

Dissemination Report



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



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ABOUT THE PROJECT

THE TEAM

The NursEduPal@Euro strategic partnership is an international consortium collaborating on innovation in palliative care education for undergraduate nurses.

THE GOAL

The Erasmus+ project aims to improve the quality of palliative care nursing education by enabling, supporting and empowering nurse educators to use a range of innovative teaching resources to ensure palliative care is included in their undergraduate nursing curriculum.

The project has developed a competence-based European matrix including innovative blended training tools for educators. This enhanced training resource aims to enable nursing students to achieve core competencies in palliative care so they are better equipped to contribute to palliative care in clinical practice.

THE APPROACH

The project consists of four phases in which nine Intellectual Outputs are realised:

1. Defining the core competencies to be achieved in palliative care (IO1);
2. Developing innovative teaching methods on palliative care topics and providing teaching materials (IO0, IO2, IO3, IO4, IO6, IO8);
3. Creating a European matrix for curriculum development and training educators in its use (IO7);
4. Facilitating a European network of palliative care educators (IO5).

The project has developed teaching materials to support nurse educators in achieving the appropriate knowledge, skills and attitudes to deliver palliative care education to their undergraduate nursing students in an innovative and engaging way. By implementing gamification, clinical reasoning, and simulation as experiential and immersive teaching methods in nursing curricula, the consortium anticipates having a positive impact on the development of palliative care knowledge and skills of the future nursing workforce.



<https://nursedupal.eu/>



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Contents

- Project logo and identity 1
- Project website..... 1
- Digital media..... 2
 - Twitter/X..... 2
 - Other social media channels (LinkedIn and Facebook)..... 2
 - EAPC social media channels 2
 - EAPC Blog 2
 - Project webinar 3
 - E-Newsletter..... 3
- Live events..... 4
 - International conferences 4
 - Multiplier Events 5
 - Learning, teaching and training (LTT) event..... 5
- Dissemination impact..... 5

Project logo and identity

The logo was developed in the early days of the project and is inspired by the logo of the Finnish palliative care education programme [EduPal](#). As such, our team intentionally positioned the NursEduPal@Euro project within other projects that have the same goal: improving palliative care education. The NursEduPal@Euro logo has been prominently displayed on all project resources, presentation materials and digital media.



That the project is co-funded through the Erasmus+ programme has also been clearly communicated in all project media and resources.

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Project website

The project website is the public facing 'shop front', where information about the project approach, the team, the project aims, and, as they have been developed, the project resources are available.

The '**Project news and events**' page contains a chronological record of the events at which the project has been presented and the sequence in which each of the intellectual outputs (IOs) have been launched.

The '**Intranet**' was envisaged to be a digital space that would enable the growing community of nurse educators interested in teaching about palliative care to actively engage and interact with the project team.

The '**Virtual Showroom**' is where all the project resources (IOs) are housed and are freely accessible for download.

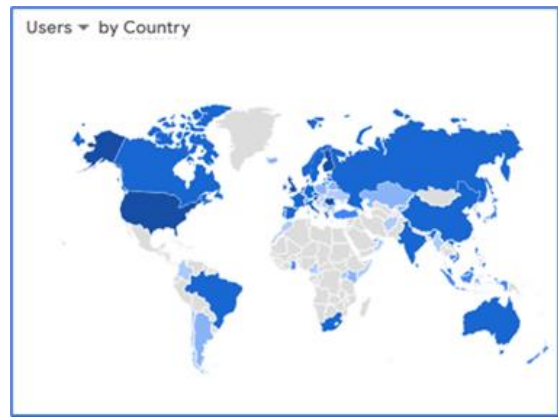


Website analytics show that since its launch in January 2021, the website has had over **nineteen thousand events** recorded, these include page views and events where users have engaged with the content. Peaks of activity coincide with the public launch of project resources.

The site has had over **2.1 thousand users**, the majority of which reached the site by direct referral. The site content has an average engagement rate of 48.51% for all users. Interestingly, 338 users found the site through an internet search, the engagement rate for this group of users increases to 60.6%.

These figures indicate that the content on our site is considered **valuable and relevant** enough by those who see it to encourage engagement and interaction.

Users access the site from across the globe, with the highest incidence of users coming from the partner organisation countries. In total, the site has been accessed from **83 countries** worldwide.



Digital media

Twitter/X

The project has its own Twitter/X account: @NursEduPal

Over the course of the project, content posted on this channel has had a reach of over **15,000 impressions**, and an average engagement rate of 2.2%.

The tweets that have been related to the launch of IO's have been by far the best performing, with reach in the region of 1000 impressions and engagement rate of up to 6%.

Other social media channels (LinkedIn and Facebook)

The project does not have its own LinkedIn or Facebook profiles. It has been promoted through these channels using the main EAPC profiles and the profiles of the individual project team members.

EAPC social media channels

NursEduPal@Euro project information and resources have been promoted and disseminated through the EAPC main social media channels. This is an effective way of reaching the palliative care community throughout Europe and beyond. EAPC has a follower/subscriber base of over 31,000. During 2022, EAPC had a total reach of all content across all platforms of over 641 thousand with an impressive engagement rate of 10.6%. During the first six months of 2023, analysis of social media data suggests these figures will be surpassed by the end of 2023.

EAPC Blog

EAPC has published blogs related to palliative and end-of-life care since January 2012. The EAPC blog (www.eapcnet.wordpress.com) publishes weekly posts on topical issues in palliative and end-of-life care from health and social care practitioners, academics, researchers and advocacy consultants involved in palliative/end-of-life care worldwide. Analysis of viewing statistics show that peak viewing occurs at the time of publication, however, many posts continue to be read months, and often years, later, the EAPC Blog is a relevant, searchable archive in the field of palliative care.

