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Abstract	This report describes the ENhANCE project website, focusing on the final release. It is a formal update on the
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	implementation status of project's website and social media sites (final version) at the end of the project.
Keywords	Website, Social Media, Dissemination, Requirement Analysis.

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1. Executive summary

This report describes the features, the functionalities, and the usages of the ENhANCE project website, focusing on the final release. The present deliverable (D7.2.3) is a public document of the ENhANCE Project, produced in the context of WP7 that deals with Dissemination, exploitation, and sustainability, under the Task 7.2 with title “Project website and social media sites”.

Within Task 7.2, a dedicated website for dissemination and communication purposes was developed at the beginning of the project and it was updated throughout the project, including updated information about the project, news, events, and materials. The website is available online and can be accessed at <https://www.enhance-fcn.eu/>.

At the end of 4th month, a first unofficial version of the website was released. The first official version of the website was released according to the project’s timetable, by the end of the 7th month. This first version of the website was properly presented by describing features, usability, and conformance to requirement analysis in deliverable D7.2.2 with title “ENhANCE website and social media sites (first version)”.

The present deliverable D7.2.3 is a formal update on the implementation status of the project website and social media sites (final version) at the end of the project (May 2021 – month 41). In particular, deliverable D7.2.3 is based on deliverable D7.2.2 and contains an overview of the website, updates and changes done by describing the work carried out and presents usage statistics during the project period. In turn, D7.2.2 was fed by deliverable D7.2.1 with title “Requirement Analysis”, which was the output of the project website and social media sites requirement analysis phase at project Month 2 (February 2018).

2. Introduction

This deliverable (D7.2.3) is a public document of the ENhANCE Project, produced in the context of WP7 under the Task 7.2 (Project website and social media sites). WP7 contains dissemination, exploitation activities and sustainability plan as well.

Within Task 7.2, a dedicated website for dissemination and communication purposes was developed at the beginning of the project and it was updated throughout the project, including updated information about the project, news, events, and materials. The website is available online and can be accessed at <https://www.enhance-fcn.eu/>.

At the end of 4th month, a first unofficial version of the website was released. The first official version of the website was released according to the project's timetable, by the end of the 7th month. This first version of the website was properly presented by describing features, usability, and conformance to requirement analysis in deliverable D7.2.2 with title "ENhANCE website and social media sites (first version)".

The present deliverable D7.2.3 is a formal update on the implementation status of the project website and social media sites (final version) at the end of the project (2021 - month 41). In particular, deliverable D7.2.3 is based on deliverable D7.2.2 and contains an overview of the website, updates and changes done by describing the work carried out and presents usage statistics during the project period. In turn, D7.2.2 was fed by deliverable D7.2.1 with title "Requirement Analysis", which was the output of the project website and social media sites requirement analysis phase at project Month 2 (February 2018).

2.1 Purpose and structure of this document

The document is structured as it follows:

- Section 3 (Background) shortly describes the goals and the objectives of WP7, the Task 7.2 and the two previous deliverables D7.2.1 and D7.2.2 of the Task.
- In Section 4 the ENhANCE project's website is presented. Scope, objectives, and success criteria are discussed, and a detailed description of the structure of the project website (sections and subsections) along with site's features are provided.
- Section 5 describes the scope and the objectives of the social media sites that will be used for project communication and dissemination, and their integration with the project website;
- Section 6 describes the roles, responsibilities and activities of the ENhANCE Project's partners with regard to the website and social media sites;
- Section 6 presents the main results and proposes.

3. Background

3.1 Work Package 7

The overall goal of the WP7:

1. to raise awareness about the project's rationale and results among the relevant stakeholders,
2. to coordinate and carry out several targeted disseminations and outreach activities at EU and national level in order to ensure buy-in,
3. to promote the use of the outcomes of the project by the partners of the Alliance and other stakeholders (including its assessment),
4. to define appropriate activities and plan to guarantee the sustainability of the results and benefits achieved by the Alliance.

Consequently, specific objectives (activities) of the WP deal with awareness raising about the current skills gap in the training of nurses, engaging end users in order to build synergies and ensure the successful deployment of the project and fostering a change of practice resulting from the adoption of materials and approaches developed through the ENhANCE project.

WP7 consists of 3 Tasks:

1. Task 7.1. – Dissemination
2. Task 7.2. - Project website and social media sites
3. Task 7.3. - Exploitation and sustainability of project results

3.2 Task 7.2

Task 7.2 aimed at developing a website to present the project and to support all dissemination activities. Project's presentation concerns all information regarding both project's proposal and running such as project's description, presentation of the partners, announcements, upcoming events, news, agendas, and reports.

The features and the facilities included on the website are based on the requirement analysis described in deliverable D7.2.1. For supporting dissemination activities, the website was enriched with adequate tools, depending on dissemination strategies planned in project's context, as it will be further explained in the following of this document. Multiple languages are supported and multi-device accessibility as well. Compliance with web accessibility standards is another attribute of the website. All the main project results are directly accessible from the website. In deliverable D7.2.2 there is detailed a description of project's website and social media sites.

For Task 7.2 three (3) deliverables were planned in the context of ENhANCE project, shown at Table 1.

Table 1: Task 7.2 deliverables: an overview

Deliverable	Month	Current status
D7.2.1 - Requirement analysis	2	Delivered (28/02/2018)
D7.2.2 - ENhANCE website and social media sites of the project (first version)	7	Delivered (31/07/2018)

D7.2.3 - ENhANCE website and social media sites of the project (final version)	41	<i>This document</i>
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3.2.1 Requirements analysis -Deliverable D7.2.1

Deliverable D7.2.1 presented a description of the project website and the social media sites used for project communication and dissemination, focusing on the system requirements of the ENhANCE project website (functional and non-functional requirements) and resulting a list of ENHANCE project website requirements (D7.2.1.- Annex 1).

The previous mentioned list guided the implementation of the first release of the project website (described in Deliverable D7.2.2) by providing the developers with clear and specific guidelines for the development of the project website. Moreover, this list has been used as a basis for nurturing the process of identifying and defining project specific website's success criteria to be used as:

1. monitoring and assessment tool for an iterative process of development and enhancement of the project website (Boehm, 1988; Boehm & Hansen, 2000),
2. signs that help to measure project's progress and performance toward specific goals in disseminating and exploiting project results.

These criteria are quantitative indicators (such as benchmark indicators and key performance indicators) that have been used to monitor and to fine-tuning the performance of the project website.

Particular attention was given, in this first phase of implementation of the website (from M1 to M4, and then to M7), to meet the requirements identified as *mandatory* (M) in the list (see Table 2).

Table 2: ENhANCE Project website's mandatory requirements.

1.0 - Content management policy

1.01 - The project website shall support the creation and modification of user roles, content, and approval permissions.

1.02 - The project website shall support processes for web content planning and scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting.

1.03 - The project website shall support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas.

2.0 - User access/login policy

2.01 - The project website shall implement user access management control measures in order to guarantee privacy protection, security and confidentiality.

6.0 - Domain

6.01 - The project website's domain shall be chosen also considering aspects related to the SEO mechanisms.

6.02 - The project website's domain shall be renewed annually, as long as necessary for the project.

11.0 - Legal

11.01 - The identity of the project website shall be clearly displayed on the project website.

11.02 - Contact details (electronically or not) shall be displayed.

11.03 - The “terms of use” and “privacy” policies shall be published on the project website.

11.04 - The project website shall clearly display 1) the EU Disclaimer clearly acknowledging the EU’s support and 2) the Erasmus+ logo and mention “Co-funded by the Erasmus+ Programme of the European Union”.

12.0 - Security

12.01 - Content of the server/VMs as well as of the project website shall be on regular backup schedule.

12.02 - Hardware abstraction provided by Virtualization Technologies shall ensure that the backup system images can be restored on different hardware.

3.2.2 ENhANCE Website and Social Media site - Deliverable D7.2.2

The deliverable D7.2.2 described the first version of ENhANCE project website, focusing on the first release.

D7.2.2 was a formal update on the implementation status of the project website and social media sites (first version) at project Month 7 (July 2018). In particular, it provided an overview of the project activities corresponding to Task 7.2 and the next steps. D7.2.2 is fed by D7.2.1 which was the output of the project website and social media sites requirement analysis phase at project Month 2 (February 2018). For that reason, the content and the facilities implemented and included on the website, were based on the requirement analysis carried out.

Within the context of deliverable D7.2.2, the “List of ENhANCE project website requirements” introduced in D7.2.1 (D7.2.1 Annex 1) was used as a validation checklist for the self-assessment of the implementation of the ENhANCE project website requirements. An updated list of requirements was introduced in the D7.2.2 (D7.2.2 – Annex 1) by adding one more column named “Status” which presents the state of development and the compliance with the initial list of website’s requirements as they defined in D7.2.1 (D7.2.1 – Annex 1) on the date the release of first version of the website (July 2018, month 7).

