

D2.5 REPORT ON DISSEMINATION ACHIEVEMENTS

ORAMMA Operational Refugee and Migrant Maternal Approach



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Consisting of:

- University of West Attica
- European Midwives Association
- CMT Prooptiki Ltd
- Sheffield Hallam University
- Radboud UMC
- European Forum for Primary Care
- Technological Education Institute of Crete

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ORAMMA partners

| Participant organisation name | Abbreviation | Country |
|--|--------------|----------------|
| University of West Attica: Athens Midwifery School | UNIWA | Greece |
| European Midwives Association | EMA | Belgium |
| CMT Prooptiki Ltd | CMT | Greece |
| Sheffield Hallam University | SHU | United Kingdom |
| Radboud University Medical Centre | RUMC | Netherlands |
| European Forum for Primary Care | EFPC | Netherlands |
| Technological Education Institute of Crete | TEI of Crete | Greece |

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1. Introduction

The ORAMMA project work package 2 contained the dissemination activity for the project. The aim of the work package was:

“to disseminate the project’s results to health professionals all over Europe including midwives, social workers, and general physicians, to relevant stakeholders in the field of health policy, to NGOs and organisations who have direct contact with the target group of migrant and refugee women and to the general project.”

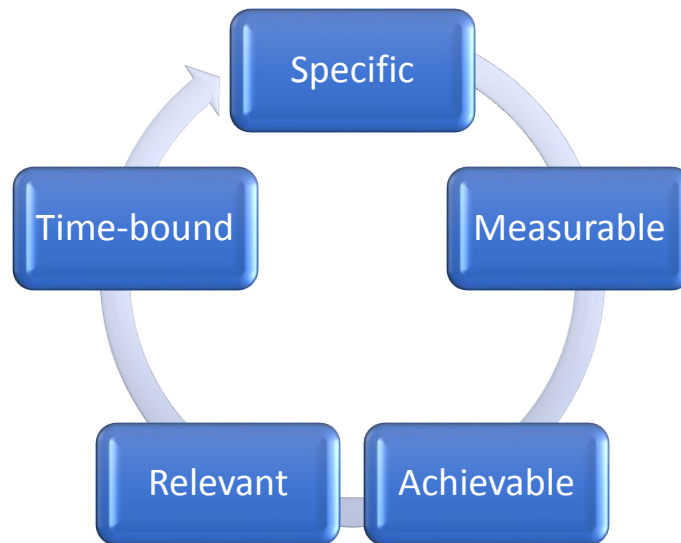
The project dissemination strategy and plan identified all the planned dissemination activities during the project and provided the guidelines for dissemination to be followed by all partners. It identified the types of dissemination interventions and the timeline for the dissemination activity.

This report will outline and assess the achievement of the dissemination activities of the project and provide recommendations for the future.

Dissemination guiding principles

The dissemination plan was guided by the following principles:

- The EU requires that all project communication and dissemination material include a statement about the project funding and a disclaimer regarding the material, in addition to the EU logo. This must be present exactly as outlined in the style guide (Appendix 1).
- The dissemination strategy aims to utilize the planned opportunities contained within the dissemination plan to achieve its aims, but also emphasizes the requirement of all partners to seize any opportunities for dissemination activities that are presented to them throughout the project.
- The lead dissemination strategy partners (EMA, CMT, EFPC, TEI of Crete) are expected to contribute to and update the dissemination strategy and communication plan as the project progresses.
- ORAMMA will utilize its position as an EU co-funded project to connect with other cross-cutting actions, including groups and projects with similar interests and target groups, to maximize the project’s impact and sustainability.
- Each partner will complete a log of their dissemination activities (Appendix 2) every quarter and will be sent to EMA for collation. This will facilitate EMA’s dissemination monitoring; contribute to the evaluation and final report of the dissemination strategy achievements.
- SMART principles will guide the dissemination strategy:



The objectives of the dissemination strategy were as follows:

Raise awareness and provide information:

- Of the project and its results amongst targeted stakeholders and other actors engaged in the EU migration agenda including national level actors.
- Of the specific challenges in providing maternal and perinatal healthcare to migrant and refugee women.

Encourage participation:

- In the project and its work amongst healthcare professionals.
- Provide a strategic framework for two-way communication between the project and its stakeholders throughout the lifetime of the project.
- In online discussion forums and in the shaping of the research and tool development phases of the project.
- Of the project partners in the dissemination activities, as per the dissemination plan.

Promote sustainability and implementation:

- Share and publicize the project's objectives and results.
- Promote the use of the produced e-learning materials and tools, through raised awareness of the benefits of these tools.
- Raise awareness amongst policy makers of the policy recommendations of ORAMMA and promote commitment to implementing these recommendations.
- Increase ORAMMA project visibility.

2. Dissemination Activities

Dissemination activities have run continuously throughout the project. In the early stages of the project, the dissemination activities included developing the dissemination strategy, plan, and relevant tools, and familiarising our target audience with basic information about the project, partners, and aims. A style guide was developed to ensure that all dissemination outputs and activities were consistent. The middle stages of the project focused on building participation and debate amongst our dissemination audience and sharing emerging findings. The final stages of the project disseminated the project results, built suggestions for the legacy of the project, and publicised our recommendations. The project has successfully delivered all dissemination deliverables and milestones including:

- Project leaflet widely disseminated amongst professional networks throughout the project.
- Project website, regularly updated with project news, outcomes and results. The website contains all the public project deliverables.
- Project e-newsletters were distributed to project stakeholders with regular updates on project activities.
- Final conference and accompanying events presented the project findings to assorted stakeholders, and several other events throughout the project disseminated information on the project to various target professional groups.

Table 1: Deliverables of Work Package 2

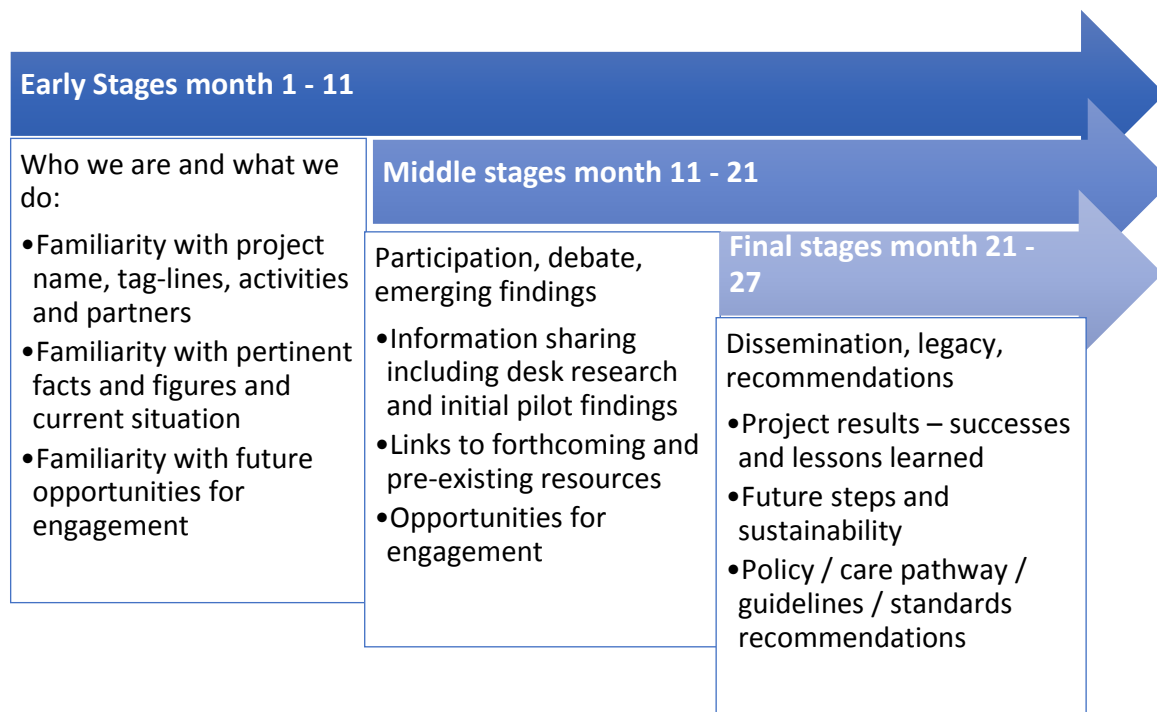
| Deliverable Number | Deliverable Title | Lead beneficiary | Type | Dissemination level | Due Date: Month | Date delivered |
|--------------------|--------------------------------------|-------------------|--------------------------------|---------------------|-----------------|----------------|
| D2.1 | Leaflet | 3 – CMT PROOPTIKI | Other | Public | 4 | 30/04/2017 |
| D2.2 | Layman version of the final report | 1 – UNIWA | Report | Public | 24 | 31/03/2019 |
| D2.3 | Website | 3 – CMT PROOPTIKI | Websites, patents filing, etc. | Public | 4 | 30/04/2017 |
| D2.4 | Dissemination Plan | 2 – EMA | Report | Confidential | 3 | 31/03/2017 |
| D2.5 | Report on dissemination achievements | 2 – EMA | Report | Public | 24 | 31/03/2019 |

Table 2: Milestones of Work Package 2

| Milestone number | Milestone title | Lead beneficiary | Due Date: Month | Date delivered |
|------------------|--------------------|------------------|-----------------|----------------|
| MS8 | Dissemination plan | 2 – EMA | 3 | 31/03/2017 |
| MS9 | Project logo | 3 – CMT | 2 | 01/03/2017 |
| MS17 | Final event | 2 – EMA | 23 | 28/02/2018 |

2.1. Message timing

The delivery of the key messages was phased throughout the duration of the project as follows:



2.2. Dissemination plan

The dissemination strategy and plan (D2.4 Dissemination Plan) were developed over the first three months of the project by EMA with support from CMT Prooptiki and the editorial group. The strategy laid out the guiding principles of the dissemination activity for the project and the accompanying plan outlined all the planned dissemination activity for the project, including the responsible partner. The strategy and plan were living documents and retained flexibility to take advantage of emerging opportunities during the lifetime of the project. The strategy also contained all the required style guides and documentation forms that were required during the project.

2.3. Development of audience and target groups

Following an extensive stakeholder analysis, the dissemination list was developed by all the partners in the project. Each partner was encouraged to provide their existing relevant contacts and to desk research relevant organisations in their own country and EFPC and EMA researched relevant European level contacts. All the contact details were held securely in a spreadsheet and this formed the dissemination contacts list for the project, and the initial audience for the e-newsletters. With the introduction of GDPR legislation in the second half of the project in every informative mail sent to the dissemination list, an unsubscribed link was included resulting in about 10% unsubscriptions.

2.4. Logo

The project logo (MS9) is fundamental for the creation of the project's identity for all communication and dissemination purposes. It was developed in the early stages of the project and used in all ORAMMA project dissemination materials.



