



Knowledge Exchange Strategy Report



A transdisciplinary research project with funded by the EU and the UKRI



Pandemic literacy and viral zoonotic spillover risk at the frontline of disease emergence in Southeast Asia to improve pandemic preparedness

PANDASIA

Knowledge Exchange Strategy Report

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Project Partners

No.	Abbreviations	Full names	Countries	Main roles
1	NMBU	Norwegian University of Life Sciences	Norway	Coordinator
2	NVI	Norwegian Veterinary Institute	Norway	WP4
3	UKHD	Universitätsklinikum Heidelberg University	Germany	WP5 lead
4	IZW	Leibniz Institute for Zoo and Wildlife Research	Germany	WP2-WP3
5	QMUL	Queen Mary University of London	UK	WP1
6	CU	Chulalongkorn University	Thailand	WP1 lead
7	UMU	Umeå University	Sweden	WP4 lead
8	KKU	Khon Kaen University	Thailand	WP3 lead
9	MU	Mahidol University	Thailand	WP2 lead
10	SUPA71	SUPA71 Co., Ltd.	Thailand	WP6 lead



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Authors and Acknowledgements

This Knowledge Exchange Strategy of PANDASIA was developed by close collaboration between all partners and led by WP6: Dissemination, Exploitation and Communication (SUPA71, Thailand & IZW, Germany) & WP7: Project Coordination and Management (NMBU, Norway).

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List of Acronyms

CED	Communication, exploitation, and dissemination
EC	Ethical Committees
EH	EcoHealth
EID	Emerging Infectious Disease
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GloPID-R	Global Research Collaboration for Infectious Disease Preparedness
KII	Key Informant Interview
OH	One Health
WHO	World Health Organization
WP	Work Package

1. Executive Summary

The consortium of PANDASIA aspires to deliver a transdisciplinary implementation research to examine zoonotic spillover in Southeast Asia region. Thailand was selected because of its high biodiversity with specific socioeconomic, cultural, and geographic contexts and the availability of an established strong transdisciplinary team.

We exercise transdisciplinary science in understanding the complexity of One Health notion of human, animal, and environment interaction in the actual Thai setting. Our implementation approach focuses on pioneering community-based pandemic preparedness and prevention interventions or 3PLs (Pandemic Preparedness Prevention Literacy). These approaches are country-owned, and community based which mandate a comprehensive understanding of actual, local, national, and regional forces and regulations that shape public health preparedness in Thailand.

Work Package 6 (WP6) Communication, exploitation and dissemination aims to promote the project's activities, outputs, and results to audiences in Thailand, Europa and worldwide to enhance pandemic literacy.

PANDASIA has the following communication, exploitation, and dissemination objectives:

- Communicate the project (activities and results) as well as the societal challenge of dealing with future pandemics to audiences in Thailand, the EU and worldwide (**Communication**)
- Make the project results accessible to the scientific community, policy makers, and industry (**Dissemination**)
- Translate project results into formats usable by stakeholders at various levels in Thailand and the EU (**Dissemination**)
- Ensure the use of project results in practice to tackle the societal challenge of preventing pandemics (**Exploitation**)

D6.1 knowledge exchange strategy is based on delivering a unified message, “Branding”, to all targeted audiences and stakeholders using a systematic approach. This approach is composed of stepwise measures and specific Key Performance Indicators (KPIs) to deliver the specific objectives.

2. Introduction

PANDASIA is a transdisciplinary research project aiming to understand the complexity of zoonotic spill-over, thereby enhancing the global pandemic preparedness overall. This will be done through a comprehensive collection of social, biological, and molecular data and develop predictive modelling of zoonotic spill-over rates and disease emergence in high-risk settings in Thailand. This interdisciplinary approach will enable intensive understanding of potential pandemic drivers along nature-rural-urban gradients. PANDASIA consists of seven work packages (WPs), as shown in Figure 1.

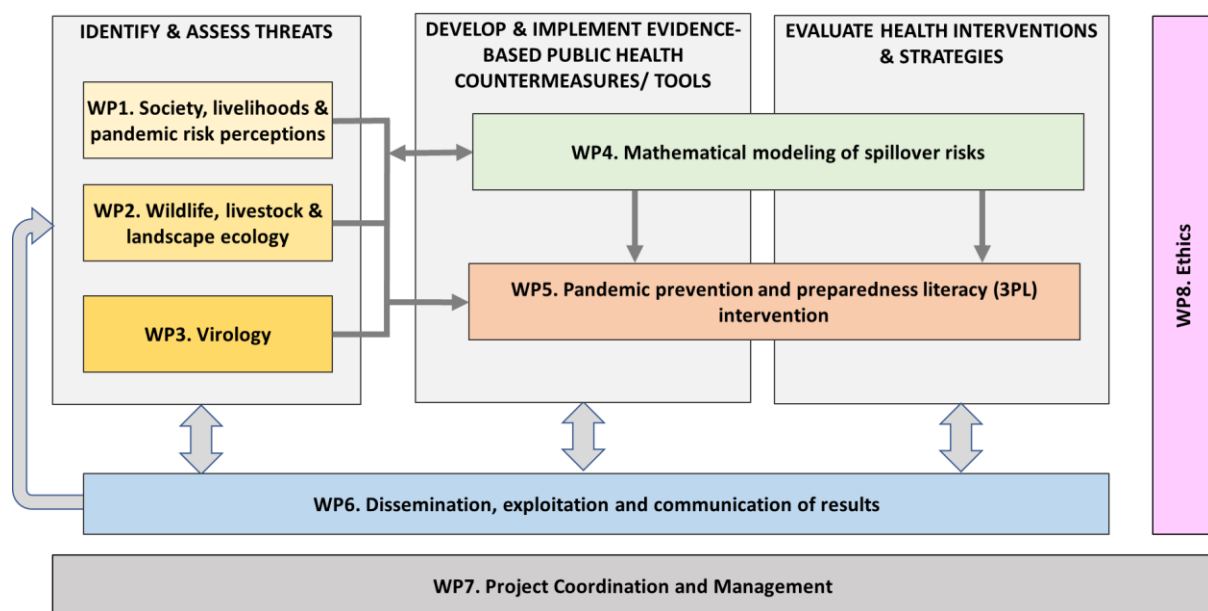


FIGURE 1: PANDASIA WORK PACKAGES

PANDASIA has the following Specific Objectives (SO):

- S01.** Determine and monitor human and societal factors impacting zoonotic spill-over risk by identifying populations, human behaviours, human-animal-environmental interactions, structural drivers and barriers, and relevant policies in study locations (WP1).
- S02.** Determine the most important wild and domestic vertebrate animal hosts of importance for spill-over in each study location, assessing their presence, abundance, diversity (WP2).
- S03.** Assess and model the potential effect of changes in land use, land cover, climate, and human demographic factors since the year 2000 on spill-over risk (WP2).
- S04.** Identify previously unrecognized pathogens with spill-over potential, specifically targeting viral groups in vertebrate animal hosts for which there is strong precedence for viral occurrence and emergence in the region (WP3).

S05. Develop ecological, epidemiological, and evolutionary conceptual models to enhance understanding of the significance of the general principles and pathways of spill-over processes, and to guide the development and analyses of a structurally equivalent, yet more specific, data-driven model. (WP4).

S06. Develop a point-of-care (POC) virus test kit prototype for use by healthcare providers and professionals to identify spill-over at the earliest stages to prevent epidemic or pandemic spread (WP3).