The main sections of D7.2.2 described:

1. The scope and the objectives of the ENhANCE Project website. A specific sub-section was dedicated to the definition of the success criteria and their description in terms of indicators with relative thresholds. After this, a detailed description of the structure of the project website (sections and subsections) was provided.
2. The scope and the objectives of the social media sites that are being used for project communication and dissemination, and their integration with the project website.
3. The roles, responsibilities, and activities of the ENhANCE Project’s partners with regard to the website and social media sites.

The last section of D7.2.2 presented a short discussion of the main results and the next steps.

In D7.2.2 specific success criteria for monitoring the project website’s success and the social media sites have been identified and presented. In particular, those criteria have been declined into monitoring indicators (both numerical / quantitative and

qualitative), which allowed to measure better the performance of the project's website and the social media sites during their lifecycle.

4. Project Website (final version)

A dedicated website for dissemination and communication purposes was developed at the beginning of the ENhANCE project and launched under the leadership of the ENhANCE's Alliance. In particular, the Alliance worked collaboratively on the elaboration and validation of the main sections of the website and its contents, as well as with translations into different languages.

The website is available online and can be accessed at <https://www.enhance-fcn.eu/>.

4.1 Scope

The ENhANCE project website was developed with the main purpose of sharing the project scope, objectives, activities and results beyond the project's Alliance and therefore enabling a wider community to benefit from the project findings and tools.

As a fundamental dissemination and exploitation vehicle, the project website is dynamic and fulfils more than just a simple informative role. More specifically it was designed to:

- be the source of information concerning project's scope, activities, and outputs,
- raise awareness about the project's rationale and implementations among relevant stakeholders, and
- facilitate dissemination and exploitation project's results by opening dialogues between the project's Alliance and a wider audience.

4.2 Objectives and success criteria

Specific objectives of the project website were identified, as follows:

- to provide information about the project scope by describing the project objectives, methodology, activities, participating organisations and funding programme,
- to share the project tools and outputs by ensuring a wide and direct access to the project deliverables,
- to widely disseminate project-related events and news via the website news section and newsletter (mailing list) and
- to act as a contact point between the project participating organisations and the wider community via the contact form and social media channels.

Based on that, in D7.2.2 specific success criteria for monitoring the project website's success towards the fulfilment of the objectives have been preliminary identified. In particular, those criteria have been declined into indicators – both numerical/quantitative and qualitative for better monitoring and measuring the performance of the project's website during its lifecycle.

This preliminary list of success criteria has been slightly changed during the project period to better reflect performance of the website. The new list of success criteria and indicators is presented at Table 3.

Table 3: ENhANCE project website’s success criteria (updated).

Success criteria	Monitoring Indicators
Website traffic	Number of site views/visits
	Number of pages / visit
	Number of visits / country
	Number of pageviews visits/language
Channel Types	Direct Entry
	Search Engines
	Website
	Social Networks
Share Information/Knowledge	Number of links clicks
	Number of shared content
	Number of sign-ups to the mailing list
	Number of downloads (resources)
Update Material	Number of site updates

The use and traffic of the project website was regularly monitored using web analytics services/tools (Matomo Analytics - <https://matomo.org>). The collected data were analysed and exploited in order to maximize the impact of the project website in terms of visualization, in accordance with what is defined in reference to the broader project’s dissemination strategy (in particular, see D7.1.1 – Section 3.5.1.1).

4.3 Structure of the project website

4.3.1 Overview

The ENhANCE project website presents the project and supports dissemination activities.

Overall, it contains the project’s description, presentation of the partners, access to the project Newsletter, news (events of interest, project dissemination updates and policy news) and access to the main outcomes of the project, including direct access to the public deliverables and reports. A detailed description of the website structure is provided in the next sections.

As already mentioned, for supporting dissemination activities, the website was enriched with adequate tools, depending on dissemination strategies planned in the project’s context. For example, when it was decided the Alliance would launch a survey to collect feedback and interest from External Stakeholders (under WP6 and WP7), a devoted section with the survey was included in the website, to act as main entry point for stakeholders.

4.3.1.1 *Compliance with requirement analysis*

Implementation has been done according to the specifications with respect to the topics referred in the deliverable D7.2.1 of Requirement Analysis (appearance, design elements, functionality, usability, users’ authorization policy, etc.) and it is

based on one of the most well-known open-source content-management framework called WordPress (<https://wordpress.org>).

The current website implementation supports the creation and modification of user roles, content and approval permissions and includes processes for web content planning and scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting. Also, the internal tracking and reporting implemented functionalities of the website support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas. Moreover, user access management control measures are used in order to guarantee privacy protection, security and confidentiality.

The graphical User Interface (UI) is intuitive and easy-to-use, all fields searchable are unified under one system for search, contact and other services are provided and always available. It is compliant with Web Content Accessibility Guidelines (WCAG 2018), performance indicators are ensured and well tested, all content is translated in 4 European languages (plus the default English), all most known file extensions are supported, the most known tools for web metrics are used and all necessary actions have been taken to ensure safety, privacy and anonymity.

4.3.1.2 User roles

The current webpage installation is supporting two main user roles.

The Administrator Role

Administrators hold the key to the WordPress castle. They can perform every task available through the WordPress dashboard, including changing themes, modifying core files, and changing other users' roles. Admins also have complete control over all content. Although you can have multiple administrators on one site, this role should be reserved for those who truly need full access and can handle the responsibilities.

The Editor Role

The Editor role is a great choice for users who need permission to access all of the content, but not themes, plugins, or widgets. Editors can publish, edit, or delete any page or post, including those labelled "private". They can also moderate comments and manage categories and links. In short, editors can do almost anything with content, but they can't change any settings. Therefore, at least one editor should be assigned per language from the project partners.

4.3.2 Updates and amendments of the website since 1st version

Since its launch in Month 7, some restructuring of the website has been undertaken to increase the visibility of the main project outcomes and resulting in some changes to how originally described in D7.2.1 Requirements Analysis.

The updates to the ENhANCE website was coordinated by Eurocarers together with HMU as designated task leader for the ENhANCE website. The overarching aim of the new additions and restructuring to the website were aimed to more visibly showcase the main project results achieved, in particular for external visitors.

These restructuring activities were undertaken also in response to the evaluator feedback to the project Interim Report, where it was stated some of the project outcomes were not very visible. The main changes undertaken, are briefly described below.

4.3.2.1 New Menu Items List

The list of items in menu bar has been changed and now contains:

- Home
- The Project
- Main outcomes
- News
- Contact and
- Stakeholder engagement

4.3.2.2 Promotional video in “Home Page”

An ENhANCE promotional video is integrated in the Home page. Latest news – latest blog posts featured, ENhANCE promotional leaflet and Mailing list subscription form are also in the home page (see Annex 2).

4.3.2.3 New subsection in “Project” menu item

The subsections of “Project” have been changed as follows:

- About
- Structure and implementation
- Alliance
- Glossary

4.3.2.4 New Menu item: Main outcomes

“Main Outcomes” is a new Menu Item. To ensure greater visibility for key project outcomes, a new menu item called “Main Outcomes”, was created.

Separate subsections could thus be created under the “Main Outcomes” menu item, to specifically showcase key project results, the aim being to extract key elements from official public deliverables and present them in a more accessible and summary layman format. This was judged as a key activity to make ENhANCE project results accessible to a broader non-expert community.

As a result of this new section, the “Main Outcomes” menu contains the following sub-sections:

- Professional Profile for FCNs (output of WP2)
- EU Curriculum for FCNs (output of WP3)
- Guidelines supporting the design of local curricula (output of WP3)

- Three (3) localized curricula (output of WP3)
- Guidelines for teachers in FCN training (output of WP4)
- Open Contents for FCN training (Output of WP4)
- Open Online Tool (external link, output of WP4) which is the web platform where eLearning activities of the pilot programs took place.
- A video describing the project pilots (carried out in WP5).

Finally, a complete and comprehensive list of all anticipated project deliverables and reports has been made available under “Main Outcomes” and sub-section “Project deliverables and reports” structured according to Work Packages, clearly stating the dissemination level – public or restricted, see link <https://www.enhance-fcn.eu/project-outcomes-and-deliverables>.

4.3.2.5 New subsections in “News” menu item

The subsection entitled “News” has been changed, and consists of the following subsections:

- Project Updates
- Events
- Policy Updates
- Newsletter

4.3.2.6 Enriched “Contact” menu item

The online Contact form has been further clarified according to GDPR, and clearly states that once a request has been handled, the data processor will delete any personal data, but that the request may be anonymously archived for the purposes of the project.