Picture 1: ORAMMA Logo

2.5. Leaflet

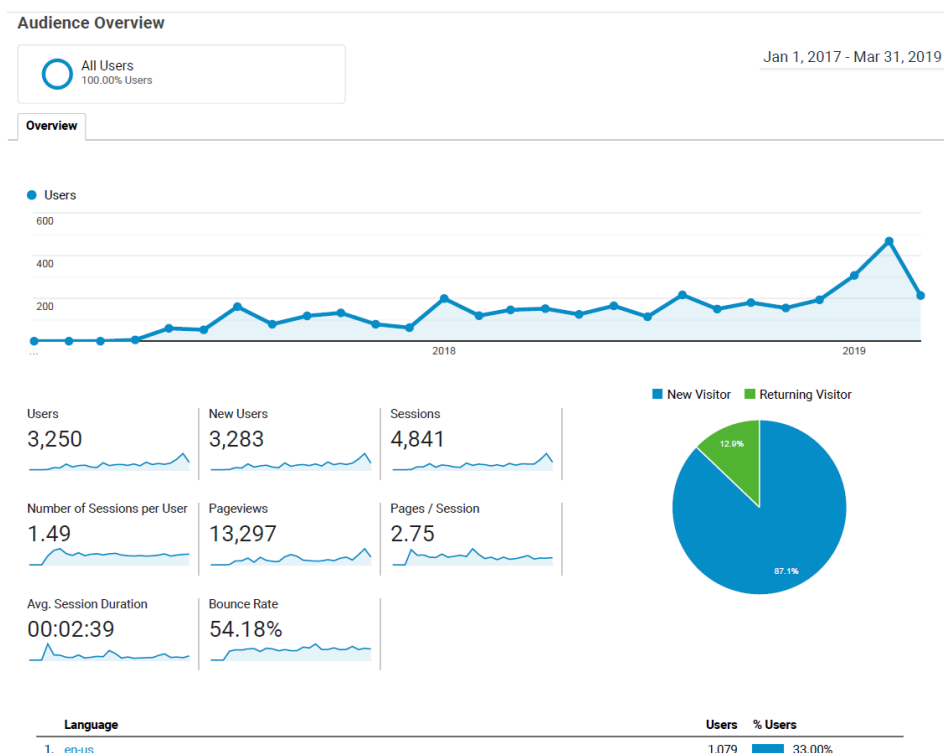
The ORAMMA leaflet (D2.1) was developed in the first project period. The main purpose of the project leaflet is to promote the project. Information about the project, such as the aims and the objectives, the methods and tools, the partners involved, the benefits and outcomes as well as a reference to the Health Programme co-financing are included, while direct link to the project's web site is also provided.

Picture 2: ORAMMA Leaflet



2.6. Website

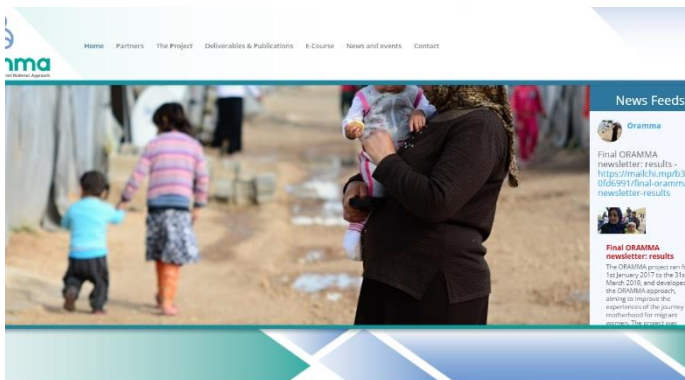
The ORAMMA website <https://oramma.eu/> (D2.3) went live on month 4 and has been regularly updated since then. It has received 3,283 unique visitors since the beginning of the project. The following screenshot from the website traffic analytics provides a short overview of the website's traffic statistics during the project (1/1/2017-31/03/2019).



The aim of the site was to contain all public facing documentation on the project and provide visitors with all the information they may need to engage with the project. The website contains:

- a **home page** with a live feed linked to the project Facebook page, a description of the project using the 4 project tag lines and a link to the project leaflet.
- a **partner's page** with staff summaries and information on each partner and a biography of the individual contributors. Each partners' description links to the partner's webpage.
- a **project page** with the summary of the project, the description of the project, and a detailed breakdown of the work packages.
- a **deliverables and publications page** hosting all the ORAMMA public deliverables such as the leaflet, the e-newsletters, the documents such as the Approach, Practice Guide, and Perinatal Operational Plan (POP).
- a **news and events page**, including a description of each event and photographs. The project final event, meetings, webinars, and training all feature in this section.
- The **project associated e-course** is open access through the website, requiring a sign-up, which is freely accessible once sign-up has been completed.
- a **contact form**.

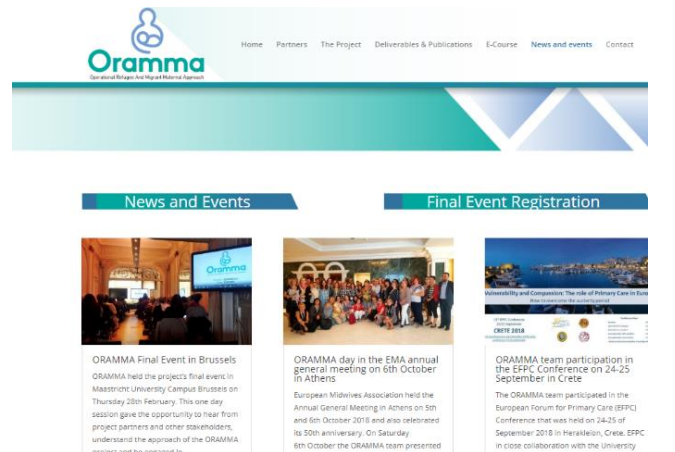
Picture 3: ORAMMA Website



Migrant mothers matter too

The Project

| Summary | Description | Work Package's |
|--|-------------|----------------|
| Work Package 1 | | |
| Coordination of the project by lead TEI-A | | |
| Start month: 1 - End month: 24 | | |
| The coordination WP runs throughout the duration of the project and seeks to support and define the relationships among the partners; the co-operation; and co-ordination processes, in order to ensure smooth progress of the project activities, efficient handling of any problems that may appear and risk management. In addition, a detailed planning for the project management has been developed, which might readjust according to the needs of the project. Apart from defining the level of responsibility and authority of each person/institution involved and describing the governance structure of the project management, clear and appropriate reporting mechanisms are included. Thus, defined roles, functions, scopes of authority and systems that will help all members of the partnership to ensure effective management and monitoring of the project, will be in place. | | |
| Read More | | |
| Work Package 2 | | |
| Dissemination of the project by lead EMA | | |
| Start month: 1 - End month: 24 | | |
| The partnership will create lists containing medical associations, potentially interested organizations and experts on the field, in each participating country. During the project they will be informed on a regular basis about the project's progress and results (e.g. development of the model and perinatal personal operation plan, piloting implementation, health professionals trained etc). Moreover, partners plan to participate to annual health related conferences in national and European level address informative letters to scientific communities and health professionals of different target groups (midwives, social workers and GPs etc.), organize consultation meetings and presentation of the results in a conference conducted by project's coordinator and finally scientific papers with the results arising from pilot sessions. | | |
| Read More | | |
| Work Package 3 | | |
| Evaluation by lead CMT PROOPTIKI | | |
| Start month: 1 - End month: 24 | | |

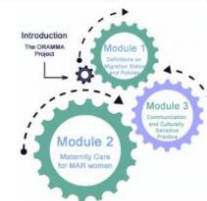


E-Course

The e-learning course aims to train health and social care professionals (HSCPs) and gives them knowledge and skills for the provision of integrated perinatal healthcare in migrant, refugee and asylum-seeking (MAR) women. The e-learning course addresses issues, such as definitions on migration status, practical guidance on providing perinatal care to MAR women, as well as good practices that HSCPs could follow in order to provide culturally sensitive practice.

COURSE STRUCTURE

The course is divided accordingly to the modules developed under the ORAMMA project's training programme of health care professionals. These are the following:



Login

2.7. ORAMMA e-newsletters

The ORAMMA project released five (5) e-newsletters to inform stakeholders and other interest parties of the activities of the project. All the newsletters were sent to the ORAMMA project dissemination list, the EMA members list and a list of subscribers to the EFPC newsletter.

E-newsletter 1 was released on the 4.7.17 and informed readers of the background and context of the project under the project tagline “Safe journey to motherhood” highlighting the risks migrant mothers face. The newsletter also informed readers of project work completed so far including the literature review and focus groups and outlined the forthcoming work of the project. The newsletter was sent to 188 recipients through the ORAMMA dissemination list and had an 18% open rate. Also, the newsletter was sent to 96 recipients through the EMA members list and was included in the EFPC newsletter list of 439 recipients on the 13th July 2017 with a 23.4% open rate and the 21st September 2017 edition with a 23.6% open rate.












Picture 4: ORAMMA 1st Newsletter



E-newsletter 2 was released on the 22.1.18 and highlighted the second ORAMMA tagline of “cultural awareness across borders” by highlighting the project training of health professionals in cultural competence. The newsletter also highlighted the Daily Recommendation feature on Facebook which disseminated the practice recommendations as found in the ORAMMA practice guide and discussed the process of recruiting women to be maternity peer supporters. The newsletter was sent to 228 recipients through the ORAMMA dissemination list and had a 17.5% open rate. The e-newsletter was also sent to 97 EMA members and 432 recipients of the EFPC newsletter with a 23.3% open rate.









An additional email was sent to e-newsletter subscribers on 16.4.18 to inform readers of the forthcoming 2nd ORAMMA webinar and to provide the link to the recording of the first webinar. The email highlighted the forthcoming IDM celebrations, ORAMMA’s contribution to training and supporting midwives and the work ORAMMA was undertaking in recruiting Maternity Peer Supporters. The email was sent to 228 recipients on the ORAMMA dissemination list and had a 15% open rate.

Picture 5: ORAMMA 2nd Newsletter

| | | |
|--|--|---|
|  <h3>ORAMMA Update</h3> <p>ORAMMA is a 2 year project, funded through the European Union's H Programme, to develop an approach to maternal healthcare for migrant women. ORAMMA is now into its second year, and the partners have been the first part of the project - exploring the current situation for pregnant women and creating recommendations for improvements based on the e is now completed and we are about to begin to pilot the ORAMMA approach in Greece, the Netherlands and the UK will now recruit pregnant women to the pilot and will guide them through the ORAMMA approach.</p> <p>Visit our:</p> <p>Website / Twitter / Facebook</p> |  <h3>Migrant mothers matter too: Cultural awareness across borders</h3> <p>Part of the ORAMMA approach is to train Midwives and other health professionals who will engage with pregnant migrant women in developing cultural competence. For migrant women to receive the care they need, it is critical that healthcare professionals can recognise the way their own views are influenced by their culture, can be open and receptive to those of other cultures, and have the skills they need to have effective and respectful communication with migrant women. 11 health professionals engaged in the ORAMMA project will be trained in each country over two sessions, and the ORAMMA project is creating an e-learning course which will make the training available across Europe. Watch out for updates on the course on our website.</p> |  <h3>Daily ORAMMA recommendation on facebook</h3> <p>Every day throughout January we will be exploring one of the recommendations of the ORAMMA project for improving the maternal and perinatal healthcare for migrant women and their babies across the EU. Head over to our facebook page to learn more about the work of the project. The first part of the ORAMMA project was spent analysing the healthcare currently available to migrant women while they are pregnant, and what the evidence says we can do to improve. We'll be looking at a different recommendation every day and linking to lots more useful information.</p>  <h3>Meeting up with our supporters and participants</h3> <p>We have been meeting with our potential future Maternity Peer Supporters and a Dutch Doula who has already been working to support pregnant migrants for many years. During our meeting in Nijmegen the ORAMMA team was privileged to meet Trudi Abbas who has worked with pregnant migrant women in a refugee centre and has been a doula for many years. She gave us an excellent insight into her experiences and reminded us all that migrant women want and need someone they can trust to support them through their pregnancy. The Sheffield Halton team also held an engagement event for prospective maternity peer supporters.</p> |
| <p>So far ORAMMA has:</p> <ul style="list-style-type: none"> Assessed the current state of women's health provision for migrants : refugees in project countries. Developed a perinatal practice guide for migrant refugee women. Developed the ORAMMA approach to perinatal healthcare which will feature multi-disciplinary teams of experts, cultural doulas and community capacity building. Developed a perinatal personal operational plan for pregnant migrant and refugee women. <p>Next ORAMMA will:</p> <ul style="list-style-type: none"> Develop and implement training for health professionals on working v migrant women, both face to face and through e-learning. Build the capacity of migrant populations to increase their ability to access healthcare and advocate for themselves, including training migrant women as maternity peer supporters. Pilot implement and assess the ORAMMA approach in Greece, the Netherlands, and the UK.  <p>ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ ΤΕΧΝΟΛΟΓΙΚΟ ΕΚΠΑΙΔΕΥΤΙΚΟ ΙΔΡΥΜΑ ΑΘΗΝΑΣ</p>  <p>HELLENIC REPUBLIC ATHENS UNIVERSITY OF APPLIED SCIENCES</p> |     <p>Impuls Netherlands Center for Social Care Research Radboudur</p> <p>The Content of this document, represents the views of the author only and is his / her sole responsibility; it cannot be considered to reflect the views of the European Commission and / or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may made of the information it contains.</p>  <p>Co-funded by the Health Programme of the European Union</p> <p>The Content of this document, represents the views of the author only and is his / her sole responsibility; it cannot be considered to reflect the views of the European Commission and / or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may made of the information it contains.</p> | |




E-newsletter 3 was released on 17.07.18 and was sent 226 recipients with a 22.5% open rate. In this version of the e-newsletter readers were informed about GDPR. The e-newsletter was also sent to 97 EMA members with a 44.2% open rate. The e-newsletter advertised the next webinar and used the “Migrant mothers matter too: working together for a better community” tagline to discuss the cultural competence training being delivered in the Netherlands and the project presentation at the World Congress on Ethnicity, Race and Health in Edinburgh. The e-newsletter was sent to 423 people on the EFPC e-newsletter list with a 23.4% open rate.