S07. Create and test a critical public health measure – a pandemic prevention and preparedness literacy (3PL) intervention to reduce zoonotic transmission and pandemic risk (WP5).

3. Knowledge and Exchange Strategy

The PANDASIA is a trans-cultural, intercontinental, transdisciplinary research project which underscore the magnitude of communicating clearly, concisely, effectively, and timely. Therefore, this document is crucial to layout our organisational structure and the aspired flow of communication. It includes a communication strategy, brand development, dissemination, and an exploitation strategy, followed by execution plan with specific KPIs.

Generally, our strategic objective is to amplify PANDASIA's global visibility by harmonising the team, smooth the communication globally, increase the impact of our deliverables and exploit the planned implementation of interventions. PANDASIA serves the European vision of delivering Global Common Goods (enhancing the global architecture of public health preparedness) by developing strategic partnerships with local, national, regional and global stakeholders.

To ensure the national ownership of Thailand and improve our compliance to the traditional norms, our communication strategy is developed and steered by a local partner SUPA71 in close collaboration with Khon Kaen University (KKU), Mahidol University (MU) and Chula University (CU).

As a such local team ensures delivering the right message to the right audience at the right time. The below lines will outline the internal structure and flow of communication internally within the consortium and externally to various local and national stakeholders.

3.1 Our values and principles

We are an international group of researchers, we differ in our backgrounds, cultures, social status yet united and believers in the following values:

- **Trust:** We are driven by scientific curiosity, and we trust each other.
- **Openness:** We communicate respectfully, honestly, and freely.
- **Possibility thinking:** We are willing to make a special effort and think possibilities.
- **Accountability:** We act in integrity and compliance to national and global norms.
- **Equality:** We practice inclusiveness and equality in our daily work.

3.2 Principles of our knowledge exchange strategy

The knowledge exchange strategy is dynamic with a continuous dialogue between society and science on hot topics of zoonoses, viral spillover, community engagement, pandemic preparedness. We have agreed to periodically update and develop the strategy along with our own development. Hereby we share the foundations of the PANDASIA strategy.

Developing such a strategy is a structural process shown in Figure 2. At first, we defined the PANDASIA project goals and the PANDASIA consortium member goals including goals such as:

1. Goals of the participating organisations (e.g., strengthen research collaboration on biodiversity and health).
2. Goals of the project consortium (e.g., understand spillover processes in Southeast Asia);
3. Individual/personal goals (deepen knowledge and capacity to collaborate effectively within a transdisciplinary research team);
4. Content goals (e.g., goals from the work packages);
5. Formal/structural goals (e.g., defining rules and procedures within PANDASIA);
6. Organisational goals (e.g., establishing an internal PANDASIA communication structure).

Such a systematic approach ensures that planned measures and tools directly serve the achievement of goals of the participating organizations, the consortium members, and the project stakeholders and that their effectiveness can be verified in a circular manner.

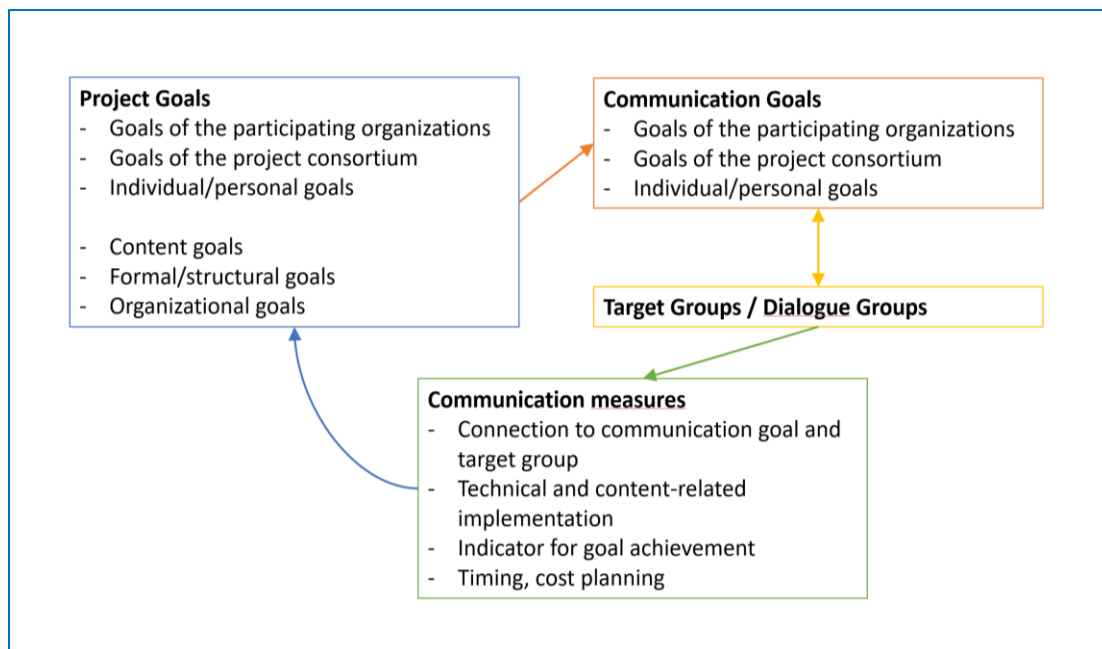


FIGURE 2: PANDASIA COMMUNICATION STRATEGY SYSTEMATIC APPROACH

The PANDASIA communication strategy is also supported by the Laswell's communication theory that describes the communication process as illustrated in Figure 3.

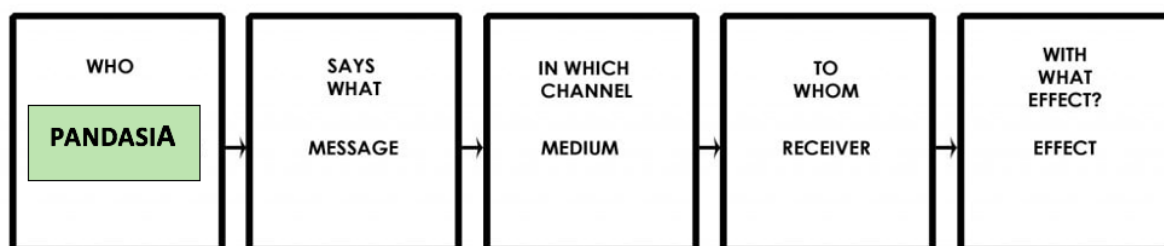


FIGURE 3: PANDASIA COMMUNICATION PROCESS ADOPTED FROM LASWELL'S COMMUNICATION THEORY.

The PANDASIA consortium/project serves as the main source of communication. The results of evidence generated by all "Work Packages" (WP) will inform the development of doable, practical, and culturally sensitive messages to be delivered through strategic channels to reach the intended audiences. The PANDASIA project expands the Laswell communication strategy by including bi-directional exchange of knowledge and feedback loops with stakeholders to achieve a higher quality and acceptance of scientific questions and results. That is why messages will be co-developed and co-evaluated with the community members to ensure that these are within the context of local communities.

