

REPORT ON 2018 ANNUAL COMMUNICATIONS WORK PLAN

1. INTRODUCTION

The CED Communications strategy, adopted by the General Meeting in November 2009, suggested that in order to be proactive, the CED had to properly plan its communications activities. This was to be achieved through the development of an Annual Work Plan, containing the core strategic direction for the year, desired achievements and measurable targets as well as available resources and a precise division of tasks.

From 2012 an Annual Communications Work Plan is developed each year by the CED Board Task Force Communications. An Annual Communications Work Plan for the coming year is submitted to the CED General Meeting for adoption during the November meeting. A report on its implementation is presented during the November General Meeting, to inform the adoption of the Annual Plan for the following year.

This Report is linked to the activities planned and agreed on in the 2018 Annual Communications Work Plan (CED-DOC-2017-054-E-FIN).

2. GOALS

The long-term strategic goals that the CED is aiming to achieve through its communications activities are the following:

- **Lobbying:** Influence EU legislation and other initiatives at EU level which affect the dental profession.
- **Advocacy:** Raise the awareness of dentistry as an integral part of general health care, promote high standards of oral and general health, dentistry and dental care in the EU.
- **Reputation:** Increase visibility of the CED as an expert organisation that is trustworthy and credible and is representative of the European dental profession among representatives of EU Institutions and of national governments and among European dentists.
- **Capacity:** Support CED Member organisations in their own communications activities and improve the synergies between the communications activities of the CED and of CED member organisations. Identify communication competences not available in the CED (Brussels Office, CED bodies, CED Member organisations) and determine how the gaps could be filled.

3. OBJECTIVES

Objective	Goal(s)	Planned activity	Evaluation indicators	Planned /spent budget	Was the objective reached?	If not, why?
CED Website	Lobbying Reputation Capacity	- Continue developing and uploading fact sheets on policy issues and template lobby letters to support CED Members' lobby activities - Continue updating standard CED PowerPoint presentation for Members' use - Develop new content, focusing on visual media (infographics and/or video section)	- Lobby tools (fact sheets and template letters) for 4 issues created/updated and uploaded - Updated Power Point Presentation available - New content available - Website analytics (increase percentage of users visiting more than one page from the current 40%)	€6.000/€2.710,40 spent by 30 August 2018 which included costs of website hosting, training, new page creation, as well as adaptations to comply with new privacy legislation (GDPR) and improve security (SSL certificate).	- Two lobby packages - on GDPR (in February) and amalgam (in February) - were created and uploaded; one template letter on Proportionality Test for national ministries was sent (in January); a lobby document on tooth whitening is currently in the process of being developed, as well as a White Paper on oral health. - Yes; updated CED PowerPoint presentation is available on the website. - Yes; an antimicrobial resistance best practices library was created; a video section was not created but an infographic on oral health is being considered. -No; percentage of new users visiting more than one page stagnated in 2018 (38,91% in 2018, 39,31% in 2017)	Due to staff shortages and other priorities, additional new content and video section were not created.
CED Info	Lobbying Reputation Capacity	- Review CED newsletters - Distribute 3 issues of CED Info and 3 issues of CED Activities Info per year - Continue to publish short articles about the (lobby) activities of CED Member organisations in CED Activities Info - Continue to distribute to CED Members and external audiences (international associations in Brussels, contact MEPs, Commission contacts, Brussels-based health attaches, potential future CED Members, media)	- 3 issues of both CED Info and CED Activities Info published and distributed - At least 6 articles provided by CED Member associations published -Mailchimp analytics (increase percentage of recipients who open CED	n/a	- No - No - No - No (29 new subscribers between January and September 2018)	Due to significant drop in opening rates of CED newsletters in 2017 it was decided to stop issuing them in 2018.