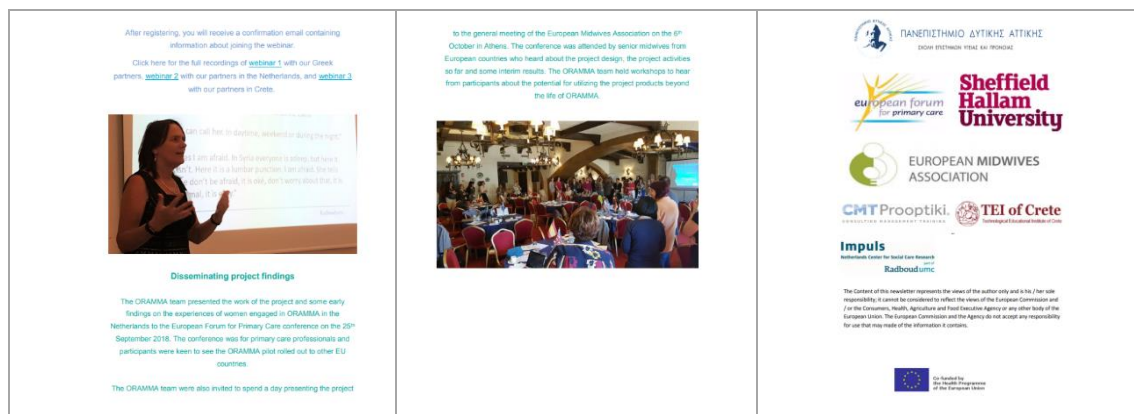
Picture 6: ORAMMA 3rd Newsletter

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|---|---|--|--|
|  <p>As GDPR regulations come into force, you need to confirm you still want to hear from us.</p> <p>Click here to stay subscribed to ORAMMA e-newsletters</p>  | <p>ORAMMA is a 2 year project, funded through the European Union's Health Programme, to develop an approach to maternal healthcare for migrant and refugee women. ORAMMA is now into its second year, and the partners have been working to implement the ORAMMA approach. The first part of the project - exploring the current situation for pregnant migrant women and creating recommendations for improvements based on the evidence - is now completed.</p> <p>The teams in Greece, the Netherlands and the UK have recruited pregnant migrant women, healthcare professionals, and Maternity Peer Supporters to the pilot. Now, recently arrived pregnant migrant women are being supported through their pregnancy by professionals trained in the ORAMMA approach and by a maternity peer supporter who speaks her language and can help her navigate the health and social care system in her host country.</p> <p>f t in</p> |  <p>ORAMMA webinar series: next webinar</p> <p>On the 27th July 11:30am UK time, ORAMMA will be hosting its 3rd webinar, this time hearing from Dr Maria Papadaki of TEI Crete on the role of social care providers in care for migrant women in Greece, and their role in the ORAMMA project.</p> <p>To sign up for the webinar click here</p> <p>Click here for the full recordings of episode 1 with our Greek partners and episode 2 with our partners in the Netherlands. We covered the background and design of the project, and heard from partners in Greece and the Netherlands on the unique situation for pregnant migrants in their country and their progress with the project so far.</p> |  <p>Migrant Mothers Matter Too: Working Together for a Better Community</p> <p>ORAMMA has been working to train health professionals across relevant disciplines in Greece, the Netherlands, and the UK in the ORAMMA approach to ensure they are able to support migrant mothers. The systematic review undertaken during the project produced the following ORAMMA recommendation:</p> <p>Healthcare professionals should be supported to develop cultural competence to enhance their interactions with migrant women and other vulnerable clients.</p> <p>The project team in the Netherlands, RadboudUMC, hosted a booster training for their project midwives to ensure that the</p> |
| <p>cultural competence training initially delivered in January was being retained and implemented.</p>  <p>Disseminating project findings</p> <p>On the 18th May, ORAMMA partners from Sheffield Hallam University and Radboud University presented some of ORAMMA's work at the World Congress on Migration, Ethnicity, Race and Health in Edinburgh.</p> <p>The title of the talk was 'Migrant women's experiences of perinatal care in European Countries: a systematic review'. Dr Soltani and Dr van den Muijsenbergh discussed the process of undertaking the systematic review as a part of the</p> | <p>ORAMMA project and presented the following messages which emerged during the review:</p> <p>"Migrant women need 'trauma aware care' and culturally competent, compassionate health professionals who listen to them and provide respectful, dignified, and equitable perinatal care, supported by multi-disciplinary team-working and continuity of care. They need models of perinatal care which go beyond clinical care and address their social and economic challenges."</p> <p>As you know, with the introduction of GDPR regulations, we need to update you on our privacy policy:</p> <p>A new European legislation, entitled, "General Data Protection Regulation (GDPR)" came into effect on 25 May 2018. The new law provides rights to individuals about how the ORAMMA project handles their personal data.</p> <p>In particular:</p> <ul style="list-style-type: none"> - 'You have the right to access to any personal data, about yourself, that you have provided to the ORAMMA project. - 'You may request that ORAMMA amend the data, without delay, if the data that we have is incorrect or incomplete. | <ul style="list-style-type: none"> - 'You have the right for your data to be permanently erased - you may request ORAMMA to erase your personal data without undue delay. - 'You can object to having your personal data captured, stored and used and request that your data be deleted if you believe that the processing is unfair and unlawful. <p>At ORAMMA we are in possession of your contact details, including name, email address, organisation affiliation. We use these contact details to provide you with the ORAMMA e-newsletter and any relevant information/updates in regard to the ORAMMA project.</p> <p>According to the GDPR, you may ask us to delete your contact information. If you would like us to delete your information, then please let us know what information you would like us to delete, by replying to this email.</p> <p>If you would like to review the contact data that we have for you on file, then please let us know by replying to this email.</p> <p>If you have any questions, then please do not hesitate to contact us, via email: Eleanor.rshaw@gmail.com with the subject line, "GDPR2018 Query".</p> |      <p>The Content of this document, represents the views of the author only and is his / her sole responsibility; it cannot be considered to reflect the views of the European Commission and / or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.</p>  <p>Co-funded by the Health Programme of the European Union</p> <p>The Content of this document, represents the views of the author only and is his / her sole responsibility; it cannot be considered to reflect the views of the European Commission and / or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.</p> |

E-newsletter 4 was released 10.12.18 and invited recipients to register for the final ORAMMA event in Belgium, highlighted the forthcoming webinar with Professor Hora Soltani leader of WP5, and featured two dissemination events where ORAMMA was presented: the EFPC conference in Crete and the EMA general meeting in Athens. The e-newsletter was sent to 226 recipients with an open rate of 23.7% It was also sent to 97 EMA members. The newsletter was included in the EFPC mailing list of 429 recipients, with a 22.9% open rate.