4.3.2.7 New menu item “Stakeholder engagement”

A new menu bar and webpage was created called “Stakeholder Engagement”, the main purpose being to allow external stakeholders to access and respond to the online Stakeholder survey, see <https://www.enhance-fcn.eu/stakeholder-engagement/>.

The web-based survey was accompanied by several animations and links to various project outcomes accessible via the project’s website.

This survey was intended to target external stakeholders who were able to be get engaged with the project and provide feedback on various key project outcomes.

4.3.3 The Homepage

The ENhANCE homepage introduces users to the site content and purpose as long as the basic features and functions that are supported. This means that a user can

see the menu, the search tool, the available languages, the introduction, the latest news, the enhance leaflet and subscribe to the mailing list.

On the ENhANCE website's homepage there are divisions to accommodate the project logo and slogan, the different language versions of the website(header division, Figure 1), the main menu bar with item list, the latest news, the social media sharing buttons, a form for subscribing to project's mailing list, and a prompt for downloading project's leaflet (Main division- Figure 2).

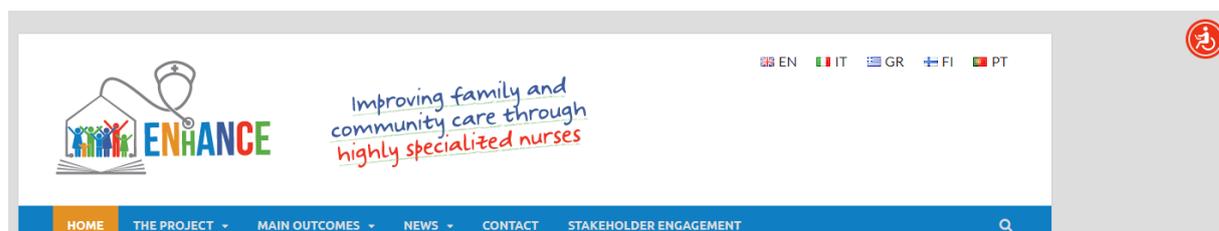


Figure 1. Header section of main page with menu bar and the accessibility button

From the item list of the main menu bar the user may choose to read more info from the following sections:

- “Home” section,
- “The Project” section,
- “Main Outcomes” section,
- “News” section
- “Contact” section and
- “Stakeholder engagement section.

Furthermore, by filling the “search” field on the menu bar the user can search for specific information.

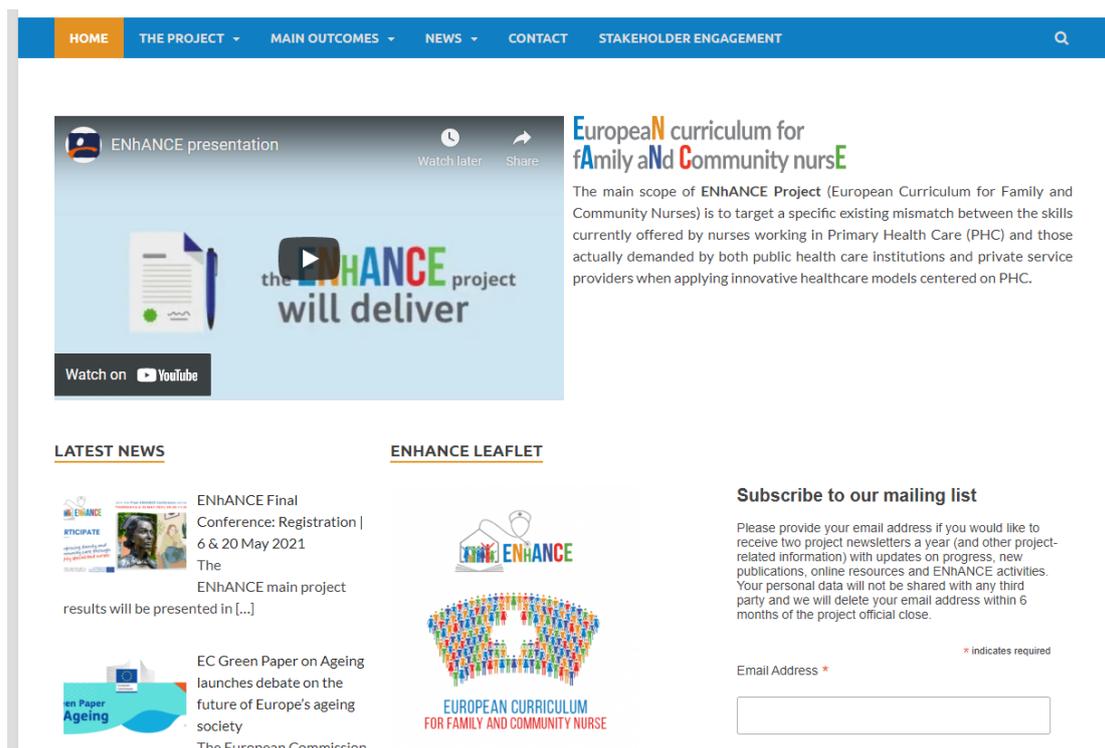


Figure 2. Main division

Footer division (Figure 3) of the main page contains basic information about the site itself, the EE disclaimer, the accessibility declaration, and the contacting address (coordinator) of the project.

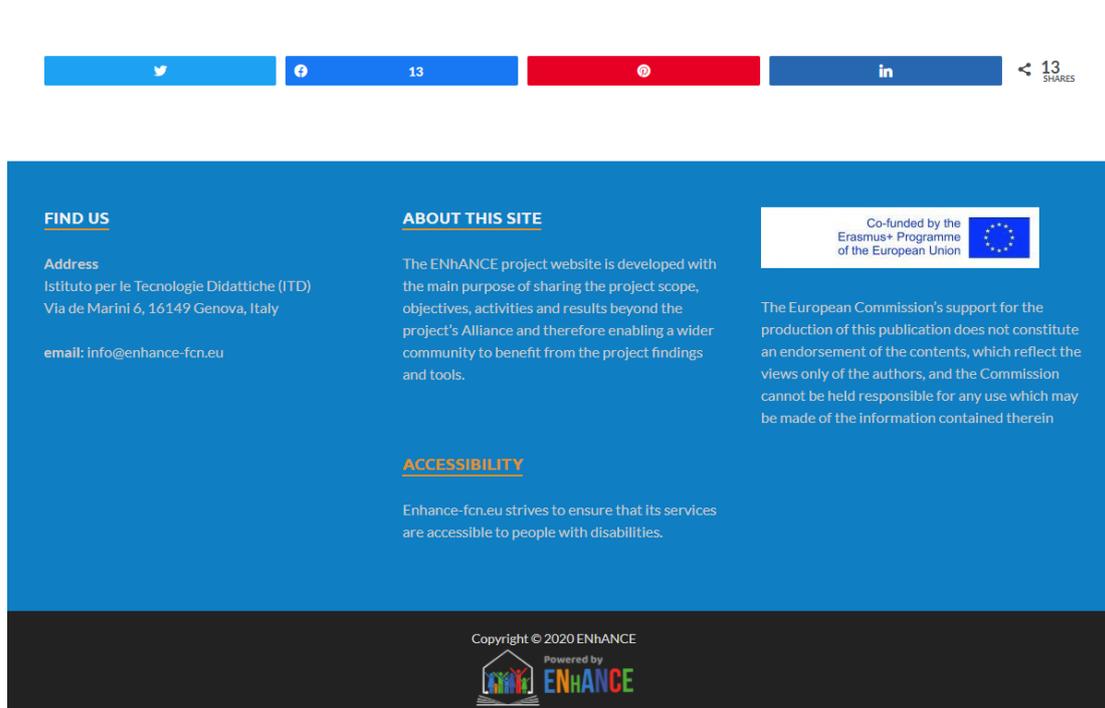


Figure 3. Footer division with social media buttons

On the upper right side, we can notice the button (Figure 1) for the accessibility mechanism, which is able to provide Keyboard Navigation, Cursor Size Changing,

Contrast Editing, Text size editing, Desaturation, Link Highlighting, Font Editing and finally the most important feature which is the ability to provide automatic page voice reading mechanism. By using the accessibility button, the corresponding menu appears (Figure 4).

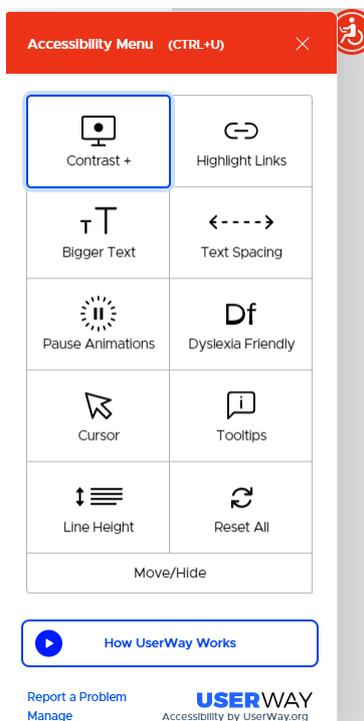


Figure 4. Accessibility Menu

In Annex 2 there is a complete view of the main page of the website.