3.3 Internal communication flow and structure

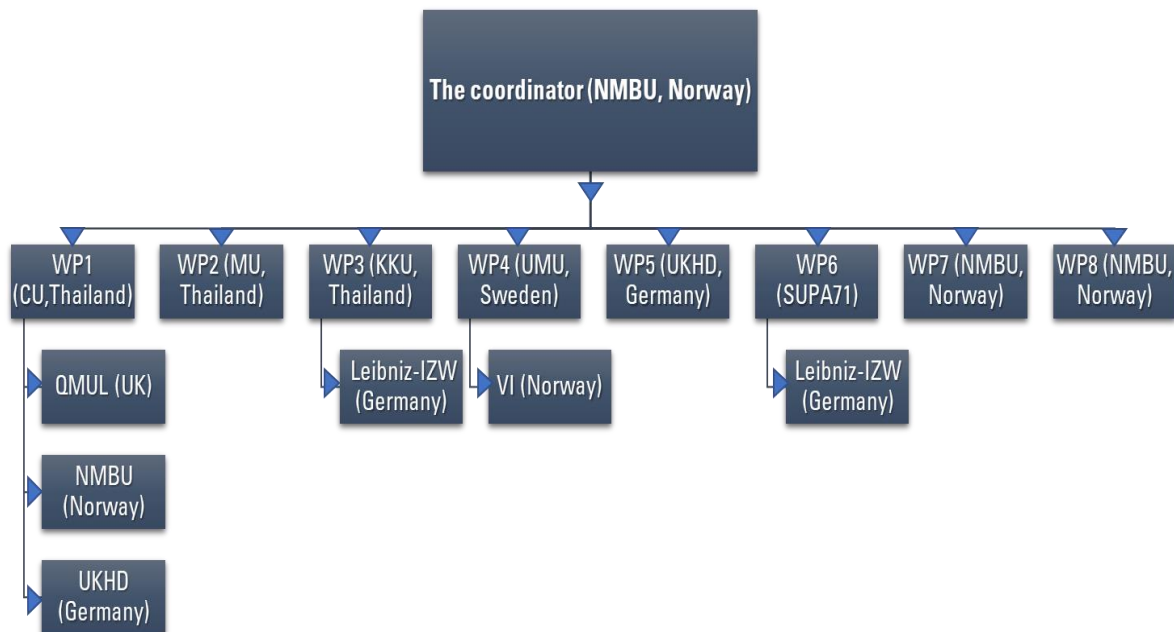


FIGURE 4: TOP-DOWN COORDINATION AND COMMUNICATION MECHANISM MAINTAINED BY THE COORDINATOR.

Internal communication or coordination is generally operationalised by WP7 led by the Norwegian University of Life Sciences (NMBU) Norway see Figure 4 above.

NMBU is the headquarter of the research where the Principal Investigator (who also works as a guest professor at KKU, Thailand) leads the team to share their expertise.

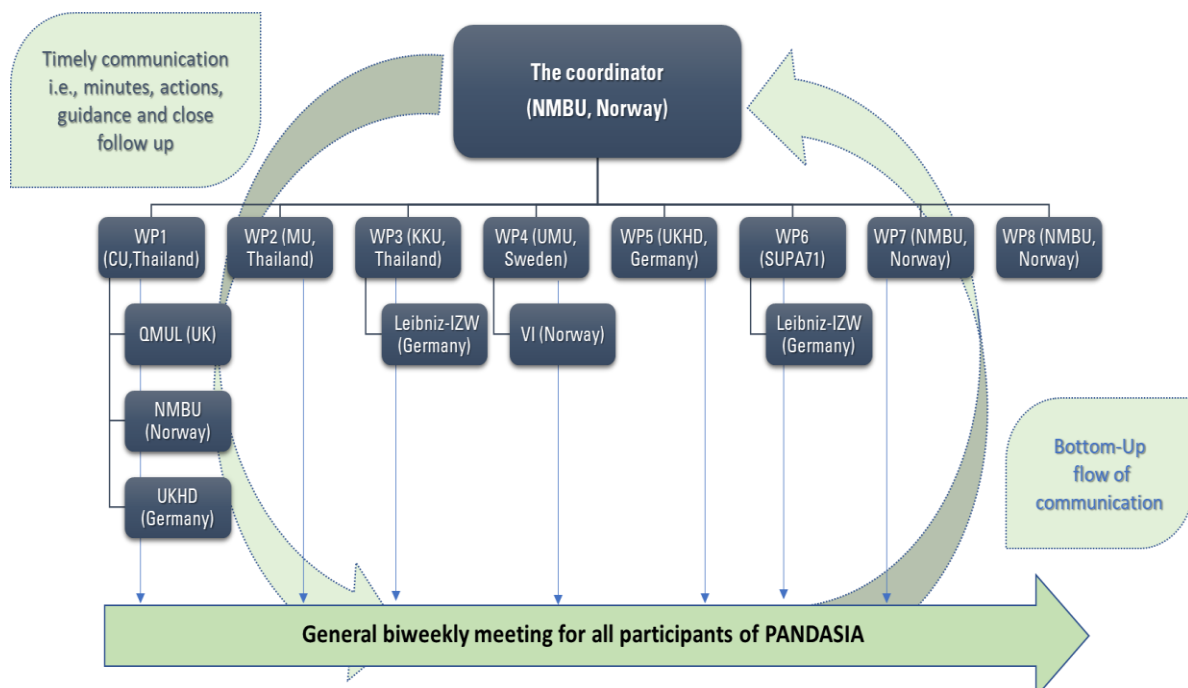


FIGURE 5: INTEGRAL COMMUNICATION STRUCTURE ENABLES FOR INSTANT FLOW OF COMMUNICATION.

The communication is timely generated and cascaded top down from the coordinator to work packages leaders. This structure allows for more integral actions and communication. In case of any critical issues are being raised by any participant, the PI maintains his rights to interfere immediately without disturbing the rest of the team. All team members are invited to participate at general biweekly meeting to share their feedback, concerns, challenges, and achievements see Figure 5. In addition to that, all partners are invited to a Steering Group Meeting (SGM) every six month. Until now, PANDASIA has had two SGM; a physical meeting on 17 February in Thailand and another digital one on 28 June.

3.4 External communication flow and structure

The external communication is mediated by accountability and autonomy. Whilst the coordinator regulates the interaction between the consortium and global stakeholders, EU's authorities and Norwegian partners, the Thai partners represented by KKU, MU, CU and SUPA71 exercise autonomy to communicate and coordinate with all local, regional, and national stakeholder in Thailand while keeping all partners informed. In section 3.2., it was mentioned that having general biweekly meetings enable the coordinator to have a complete oversight on the project. At the same time, each international partner in Germany, Sweden and UK is empowered to communicate and promote the activities and findings after consulting the coordinator (WP7) and WP6 (communication) see Figure 6.