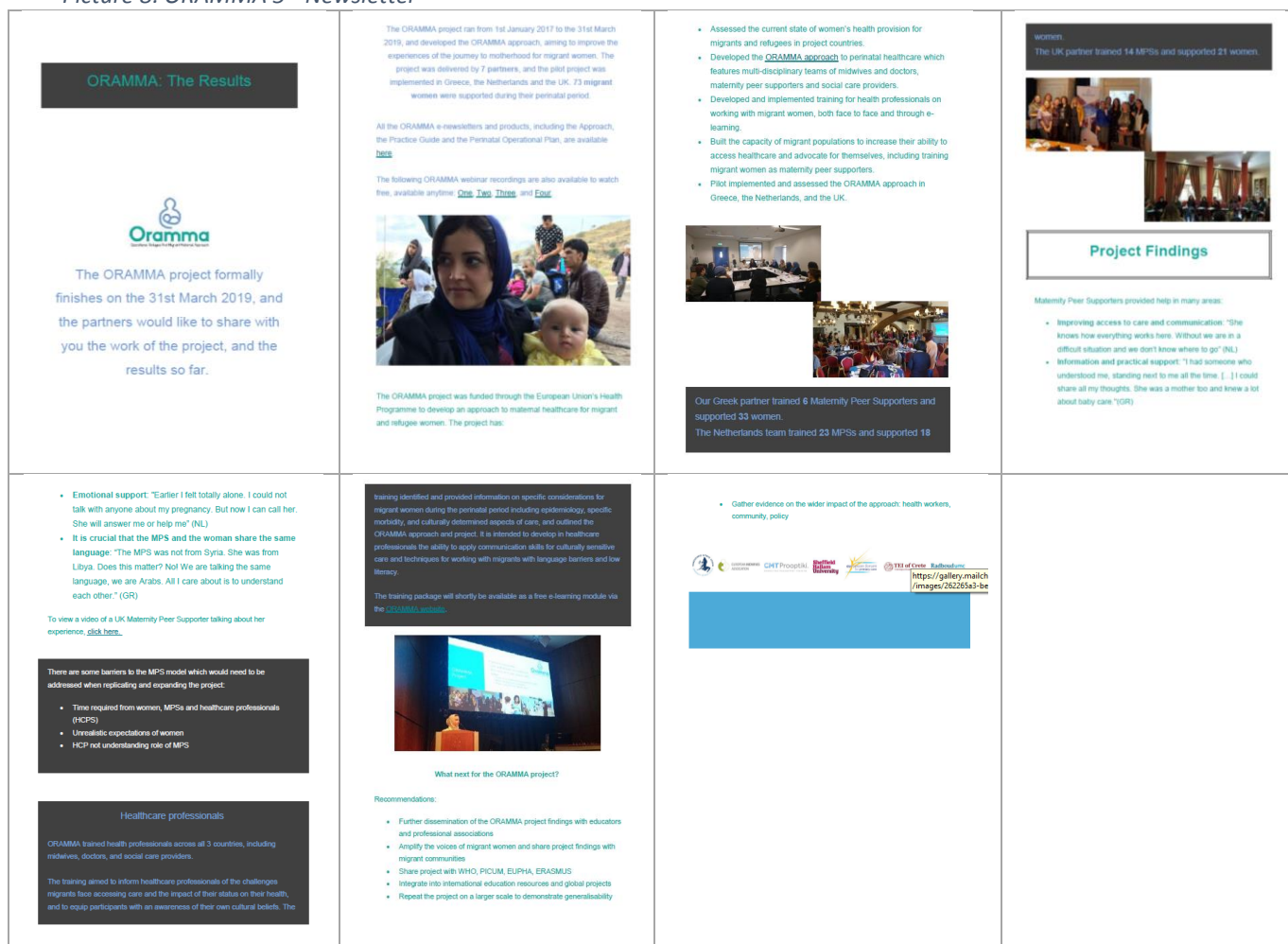
Picture 7: ORAMMA 4th Newsletter

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|---|---|--|
|   <p>Invitation</p> <p>ORAMMA Project Final Event</p> <p>Thursday 28th February, 10.30 - 15.30</p> <p>Maastricht University Campus Brussels Avenue de Tervuren 153, 1150 Brussels, Belgium</p> | <p>Click here to register for your free place</p> <p>The ORAMMA project was funded through the European Union's Health Programme, to develop an approach to maternal healthcare for migrant and refugee women. The project has:</p> <ul style="list-style-type: none"> Assessed the current state of women's health provision for migrants and refugees in project countries. Developed the ORAMMA approach to perinatal healthcare which features multi-disciplinary teams of experts, maternity peer supporters and community capacity building. Developed and implemented training for health professionals on working with migrant women, both face to face and through e-learning. Built the capacity of migrant populations to increase their ability to access healthcare and advocate for themselves, including training migrant women as maternity peer supporters. Pilot implemented and assessed the ORAMMA approach in Greece, the Netherlands, and the UK. <p>The event will feature an overview of the project and its products, a report on the findings of the systematic review and training implementation, and an opportunity to hear from project partners about the results and findings of the feasibility study.</p> <p>Places are limited so please confirm your interest as soon as possible.</p> |  <p>ORAMMA webinar series: next webinar</p> <p>The 4th ORAMMA webinar will take place on Friday 25th January 2019 at 12pm noon UK time.</p> <p>Join Professor Hora Soltani of Sheffield Hallam University and Eleanor Shaw from the European Midwives Association to hear about the ORAMMA project and the systematic review Hora undertook with the project team to understand the needs of pregnant migrant women engaging with health care. The systematic review was critical to informing the design of the ORAMMA approach, which is currently undergoing a feasibility study in Greece, the Netherlands, and the UK. Hora will share the progress of the UK study.</p> <p>To register please click here.</p> |
|---|---|--|



The addition of **E-newsletter 5** was a result of the extension to the project and was released 11.04.19 containing a summary of the project, its activities and its outcomes along with links to all the project documents and outputs. The newsletter celebrated the success of the final event and shared the project videos. The e-newsletter was sent to 311 recipients (226 dissemination list & 85 subscriptions of the final event) with an open rate 49.5%. The newsletters were all posted on the ORAMMA Facebook page.

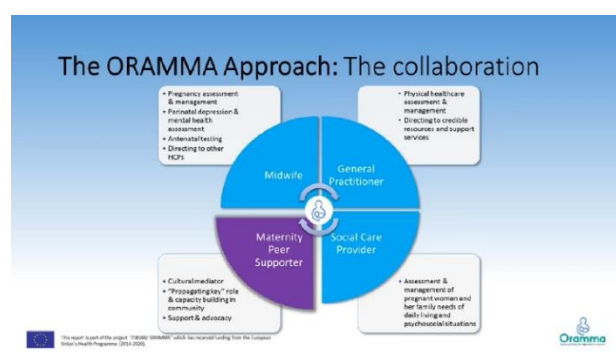
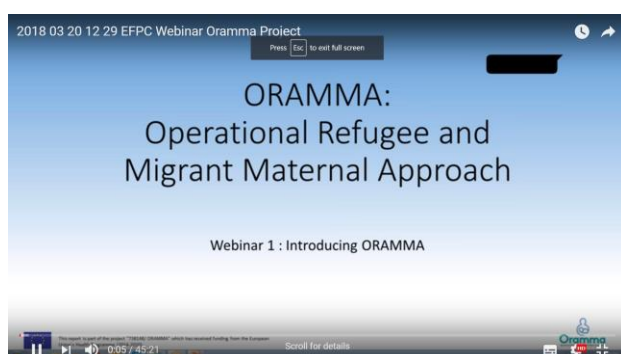
Picture 8: ORAMMA 5th Newsletter



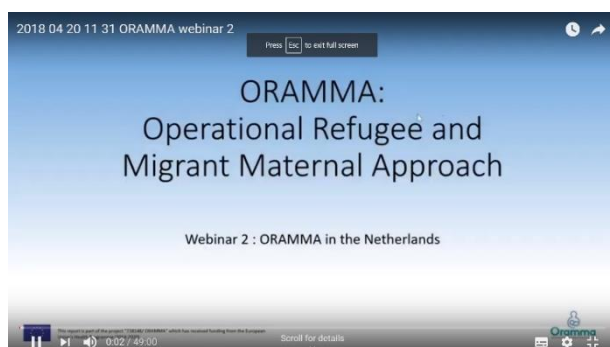
2.8. ORAMMA webinars

The ORAMMA project hosted a series of webinars, which provided an opportunity for interested parties to hear from project members on various aspects of the project. The webinars were advertised on the social media pages, e-newsletters, and the hosts also advertised amongst their own networks. All webinars were recorded, and the videos made accessible through social media and the project website.

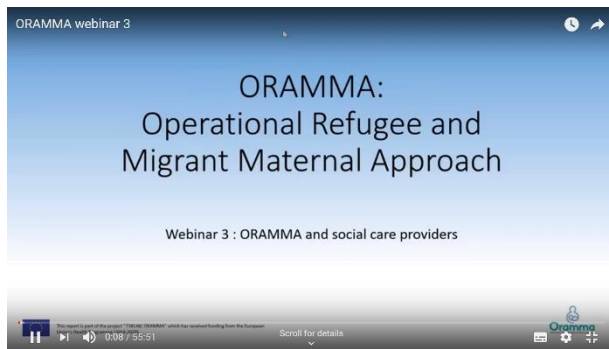
Webinar 1 took place on 20.3.18 and was hosted by EFPC. EMA presented the background to the project and gave a basic outline, while Eirini Sioti from University of West Attica discussed the project plan and the ORAMMA approach as well as the Greek context to the project. 15 people registered for the webinar and the recording has been viewed 11 times on YouTube.



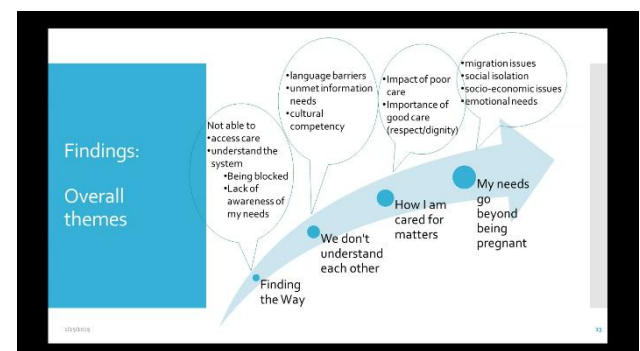
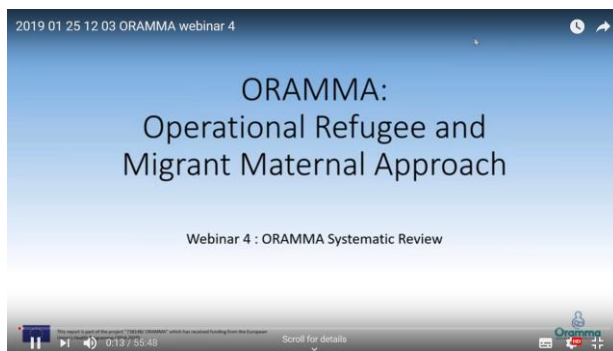
Webinar 2 took place on 20.04.18. It was hosted by EMA and Professor Maria Van den Muijsenbergh from Radboud University was the lead presenter. The webinar covered the background to the project, the aims, activities and outcomes, and the specific context of the project in the Netherlands. The webinar shared some initial information on the experience of implementing the project in the Netherlands. 14 people registered for the webinar and the recording has been viewed 21 times on YouTube.



Webinar 3 took place on 27.07.18. It was hosted by EMA who provided the background and overview of the project and Assistant Professor Maria Papadakaki of TEI: Crete presented on the context of social care and the migrant crisis in Greece, along with the role of social care providers in the project and the experience of the project in Crete. 17 people registered for the webinar and the recording has been viewed 17 times on YouTube.



Webinar 4 took place on 25.01.19. It was hosted by EMA and Professor Hora Soltani from Sheffield Hallam was the lead presenter. The webinar covered the European background to the project, the aims, activities and outcomes of the project. Hora shared the experience undertaking the systematic review during ORAMMA and the way the findings of the systematic review influenced the design of the feasibility study, and some reflections on the experience of implementing the ORAMMA project in the UK. 9 people registered for the webinar and the recording has been viewed 21 times on YouTube.



2.9. Social media

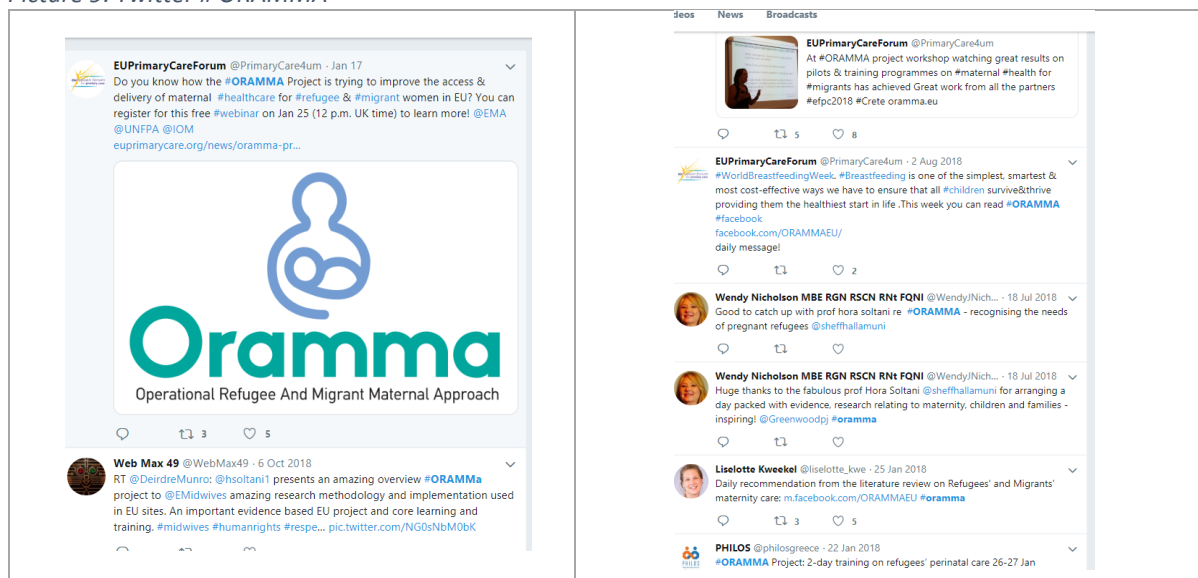
Twitter

Twitter was used mainly to highlight international celebrations, link to Facebook posts and to highlight ORAMMA events during the project. The #ORAMMA hashtag was created at the start of the project and attendees at all events were encouraged to use the hashtag to tweet about the events. Twitter activity mainly congregated around the ORAMMA events such as the final event, the EFPC conference and the EMA day in Athens. The largest number of tweets (14) came on the 28th February when participants of the final event in Brussels shared project research outcomes, generating a total of 139 likes and retweets.

Overall there are 36 tweets under the **#ORAMMA** hashtag covering all aspects of the project including the literature review and recommendations, activities such as training, and project results. All tweets generated between 300 and 17790 impressions. Most of the engagement came from midwives and health professionals, however some NGOs and policy makers such as The Standing Committee of European Doctors (CPME), Safe Motherhood Week, Maternal Health Alliance, Council of Occupational Therapists for the European Countries, The Royal College of Midwives UK, WHO Europe, amongst others have participated in tweeting and retweeting posts.