4.3.4 Home section

The home section introduces users to the project by presenting a short video accompanied by a short introductory text about the ENhANCE project (Figure 5).

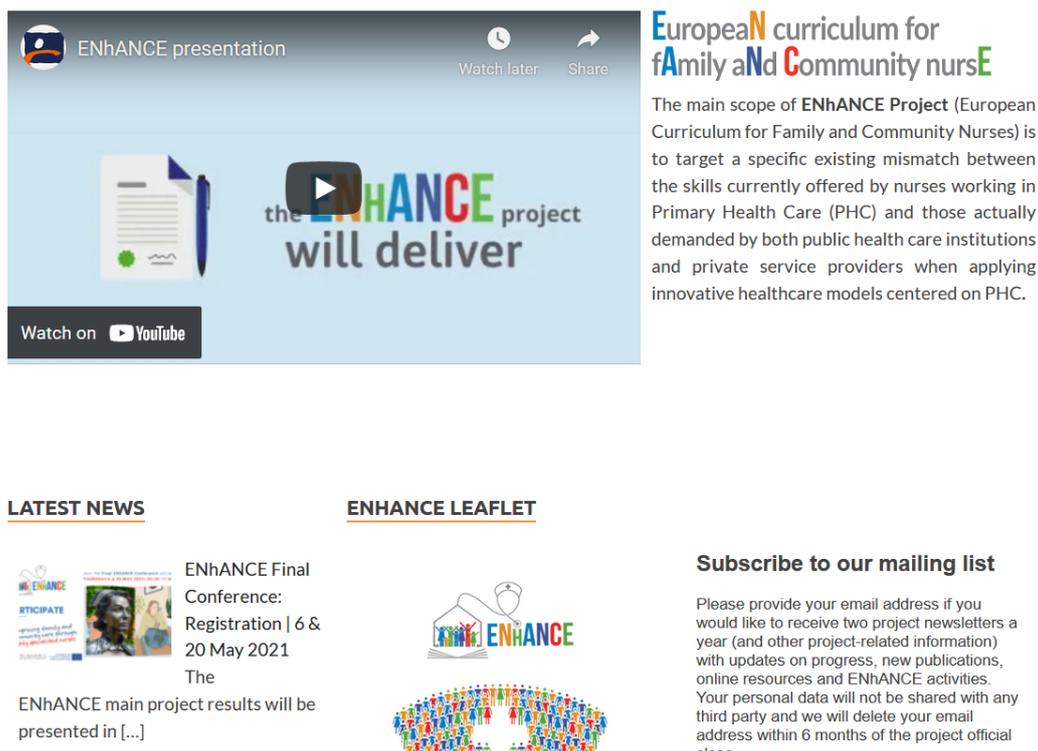


Figure 5. Home section

4.3.5 The Project section

This section provides all the necessary information about the project. The objectives, the beneficiaries, the structure, and the implementation (workplan), info about the partners and a related glossary are included there. The section consists of four informative web pages (subsections):

- About
- Structure and implementation
- Alliance and
- Glossary

4.3.5.1 About (subsection)

Overview webpage contains an introductory text about the project's rationale and two visual elements about the objectives (Figure 6) and the beneficiaries (Figure 7) of the project.

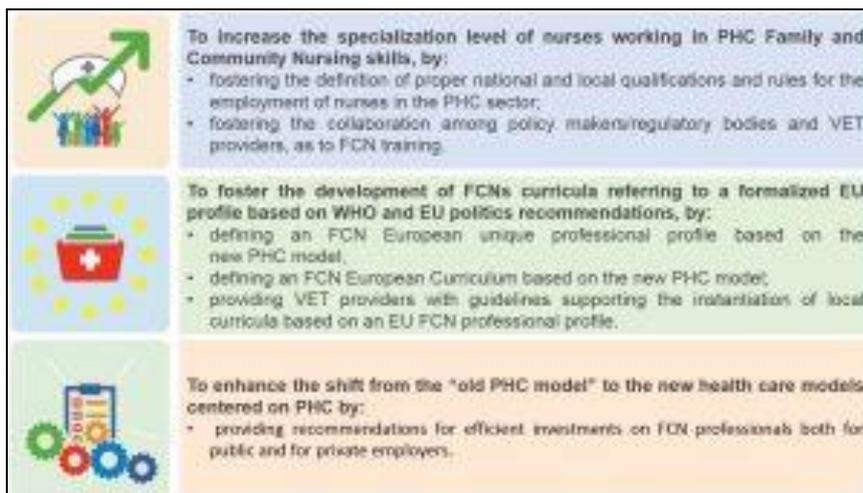


Figure 6. Objectives (visual element)



Figure 7. Beneficiaries (visual element)

4.3.5.2 Structure and implementation (subsection)

In Structure and implementation subsection, the various activities of the project are presented with two visual element depicting the structure of the workplan (Figure 8) .

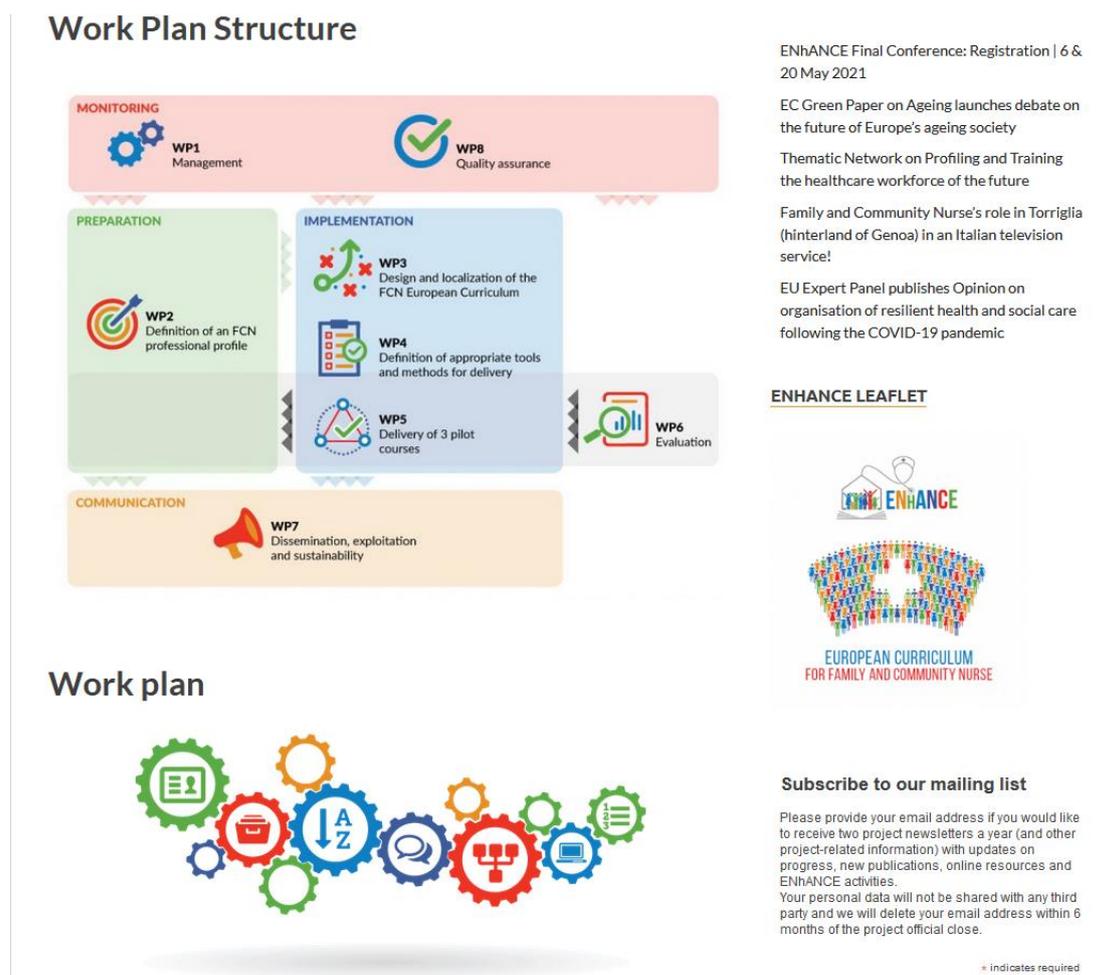


Figure 8. Workplan structure

4.3.5.3 Alliance (subsection)

The Alliance section provides information about the partners and their role to the implementation of the project (Figure 9).