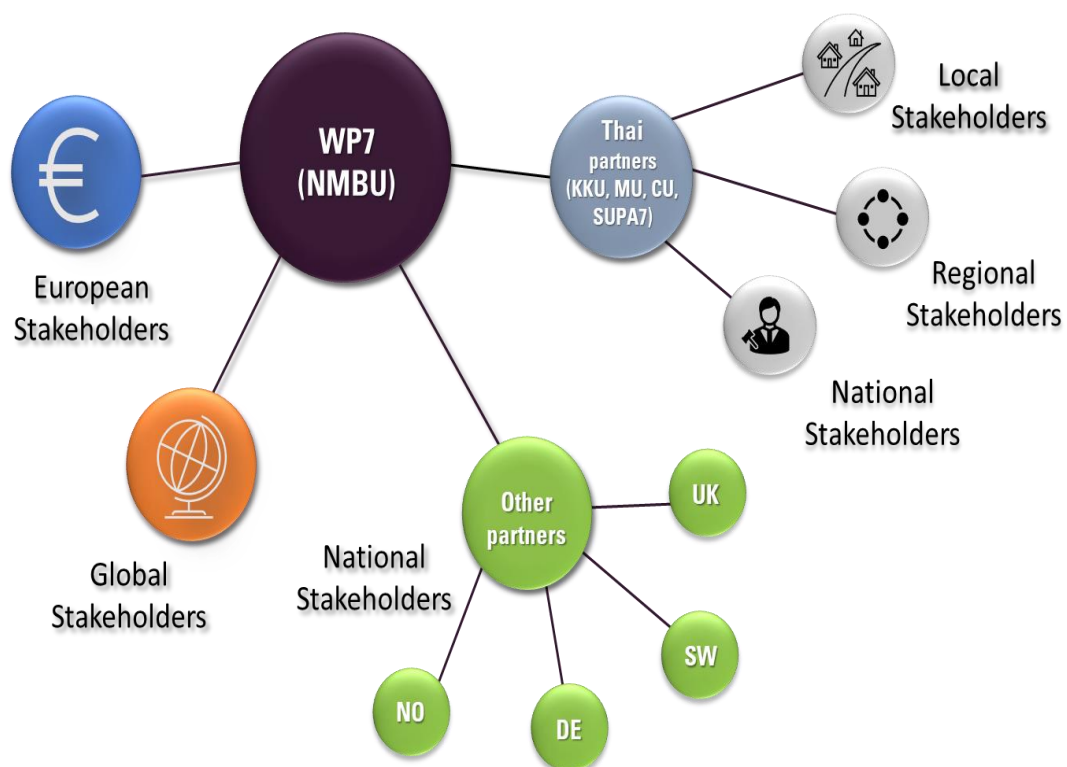


FIGURE 6: GLOBAL, NATIONAL, AND LOCAL COMMUNICATION NETWORK FOR PANDASIA

4. Goals of the knowledge exchange strategy

We list below specific and definite goals to be achieved throughout the lifespan of the project:

4.1 Communication

We define communication as sharing information, data, and knowledge. This could be either internally between the consortium members, Scientific Advisory Board, Ethics Review Board or externally in all kinds of interaction with stakeholders. We aim to achieve the following goals:

- Sharing up-to-date information, knowledge, and collect feedback.
- Reach consensus and harmonize the flow of our internal coordination and alignment.
- Sharing knowledge with junior researchers.
- Transdisciplinary knowledge sharing between senior researchers.
- Develop a library of knowledge and concepts that can be used for exploitation at a later stage.
- Encourage global, international, and national stakeholders to take part in our work.
- Lobbying with important international and global partners.

4.2 Dissemination

We define dissemination as sharing any output from our consortium with specific guidance, idea, publication, policy paper, algorithm and so on. Our objectives include:

- Deliver open-source knowledge.
- Develop global common goods and services with specific public health interventions.
- Engage with wide array of stakeholders to apply, test out, and sustain our outputs.
- Develop user friendly tools, apps, policy briefs, and technical guidance.
- Network with various academic institutions to share our outcomes.

4.3 Exploitation

To ensure the sustainability of our work beyond the lifespan of the project, we aim to establish sustainable partnerships with various academic, civil society organizations, international organization, and non-governmental organizations. We aspire to achieve:

- Utilize our results into generating national and regional policy guidance.
- Develop educational material and curriculum.
- Engage in capacity building activities.
- Enhance national and regional application of the International Health Regulations (2005) and Pandemic prevention policies.
- Develop innovative technologies including digital applications to enhance local preventive measures.
- Develop global common goods and services with specific public health interventions.

It is worth noting that, all our communication activities are produced in English as a universal language and published on PANDASIA's website. In addition to that it must be translated to Thai local language to empower local ownership and improve community engagement.

5. Key Audiences

We define our key audiences as organisations, groups and individuals that are needed to be informed, persuaded, influenced, and encouraged to take measures. WP1 led by CU and QMUL are expected to develop a stakeholder analysis by December 2023, and consequently the below list will be updated.

TABLE 1: KEY AUDIENCES AND INTEREST IN PANDASIA

Key audiences	Interest in PANDASIA
Local communities	PANDASIA is highly dependent on positive collaborative relationships with local communities, stakeholders, health personnel, management authorities etc. (both at sampling and intervention levels). We are gradually observing behavioural changes in many areas across the world where redirection of human actions may be considered in conflict with everyday economic needs (e.g. perception that the project may highlight relationships between humans and livestock that can be linked to disease emergence, and therefore should be avoided at the cost of local economy). Thus, careful consideration of perceptions, beliefs and values is a core part of the participatory processes to reach a collective understanding. PANDASIA will strive to maintain open channels of communication. with all stakeholders, ensuring that all have a deep understanding and ownership of the project activities and deliverables.
Local government units (provinces, cities, municipalities, villages)	Pandemics initially emerge at the local level. PANDASIA's results and tools to be generated are relevant to local governments since they are policymakers, catalysts of change, and the level of government that is considered the "best position" to link global goals with local solutions.
Thailand government Thai citizens	Thai government and citizens are interested to know the results of PANDASIA to prepare communities for future pandemics from emerging infectious diseases from animals to humans.

Key audiences	Interest in PANDASIA
	When the Thai Government and Thai local chief executives know and appreciate the work of the EU PANDASIA project, they will take action to increase public awareness about zoonotic diseases.
Regional authorities and organisations in Southeast Asia	We will employ iterative co-design processes involving from the outset a wide range of stakeholders including regional, public health authorities, veterinary services, and environmental managers. PANDASIA contributes and communicates to regional organisation such as WAOH, WHO, etc.
Global organisations including EU and international stakeholders/citizens, international development agencies and donors	Global organisations, EU and international stakeholders /donor communities can use the scientific findings from PANDASIA to avoid future zoonotic spill over effects. PANDASIA can report to the EU citizens where their tax money is channelled within human development programmes. The international donor community may be interested in providing funding/resources on key areas that are relevant or serve their purpose.
Media representative: Print, Radio, TV & social media, Online journalists	The media appreciates data from research. They use the findings that may highlight social issues confronting Thai communities vulnerable to infectious disease outbreaks. The media can present human stories out of these social issues to inform, educate, and provide a platform for public debate and discussion.
Academia, science institutions, scientific community	The scientific community may find the scientific results of PANDASIA as fertile ground for further research, especially on the social and cultural issues affecting communities at risk of potential future pandemics, given their interaction with animals/wildlife and the environment. The scientific community/academe has its unique significance in informing policy/decision makers and find innovative solutions to local problems.
Civil society organizations and leaders	There are passionate advocates of human health, animal health, and the environment from civil society groups. They can use the PANDASIA results in their emerging pandemic threats program, planning, and activities.

Key audiences	Interest in PANDASIA
(Public) Educational institutions (schools etc.)	To ensure a sustainable process of changing behaviours toward avoiding zoonotic spill-over effects, it is important to include educational institutions as a target audience.
Consortium members	Consortium members will consolidate and elaborate interdisciplinary associations, strengthening and developing interdisciplinary networks among the Consortium and partners to advance research.

6. Branding

In this section we specify our branding tactics, and we will elaborate more on the visual identity and the website in details in the D.6.2 Website and social media report.

6.1 Logo

The PANDASIA brand-logo uses green as colour for nature. The icon shows an abstract virus and includes the letter “P” for PANDASIA. Under the letters of PANDASIA we can find the claim “**Preventing Future Pandemics**” in the contrast “black”.