All Twitter content using the #ORAMMA hashtag can be found: <https://twitter.com/search?l=&q=ORAMMA%20%23oramma&src=typd>

Picture 9: Twitter # ORAMMA

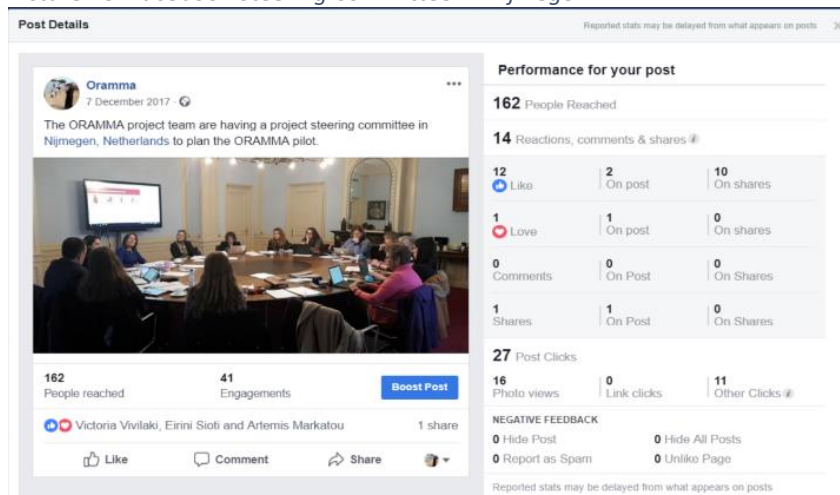


Facebook

The ORAMMA Facebook page was set up in April 2017 and has been managed by EMA. The page now has over 100 likes and 130 follows. Posts have been regular, concentrating on disseminating the project's activities and outputs as well as sharing relevant news stories and resources. There have been 290 individual Facebook posts on the ORAMMA Facebook page, with the most popular post having a reach of 2100 views. Facebook activity has been concentrated around key events such as publicising opportunities for interaction such as webinars and conferences, as well as celebrating relevant international days such as International Day of the Midwife and International Migrants Day.

ORAMMA progress meetings were all shared on the Facebook page with photos and a summary of the activities and the location of the meeting.

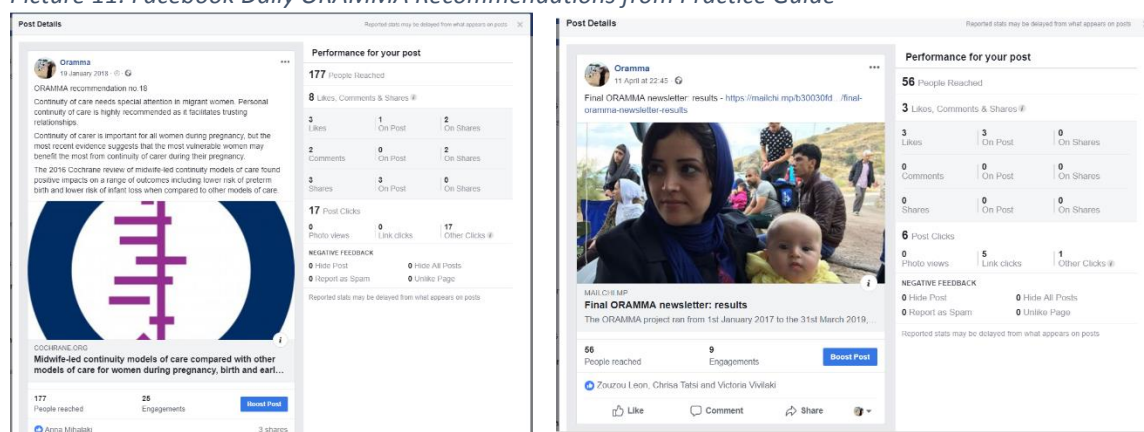
Picture 10: Facebook Steering Committee in Nijmegen



In January 2018, the Facebook page featured a full month of sharing the ORAMMA recommendations, with one post every day. Each day a different practice recommendation from the ORAMMA Practice Guide was posted with a discussion of the existing guidance and the quality standard recommendation, with links to further information. The campaign aimed to highlight the recommendations and the Practice Guide to the Facebook audience, which is primarily composed of midwives, and was successful in gaining engagement with each post and increasing the following of the page by over 20 followers. The campaign was also highlighted on Twitter.

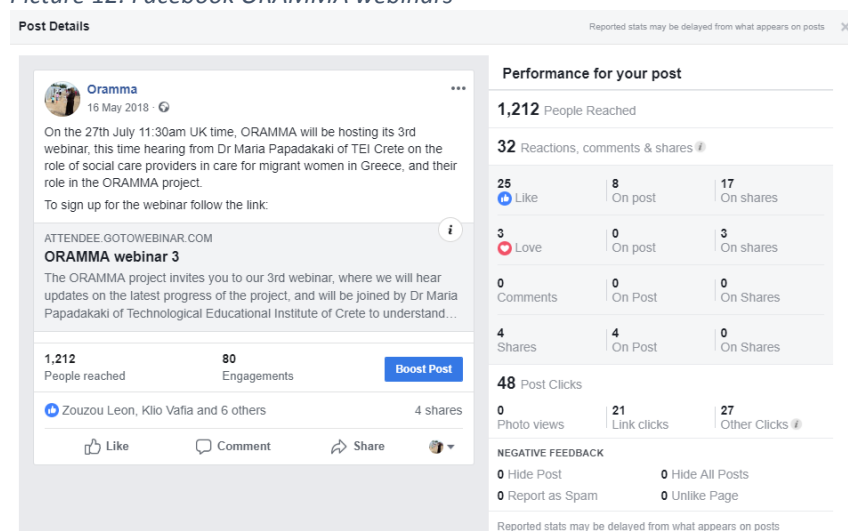
Project e-newsletters were shared on the Facebook page when each one was sent out, to ensure maximum coverage.

Picture 11: Facebook Daily ORAMMA Recommendations from Practice Guide



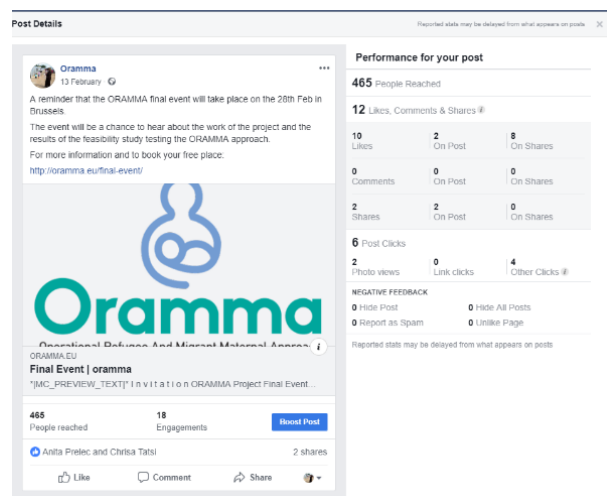
Project webinars were advertised on the ORAMMA Facebook page, on Twitter, in the e-newsletters, through the networks of project partners, and on other relevant Facebook pages. A description of each webinar was included with a link to the sign-up page for the webinar and after each webinar the link to the recording was also included. The posts with the links to the recordings were re-posted throughout the life of the project.

Picture 12: Facebook ORAMMA webinars



Project dissemination events were all advertised and summarised on the Facebook page, with links to registration, a summary of the agenda, and pictures and summaries from the event afterwards.

Picture 13: Facebook ORAMMA dissemination events



International celebration days with relevance to the project were featured on the ORAMMA Facebook page throughout the project, with content raising awareness of the day itself and the messages of the year, providing links to useful information, and connecting each day to the work of the ORAMMA project.

Picture 14: Facebook International Celebration Days

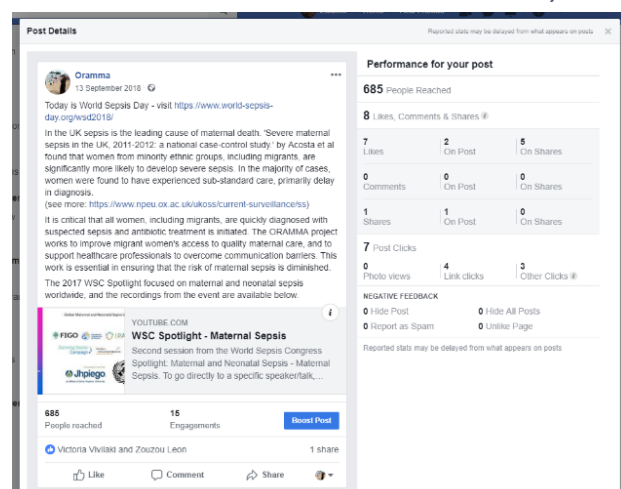


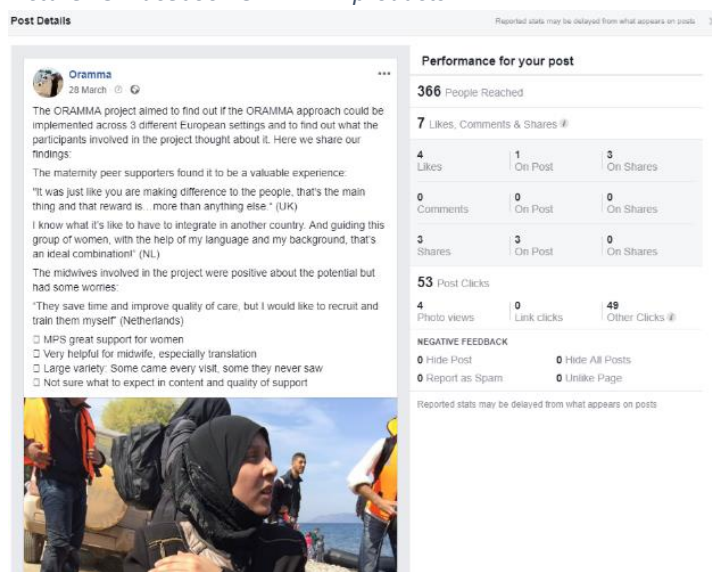
Table 3: Conferences presentations and events of ORAMMA project

| Celebration | Dates |
|---|--|
| International Day of Zero Tolerance for Female Genital Mutilation | 6 th February |
| International Women's Day | 8 th March |
| European Patients' Rights Day | 9 th April |
| International Day of the Midwife | 5 th May |
| World Pre-eclampsia Day | 22 nd May |
| Refugee Week | Monday to Sunday of the week around World Refugee Day on 20 June |
| World Breastfeeding Week | 1 st to 7 th August |
| World Sepsis Day | 13 th September |

| | |
|-------------------------------|---------------------------|
| World Mental Health Day | 10 th October |
| World Prematurity Day | 17 th November |
| Human Rights Day | 10 th December |
| Universal Health Coverage Day | 12 th December |
| International Migrants Day | 18 th December |

At the end of the project, the Facebook page shared all the products of the project including the e-course, the Practice Guide and other documents, the links to all the webinars and e-newsletters and highlighted the findings and recommendations of the project. The aim of this was to summarise the work of the project for those followers who had missed content and to bring all the links and products together in one place, as well as discussing the findings and recommendations.