		through mailings and through the CED website - Monitor who opens CED newsletters - Monitor (un)subscriptions	newsletters from the current 25%) -50 new subscribers			
Mailings	Lobbying Capacity	- Continue sending regular mailings to CED members, reminding them about lobby opportunities (upcoming votes in the European Parliament or decisions by the Council)	- Send 4 “lobby opportunity” mailings	n/a	Yes; 4 mailings were sent by 30 August: one on Proportionality Test Directive, one on the EU Mercury Regulation, one on Data Protection, one on CEN Healthcare Services Focus Group discontinuation.	n/a
Press releases	Lobbying Advocacy Reputation Capacity	- Prepare press releases after each GM and send them to Member organisations, EU Institutions, EU media and EU associations (press releases should be used as conduits for simplified messages about CED policy; differentiate messages according to audience) - Prepare ad-hoc press releases related to developments/events (crucial events in the legislative process) and CED public events	- 4 press releases prepared and sent in 2018	n/a	Yes; while general press releases after General Meetings were discontinued, 8 press releases related to specific topics/events were prepared and sent so far, on the following: - CED Oral Health Inequalities event at the European Parliament - CED Resolution on Dental Practice and Third Parties - Proposal for the next EU Budget - 2017 CED Annual Report - Proportionality Directive - Compliance with PQD - EP Opinion on Next EU Budget - CED Position on Dental Professions in ESCO	n/a
EU media	Lobbying Advocacy Reputation	- Regularly prepare and publish articles and interviews about the CED/CED policy issues; differentiate messages according to audience	- 2 articles published - Media list used to send newsletters, press releases	n/a	-Yes; 2 articles were published so far (in EDSA Magazine and KNMT Magazine) -Yes; the list was used for the press release following the oral	n/a

		- Keep updated and use media list with assistance of CED Members (Communications Officers)			health event at the EP, which resulted in one short article in Health Europa ('earned' media)	
Publications	Advocacy Reputation Capacity	- Publish CED Annual Report 2017 (in-house content, professional design, online publication, printed summary) - Publish at least 2 infographics explaining CED or a policy issue, to be used by CED and CED Members	- Publish and advertise the report - Create and use the infographics (on the website, twitter)	€6.500 planned; €5.187,02 paid for the report.	- Yes; the report was published and advertised. - The CED Manifesto (infographic style) for the European Elections is being developed; an infographic is also being considered on oral health	n/a
Public event	Lobbying Advocacy Reputation	- Organise 1-2 public events (conference, roundtable, discussion; organised by the CED or with partners) in Brussels (participation of EU decision makers and stakeholders) - Prepare and distribute short report (online distribution)	- Event(s) organised and attended by EU decision makers and stakeholders - Short report distributed	€3.000 - €6.000 planned/ €1.621,79 spent for the event in June, €3.000 is earmarked for the event in December	-Yes; An event on health inequalities and oral health took place in June; in addition to that, CED is co-organising an event in Paris in December on interprofessional collaboration with CPME and FVE - No	No report was prepared due to other priorities.
CED spokespersons	Lobbying Advocacy Reputation Capacity	- Provide speakers for EU-level events (organised by the Presidency, Commission, Parliament, stakeholders...) - Provide timely information to Board members about events in which they could participate - Prepare a briefing package for the spokesperson (background on the event, speakers and participants; presentation/speaking notes; sensitive issues and how to avoid them)	- 1 speaker at an EU-level event in 2018 (at least)	€750 planned/ €106,95 was spent for Policy Officer's travel expenses	Yes; CED Vice-President spoke at an EDSA session on the importance of eHealth and the case of Estonia. CED Senior Policy Officer Lea Pfefferle spoke at the European Federation of the Associations of Dietitians meeting in Amsterdam.	
Press conferences	Lobbying Advocacy Reputation	- Organise a press conference during May GM (depending on GM host interest)	- Press conference organised	n/a	No.	Lack of interest by the GM host.