FIGURE 7: BRAND LOGO OF PANDASIA

6.2 Font

As official PANDASIA font e.g., for reports we are using the “Univers” from the font designer Adrian Frutiger. The sans-serif font was released in 1957 and the file format is open type and true type. This font was popular in the 1960s and 1970s and is starting to be used again widely in the 2020s.

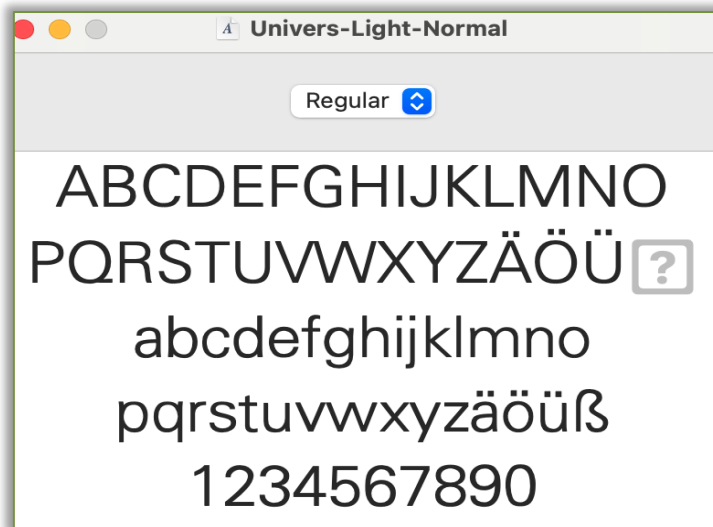


FIGURE 8: OFFICIAL PANDASIA’S FONT

6.3 Colour

The colours chosen for the PANDASIA logo and font are a combination of green (#0FB700) and black (#000000). These colours are deliberately selected to convey a sense of friendliness, approachability, and a light-hearted tone see figure 9.

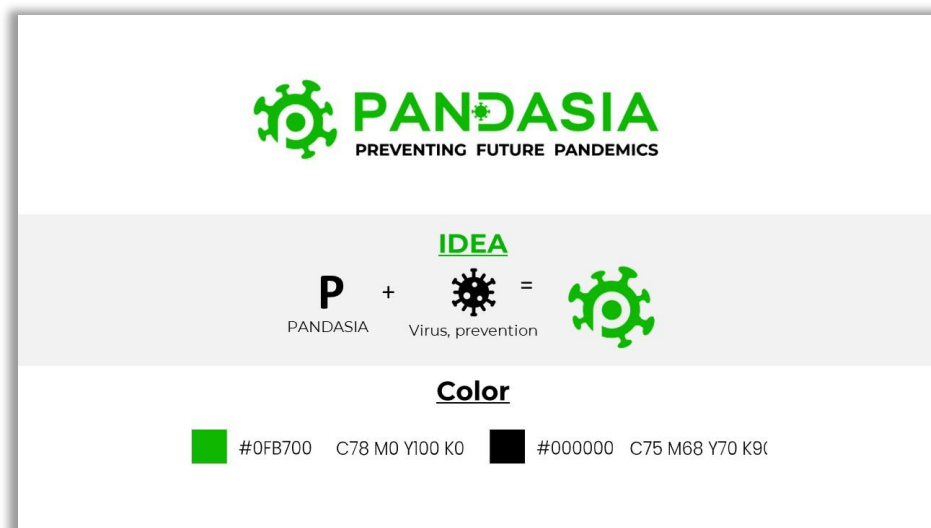


FIGURE 9: PANDASIA’S LOGO AND COLORS

7. Communication Measures

We plan to update our communication measures every four months. All communication measures will support Communication, Exploitation and Dissemination. Our key performance indicators (KPIs) refer to a set of quantifiable measurements used to gauge the overall long-term performance of an organization of project.

7.1 Literacy and communication

To achieve PANDASIA's communication goals, we will pursue the following communication initiatives, among others:

TABLE 2: COMMUNITY-BASED PANDEMIC PREVENTION LITERACY INTERVENTION ON COMMUNICATION

Message	Channel	Key audience	Interventions
Logos PANDASIA mission/ goals/ values	Website Facebook Twitter, etc.	PANDASIA consortium EU stakeholders Thai government/citizens Other donors	Develop project branding/designs
See Website contents	Website Facebook Twitter, etc.	PANDASIA consortium EU stakeholders Thai government/citizens Other donors	Establish project website/ social media posts
Project Briefer/Annex B Others/TBD	Project briefer Newsletter Press release Press conferences Letters to the Editor/Editorials Newspaper articles	PANDASIA consortium EU stakeholders Thai government/citizens	Work with media (print/ newspaper/ radio /TV)
TBD	Policy briefs TV/radio interviews Public announcements	Thai government Thai citizens	Reach /influence policymakers/local leaders

Exploitation – PANDASIA will utilize or apply the knowledge and tools developed under WP5 and WP3 in communities in Thailand, e.g., the point-of-care (POC) virus test kit prototype for use by healthcare providers and professionals to identify spillover at the earliest stages to prevent epidemic or pandemic spread. We will apply advocacy approaches to influence decision-makers toward the development and pronouncement of responsive public health policy. We will apply **social, and behaviour change communication** to influence a community's knowledge, attitudes, and social norms through community engagement and building the capacity of community influencers. D6.3 will report the key communication activities over the lifetime of the PANDASIA project.

PANDASIA's **WP5**, together with community stakeholders, will co-create a community-based pandemic prevention literacy intervention to improve pandemic prevention and preparedness in Thailand. **WP6** will support community engagement through the provision of messages and job aids to human and animal health workers and community influencers/leaders.

TABLE 3: COMMUNITY-BASED PANDEMIC PREVENTION LITERACY INTERVENTION ON EXPLOITATION

Message	Channel	Key audience	Interventions
TBD after obtaining the research results from WP1	Field research/ data gathering. Community meetings Literature review	Staff of provincial health/ livestock offices; local/ district and provincial authorities; non-government stakeholders	Conduct scoping visits to potential locations selected sites/ Thai provinces to understand the emerging infectious diseases (EID) situation.
TBD after obtaining the research results from WP1	Literature review	Staff of provincial health/ livestock offices; local/ district and provincial authorities; non-government stakeholders	Conduct policy/ stakeholder analyses/ mapping to understand current policy regulations/ implementation processes relevant to wildlife, spillover prevention, and identify policy gaps and challenges.

Message	Channel	Key audience	Interventions
TBD after obtaining the research results from WP1	Community leaders' meetings Orientation	Staff of provincial health/ livestock offices; local/ district and provincial authorities; non-government stakeholders	Obtain local authorities' support, approvals, and agreements to participate in PANDASIA
TBD after obtaining implementing results from WP1 and WP5	Workshops	Staff of provincial health/ livestock offices; local/ district and provincial authorities; non-government stakeholders	Get community feedback to the findings; WP5 & WP6 co-design for community response/solutions.
TBD after obtaining the research results from WP1	Workshops Key informant interviews	Staff of provincial health/ livestock offices; local/ district and provincial authorities; non-government stakeholders	Co-create communication /training materials and messages; pretest to ensure cultural sensitivity and acceptability
TBD after obtaining results from WP implementations	Training on community engagement and interpersonal communication	Staff of provincial health/ livestock offices	Improve frontline workers' knowledge and skills/performance; how to use job aids and deliver the message to people and communities

Dissemination – PANDASIA will translate project results (findings, methods, tools, and products) into user-friendly formats or tools (measures) and make such results and products of evidence accessible to the scientific community, academia, industry, policy-making bodies, EU and Thai stakeholders, educational institutions, media & press, the public, and donor communities. The scientific results of PANDASIA will also be translated into policy briefs that can be used and shared by the Thai and EU government stakeholders and become a basis for current and future policy formulation and reforms for pandemic preparedness.