Picture 15: Facebook ORAMMA products



2.10. Videos and infographics

The project recorded all the project webinars (4) in video form and disseminated these recordings on social media and in the newsletters, generating 63 views. The videos can be found here:

1. Introducing ORAMMA , UNIWA (P1), <https://youtu.be/ugCEj37WLQU>
2. ORAMMA in the Netherlands, RUMC (P9), <https://youtu.be/Fw6pzHrYlf0>
3. ORAMMA and Social Care Providers, TEI CRETE (P7), <https://youtu.be/JZW575EmhYA>
4. ORAMMA Systematic Review, SHU (P4), <https://youtu.be/JZW575EmhYA>

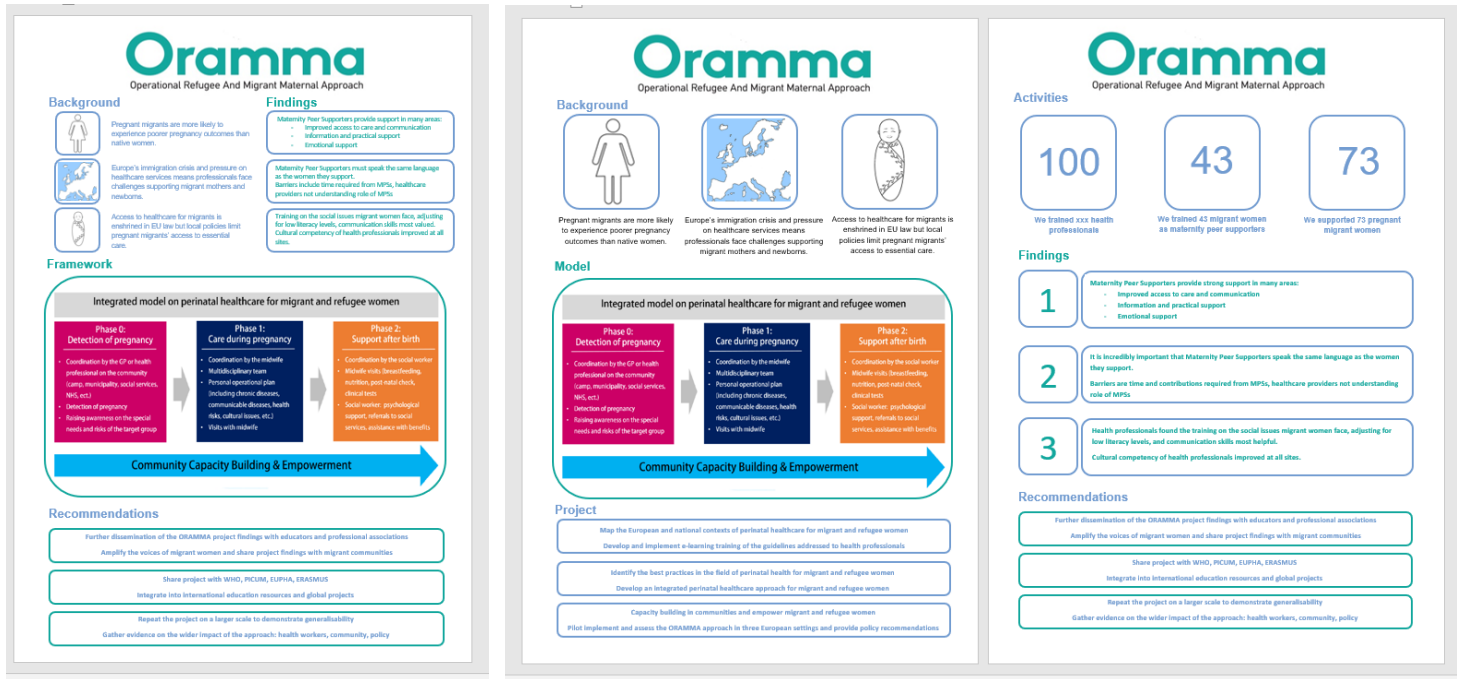
Sheffield Hallam University (SHU, P4) produced a series of videos with some of the Maternity Peer Supporters in Sheffield, asking them to talk about their experiences in the project and the significance of the project to themselves and the migrant women they supported. SHU then edited the videos, 2 were played at the final event in Brussels, and one video was included in the social media content for International Women's Day 2019 on Facebook, gaining a reach of 85 with engagement of 28. It is available here: <https://www.facebook.com/watch/?v=370273156902925>

EMA (P2) recorded a video celebrating International Day of the Midwife and highlighting the role of the ORAMMA project in supporting midwives to care for migrant women. The video gained a reach of 2100 and had 197 engagements. It is available here:

<https://www.facebook.com/watch/?v=1975525046109674>

The infographic has been produced in various versions to allow it to be targeted to a variety of different audiences. The full version of the infographic is two pages and includes both a project summary and the findings of the project. The shortened version of the infographic is specifically for people who are more interested in the findings of the project.

Picture 16: Short and Full version of ORAMMA infographic



2.11. Conference presentations and events

The ORAMMA partners presented the project's work and findings at a wide range of events targeting stakeholders and policy makers, health professionals, and health organisations. 20 events took place across Europe, including Romania, Greece, Belgium, and Scotland featured the ORAMMA project on their agenda and many more featured ORAMMA during their discussions. ORAMMA project was presented at the events described in the following table:

Table 4: Conferences presentations and events of ORAMMA project

| Conference Presentation/ Event | Country | Date |
|---|---------------|--|
| EMA Board meeting with one day of ORAMMA project working | Brussels | Feb-17 |
| CARE Project info day | Greece | February 10 th 2017 |
| High level Meeting on Maternal Health and Refugee Women | Malta | March 20 th - 21 th 2017 |
| 10 th Panhellenic & 9 th European Scientific Nursing Conference | Crete | April 27 th -30 th 2017 |
| EMA Board meeting with one day of ORAMMA project working | Slovenia | April 2017 |
| MyHealth and MigHealth kick-off meetings via skype | | May 29 th 2017 |
| EMA General Meeting where ORAMMA project was presented | Spain | September 2017 |
| EPAROGI 7 th Conference | Greece | October 12 th 2017 |
| 7 th EURIPA Forum | Crete, Greece | November 2 nd -4 th 2017 |
| Refugee crisis in Greece & ORAMMA Project Info Day | Greece | January, 2018 |
| EMA Board meeting | Belgium | February, 2018 |
| Closing conference of regional programme FAED | Crete, Greece | February 26 th 2018 |
| International Confederation of Midwives (ICM) European Central Region meeting | | February 2018 |
| EBCOG Congress | France | March 8 th -10 th 2018 |
| 1 st Congress on Migration, Ethnicity, Race and Health | Scotland | May 17 th -19 th 2018 |
| 1 st International Perinatal Total Health Congress | Romania | June 30 th 2018 |
| EMA Board meeting | Finland | June 2018 |
| 11 TH Congress on Women's Health and Disease | Greece | September 7 th 2018 |
| Public Health England Conference | UK | September 11 th 2018 |
| From Birth to Health conference | Portugal | September 17 th - 18 th 2018 |
| EFPC Conference "Vulnerability & Compassion: The role of primary care in Europe | Crete, Greece | September 24 th - 25 th 2018 |
| WHO Chief Nursing Officers, WHO collaborating centres and EFNNMA meeting | Greece | October 3 rd -4 th 2018 |
| Panhellenic Congress of Midwives | Greece | October 4 th - 7 th 2018 |
| European Midwives Association General Meeting- ORAMMA day | Greece | October, 2018 |

| Conference Presentation/ Event | Country | Date |
|--|----------|--------------------------------|
| Centenary of Midwives (Ireland) Act 1918 Conference-Historical & Contemporary Perspectives | Ireland | October 2018 |
| MIICT Symposium- ICT Enabled Services for Migration | UK | November 2018 |
| 11th European Public Health Conference | Slovenia | November 11 th 2018 |
| EMA Board meeting with one day of ORAMMA project working | Brussels | February 2017 |
| External events after the end of the project | | |
| 2 nd International and 3 rd National Istanbul Midwifery Days | Istanbul | April 25-27 2019 |
| International Congress of Midwives (ORAMMA workshop) | Bali | 2020 |

The European Midwives Association (EMA, P2) dedicated a full day from their general meeting in Athens, Greece, on the 6th October 2018, to disseminating the work of the ORAMMA project to their members. The event was attended by 64 attendees who included members of the ORAMMA team and senior midwives from 25 European countries. The event allowed the ORAMMA team to engage directly with the health professionals responsible for developing and shaping care on a national level. The ORAMMA team presented the work done on the project so far and hosted workshops to receive feedback to contribute to the final versions of the e-learning package, the practice guide, and the next steps for the ORAMMA project.

Aims:

This event will help us to address and deliver the following project outcomes.

Project outcomes:

1. **To disseminate the project's results to health professionals all over Europe including midwives**, social workers and general physicians, to relevant stakeholders in the field of health policy, to NGO's and organizations who have direct contact with the target group of migrant and refugee pregnant women and to the general public.
2. To pilot implement and assess the ORAMMA approach in three European settings and **provide policy recommendations**.

The EMA (P2) event held 3 workshops in the afternoon session to discuss key elements of the ORAMMA project and provide feedback on the opportunities and next steps of the project to inform the project's policy recommendations. The event agenda can be viewed below:

Table 5: ORAMMA day agenda- EMA meeting Athens

| | | | |
|-------|--|-------|--|
| 09.00 | Opening | | ORAMMA implementation workshops (10 mins presenting the resources followed by group discussions) |
| 09.30 | EU level Projects – What do they involve? Tasos Mastrogianakis, Health & Social Care Project Manager, C.M.T. PROOPTIKI, Greece | | 1. How could the feasibility project be implemented on a larger scale across Europe? – Dr. Victoria Vivilaki and Joeri Vermeulen |
| 09.50 | Migrant and refugee women’s experiences of pregnancy and care received Prof. Hora Soltani, Professor of Maternal and Infant, Sheffield Hallam University, UK | 14.00 | 2. Utilising literature review and transforming into practice: Key principles into Practice Guidelines or Standards – Prof. Hora Soltani and Maria Cutajar |
| 10.15 | ORAMMA project overview and WP4 deliverables Dr. Victoria Vivilaki, Assistant Professor, University of West Attica, Greece | | 3. How can we implement the role and training packages in a wider context within EU for both Midwives and Maternity Peer Supporters? Eirini Sioti and Agnes Simon |
| 10.40 | Challenges for teamwork in refugee populations during maternal care Dr. Maria Papadakaki, Assistant Professor, Technological Educational Institute of Crete, Greece | | 4. What is the value of developing cross-border e-learning packages and other resources for European level knowledge transfer? What are the priorities moving forward? –Tasos Mastrogianakis and Eva Matintupa |
| 11.00 | Coffee | 15.15 | Coffee |
| 11.30 | Training during ORAMMA – Maternity Peer Supporters, Health Professionals, and e-learning materials Eirini Sioti, Midwifery Researcher, University of West Attica, Greece | 15.30 | Feedback from the workshops |
| 11:45 | Demonstration of cultural competence training for health professionals - a practical session Dr. Maria Papadakaki Technological Educational Institute of Crete, Greece; Dr. Petelos Elena, member of the ORAMMA Advisory Board | 15.50 | EMA Highlights of the meeting/Summary of overall actions for 2017 – 2018 |
| 12.15 | Interim progress report from the ORAMMA Pilots Vagia Tsoutsis, Social Worker, University of West Attica, Greece | 16:00 | Thanks and closing |
| 12.40 | Discussion | | <i>Chairperson Agnes Simon</i> |
| 13.00 | Lunch | | |

The workshop discussions are summarised here:

1. Utilizing literature review and transforming into practice: Key principles into Practice Guidelines or Standards

What are the **opportunities** we have?

- Including this document in midwifery education could have a large impact, especially if using a cascading ‘train the trainer’ model.
- There is funding available for refugee education, ORAMMA products could be used to empower communities.
- Current interest in bringing midwifery into the community and into public health provides an opportunity to implement the practice guide.

What are the **actions** we need to take?

- Apply for funding for more research into how to implement the practice guide on a wider scale.
- Think through how the practice guide and other documents, and training, could use a train the trainer model to disseminate.
- Look for refugee education / community midwifery and public health funding to continue the ORAMMA work.

2. How can we implement the role and training packages in a wider context within EU for both Midwives and Maternity Peer Supporters?

What are the **opportunities** we have?

- Associations working with migrants and refugees can be a strong network and a source of knowledge for the training of both HCPs and MPSs.
- Support can be from: Political involvement, Stakeholders, Policy makers, EMA Involvement, Local associations
- It is possible that coordination and evaluation could be done by European organizations for migrants and refugees (e.g. IOM)
- Discussion on the opportunity to embed the training of HCPs in academic curriculums, participants expressed different opinions. In some countries it is feasible to be integrated, while in others (e.g. Germany and Netherlands) the curriculum is already overloaded, and it would be better to be implemented as an additional experiential seminar to those who are interested.

