a strong visual identity (the ESIPP brand) to facilitate dissemination actions
- Create an interactive engagement process with the different stakeholders
- Harmonise dissemination content under the coordination of AE
- Highlight ESIPP's main achievements
- Empower parents and families of children and young people with disabilities
- Identify key partners and contact groups to update/ address content on social media networks
- Update materials during the lifetime of the project
- Mapping out events and create dissemination opportunities
- Drafting a multilevel lobby strategy (regional, national, European)





## KEEP COMMUNICATING BEYOND THE PROJECT LIFESPAN

Even after the end of the project, dissemination activity will be ongoing, both through the production of journal articles and through conference presentations, example's include

- AE's 12th Congress- Nice 2019
- ECER 2018, Bolzano (Italy) – Loizos Symeou presenting
- Institute of Special Education & Rehabilitation Ohrid (FYR of Macedonia) – Jasmina Troshanska and David Preece presenting

Furthermore, the project website will be active five years after the close of the official project, the ESIPP outputs will be uploaded not only on the EPRP, but on the ESIPP website and the ESIPP dedicated social media channels will remain and the ESIPP email address will be operational.



## THE PARTNERSHIP



University of Zagreb  
Faculty of Education and  
Rehabilitation Sciences