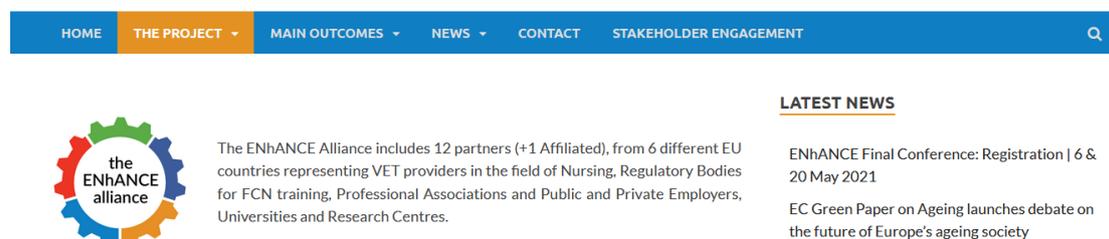


Figure 9. Alliance subsection

4.3.5.4 Glossary (subsection)

In the context of the ENhANCE Project, a glossary with the most significant entries for project activities is being produced collaboratively by the partners¹. This is in agreement with what has been defined in the “List of ENHANCE project website requirements”, specifically: requirement 8.06.

Each user of the site with admin or editor permissions is able to add through menu entries with acronyms and formal explanation.

The webpage with the glossary entries is shown in Figure 9.



Figure 10. Glossary subsection

4.3.6 Main outcomes section

As already mentioned, the “Main outcomes” section provides information about the Professional Profile designed, the curricula created, and the pilot courses conducted through the project. Moreover, this section provides a direct link to the Open Online Tool (OOT) developed in WP 4 (Definition of appropriate tools and methods of delivery) and contains a repository of and all public deliverables of the project.

Thus, the “Main outcomes” section consists of informative web pages (subsections) and direct links:

- Professional profile and competencies
- European curriculum
- Guidelines to support the design of local curricula (direct link)
- Localized curricula
- Guidelines for teachers in FCN training (direct link)
- Open Contents for FCN training (direct link)

¹ The need for this glossary arose during the first project meeting (Genoa, 17-19 January 2018) when partners felt that they needed to agree on the concepts and terms frequently referred to in the project. A first agreed version of the glossary was produced during the kick-off meeting and shared by the Project Coordinator within the Alliance. On the bases of this first version, SI4LIFE promoted an updating and revision process inviting all the Partners to actively participate in the discussion. This process of collaborative negotiation of the initial terms and definitions of the glossary was mainly conducted through project's mailing lists and served as a basis for the next activities, in particular for WP3.

- Open Online Tool (direct link)
- Pilot FCN courses
- Project deliverables and reports

4.3.6.1 Professional profile and competencies (subsection)

This webpage provides information about the competencies of Family and Community Nurse in both text and a visual element (Figure 11).

28 competencies of the Family and Community Nurse

Rationale
In the context of the ENhANCE project, existing WHO frameworks¹ defining core competencies of a family health nurse and in community nursing were used as a basis to develop and agree on the core competencies of the Family & Community Nurse (FCN).

Method
A panel of 23 experts from 10 different countries (representing nursing academics, regulatory board members, nursing service directors, and experts of family and community nursing) participated in three e-Delphi rounds. Each competency was correlated to meet the ESCO competencies² of the *Advanced Nurse Practitioner*.

Competencies of a family and community nurse
Download the [list of competencies](#) correlated to ESCO classification of skills²

Competencies of a Family and Community Nurse

Competencies Family and Community Nurse (EQF-level 7)	ESCO classification of competencies
1 Use the best scientific evidence available	<ul style="list-style-type: none"> - Apply health sciences - Conduct research in advanced nursing care - Develop advanced health promotion strategies - Implement scientific decision making in

LATEST NEWS

- ENhANCE Final Conference: Registration | 6 & 20 May 2021
- EC Green Paper on Ageing launches debate on the future of Europe's ageing society
- Thematic Network on Profiling and Training the healthcare workforce of the future
- Family and Community Nurse's role in Torriglia (hinterland of Genoa) in an Italian television service!
- EU Expert Panel publishes Opinion on organisation of resilient health and social care following the COVID-19 pandemic

ENHANCE LEAFLET

Figure 11. Professional profile and competencies subsection

4.3.6.2 European curriculum (subsection)

A summary version, with the main structure and content of the ENhANCE European Curriculum can be downloaded from this subsection (Figure 12).

The screenshot shows the 'European Curriculum for Family and Community Nurse (FCN)' subsection. The navigation bar includes 'HOME', 'THE PROJECT', 'MAIN OUTCOMES', 'NEWS', 'CONTACT', and 'STAKEHOLDER ENGAGEMENT'. The main heading is 'European Curriculum for Family and Community Nurse (FCN)'. Below it, a text block states: 'A major project milestone was the release of the first version of the ENhANCE Family and Community Nurse (FCN) European Curriculum. A summary version, with the main structure and content of the ENhANCE European Curriculum (first release) can be downloaded here.' Below the text is a thumbnail image of the curriculum document titled 'FCN EUROPEAN CURRICULUM – FIRST RELEASE'. To the right, there is a 'LATEST NEWS' section with three items: 'ENhANCE Final Conference: Registration | 6 & 20 May 2021', 'EC Green Paper on Ageing launches debate on the future of Europe's ageing society', and 'Thematic Network on Profiling and Training the healthcare workforce of the future'. Below the news is an 'ENHANCE LEAFLET' section with a small ENhANCE logo.

Figure 12. European curriculum subsection

4.3.6.3 Localized curricula (subsection)

The three localized curricula (Italian, Finnish, and Greek) are summarized and can be downloaded in the subsection (Figure 13).

The screenshot shows the 'Localized Curricula' subsection. The navigation bar is the same as in Figure 12. The main heading is 'Localized Curricula'. Below it, a text block states: '3 Localized FCN Curricula based on the ENhANCE FCN European Curriculum'. Another text block explains: 'A main project outcome result (see also Deliverable D3.3) has been the instantiation of the ENhANCE European FCN Curriculum into 3 Localized Curricula. These were launched and piloted in YR3 targeting graduate nurses at 3 different educational institutions: The University of Thessaly (UTH), the University of Genoa (UNIGE) and the University of Eastern Finland (UEF).'. Below this is a paragraph: 'The FCN Curriculum localized and implemented at UTH is based on all 53 learning outcomes targeted by the ENhANCE European FCN Curriculum, and corresponds to 40 ECTS at EQF-6 level. It consists of a total 250-hour Lifelong Learning Programme and leads to a Certificate of Specialization in Family and Community Nursing. For a summary description of the FCN Curriculum piloted and localized at the University of Thessaly (UTH), see:'. Below the text is a thumbnail image of a curriculum document titled 'Family Community Nursing Curriculum'. To the right, there is a 'LATEST NEWS' section with three items: 'ENhANCE Final Conference: Registration | 6 & 20 May 2021', 'EC Green Paper on Ageing launches debate on the future of Europe's ageing society', and 'Thematic Network on Profiling and Training the healthcare workforce of the future'. Below the news is an 'ENHANCE LEAFLET' section with a small ENhANCE logo.

Figure 13. Localized curricula subsection

4.3.6.4 Pilot FCN courses (subsection)

The Pilot FCN courses subsection refers to the pilot courses conducted and contains a video presenting their structure (Figure 14).

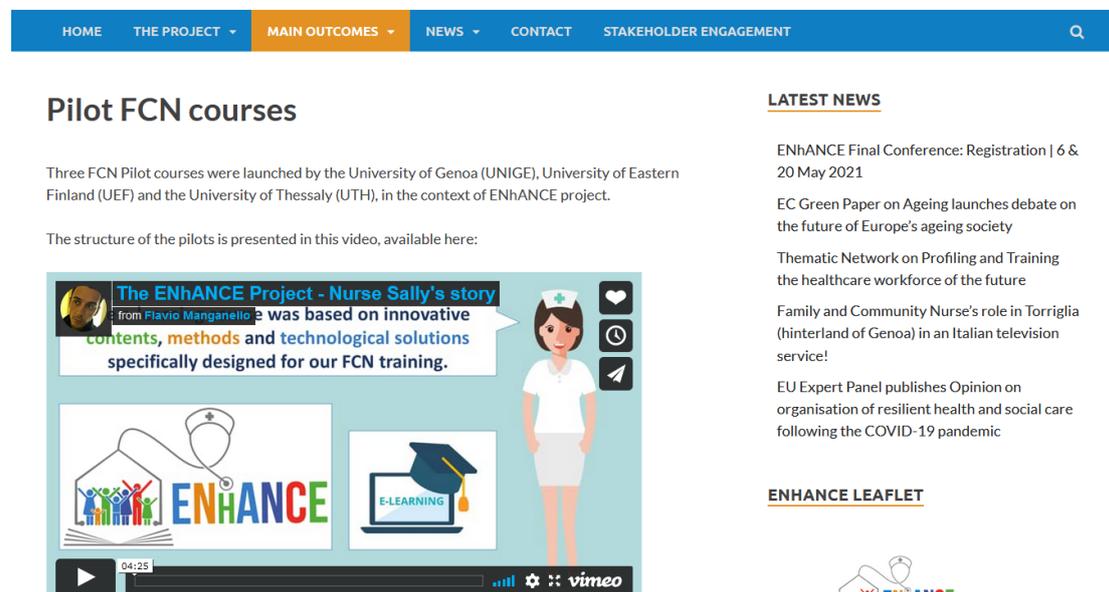


Figure 14. Pilot FCN courses -subsection

4.3.6.5 Project deliverables and reports

In the “Project deliverables and reports” subsection there is a repository with all public deliverables and reports produced through the ENhANCE project (Figure 15).