What are the **actions** we need to take?

- Create a plan for the sustainability of the project
- Share the training packages onwards through networks after publication
- Webinars could be used to train the trainers on the basics of the ORAMMA approach – vision, values, etc.

3. What is the value of developing cross-border e-learning packages and other resources for European level knowledge transfer? What are the priorities moving forward?

What are the **opportunities** we have?

- Could the content be developed as a MOOC course where people would pay to get certificate?
- EMA and national level associations will be able to disseminate the content very widely.
- Can be used by everyone – open access and available across countries, for example the online FGM training has been very successful.
- Ability to feed into academic settings and education courses, would need targeted dissemination.
- Can also take it into EUPHA – child and adolescent health section to promote / maintain.
- WHO to take materials into their midwifery education toolkit – could this be global? Just European?
- Co-development of new modules to increase the material, who could partner in this?
- Could an EU body manage it? Could a university manage it? An NGO? A world-wide organisation? Refugee councils / policy makers?
- Networking and exchange of information, sharing knowledge opportunities such as forums within the course.
- If a country doesn't have a lot of migrants and refugees – is it still relevant? Can we isolate the cultural competence element, so it has broader appeal?

What are the **actions** we need to take?

- Sending out to EMA members, send out to EFPC, send out to wider health professional groups and wide dissemination – broad social media dissemination, universities / training institutions / special interest groups, wider membership in general
- Evaluation and dissemination of results of the training packages to encourage wider support
- End of project plan for maintenance and further development of packages urgently required.
- A virtual classroom for the midwives at the end of the project – video record some of the courses, to make available – cultural competence might be the most valuable / could also have forum discussions.

2.12. Final event

ORAMMA held the project's final event in Maastricht University Campus Brussels on Thursday 28th February 2019. 85 people registered for the event, including ORAMMA project partners. The president of the European Midwives' Association and also member of the ORAMMA partnership, Mervi Jokinen, opened the event, and several speakers welcomed the participants, among which Paola D' Acapito (project officer, CHAFAE) on behalf of Isabel De La Mata (DG SANTE), Dimitrios Papadimoulis (European Parliament), Diederik Aarendonk (EFPC)- ORAMMA partner, Ioannis Mouzalas (Surgeon, Obstetrician-Gynaecologist, Former Migration Policy Minister of Greece).

Picture 17: ORAMMA Final Event



It was decided by the project partners to reduce the number of attendees at this final event from 100 to 85 in order to have a more targeted audience: policy makers, NGOs and EU level stakeholders since the project had already targeted health professionals through the EMA and EFPC events. The event aimed to place the ORAMMA project within the wider context of efforts to improve migrant health, such as the WHO Improving the health care of pregnant refugee and migrant women and newborn children policy brief and technical guidance, and the EUPHA 2018 statement on migration, ethnicity and health. Also, this one-day session gave the opportunity to hear from project partners and other stakeholders, understand the approach of the ORAMMA project and be engaged in discussions, exploitation of the results and recommendations for future steps. The agenda built on the success of

the EMA event by following the same overall structure, delivering presentations on the overall project and work packages, the systematic review, and social care provider elements.

Picture 18: OPAMMA Final Event Agenda



The poster for the OPAMMA Final Event Agenda is divided into several sections. At the top left, it features a photograph of a woman holding a baby. Below this is the ORAMMA logo and the text 'ORAMMA Operational Refugee and Migrant Maternal Approach'. To the right, there is a section titled 'ABOUT THE EVENT' which describes the project's aim to help migrant and refugee women have safer journeys to motherhood. Below this is a 'PARTNERS' section listing various organizations like Sheffield Hallam University, Radboud University, and others. The central part of the poster is titled 'FINAL EVENT 28 FEB 2019 BRUSSELS' and lists the venue as 'MAASTRICHT UNIVERSITY CAMPUS BRUSSELS'. To the right of this is another 'PARTNERS' section. The bottom half of the poster is titled 'PROGRAMME' and lists a series of events from 09:30 to 15:30, including registration, opening coffee, presentations on migration, pregnancy, and social care, and panel discussions. The poster also features a photograph of a woman in a headscarf on the right side.

Picture 19: ORAMMA Final Event



The event finished with two interactive panel sessions discussing **“ORAMMA findings and implications for migrant and refugee mothers”** and **“What is next for the ORAMMA approach: Moving forward for better perinatal care outcomes in Europe and beyond”** which produced validated options for furthering the ORAMMA approach.

Aims:

This event will help us to address and deliver the following project outcomes.

Project outcomes:

1. **To disseminate the project's results to health professionals all over Europe including midwives**, social workers and general physicians, to relevant stakeholders in the field of health policy, to NGO's and organizations who have direct contact with the target group of migrant and refugee pregnant women and to the general public.
2. To pilot implement and assess the ORAMMA approach in three European settings and **provide policy recommendations.**

The panels produced the following action points for continuing the work of the ORAMMA project:

Products required from the ORAMMA project:

- Policy brief / lay summary / 2-minute video of the results of the project
- Project description: what is the intervention? How was it developed? What contexts was it implemented in? What elements worked best?
- Further videos and infographics on the impact of the project
- Plan to support MPSs after the project to ensure their needs are met
- Plan to collect and amplify the voices of the MPSs and women on social media (videos, quotes) as women are more likely to trust their peers
- Plan to reach migrant women with the summary of the project and the outcomes
- Plan for disseminating the products to educators and professional associations

Advocacy:

- Share with the PICUM network
- Results can be shared with the EUPHA forum
- Explore possibility of using the IOM 'community response' app to amplify voices of MPSs and women
- Advocate for WHO to include a section on ORAMMA in the midwifery education report and midwifery skills education toolkit.
- Take the knowledge generated within ORAMMA to WHO to integrate with their 'Improving the health care of pregnant refugee and migrant women and newborn children' technical guide
- Advocate to WHO for use of the concept of MPSs in their work engaging communities in Lebanon and Nepal
- All partners and stakeholders need to raise the issue at government level and health assembly level to advocate for more funds.
- Explore using the ERASMUS links to integrate ORAMMA into education packages
- Connect with NGOs to encourage to include ORAMMA in advocacy work and further research
- UN General assembly is currently looking for examples of good practice, ensure maternity care is included and ORAMMA example
- How does ORAMMA intersect with programmes such as those providing link workers and inter-cultural mediators and share learning?

Further research questions:

- Could MPSs could have a broader role such as helping women navigate employment, benefits, social care systems?
- Could the MPS model have relevancy for mental health support?
- Could the project be made more sustainable by making the MPS position a paying and substantive role?
- How can we involve the wider family and community? – for example mentoring partners
- Round 2 of the project to demonstrate generalisability
- What adjustments can be made to address situations such as Greek camps where there can be a huge number of languages spoken?
- How do we make broader communities aware of the needs of pregnant migrant women?
- Include local, national and international policy makers from the very beginning on the steering group
- How can the inter-cultural communication be included into CPD? How can we address large scale lack of knowledge of entitlements in health systems?
- Could the ORAMMA model work outside Europe in areas where there are large MAR communities?
- Gather evidence on the way the ORAMMA approach impacts the relationship between provider and service user: how do the midwives view MPSs and other HCPs?
- Find ways to empower migrant mothers who benefit from the project to become MPSs.

2.13. Publications and Press releases

A publication has been released at the *European Journal of Midwifery* on May 2019 with the title **“Addressing mental health issues among migrant and refugee pregnant women: A call for action”** Eur J Midwifery 2019;3(May):9.

In general the partnership is working on two publications based on the results of the desk research of Work Package 4 and one publication based on the results of the pilot implementation.



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POLICY CASE STUDIES

Addressing mental health issues among migrant and refugee pregnant women: A call for action

Maria Iladou ^{1,2}, Maria Papadaki ³, Eirini Sioti ¹, Paraskevi Giavi ¹, Evangelia Leontitsi ¹, Elena Petelos ⁴, Maria Van den Muijsenbergh ⁵, Styliani Tziaferi ², Anastasios Mastroyiannakis ⁶, Victoria G. Vivilaki ¹

More details

Eur J Midwifery 2019;3(May):9

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Article (PDF)

References (66)

KEYWORDS

mental disorders • pregnant • well-being • healthcare professionals • refugee • migrant

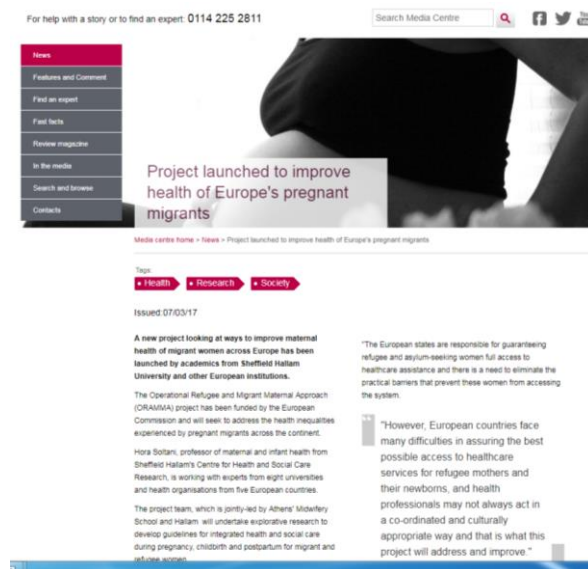
TOPICS

Community midwifery • Women's health • Maternal health

ABSTRACT

Migrant and refugee pregnant women constitute a highly vulnerable group to mental disorders. The rates of mental illness of migrants and refugees are higher than those of host populations, with migrant women being more likely to suffer from prenatal depression. A Policy Paper was developed based on a literature review conducted in Medline, Scopus and Google Scholar. Filtering criteria were: year of publication (2002–2017), study topic relevance, and English language. A total of 63 documents were identified. Most of the documents were

A press release from Sheffield Hallam University was made on March 2017 in order to disseminate the ORAMMA project launch “Project launched to improve health of Europe’s pregnant migrants”. (<http://www4.shu.ac.uk/mediacentre/project-launched-improve-health-europes-pregnant-migrants>).



3. Achievement of dissemination objectives

During the implementation of the ORAMMA project the objectives achieved were:

a) **Raise awareness and provide information:**

- Of the project and its results amongst targeted stakeholders and other actors engaged in the EU migration agenda including national level actors.

The project utilized a range of methods to raise awareness of the project and its results amongst targeted stakeholders. Through the Facebook page and Twitter, at least 132 people were informed of the progress of the project. Through the EMA event and the final event, which both included both national and European level actors such as WHO, ICM, IOM, PICUM, and UNHCR, a total of 123 people were informed of the project and its results.

- Of the specific challenges in providing maternal and perinatal healthcare to migrant and refugee women.

The Practice Guide was developed and the ORAMMA Facebook shared a series of daily recommendations from the Practice Guide with its 132 followers in January 2018. These discussed in detail the specific challenges of providing perinatal healthcare to migrant women and the recommendations associated with such care. Each webinar discussed the challenges of providing care to this group and the 27 events partners presented at all covered this information also.

b) **Encourage participation:**

- In the project and its work amongst healthcare professionals.
- Provide a strategic framework for two-way communication between the project and its stakeholders throughout the lifetime of the project.
- In online discussion forums and in the shaping of the research and tool development phases of the project.

- Of the project partners in the dissemination activities, as per the dissemination plan.

The dissemination strategy was effective in encouraging participation between the project and healthcare professionals, both through engagement of healthcare professionals at the training, but also through presentation of the work of the project at events such as the CARE project info day, the ECBOG congress, and the EFPC conference.

The two-way communication was successful in that there were many opportunities for stakeholders to engage, reach out, and respond to the project. However, we found over the life of the project that social media did not encourage in-depth engagement with the work, and that this achieved more easily through the webinars and through events with feedback in such as the workshops and panels at the EMA and final events.