TABLE 4: COMMUNITY-BASED PANDEMIC PREVENTION LITERACY INTERVENTION ON DISSEMINATION

Message	Channel	Key audience	Interventions
TBD after obtaining results from implementations	Research journals/ Publications	Science community/ universities	Write research papers for publication
TBD after obtaining results from implementations	Technical conferences	Science community/ universities Thai Local leaders	Produce research briefs and policy papers
TBD after obtaining results from implementations	Technical conferences	Science community/ Universities/Local Thai leaders Other donors	Conduct research seminars/ paper presentations

7.2 General PANDASIA Project Communication Measures

Please refer to Annex 1 for PANDASIA project's communication measures.

8. Implementation plan

PLEASE REFER ANNEX 2 FOR GANNT CHARTS.

9. Evaluation of Communication Measures

WP1 will measure the baseline knowledge of key audiences, at least in pilot sites (Thai communities). Thereafter, we will support WP1 to conduct an endline, if feasible, to determine PANDASIA's success in improving the key audiences' understanding, recognizing the spillover risks from emerging infectious diseases from wildlife, and their prevention practice.

We will monitor social media posts highlighting the European Union's promotion of development-oriented programmes in Thailand and Asia. Our initial means of verification may include PADASIA's outputs (resulting from activities undertaken) listed in the first column in Figure 9 below. Other indicators of success can be tracked, as illustrated in figure 2.

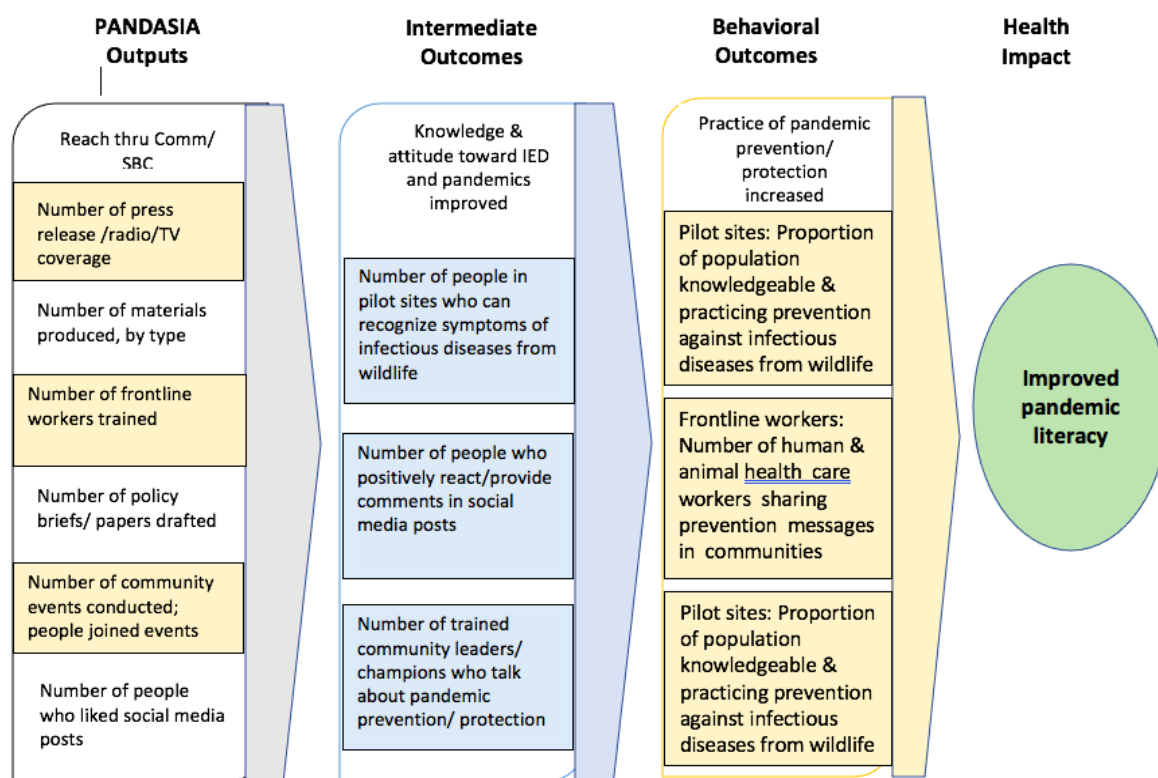


FIGURE 10: THE COMPREHENSIVE FRAMEWORK OF IMPROVING PANDEMIC LITERACY OF PANDASIA

The monitoring of communication measures will be based on Key Performance Indicators (measure indicators) indicated in table 6 – General PANDASIA project communication measures. The communication output will be evaluated in respect of the quantity and quality of contributions and actions. After successful evaluation, the communication measures will be adjusted, considering the PANDASIA project goals and the communication goals. Then the entire process starts over again till the end of the project duration.

10. Annex

10.1 Annex 1 Communication measures of PANDASIA

TABLE 5: GENERAL PANDASIA PROJECT COMMUNICATION MEASURES

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
1	A branding/ corporate design (CD) for the PANDASIA project network has been established and a consistent content and visual appearance developed.	<ul style="list-style-type: none"> Building synergies to prevent future pandemic Visibility and impact in political decision makers and stakeholders WP 6 Communication, exploitation and dissemination (CED) Visibility and impact in professional circles Cooperation and networking Continued funding 	To be discussed (TBD): <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant Inform and distribute internal documents to 	<ul style="list-style-type: none"> 1. Create & distribute Communication Strategy & user guide (internal) 2. Create & distribute PANDASIA Corporate Design & user manual (internal) 3. Establish PANDASIA Webpage with encrypted access and linking social channels communities and 	<ul style="list-style-type: none"> Consortiums Partners EU-stakeholders Thai stakeholders Media & press General public Policy-making bodies Scientific Community/ academe Civil society organizations and leaders 	<ul style="list-style-type: none"> 1. 08/23 2. 08/23 3. 06/23 4. 02&06/23 5. 07/23 6. 07/23 ongoing 	<ul style="list-style-type: none"> 1. Communication Strategy & report of D6.1 & D6.2 for consortium members distributed & established (06/23) 2. Corporate Design manual for consortium members distributed & established & (07/23)

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
			<p>consortium members</p> <ul style="list-style-type: none"> • Kick-off/launch PANDASIA project • Kick-off/launch PANDASIA website • "Hello World" social media channels 	<p>website by partners</p> <ul style="list-style-type: none"> • 4. 1 x press release (PR) official start of PANDASIA & 1 x PR for start website for internal and external communication • 5. Setup Social media: twitter, Facebook, Instagram, LinkedIn, local formats • 6. Building network with media representatives including a cover 	<ul style="list-style-type: none"> • Public educational institutions • Industry • Donor community 		<ul style="list-style-type: none"> • 3. PANDASIA webpage with encrypted access is published online (06/23); Basic consistent content for Website start (06/23) 10,000 page views per year • 4. 1 x Press release (PR) PANDASIA Kick-off (done 02/23); 1 x PR (07/23) • 5. Social media module /platform

