

Communication Plan

2022-2026

IdiPAZ
Instituto de Investigación
Hospital Universitario La Paz



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I. INTRODUCTION

This Communication Plan 2022-2026 develops the institution's communication model, objectives and actions to be followed, acting as a planning and evaluation document for the Institute's communication actions.

Since the accreditation of the Institute, several communication actions have been developed in line with the institution's strategy and have been adapted to the strategic planning. Specifically, the strategic axis of "Relationships and Alliances" establishes specific actions to carry out internal and external communication initiatives and to disseminate its institutional image in order to increase its visibility among the different agents.



Thus, the IdiPAZ Communication Plan includes communication actions that reinforce the achievement of the objectives included in the Strategic Plan in terms of communication. For this purpose, communication objectives aligned with the strategy are established and the channels and tools used during the communication process, the target audience and the specific actions to be carried out are defined.

2. OBJECTIVES

In this context, the Communication Plan 2022-2026 is the document that plans the communication actions necessarily aligned with the purposes and functions of the institute.

The fundamental objectives are as follows:

- To promote the transfer of its researchers work results to society, transferring the knowledge generated from its activity to clinical practice, to the scientific world, disseminating its activity through the publications generated and the institute's scientific reports, and to the economic system, promoting innovation and the transfer of results.
- Promote quality basic, clinical, epidemiological and health services research.
- To promote and develop research and research training programs and projects, with special attention to the scientific training of professionals in research methodology and the needs of the Primary Care field.
- To ensure the quality, ethics, and deontological principles of research.
- Promote the participation of IdiPAZ research groups in stable structures of cooperative research.
- To foster a culture of excellence in health research, facilitating relationships and collaborations among research professionals with research projects with lines and interests common to those of the institute.
- Promote the efficient use of the institute's resources and infrastructure.

In addition, the Communication Plan establishes the following communication and dissemination measures, both internally and externally.

Internally, the following specific objectives are set:

- To inform the Institute's personnel of the different activities, calls, courses, conferences and other initiatives carried out in the institution.
- Organize internal meetings and seminars among IdiPAZ professionals to establish synergies and promote collaboration between research groups.
- Encourage professionals to feel integrated and identified with IdiPAZ as a brand image.

At the external level, the following specific objectives are set:

- To inform the general public about the Institute's activities in order to broaden their knowledge of its activities and improve social acceptance and perception of science.
- Promote agreements and joint projects with national and international scientific, technological, and business institutions.
- Strengthen corporate reputation and institutional image.
- Promote collaboration between the Institute's own researchers with other researchers from other centers (both nationally and internationally), favoring the meeting point with other agents of the productive system.
- Improve the Institute's affiliation in collaboration agreements with other institutions for the development of stable and solid collaborations.
- Promote funding in the scientific field by favoring the development of research projects.

3. IdiPAZ COMMUNICATION STRUCTURES

IdiPAZ's own communication structure is composed of:

- **The Dissemination and Outreach Unit**

This unit carries out communication actions through the communication channels available to us, which are detailed in the following section of the guide.

Communications Manager: Lucía Medina comunicacion@idipaz.es

- **The Scientific Culture and Innovation Unit of IdiPAZ**

The objective of this unit is to promote scientific, technological and innovation culture, through activities of different types: scientific communication, dissemination, training, etc.

It has been created with the aim of serving as an agent in the dissemination and popularization of science and innovation in our environment and to improve and increase the training, culture, and scientific knowledge of citizens.

Head of the UCC+i unit: Paloma Gómez Campelo
formacion@idipaz.es

- **The Humanization and CSR Committee**

In order to ensure compliance with the principles of Responsible Research and Innovation (RRI), *Open Science* policies and following the recommendations of the European Commission, the Humanization and CSR Committee was created.

It is committed to promoting the social and scientific responsibility of our researchers, aimed at promoting research and innovation for society. In addition, we are immersed in a process of integration of the Sustainable Development Goals and that is why, through the Commission for Social and Scientific Responsibility of IdiPAZ, we have launched the project.

Responsible for SDGs and Agenda 2030 at IdiPAZ/FIBHULP: Aitana López
idipazsostenible@idipaz.es

The communication activities of IdiPAZ are supported by the Communication and Public Relations Office of the Hospital Universitario La Paz (HULP). Reporting directly to the hospital management, it is the unit in charge of managing the internal and external communication of the IdiPAZ hospital core.