The establishment of an online discussion forum in a formal sense was difficult to achieve, however the research the project undertook during the research phase included high quality discussions with the members of EMA and EFPC in response to the research questions and literature searches.

All project partners participated in the project dissemination activities. The varying nature of the partners (e.g. education, network, etc.) meant that each partner was able to engage in certain activities more than others, however all made contributions across several areas. The most positive element of the partners engagement in the activities was the contribution to the webinars, the support in video creation, and the mentions and presentations of ORAMMA at events. Engagement in social media and reflecting the partner's work on ORAMMA on their own organisations web pages was more difficult to achieve.

c) Promote sustainability and implementation:

- Share and publicise the project's objectives and results.
- Promote the use of the produced e-learning materials and tools, through raised awareness of the benefits of these tools.
- Raise awareness amongst policy makers of the policy recommendations of ORAMMA and promote commitment to implementing these recommendations.
- Increase ORAMMA project visibility.

The dissemination activities widely publicised the project's objectives across both Twitter and Facebook during numerous campaigns, through every e-newsletter and every webinar. The project objectives were also discussed at every event. The findings of the project were first discussed at the final project event, with these being disseminated through Facebook and the final e-newsletter.

The policy recommendations of the ORAMMA project were discussed in detail during the EMA event workshops and the final event discussion panels with stakeholders and policy makers present. The outcoming policy recommendations were then shared in the Facebook group and in the e-newsletter. The visibility of the ORAMMA project can be seen by the increased engagement with the project of key agencies such as WHO, ICM, IOM, PICUM, EUPHA and UNHCR and by the increased following of the project on Facebook and on the project webinars.

Achievement of indicators and targets:

All indicators and targets have been met within the project timeline, as demonstrated by the table below. The project was showcased through **27** external events, far above the target of 5, which resulted in larger numbers of health professionals and health organisations being informed about the project. The final event was shaped over the course of the project to target an audience including NGOs, policy makers and stakeholders as health professionals were the main audience of smaller events throughout the project. The consortium agreed that the final event should focus primarily on the stakeholders and policy makers who can amplify the message of the findings and future potential of the ORAMMA approach.

| Process Indicator(s) | Target | Achieved |
|---|-------------|---|
| Prepare a Dissemination Plan | 1 | 1 |
| Prepare a Stakeholders contact list | 1 | 1 |
| Output Indicators | Target | Achieved |
| Target Presentation of project in external events | 5 | 25 |
| Project website | 1 | 1 |
| Newsletters | 4 | 5 |
| Informative videos and infographics | 3 | 8 |
| Final project conference | 1 | 1 |
| Project leaflet template and printed items | 1000 copies | 1000 |
| Outcome/Impact Indicator(s) | Target | Achieved |
| Number of website visits | 5000 | 13297 |
| Number of participants in the final conference | 100 | 85 |
| Number of stakeholders and policy makers informed about the project and its outcomes | 80 | 170 ¹ |
| Number of health professionals informed about the project and its outcomes (midwives, GPs, social workers) | 400 | 767 ² |
| Number of health organization (as midwives' organizations or primary care clinics) and NGOs working in related fields informed about the project and its outcomes | 100 | 184 ³ (events) EMA: 96 = 230 |
| Number of health and non-health professionals who were informed about the ORAMMA approach/model | 500 | 794 ⁴ |

¹ 43 Final Event; 113 from ORAMMA stakeholder analysis' list

² 43 Final Event; 40 ORAMMA Info Day in Greece; 90 Dissemination List; 55 webinars; 57 ORAMMA day in EMA meeting; 439 EFPC & EMA network.

³ 71 Stakeholder Analysis' list; 113 Dissemination list

⁴ 542 total dissemination list; 66 final event; 186 external events.

All dissemination activities according to the dissemination plan are presented to the table below.

| Starting Month | Ending Month | Deliverable number | Deliverables/Tools/Actions | Target | Actual |
|----------------|--------------|--------------------|--|---------------|--------|
| M1 | M2 | | Logo | 1 | 1 |
| M1 | M4 | D2.1 | Leaflet | 1000 | 1000 |
| M1 | M4 | D2.3 | Website | 1 | 1 |
| | | | Project information on partners websites | 8 | 8 |
| M1 | M24 | | Stakeholder contact list | 1 | 1 |
| M4 | M24 | | Social media accounts established and updated | 2 | 2 |
| M4 | M5 | | First press release | 1 | 1 |
| M4 | M24 | | Participation in external events / presentations | 5 | 27 |
| M5 | M6 | | Partner dissemination log 1 | 8 | 8 |
| M5 | M6 | | E-newsletter 1 | 1 | 1 |
| M5 | M24 | | Updates in partners own newsletters | 8 | 8 |
| M11 | M12 | | Partner dissemination log 2 | 8 | 8 |
| M12 | M12 | | E-newsletter 2 | 1 | 1 |
| M3 | M12 | | Informative videos and infographics | 3 | 6 |
| M17 | M18 | | Partner dissemination log 3 | 8 | 8 |
| M17 | M18 | | E-newsletter 3 | 1 | 1 |
| M23 | M24 | D2.2 | Layman version of the final report | 1 | 1 |
| M18 | M24 | | Final conference | 100 attendees | 80 |
| | | | Partner dissemination log 4 | 8 | 8 |
| M23 | M24 | | E-newsletter 4 | 1 | 1 |
| M22 | M24 | D2.5 | Report of dissemination achievements | 1 | 1 |
| M23 | M24 | | Final press release | 1 | 1 |

4. Conclusions and recommendations

The project dissemination activity ran mainly as envisioned from the start of the project as outlined in the dissemination strategy. There were some minor alterations to the structure of some dissemination activities and some additional activities undertaken as opportunities arose. The contributions of all ORAMMA partners in delivering a successful dissemination campaign must be appreciated. It is very important to promote the publication of scientific articles as well as the participation in national and international conferences after the end of the project. Due to the nature of publishing scientific articles, it is usual that any publications will be weighted to the end of a project. In future a publication strategy should outline expectations for maximizing scientific publications after the end of the project. Other publications such as additional leaflets, blogs, etc. should be included in the dissemination strategy from the start.

Appendices

1. ORAMMA communication style guide

1) Language and spelling:

English language and English spellings will be used throughout.

2) EU funding acknowledgement:

Unless the Agency requests or agrees otherwise, any dissemination activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major results funded by the grant must:

(a) display the EU emblem and

(b) include the following text:

“This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] is part of the project / joint action ‘738148 / ORAMMA’ which has received funding from the European Union’s Health Programme (2014-2020).”

When displayed in association with another logo, the EU emblem must have appropriate prominence

Any dissemination activity related to the action must indicate the following disclaimer:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

3) Project logo:

The ORAMMA logo as follows must be included on all dissemination activities including presentations:



4) Project colours:

In accordance with the ORAMMA logo, the ORAMMA project colours are as follows:

Light blue: Red – 114 / Green – 156 / Blue – 209

Turquoise: Red – 18 / Green – 167 / Blue – 157

5) Font and formatting:

All project dissemination materials will use Arial font, size 12 for headers and size 11 for main text. All text will be fully justified.

Complete text should be supplied, including all illustrations and text in their final form.

Pages are to be numbered and text supplied in the correct sequence – indicate which is the title page, list of contributors, preface, contents list, list of captions/illustrations, copyright acknowledgements, bibliography, appendices etc.

Avoid long or complicated tables, and if these are required then include them in an appendix and gloss them within the text.

6) Terminology:

Concise and plain language, which describes the project's aims clearly, should be used within all communications.

2. ORAMMA Partner dissemination log template

Partner:

Date:

1) Project information on partners' webpages

| Date | Link to project information | Language |
|------|-----------------------------|----------|
| | | |

2) Regular updates in partners' own newsletters:

| Date | Link / file location | Information included (including language) |
|------|----------------------|---|
| | | |

3) Social media updates

| Date | Platform | Information included | Links included |
|------|----------|----------------------|----------------|
| | | | |

4) Presentations at conferences and external events

| Month | Date | Event | Location | Owner/ Affiliation | Activity | Topic |
|-------|------|-------|----------|-----------------------|----------|-------|
| | | | | | | |

5) Journal publications

| Subject | Target journal | Authors | Target date | Subject |
|---------|----------------|---------|-------------|---------|
| | | | | |

6) Press releases

| Subject | Target press | Authors | Target date | Subject |
|---------|--------------|---------|-------------|---------|
| | | | | |

7) Project webinars

| Month | Date | Event Title | Link | Information included (including language) |
|-------|------|-------------|------|--|
| | | | | |

3. ORAMMA Dissemination Calendar

| WP ACTIVITIES | 2017 | | | | | | | | | | | | 2018 | | | | | | | | | | | | 2019 | | | Deliverables / Milestones |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|---------|----------|-------|---------------------------|
| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | |
| Creation of ORAMMA logo | | | | | | | | | | | | | | | | | | | | | | | | | | | | MS9 |
| Development of Dissemination plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | D2.4 |
| Implementation of Dissemination Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Establishment of the Editorial Board (EB) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Editorial Board (EB) working meetings | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of Partner Dissemination Activity Log template | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Update of the Dissemination Activity Log | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of Partner Event Report template | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Update of Partner Event Report | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development and update of the Dissemination list | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the Final report on dissemination achievements | | | | | | | | | | | | | | | | | | | | | | | | | | | | D2.5 |
| Development of the layman version of the Final report | | | | | | | | | | | | | | | | | | | | | | | | | | | | D2.2 |
| Development of the Project Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Launch of the Project Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | D2.3 |
| Maintenance and content management of the Project's Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Partner's network posts, Facebook pages and Twitter accounts | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the Project Handbook | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the Leaflet | | | | | | | | | | | | | | | | | | | | | | | | | | | | MS1 |
| Development of Facebook account | | | | | | | | | | | | | | | | | | | | | | | | | | | | D2.1 |
| Management of Facebook page & update with news' posts | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Every day Facebook message with recommendation from the ORAMMA review | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the e-Newsletter 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination of the e-Newsletter 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the e-Newsletter 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination of the e-Newsletter 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the e-Newsletter 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination of the e-Newsletter 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Development of the e-Newsletter 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination of the e-Newsletter 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissemination of the e-Newsletter 5 (developed on March - distributed on April 2019) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1st ORAMMA Webinar from University of West Attica (P3) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2nd ORAMMA Webinar from RUMK (P5) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3rd ORAMMA Webinar from TEL CRETE (P7) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4th ORAMMA Webinar from SHU (P4) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMA Board meeting with one day of ORAMMA project working in Brussels | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CARE project INFO DAY, 10th March 2017 in Athens, at the Conference EU Women & Migrants Health in Malta | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10th Panhellenic & 9th European Scientific Nursing Conference, Heraklion Crete, Greece | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMA Board meeting with one day of ORAMMA project working in Jyväskylä | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6th-8th Meetings of MYHEALTH and MIGHEALTH PROJECTS | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMA GM where ORAMMA project was presented in Madrid | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7th EURIPA Health Forum, November 2017, Rethymno Crete, Greece | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Refugee crisis in Greece & ORAMMA Project info Day, January 2018, Athens, Greece | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMA Board meeting, February 2018, Antwerpen, Belgium | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Closing Conference of regional programme FAED, February 2018, Heraklion, Greece | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| International Confederation of Midwives (ICM) European Central region meeting, February 2018 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1st Congress on Migration, Ethnicity, Race & Health, May 2018, Edinburgh, UK | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1st International Perinatal Total Health Congress, June 2018, Sinaia, Romania | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EMA Board meeting, June 2018, Helsinki, Finland | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Health England, September 2018, Warwick, UK | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conference: From Birth to Health, September 2018, Lisbon, Portugal | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11th Congress on Women's Health & Disease, September 2018, Athens, Greece | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EFPC Conference "Vulnerability & Compassion: The role of primary care in Europe", September 2018, Heraklion, Crete, Greece | | | | | | | | | | | | | | | | | | | | </ | | | | | | | | |