Work package title	Deliverable/ Result title	Type	Dissemination level	Language version
WP1 – Management	All 7 deliverables confidential	Report	Restricted	EN
WP2 – Definition of the FCN Professional Profile	D2.1.1 Report on current FCN working and occupational contexts	Report	Restricted	EN
	D2.2 FCN Professional Profile	Report	Public	EN
WP3 – Design and localization of the FCN European Curriculum	D3.1.1 FCN European Curriculum – first release	Report	Public	EN
	D3.1.2 FCN European Curriculum – final release	Report	Public	EN
	D3.2.1 Guidelines supporting the design of local curricula	Report	Public	EN

Figure 15. Project deliverables and reports

4.3.7 News section

News are considered as posts by the website implementing a mechanism able to show the most recent entry firstly and continue with the other events in chronological order. Each news entry contains a title, a text body, images or links and a featured

image which thumbnail is shown in the following figure (Figure 16). All news entries are followed by social sharing buttons.

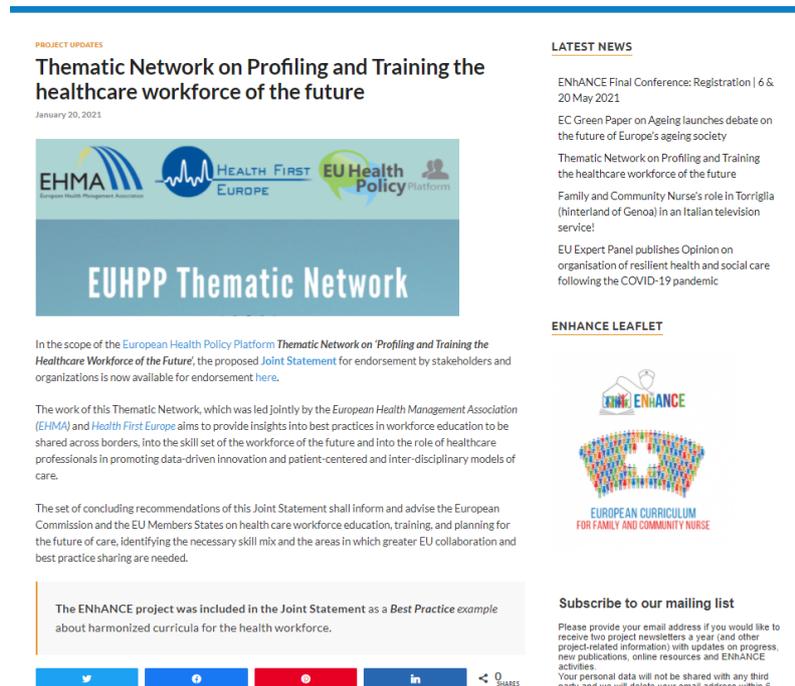


Figure 16. News example

A in 4.3.2.5 is referred 4 new subsections of “News” menu item are created that correspond to 4 new categories (Figure 17):

- Project Updates
- Events
- Policy Updates
- Newsletter

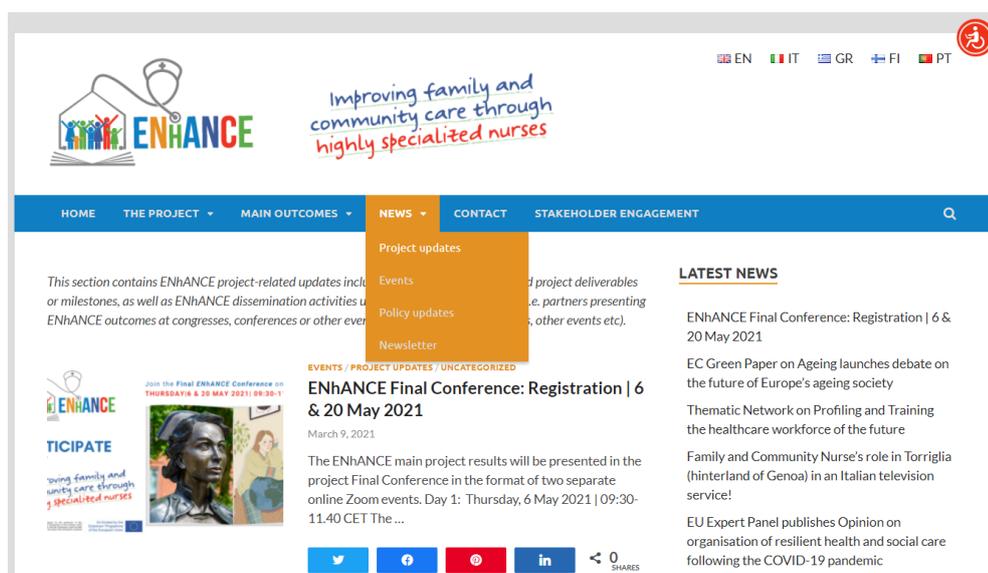


Figure 17. Four categories of News menu item

A list of all news entries can be seen from admins or editors from the Posts Menu of site's back office.

4.3.8 Contact section

The supported Multilanguage Contact Form (Figure 18) requires from the user the necessary information in order to communicate successfully with the administrator of the web page and moreover to conform with the terms of communication and of course the message itself. All messages are instantly forwarded to the administrator email account and are not stored internally or collected in any way or used for any other purposes.

To ensure compliance with the EU GDPR and keeping privacy, before the contact form, statements notifying the use of personal data are added:

As soon as your request has been handled, we will delete your personal data. We may archive your request anonymously for the purposes of the project.

With a check box at the end of the form, the user accepts these terms (Figure 18).

Thank you for your interest in ENhANCE and for contacting us.
We will aim to reply to your request as soon as possible.
As soon as your request has been handled we will delete your personal data.
We may archive your request anonymously for the purposes of the project.

Your Name (required)

Your Email (required)

Subject

Your Message

Check here if you accept these terms!

I'm not a robot

SEND

Figure 18. Contact form

4.3.9 Mailing list

Supported from the MailChimp service (<https://mailchimp.com>) the subscription mechanism has as input fields the Email Address (which is the only necessary field),

the First Name and the Last Name of the person and finally the organisation in which s/he belongs (see Figure 19). All involved storing mechanisms as long as the database are not contained on the website, which is able only to inform MailChimp for new entries in the mailing list and wait for the responsive message for successful new subscriptions or error handling message (e.g. in case that a user is already in the mailing list).

Again, for ensuring compliance with the EU GDPR and keeping privacy, before the subscriptions form with the fields, statements notifying the use of personal data are added:

Your personal data will not be shared with any third party and we will delete your email address within 6 months of the project official close.

Additionally, at the end of the form there a prompt about Mailchimp's privacy practices.

Subscribe to our mailing list

Please provide your email address if you would like to receive two project newsletters a year (and other project-related information) with updates on progress, new publications, online resources and ENhANCE activities. Your personal data will not be shared with any third party and we will delete your email address within 6 months of the project official close.

* indicates required

Email Address *

Agreement

Tick the box below if you agree to receive information related to the ENhANCE project:

I agree

You can unsubscribe at any time by clicking the link in the footer of our emails.

We use Mailchimp as our mailing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

SUBSCRIBE

Figure 19: Subscription to the mailing list

4.3.10 Multilanguage

Complete text content and all visual elements of the webpage are translated in five European languages (English, Italian, Greek, Finnish, and Portuguese). This includes

site pages, menus and sub-elements, titles, widgets, posts, files, operations, and functions. To be noted that in the project proposal the Portuguese translation was not envisaged but the Alliance agreed it was important to have it.

The languages menu is always visible and accessible from all pages on the right upper side of the website containing both a text representation of the language as long as the default flag of the country (Figure 1). Finally, the website content is accessible and readable by the automatic voice reader of the supported accessibility mechanism.