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
				letter to media contacts (print/newspaper/ online, radio, TV)			created & published: twitter, Facebook, Instagram, LinkedIn, local format (07/23); number of posts, followers, reposting, followers Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100 messages on LinkedIn, 4000 reads of the

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
							project on ResearchGate <ul style="list-style-type: none"> 6. Number of contact data of media representatives (print/newspaper/ online, radio, TV)
2	Brand communication for the project network pays off the brands of the consortium partners and the funding organisation.	<ul style="list-style-type: none"> Sharpening the profile of PANDASIA Sharpening the profile of the members of the PANDASIA Cooperation and networking Continued funding 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant Inform and distribute 	<ul style="list-style-type: none"> 1. PANDASIA Webpage 2. Press releases 3. Press conferences (PC) 4. Social media: twitter, Facebook, Instagram, LinkedIn, local formats 	<ul style="list-style-type: none"> Consortiums Partners EU-stakeholders Thai stakeholders Scientific community/ academe Civil society organizations and leaders 	<ul style="list-style-type: none"> 1. 08/23-12/27 2. Four per year 3. One per year 4. 08/23-12/27 	<ul style="list-style-type: none"> 1. 10,000 page views per year 2. Number of PRs 3. Number of PCs 4. Number of posts, followers, reposting, followers

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
			internal documents to consortium members		<ul style="list-style-type: none"> Public educational institutions Industry 		
3	The project participants and consortium members develop efficient modes for internal cooperation and internal communication as well as for cooperation	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilising the One Health Approach (for ALL WPs!) Strengthening inter- and transdisciplinary associations among the consortium members Visibility and impact in professional circles Cooperation and networking 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant Exchange of ideas and scientific results 	<ul style="list-style-type: none"> 1. Setup internal Share Point (Data Sharing and Management) 2. WP update (e.g. Newsletter, zoom meetings) 3. Regular zoom meetings 4. Open Access publication 5. Workshops across WPs 6. PANDASIA Webpage 	<ul style="list-style-type: none"> Consortiums partners Close partners 	<ul style="list-style-type: none"> 1. Ongoing 2. Quarterly 3. Bi-weekly 4. 2025-2027 5. Annual/quarterly meetings 6. 08/23-12/27 	<ul style="list-style-type: none"> 1. Amount of content 2. Number of newsletters, meetings (protocols) 3. Number of meetings 4. Number of publications 5. Number of Workshops 6. Amount/Number

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	with close partners.	<ul style="list-style-type: none"> Careers and personal goals Continued funding (e.g. new opportunities) 		(intranet for members only)			er of articles, content 10,000 page views per year
4	<ul style="list-style-type: none"> The relevant scientific community is informed about the work of the project network in high quality and can enter into a lively exchange with the 	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilising the One Health Approach Visibility and impact in political decision makers and stakeholders WP6: Communication, exploitation and dissemination (CED) WP8: Ethics Visibility and impact in professional circles Cooperation and networking 	TBD: <ul style="list-style-type: none"> Professional , evidence based scientific "One Health" project supported by EU grant <i>Scientific results</i> 	<ul style="list-style-type: none"> 1. PANDASIA webpage 2. Conference 3. Scientific publications 4. Social media: twitter, facebook, Instagram, LinkedIn, local formats and ResearchGate (academic) 5. Scientific newsletter 6. Press releases for published 	<ul style="list-style-type: none"> National and International Scientific Community Scientific Institutions Academe Science journalists 	<ul style="list-style-type: none"> 1. 08/23-12/27 2. 2025 or 2027 3. 2025 - 2027 4. 08/23-12/27 5. four per year 6. Before publication of paper 	<ul style="list-style-type: none"> 1. Number of articles, clicks (visitors) of scientific contributions, 10,000 page views per year 2. Number of conferences 3. Number of publications 4. Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	<p>consortium .</p> <ul style="list-style-type: none"> PANDASIA will publish in widely read global open access journals with high impact from all WPs. It will be highly present in regional and global conferences on emerging infectious 	<ul style="list-style-type: none"> Careers and personal goals 		<p>peer-reviewed papers</p> <ul style="list-style-type: none"> 7. Intermediary scientific meeting (online) 8. Presentations at scientific conferences 9. Peer-reviewed journal articles 10. Scientific and strategy reports 			<p>messages on LinkedIn, 4000 reads of the project on ResearchGate</p> <ul style="list-style-type: none"> 5. Number of newsletters 6. Number of PRs 7. 3 meetings; >150 people attending 8. 3 presentations to reach a total of 3,000 scientists and practitioners 9. 9 peer-reviewed publications

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	disease, pandemic preparedness and response as well as One Health and Eco Health.						<ul style="list-style-type: none"> 10. 1 separate report, updated whenever necessary
5	The work, results and related topics are widely visible to the public and stimulate dialogues between science and society.	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilising the One Health Approach Public education about wildlife, stock animals, habitats and zoonotic diseases 'One Health Approach' Visibility and impact in political decision makers and stakeholders 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant 	<ul style="list-style-type: none"> 1. Press releases 2. Press conferences 3. Film documentaries 4. Radio- TV- youtube- formats 5. Social media: twitter, facebook, Instagram, LinkedIn, local formats and 	<ul style="list-style-type: none"> EU-stakeholders Thai stakeholders PANDASIA Consortium and Consortiums Partners Scientific Community/ academe 	<ul style="list-style-type: none"> 1. Four per year 2. Four per year 3. One per year 4. Four per year 5. 08/23-12/27 6. (n.n.) 7. (n.n.) 	<ul style="list-style-type: none"> 1. Number of PRs 2. Number of PCs 3. Number of films 4. Number of contributions 5. Targets in year 4: 6,000 followers on Twitter; 30,000 page views

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
		<ul style="list-style-type: none"> WP6: Communication, exploitation and dissemination (CED) Visibility and impact in professional circles Careers and personal goals Continued funding 		<ul style="list-style-type: none"> ResearchGate (academic) 6. Workshops in Thailand (e.g. with local communities, schools, health workers) 7. Local conferences, Symposia. Aprox 2 symposia; 1,000 people attending 8. Networking with media representatives (print/newspaper/online, radio, TV) 	<ul style="list-style-type: none"> Thai local communities/local chiefs Civil society organizations and leaders Industry Policy-making bodies Educational institutions Media & press General public 	<ul style="list-style-type: none"> 8. ongoing 	<ul style="list-style-type: none"> and 100 messages on LinkedIn, 4000 reads of the project on ResearchGate 6. Number of workshops 7. Number of conferences, symposia, number of people attending (goal: aprox. 1000) 8. Number of contacts
6	Local Thai communities are a fundamental	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilising the 'One Health Approach' 	TBD: <ul style="list-style-type: none"> Professional, evidence based 	<ul style="list-style-type: none"> 1. Town hall meetings 2. Local media & press 	<ul style="list-style-type: none"> Local community influencers/leaders 	<ul style="list-style-type: none"> 1. (n.n.) 2. Quarterly 	<ul style="list-style-type: none"> 1. Number of town hall meetings