Contact information:

Head of the HULP Communications Office: Susana Reverter
comunicacion.hulp@salud.madrid.org; rrpp.hulp@salud.madrid.org

4. ACTIVITIES AND COMMUNICATION CHANNELS

Newsletter IdiPAZ Informs

- **Description:** Internal daily newsletter that informs and disseminates relevant information for IdiPAZ personnel.
- **Channel:** Newsletter by email and repository on the web page.
- **Periodicity:** daily
- **Stakeholders:** Researchers, research platforms and scientific community
- **Logo:**



IdiPAZ Training Newsletter

- **Description:** Internal dissemination bulletin informing about conferences, courses, and training seminars of interest to IdiPAZ personnel.
- **Channel:** Newsletter by email and repository on the web page.
- **Frequency:** Frequent mailing.
- **Parties interested parties:** Researchers, platforms of scientific community.
- **Logo:**



IdiPAZ Newsletter

- **Description:** Internal dissemination bulletin through which press mentions on scientific articles, studies or relevant research projects with the participation of IdiPAZ personnel are sent.
- **Channel:** Newsletter by e-mail and repository on the web page.
- **Frequency:** Frequent mailing.
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Logo:**



La Paz Informs Newsletter

- **Description:** HULP internal dissemination newsletter informing IdiPAZ staff (in addition to HULP staff) of activities of interest to healthcare staff, clinical researchers and anyone else interested in the proposed activities.
- **Channel:** Newsletter by e-mail and repository on the HULP intranet.
- **Frequency:** Frequent mailing
- **Parties interested parties:** Researchers, platforms of scientific community.
- **Logo:**



Dissemination of relevant IdiPAZ information

- **Description:** The most relevant and updated information of the Institute, is available to all IdiPAZ staff through this section of the website. Here we can find documentation on quality, training, practice guides, the Scientific Report, the Strategic Plan or notifications concerning the Works Committee, among other documents.
- **Channel:** web site, intranet, email
- **Frequency:** Frequent mailing and updating
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Website image:**



Internal scientific seminars

- **Description:** Scientific seminars given by internal speakers and external guests, aimed at researchers from IdiPAZ research groups and coordinators of scientific areas, with the objective of establishing synergies and informing the Institute's staff of the scientific activity developed.
- **Channel:** Internal seminars, intranet
- **Frequency:** Weekly
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Logo:**



Scientific Information Bulletin "IdiPAZ News".

- **Description:** Scientific information bulletin, oriented mainly to researchers and other IdiPAZ personnel with the objective of gathering the most important news and topics of special relevance for the institute.
- **Channel:** E-mail and web page.
- **Frequency:** Quarterly
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Logo:**



Training quick news on RRI and SDGs

- **Description:** The training pills on RRI and SDGs are intended to raise awareness and enhance the achievement of the Sustainable Development Goals. They aim to broaden the training among our researchers of the main aspects that integrate Responsible Research and Innovation.
- **Channel:** E-mail and web page.
- **Frequency:** Weekly
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Logo:**



Annual scientific report

- **Description:** Made annually, the IdiPAZ Scientific Report incorporates all the data on the structure of the institute, as well as the scientific activity of the research groups, areas and Support Platforms and Support Units of the institute.
- **Canal:** Activity report
- **Frequency:** Annual
- **Stakeholders:** Researchers, research platforms, scientific community.
- **Cover page Memoria 2021:**



Website: Latest News

- **Description:** The UPDATE section of the web page contains news with direct participation of IdiPAZ researchers.
- **Channel:** website, email
- **Frequency:** Monthly
- **Web image:**



Website: IdiPAZ in the Media

- **Description:** This section collects IdiPAZ news published by generalist or specialist media (radio, television, newspapers, specialized magazines, press conferences, etc.).
- **Channel:** Press news, press releases
- **Frequency:** Monthly
- **Website image:**



IdiPAZ en los medios

Artículos 2011	Artículos 2017
Artículos 2012	Artículos 2018
Artículos 2013	Artículos 2019
Artículos 2014	Artículos 2020
Artículos 2015	Artículos 2021
Artículos 2016	