4.3.11 Accessibility plugin

Websites must assist users that have varying degrees of visual impairment by enhancing their browsing experience to best meet their needs and physical limitations. In ENhANCE this is done by designing the implementation of the site to support adaptation in different screen resolutions, big size text and images, high contrast etc. Additionally, an accessibility widget (plugin) is used called UserWay (<https://userway.org>) which assures WCAG 2.0 compliance [3].

The accessibility plugin significantly improves the support for keyboard-only navigation, as well as enabling users to independently increase the contrast of contents on the site, increase the font size, switch to a more readable font face, use a larger cursor, highlighting links, desaturating content (removing colour from text and images), based on their personal disability and preference. By using plugin's features, the UI of the website effectively helps elderly users overcome any senses that may have softened or deteriorated over time by allowing them to adjust the text size, by highlighting clickable areas so they don't get lost among the other content, by increasing the size of the mouse pointer and by using higher contrast colours. It can also help blind and visually impaired people to become more independent and better integrate with the online world and have a more meaningful browsing experience on the website. Moreover, the widget creates a simpler and more accessible browsing experience for users with mobility issues as well. Millions of people cannot use a mouse or other pointing device and rely solely on their keyboard to navigate in websites. The widget makes smart modifications to elements on site that are identified as potentially non-compliant or that may prevent keyboard-only navigation.

4.3.12 Privacy and GDPR

Specific requirements have been identified, during the ENhANCE Project website design phase, in order to clearly define the policies for the management and processing of users' personal information. In particular, specific requirements have been defined and presented in section "11.0 – Legal" of the "List of ENhANCE project website requirements" presented in D7.2.1 (Annex 1):

- The "terms of use" and "privacy" policies shall be published on the project website. (Requirement 11.03, Mandatory)
- The project website should not collect personal information neither uses cookies (Requirement 11.05, Desirable).

With particular regard to the GDPR (General Data Protection Regulation) [4], the ENhANCE Project website ensures its compliance at three different levels:

- Mailing list, with specific features for users to subscribe/unsubscribe and clear information regarding personal data processing.

- Online contact form, with a specific tick box for users to confirm they accept the terms of using the website and how they agree to be contacted.

4.4 Monitoring indicators for project's lifetime

The website monitoring indicators (presented in 4.2 -table 3), provide detailed results for about 40 months of project i.e. 07/01/2018 until 26/4/2021, see Table 4.

Table 4: ENhANCE website monitoring indicators and results for project duration

Success criteria	Monitoring Indicators	Results (018-2021)		
Website traffic	Number of site views/visits	18,575 visits		
	Number of pages / visit	55,977 pageviews, 39,013 unique pageviews		
	Number of visits / country	Greece	7,483	
		Italy	4,019	
		United States	1,116	
		Belgium	1,093	
		Finland	650	
		Portugal	319	
		Germany	282	
		United Kingdom	271	
		India	229	
		Netherlands	225	
Number of pageviews visits/language	English	27,497		
	Greek	14,477		
	Italian	9,642		
	Finnish	2,446		
	Portuguese	1,792		
Channel Types	Direct Entry	7,950, 43% of visits		
	Search Engines	6,017, 32% of visits		
	Website	3,314, 18% of visits		
	Social Networks	1,264, 7% of visits		
Share Information/Knowledge	Number of links clicks	2,639 2,307 unique outlinks		
	Number of shared content	742		
	Number of sign-ups to the mailing list	553		
	Number of downloads (resources)	2,787, 2,377 unique downloads		
Update Material	Number of site updates	624 news in 5 languages		

5. Social media sites

5.1 Scope

The main purpose of communicating on social media platforms is to facilitate an open dialogue between the project and the audience beyond the project's Alliance. An effective social media strategy enabled us to share our knowledge, champion and empower the stakeholders and widen our outreach. The social media strategy was intended to be adaptable to the project outputs and was strictly linked to the dissemination and exploitation plans.

It was agreed not to create dedicated social media accounts for the project but instead, to use the existing and already known and followed accounts of the different partners to share the content of the project. The rationale behind that is that it is very difficult to build up a steady group of followers from scratch.

The content linked to the project was gathered under a project hashtag: #enhance_fcn. This allowed the visitor to instantly scan through all the content available. In addition to that, we used the following existing hashtags in order to attract external stakeholders: #CommunityNurses; #FamilyNurses; #PrimaryHealthCare; #IntegratedCare; #InternationalNursesDay; #WorldHealthDay etc.

The different channels of distributions are detailed in the table below (Table 5):

Table 5: Different channels of distribution

Channels of distribution	When	Hashtags used	Visual support
Website	In sync with project milestones		News items using photos, infographics or visual elements
Facebook (partners accounts)	In sync with project milestones	#enhancefcn #CommunityNurses; #FamilyNurses; #PrimaryHealthCare; #IntegratedCare; #InternationalNursesDay; #WorldHealthDay; #NursingEducation;	Sharing news items using photos, infographics or visual elements
Twitter (partners accounts)	In sync with project milestones	#enhancefcn; #CommunityNurses; #FamilyNurses; #PrimaryHealthCare; #IntegratedCare; #InternationalNursesDay;	Sharing news items using photos, infographics or visual elements

		#WorldHealthDay; #NursingEducation	
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In D7.1.1, specific key messages were developed in order to tailor the ENhANCE message according to the identified target groups. These messages were updated to reflect the developments in the project in D7.1.3 and are displayed in the table below (Table 66):

Table 6: ENhANCE message according to the identified target groups

Overarching message across all target groups:	
<i>The role of Family and Community Nurses (FCN) is in constant evolution, particularly in the fields of health promotion, disease prevention, disease disclosure and support, long-term rehabilitation and management of chronic diseases. ENhANCE will develop a European curriculum in order to guarantee the FCN competences.</i>	
Nurses working in PHC	Improving nurses' skills and boosting their career opportunities with a specialised FCN curriculum at the European level
Patients and their families	Experience better care thanks to a highly specialised Family and Community Nurse at the European level
VET providers	Prepare your students for tomorrow and bridge the skills gap thanks to a Family and Community Nurse curricula at European level
Public and private healthcare organizations/institutions	Offer better primary care in the community thanks to a Family and Community Nurse curriculum targeting graduate nurses at the European level
VET teachers and trainers in the field of nursing	Use innovative teaching methods integrated in the Family and Community Nurse curricula at European level to prepare your students for reality
Professional associations	Together towards an FCN curriculum at the European level to improve nurses' skills and job opportunities
Policy and decision makers	Towards an FCN curriculum at the European level to improve competences and skills of nurses to meet the demands of family- and community-based care.

5.2 Objectives and success criteria

Specific objectives of the project’s social media sites strategy were identified, as follows:

- To raise awareness about the project’s rationale and results among a wider audience;
- To share the project content with a wider audience than the website and drag traffic back to the project website;
- To engage people and disseminate call to action;
- To gather all the content under a project hashtag, this will allow the visitor to instantly scan through all the content available;
- To create a multiplier effect by inviting people to share and comment on the project’s content;
- Increase recognition, increase social engagement, establish an online social network, searchability.

The tools set in place to measure the reach of our communication strategy, namely Google analytics (to measure the traffic on the website) and MailChimp (to analyse the open, read and click rate of the newsletters) allowed us to closely monitor our reach, and to adapt our strategy if needed. We measured the success of our communication channels as shown in Table 7.

Table 7: ENhANCE social media sites - Monitoring indicators

Dissemination tool/ channel	Indicator	Planned KPI, Year 3 (D7.1.3)	Indicator status, May 2021 (Month 41)
Social media (Twitter, Facebook, LinkedIn)	Number of social media posts to be posted or shared per year and per partner	12 per active partner and year	<p>Fully achieved:</p> <p>Total of 123 social media posts between M25-M41 (17 months) from 7 active social media partners.</p> <p><i>123 / 17 = 7.24 social media posts per month</i></p> <p><i>7.24 * 12 = 86.8 social media posts per year</i></p> <p><i>86.8 / 7 active social media partners =</i></p> <p>12,4 social media posts per partner and year</p>

The use and traffic of our content on Facebook was regularly monitored and recorded. The constant monitoring of the engagement of the stakeholder with our content enabled us to make sure that we had a steadily increasing impact. Measures and angle corrections were taken if a channel of communication appeared to be less responding than others.

5.3 Integration with the project website

All the individual pieces of news that were posted on the project website were shared on the partner's social media platforms under the umbrella of the project hashtag. Readers were encouraged to like and share the project content using the project hashtag (#enhancefcn) and the identified existing hashtags – see Table 5.

In the news section of the project website, we added a widget that automatically displays every piece of news present on the internet using the project hashtag.

This facilitated a two-way circle that allowed the traffic to go from the project website to the social media platforms (Facebook and Twitter) and from the social media platform back to the project website.

