

## Re: D7.1 - Dissemination and exploitation plan

The Global Health Network (TGHN), University of Oxford is one of the partners in the project ODIN (N° 101103253) and the ODIN Mpox projects

### Purpose:

Raising the profile of the ODIN Wastewater Surveillance (WSP) and ODIN-Mpox Projects' network and ensuring a wide reach of resources for environmental surveillance to support public health action in Africa.

### Objective:

To disseminate ODIN and ODIN-Mpox outputs, engage with stakeholder groups, local communities and promote the widest uptake of the results, as well as broaden visibility and outreach of the two projects outcomes.

### Target Audience:

ODIN WSP consortium, stakeholders and the Global Health Research Community including health professionals, academicians, researchers, policymakers, funders and local communities.

### Dissemination Channels:

#### Digital Channels

- ODIN Wastewater Surveillance Project Knowledge Hub News (online digital hub)
- ODIN Wastewater Surveillance Project LinkedIn Showcase Page (social media)
- The Global Health Network Twitter channel (social media)
- ODIN Wastewater Surveillance Project Knowledge Hub Newsletter (email)
- Partner institutions' digital channels.

#### Local Channels

- Local community meetings and engagements
- Local radio and newspapers
- Broadcast media

#### Academic Channels

- Scientific forums including conferences and symposia.
- Peer-reviewed scientific publications in open-access journals.
- Meetings, technical working groups (TWGs) and workshops

## Social Media Hashtag:

#ODINresearch

## Languages:

English, French and Local Languages (as relevant)

## What will be disseminated?

- Project updates
- Research outcomes
- Events
- Resources
- Consortia member / partner updates, news and events
- Relevant news, events resources from across TGHN and partners\*
- Relevant external news\*

\*Sharing of partner and external news increases followers, engagement and interest in the ODIN and the ODIN-mpox projects.

## Communications Team:

ODIN WSP Regional Coordinators

Bonny Baker, Regional Manager, The Global Health Network

Paul Kingpriest, Project Coordinator, The Global Health Network

Sainabou Laye Ndure, AFOX Fellow, The Global Health Network

Zainab Al-Rawni, Digital Communications Coordinator, The Global Health Network

Vivi Maketa (Democratic Republic of Congo)

Vito Baraka (Tanzania)

Marc Tahita (Burkina Faso)

## Key Milestones Year 1:

Launch of:

- ODIN WSP Knowledge Hub [<https://odin-wsp.tghn.org/>] and News Page
- LinkedIn Showcase Page
- ODIN WSP Knowledge Hub Newsletter

Communications Team Kick Off Meeting [in Prep]

Communications Team Regular Meetings [In Prep]

## Reporting:

- ODIN Knowledge Hub Impact Report
- Knowledge Hub eNewsletter Report
- LinkedIn Analytics

## Funder acknowledgment:

The funder of this research programme will be fully acknowledged using an authorised statement and logo permissions. This acknowledgement will be featured on the ODIN Knowledge Hub, in printed materials and manuscripts. Comprehensive guidance will be provided to all consortia members within the Communications Plan and any Publication Policies developed across the network.

[Insert formal statement]