CED Communications Officers	Reputation Capacity	- Organise at least one meeting of Communications Officers, in Brussels or online, to discuss CED communications, share best practices and help develop sustained cooperation	- Meetings organised and continue to be seen as useful for participants	€750 planned	No.	Staff absences in the CED Office and other priorities.
Use of social media	Lobbying Advocacy Reputation Capacity	- Improve current tweet frequency - Improve number of impressions and engagement rate by improving the content of tweets and by using images, infographics and/or video content - Improve Twitter visibility by increasing number of followers - Use Twitter to increase the number of visits to CED website (posting links to CED articles whenever we publish them on the website)	- 200 tweets posted, 1% engagement rate - 1500 Twitter followers	n/a	By 30 August: - The CED has 1483 followers (352 more than in October 2017), gaining an average of 1 new follower per day - 103 tweets were posted between October 2017 – end of August 2018 - Engagement rate grew to the envisioned 1% during the month of June (health inequalities event at the European Parliament)	Reduced focus on Twitter due to staff absences in the CED Office/other priorities. Nevertheless, the number of followers grew and is expected to shortly reach the desired number.
CED at national level	Reputation Capacity	- Send a template email with information on CED (Annual Report or CED power point presentation for members) to CED Member or Observers associations whenever the Office is informed about changes in their Boards	- Template email with information on CED sent.	n/a	Yes.	

4. EVALUATION

Have the individual objectives been reached? If not, why not?

Most of the individual objectives have been reached or are expected to be reached by the end of the year. However, due to staff absences and other priorities (including changes to CED Statutes and move to a new office) there was less focus on some communications activities. While the website was maintained and a new page on AMR was created, the development of a video section was postponed. Newsletters were discontinued, there was reduced focus on Twitter communications and no meeting of CED Communications Officers was organised. Other communications objectives were not reached because of external factors, such as lack of interest by the May General Meeting host to hold a press conference.

Which communications approaches have worked well/less well?

In 2018, focus has been put on written communications, including mailings/lobby tools for members, press releases and articles. The two public events (one still to take

place) are also expected to be useful in terms of enhancing CED visibility and reputation and helping shape its future strategic focus (e.g., greater focus on interprofessional collaboration). The CED website continues to be a useful channel of communications to CED members, stakeholders and the general public and the Annual Report which summarises CED activities is useful in terms of presenting the CED to new contacts as well as at level of Member associations.

CED activity on Twitter was reduced but despite that, the envisioned number of followers will be reached by the end of the year. With this in mind, it is important to consider in greater detail how to increase shareability and engagement, rather than focus on follower rates.

In terms of media presence, only 3 articles were published in 2018 (the same as in 2016 and 2017) and reached limited audience. The CED did receive several requests for comments and statistics from journalists but was not able to react to media enquiries, either because of short deadlines, lack of own statistics or absence of a joint position.

Which communications approaches have been most cost-effective?

The development of communications tools in the office (press releases, lobby tools and mailings, template presentations etc.) was inexpensive and had immediate impact. However, the maintenance of the website, the publication of the Annual Report and the organisation of the public events, while more costly, were also judged to be relatively good value.

Implications and suggestions for the future:

- 1) In the absence of additional communications staff, the CED should continue to focus on the most effective communications activities: the lobby tools, the press releases, the website and the Annual Report. Particular focus should be put on achieving more 'earned' mentions such as the one following the press release from the EP event on health inequalities in [Health Europa](#).
- 2) Due to the upcoming European Parliament elections, it is reasonable to reconsider the standard parliamentary event for 2019 as it will not produce as much impact as usual, and consider preparing a written election manifesto.
- 3) CED newsletters could be reconsidered, potentially sending one or two per year in order to ensure that there is enough interest, provided that staff capacity on developing such content is taken into account.
- 4) CED should use more visual content for Twitter to increase the number of visits on its communications channels, as well as in order to engage different stakeholders (both internal and external) more consistently. The production of more than one infographic a year would be a good investment since infographics facilitate communication and have visual impact. It is also important to consider streamlining some Twitter activities (e.g., prescheduling tweets) as well as increasing mentions by CED members.
- 5) In connection to media contacts and in view of limited CED capacity, preparing a standard media response email might be useful.