6. Project website and social media sites: roles and activities

The different partners of the ENhANCE Project's Alliance contributed to the updating of the project website and to share the content of the project on their respective social media accounts. Translations of the contents into the national languages were duly provided by partners, upon request of the WP7 leader or the Project Coordinator.

As already defined in D7.2.1, EUROCARERS – as WP7 Leader - periodically reached out to the project participating partners to highlight that sharing the content to a wider audience was key to the success of the project.

7. Conclusions

In this document, we have described how a dedicated website for dissemination and communication purposes was implemented within the ENhANCE Project based on the requirement analysis carried out in the previous stage (D7.2.1). In particular, we have presented the implementation status of the project website and social media sites at the end of the project Month 41 (May 2021).

In the context of this document, the “List of ENhANCE project website requirements” has been used as a checklist for the self-assessment of the implementation of the ENhANCE project website requirements, as defined in D7.2.1

The website is available online and can be accessed at <https://www.enhance-fcn.eu/>. The website is supported with multi-language user interfaces for all the national languages of the partners (Italian, Greek, Finnish, and Portuguese) of the project, along with English. It was updated throughout the project, including updated information about the project, news, events, and materials. Most of the content developed within the project can be accessed online for free allowing partners, VET providers, teachers, nurse associations, learners, and other stakeholders interested in, to easily access and freely use content produced.

The adherence to international standards was of major importance during the implementation of the website. Well-known accessibility standards were applied in the design of the web interfaces. Worldwide accepted file formats were used for representing various documents and media.

Specific success criteria for monitoring the project website’s success and the social media sites have been identified and presented in this document. Those criteria have been declined into monitoring indicators (both numerical/quantitative and qualitative), which allowed us to better measure the performance of the project’s website and the social media sites during their lifecycle. Plus, specific analytics and statistical tools were installed in order to monitor and to measure the reach of our communication strategy. This allowed us to closely monitor our reach, and to adapt our strategy if needed.

Maintenance of the project website is guaranteed for three years after the end of the project.

8. Annex 1. List of ENHANCE project website requirements (checklist)

The following list is based on the “List of ENHANCE project website requirements”, presented in the deliverable D7.2.1 “Requirements Analysis”. The list has been updated with the column “Status”, which presents the state of development and the compliance with the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website. This list, within the context of this D7.2.2, is used as a checklist for the self-assessment of the implementation of the ENHANCE project website requirements, as defined in D7.2.1.

It should be noted that mandatory (M) requirements are those for which it has been deemed necessary to prioritize the implementation level to that declared/envisaged in the “List of ENHANCE project website requirements”.

Requirement Priority	
M	Mandatory requirement: this feature shall be built into the final version of the project website.
D	Desirable requirement: this feature should be built into the final version of the project website unless the cost is too high.

Status of compliance (Deliverable D.7.2.2)	
C	Compliant: this feature has been developed and is compliant with the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website.
NC	Non-Compliant: this feature has not been developed or it is not compliant to the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website.

No.	Requirement	Priority	Status
1.0	Content management policy		
1.01	The project website shall support the creation and modification of user roles, content and approval permissions.	M	C
1.02	The project website shall support processes for web content planning and scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting.	M	C
1.03	The project website shall support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas.	M	C
2.0	User access/login policy		
2.01	The project website shall implement user access management control measures in order to guarantee privacy protection, security and confidentiality.	M	C
3.0	Usability, accessibility, web interface		
3.01	The project website should be easy-to-use and provide an intuitive graphical user interface.	D	C
3.02	The project website should have one unified system for search,	D	C

	with all fields searchable [information should be easy to be found using search].		
3.03	The project website should provide contact and other services always available.	D	C
3.04	The project website should be compliant with the Web Content Accessibility Guidelines (WCAG) 2.0 and the EU principles on accessibility.	D	C
4.0	Performance (Reliability, Supportability, Scalability)		
4.01	The project website should run on a dedicated server, part of a Virtual Machine (VM) infrastructure, supported by a high-availability system.	D	C
4.02	Each content published on the project website should be clearly followed by the indication of its author and its publishing date.	D	NC
4.03	The project website should be hosted at robust servers under the supervision of a legal organization with 24/7 supportability.	D	C
4.04	The project website should be developed through a well-known CMS platform using a bootstrap compatible design theme with respect to mobile first friendly interface supporting scalability.	D	C
5.0	Integration with other (project) technological infrastructures and with social media sites		
5.01	The project website should be linked with the other (project) technological infrastructures, although they all should be able to work independently of each other.	D	C
5.02	Each content page of the project website should be equipped with a set of "social media share buttons" allowing the reader to instantly share the content of their interest to their social media followers.	D	C
6.0	Domain		
6.01	The URL content (name) and TLD (top level domain) for the project website should be chosen also considering aspects related to the SEO mechanisms.	D	C
7.0	Implementation		
7.01	The implementation of project website should be based on one of the well-known open source content management framework.	D	C
8.0	Content		
8.01	The project website should support the creation and utilization of content types. The current set of content types that are created and utilized, in different languages (see 8.03), and must be supported, includes articles, multimedia files, RSS feeds, events, links, etc.	D	C
8.02	Most known file extensions should be supported (e.g. pdf, docx, odt, pptx, jpg, png, avi etc.).	D	C
8.03	The project website should support a multi-language user interface and multi-lingual capabilities.	D	C
8.04	The project website should provide functionality such that language is automatically selected based on the user logged in.	D	C
8.05	Each page/content of the project website should be properly described with metadata schemas, according to international	D	NC

	standards.		
8.06	A glossary including and presenting project related terms should be implemented as a specific section of the project website.	D	C
9.0	Management, updating		
9.01	Maintenance and update of the content should be carried out by selected authorized users, with specific accessing permissions to selected content areas.	D	C
9.02	Technical maintenance and software update should be done by the administration user.	D	C
9.03	An email account for supporting helpdesk should be known to all registered users.	D	C
10.0	Webmetrics, statistics, reporting		
10.01	The most appropriate tools should be selected based on the quality and the depth the analytics needed.	D	C
11.0	Legal		
11.01	The identity of the project website shall be clearly displayed on the project website.	M	C
11.02	Contact details (electronically or not) shall be displayed.	M	C
11.03	The “terms of use” and “privacy” policies shall be published on the project website.	M	C
11.04	The project website shall clearly display 1) the EU Disclaimer clearly acknowledging the EU’s support and 2) the Erasmus+ logo and mention “Co-funded by the Erasmus+ Programme of the European Union”	M	C
11.05	The project website should not collect personal information neither uses cookies.	D	C
11.06	The means to support granting intellectual properties should be provided. Intellectual property rights should be applied to all the contents for safeguarding creators.	D	C
12.0	Security		
12.01	The content of the server/VMs as well as of the project website shall be on regular backup schedule.	M	C
12.02	Hardware abstraction provided by Virtualization Technologies shall ensure that the backup system images can be restored on different hardware.	M	C
12.03	The server hosting the website should be protected by a firewall.	D	C
12.04	The Operating System of the server or the hosting VM, as well as the services (web) provided, should be fully updated/patched.	D	C
12.05	The selected CMS framework for developing the website should be fully and continuously updated/patched.	D	C
12.06	The website should be protected by SSL with a trusted certificate for confidentiality (user logins/sensitive information).	D	C
12.07	Role based access control on the website (administrator/editor-user/public) should be guaranteed.	D	C

9. Annexe 2. The homepage of the ENhANCE website

ENhANCE logo: Improving family and community care through highly specialized nurses

Language selection: EN IT GR FI PT

Navigation: HOME THE PROJECT MAIN OUTCOMES NEWS CONTACT STAKEHOLDER ENGAGEMENT

ENhANCE presentation video: Watch later Share

European curriculum for Family and Community nurses

The main scope of ENhANCE Project (European Curriculum for Family and Community Nurses) is to target a specific existing mismatch between the skills currently offered by nurses working in Primary Health Care (PHC) and those actually demanded by both public health care institutions and private service providers when applying innovative healthcare models centered on PHC.

LATEST NEWS

- ENhANCE Final Conference: Registration | 6 & 20 May 2021**
The ENhANCE main project results will be presented in [...]
- EC Green Paper on Ageing**
Launches debate on the future of Europe's ageing society
The European Commission presented on 27 January 2021 a [...]
- Thematic Network on Profiling and Training the healthcare workforce of the future**
In the scope of the European Health Policy Platform [...]

ENHANCE LEAFLET

EUROPEAN CURRICULUM FOR FAMILY AND COMMUNITY NURSE

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ABOUT THIS SITE

The ENhANCE project website is developed with the main purpose of sharing the project scope, objectives, activities and results beyond the project's Alliance and therefore enabling a wider community to benefit from the project findings and tools.

ACCESSIBILITY

Enhance-fcn.eu strives to ensure that its services are accessible to people with disabilities.

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

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