Four blogs that have featured the project have been published. Viewing figures (to 31 August 2023) are:

Blog Title and link	Publication date	Views to 31 August 2023
Together towards better palliative care education for nurses and physicians – the EduPal (Finland) project (link)	22 March 2021	599
How a dinner in Bruges led to NursEduPal@Euro: an Erasmus+ funded KA203 project to improve palliative care education for nurses (link)	17 May 2021	338
We are the EAPC Innovation in Nurse Education Task Force: Come and meet us at the EAPC 17th World Congress! (link)	22 September 2021	255
Sharing methods, learning and outputs: European Union-funded projects session at the EAPC 17th World Congress (link)	27 September 2021	192

Project webinar

A free to attend EAPC hosted webinar showcased the project in September 2022. Presentations were given by each of the project team leaders and featured:

- An overview of the project aims and objectives
- A visual demonstration of how the project IOs are integrated
- Introduction/explanation of each of the IOs

105 users from 41 countries logged in during the webinar. However we estimate that the actual number of viewers is higher as a single login is often linked to more than one person viewing.

The webinar was **extremely well evaluated** with all of the attendees rating the content and the speakers as ‘good’ or ‘excellent’. Over 95% reported that the content was relevant to their daily work and practice.

The webinar recording is available on the EAPC YouTube Channel and has been **viewed 122 times**.

E-Newsletter

Following on from the project webinar, EAPC was able to compile a list of subscribers. This contained people that had attended the webinar, had expressed an interest in the project, and wanted to be included in any targeted news/events updates.

The list contains **180 contacts** and 5 newsletter campaigns have been published:

Campaign	Publication date	Emails sent	Emails opened*	Link clickthrough rate*
Are You Interested In Teaching Bachelor Degree Nurses About Palliative Care? (link)	19 December 2023	177	158	32%
How To Use An Escape Game To Build Palliative Care Competence? (link)	20 January 2023	178	142	39%
Meet Lukas, Bruno, Gabriela, Maria, Patricia, Amy, Suzanne, John, Elena And David! (link)	13 February 2023	178	156	35%
Explore The Europe-Wide Core Palliative Care Competencies For Undergraduate Nursing Education (link)	3 May 2023	177	156	24%
Simulation Education In Undergraduate Nursing Palliative Care Education (link)	19 June 2023	177	171	22%

* Open and clickthrough rate is correct as of 31 August 2023

Information about the project has also been included in various institutional/organisation eNewsletters of the project partners.

Live events

The project team have taken the opportunity to present and promote the project at relevant live events. These have included formal presentations at conferences, study days and workshops and informally during discussion and networking with colleagues and peers.

International conferences

The project has been formally presented at the following international conferences:

Event	Date and location
21 st Conference of the Romanian National Association for Palliative Care (ANIP)	2 – 5 December 2020: Online
17 th World Congress of the European Association for Palliative Care	6 – 8 October 2021: Online
22 nd Conference of the Romanian National Association for Palliative Care (ANIP)	22-23 October 2021: Online
12 th World Research Congress of the European Association for Palliative Care	18 – 20 May 2022: Online
23 rd Conference of the Romanian National Association for Palliative Care (ANIP)	20 – 22 October: Poiana Braşov, Romania
23 rd International Conference on Integrated Care	22 – 24 May 2023: Antwerp, Belgium
18 th World Congress of the European Association of Palliative Care	15 – 17 June 2023: Rotterdam, Netherlands

Multiplier Events

The following multiplier events have been held:

Venue	Date	Local participants	International participants
Kursaal Oostende - Belgium	6 October 2022	102	0
Ana Hotels Sport – Poiana Braşov- Romania	21 October 2022	56	2
KAMK – Kajaani – Finland	15 February 2023	47	70

Learning, teaching and training (LTT) event

The Summer School on Innovation in Palliative Care Education, held at Howest in Bruges, Belgium 3 - 7 July 2023, presented the opportunity for a gathering of teachers and students who are passionate about palliative care education.

The course was attended by 33 participants as below:

Partner organisation	Educators attending	Students attending
Howest (Belgium)	6	4
KAMK (Finland)	5	2
UnitBv (Romania)	6	4
EAPC	6	0
total	23	10

Dissemination impact

The NursEduPal@Euro team have created a **suite of valuable resources** for use in undergraduate nurse education. The intention was to ensure that these resources would be made **available and freely accessible** to the target group. That target group being those people who are working in nurse education. The true value of the project lies in the extent to which the resources are used and applied by educationalists to ensure that palliative care is included in the education curricula. The ultimate impact of the project is a workforce of newly graduated nurses who are competent to provide palliative care to their patients.

The project dissemination activities have focussed on reaching out to those people who are working in nurse education to gain **maximum exposure** and hence maximum impact of the project. These activities have enabled the project team to develop a **nurse education community**. Throughout the project, this community has expanded and continues to grow. By sharing information and resources, and inviting feedback and encouraging engagement and interaction, this community creates a channel through which the project resources can continue to be disseminated and implemented in nurse education institutions.

The data presented in this report suggests that the **strategy** applied to reach out to the target group has been **effective**. Although the figures are modest in terms of reach, what can be inferred through the high engagement rates and the positive feedback is that the project team have indeed managed to **connect with the relevant audiences**, and more importantly, that the content is perceived to be **valuable and meaningful**.

During the second phase of the project, NursEduPal@IMPACT, the gains made during this first phase will be further exploited for even greater impact.