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	part of the project. A lively exchange of information has been established (community dialogues)	<ul style="list-style-type: none"> Public education about wildlife, stock animals, habitats and zoonotic diseases 'One Health Approach' plus community engagement Workpackages (WPs) 	scientific "One Health" project supported by EU grant <ul style="list-style-type: none"> Project details Recommended actions to avoid zoonoses & pandemics 	<ul style="list-style-type: none"> 3. Social media: twitter, facebook, Instagram, LinkedIn, local formats 4. Leaflets and data visualisation 		<ul style="list-style-type: none"> 3. Accompany every townhall meeting 	<ul style="list-style-type: none"> 2. Number of media clippings 3. Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100 messages on LinkedIn
7	Communities are able and willing to engage in Social and behavioural change* activities and	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilizing One Health approach Public education about wildlife, stock animals, habitats and zoonotic diseases 'One Health 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project 	<ul style="list-style-type: none"> 1. Community communication 2. Gatherings 3. Town hall meetings 4. Public events 	<ul style="list-style-type: none"> Community leaders Community households 	<ul style="list-style-type: none"> 1. (n.n.) 2. (n.n.) 3. (n.n.) 4. (n.n.) 	<ul style="list-style-type: none"> 1. No. of community communications 2. No. of gatherings 3. No. of town hall meetings

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	capacity building activities of health workers/animal health workers	Approach' plus community engagement	supported by EU grant <ul style="list-style-type: none"> Project details Recommended actions to avoid zoonoses & pandemics 	<ul style="list-style-type: none"> 5. Leaflets and data visualisation 			<ul style="list-style-type: none"> 4. No. of public events 5. 4 leaflets, updated whenever necessary
8	Thai Government and Thai local chief executives know and appreciate the work of the EU PANDASIA project and take action to	<ul style="list-style-type: none"> Building synergies to prevent future pandemics Utilizing One Health approach Public education about wildlife, stock animals, habitats and zoonotic diseases 'One Health Approach' plus community engagement 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant 	<ul style="list-style-type: none"> 1. PANDASIA webpage 2. Workshops in Thailand (e.g. with local communities, schools, health workers) 3. Local conferences, symposia 	<ul style="list-style-type: none"> Thai stakeholders Thai local communities Local chiefs Civil society organizations and leaders 	<ul style="list-style-type: none"> 1. 08/23-12/27 2. (n.n.) 3. (n.n.) 4. 08/23-12/27 5. 08/23-12/27 	<ul style="list-style-type: none"> 1. Number of articles, 10,000 page views per year) local key audiences 2. Number of workshops 3. Number of Local conferences, symposia

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	increase public awareness about zoonotic diseases. They are able to take action.	<ul style="list-style-type: none"> • Visibility and impact in political decision makers and stakeholders • Cooperation and networking • Careers and personal goals 	<ul style="list-style-type: none"> • Project details • Recommended actions to avoid zoonoses & pandemics 	<ul style="list-style-type: none"> • 4. Social media: twitter, facebook, Instagram, LinkedIn, local formats and ResearchGate (academic) • 5. Media presence in Thailand (Radio, TV, youtube etc.) 			<ul style="list-style-type: none"> • 4. Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100 messages on LinkedIn, 4000 reads of the project on ResearchGate • 5. Number of media clippings
9	Relevant funding organizations know and appreciate the work of the EU	<ul style="list-style-type: none"> • Visibility and impact in political decision makers and stakeholders • Visibility and impact in professional circles • Continued funding 	TBD: <ul style="list-style-type: none"> • Professional, evidence based scientific "One 	<ul style="list-style-type: none"> • 1. PANDASIA webpage • 2. Annual/quarterly meetings 	<ul style="list-style-type: none"> • EU-stakeholders • Thai stakeholders • Consortiums Partners 	<ul style="list-style-type: none"> • 1. 08/23-12/27 • 2. Annual/quarterly 	<ul style="list-style-type: none"> • 1. Number of articles, 10,000 page views per year • 2. Number of meetings

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
	PANDASIA project and see the potential and need for its continued funding.		<p>Health” project supported by EU grant</p> <ul style="list-style-type: none"> • Project details • Recommended actions to avoid zoonoses & pandemics 	<ul style="list-style-type: none"> • 3. Deliverables/regular reporting • 4. Open Access publications/ Scientific publications • 5. Social media: twitter, facebook, Instagram, LinkedIn, local formats and ResearchGate (academic) • 6. Media presence in the EU and Thailand • 7. Stakeholder meeting 	•	<ul style="list-style-type: none"> • 3. <i>Schedule see WP1</i> • 4. 2025-2027 • 5. 08/23-12/27 • 6. 08/23-12/27 	<ul style="list-style-type: none"> • 3. Number of reports & staying in time • 4. Number of publications • 5. Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100 messages on LinkedIn, 4000 reads of the project on ResearchGate • 6. Number of media clippings • 7. 3 meetings; >150 people attending

No.	Communication goals	Contributes to the achievement of the following project goals	Messages	Communication measures and channels	Key audiences	Schedule	Measurement indicators (KPIs)
10	The press offices of the PANDASIA consortium partners for communication are informed and able to actively support the PANDASIA project and publish press releases	<ul style="list-style-type: none"> Sharpening the profile of PANDASIA Sharpening the profile of the members of the PANDASIA Visibility and impact in professional circles Cooperation and networking 	TBD: <ul style="list-style-type: none"> Professional, evidence based scientific "One Health" project supported by EU grant Project details Recommended actions to avoid zoonoses & pandemics 	<ul style="list-style-type: none"> 1. Social media: twitter, facebook, Instagram, LinkedIn, local formats and ResearchGate (academic) 2. Press releases 3. Networking with media representatives (print/newspaper/online, radio, TV) 	<ul style="list-style-type: none"> Press offices of the PANDASIA consortium partners 	<ul style="list-style-type: none"> 1. 08/23-12/27 2. At least four per year 3. Ongoing 	<ul style="list-style-type: none"> 1. Targets in year 4: 6,000 followers on Twitter; 30,000 page views and 100 messages on LinkedIn, 4000 reads of the project on ResearchGate 2. Number of press releases 3. Number of contacts

PANDASIA Communication plan 2025

Month	January				February				March				April				May				June				July				August				September				October				November				December				ber
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	4								
No	Plan																																																
1	Internal communication																																																
	Maintenance internal communication strategy & user guide																																																
	Maintenance user manual (internal)																																																
	Biweekly meeting																																																
	Co-production workshop part 3																																																
	WP updates: Newsletter (4-6 per year)																																																
	Data sharing / Internal Share Point (Data sharing and management)																																																
	Deliverables/regular reporting (see WP schedule)																																																
	Peer-reviewed journal articles (> 9 peer-reviewed publications)																																																
	Scientific and strategy reports updated whenever necessary																																																
	Leaflets and data visualisation (4 leaflets, updated whenever necessary)																																																
	Annual meeting / Annual conference																																																
	Open Access publications/ Scientific publications (N.N.)																																																
2	Website																																																
	Maintenance PANDASIA website																																																
	Maintenance Intranet/ encrypted website access																																																
3	Public relations																																																
	Social media: twitter, facebook, Instagram, LinkedIn, possibly local formats																																																
	Networking with media representatives (print/newspaper/ online, radio, TV)																																																
	Press conferences (4 per year)																																																
	Press releases (4 per year)																																																
	Radio- TV- youtube- formats																																																
	Film documentaries (1 per year)																																																
4	Community work and communication in Thailand																																																
	Workshops in Thailand (e.g. with local communities, schools, health workers)																																																
	Local conferences, Symposia (N.N.)																																																
	Town hall meetings																																																
	Local media & press																																																
	Community communication																																																
	Public events																																																

PANDASIA Communication plan 2026

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