HRS4R Communication

- **Description:** Following the implementation of the HRS4R Human Resources for Researchers strategy, a dedicated space was created on the web page with the aim of exposing and disseminating the main advantages of the implementation of the European seal. Following the same objective, seminars are organized to comply with the principles of the seal. Likewise, in order to disclose active projects and job vacancies, the EURAXESS Network is used to support and facilitate the mobility of researchers.
- **Channel:** E-mail and web page.
- **Frequency:** Semiannual
- **Specific section on the website:**



Madrid Health Service Results Observatory

- **Description:** IdiPAZ participates in the collection of data included in the Observatory of results of the Madrid Health Service, where a series of indicators of SERMAS hospitals are collected. Among other data, annual information is collected on the research activity carried out in the HULP: researchers, clinical studies, research projects, publications, innovation projects and intellectual property for transfer to clinical practice.
- **Channel:** Observatorio de Resultados de la Comunidad de Madrid website
- **Frequency:** Annual
- **Web image:**



5. SCIENCE OUTREACH ACTIVITIES

The purpose of scientific dissemination activities is to inform and involve society in advances in research, development, and innovation culture.

The Unit of Scientific Culture and Innovation of IdiPAZ (UCC+I) is responsible for promoting and supporting activities that contribute to the social communication of scientific knowledge of IdiPAZ and its associated centers. Always with the aim of improving training, culture, and scientific knowledge of citizens.

These are the main science outreach activities in which we participate:

Science on the Street

- **Description:** With the aim of bringing scientific knowledge closer to society, the Science on the Street program has been created. It is an outreach project created to promote research and innovation in society, based on equality, diversity, and non-discrimination as fundamental principles.
- **Channel:** Workshops, lectures, conferences, etc.
- **Frequency:** Quarterly
- **Logo:**



Madrid Science and Innovation Week

- **Description:** Activities launched to be showcased during the Madrid Science and Innovation Week. For example, open days and presentations of IdiPAZ activities.
- **Channel:** Events, lectures, conferences, etc.
- **Frequency:** Annual
- **Logo:**



European Researchers' Night

- **Description:** Every year, IdiPAZ participates in the European Researchers' Night, a date on which scientific dissemination events are held in various research institutions. IdiPAZ participates by organizing talks and open days.
- **Channel:** Events, lectures, conferences, etc.
- **Frequency:** Annual
- **Logo:**




International Day of women and girls in science


- **Description:** Activities to mark the International Day of Women and Girls in Science. For example, presentations by IdiPAZ researchers.
- **Channel:** Events, lectures, conferences
- **Frequency:** Annual
- **Logo:**




Social media outreach


- **Description:** IdiPAZ is present in the main social networks, being Twitter the preferred channel. With almost 3000 followers it is the social network most used by our researchers to disseminate scientific production. In addition, it is the channel with the greatest reach to inform society of the most important activities of IdiPAZ or relevant news on scientific research.
- **Channel:** Social networks
- **Frequency:** Daily

 **Twitter:** <https://twitter.com/IdipazScience>

 **Instagram:** <https://www.instagram.com/idipaz/>

 **Facebook:** <https://www.facebook.com/IdiPAZ>

 **LinkedIn:** <https://www.linkedin.com/company/fibhulp>

 **YouTube:** https://www.youtube.com/channel/UCScV1oOZ_stP5Ax62UWfGvA

6. INCLUSIVE LANGUAGE: EQUALITY AND DIVERSITY PERSPECTIVE.

The Equality and Diversity Committee of IdiPAZ, within the framework of the II Equality and Diversity Plan, promotes the evolution towards the use of a more inclusive, non-sexist, and integrating language.

Inclusive language is a communication code that considers reality without undervaluing one sex. In order to achieve communication without gender bias, a change in the way of communicating is required, and for this it is necessary to know some tools and alternatives.

Some examples are shown below as a guide:

- Use collectives, when we have both masculine and feminine terms that refer to both sexes.

- Vice President → Vice President
- Director → Management
- Manager → Management
- Chief → Headquarters

- Use person names without gender specification or impersonal constructions:

- Researchers → Research personnel
- Nurses and physicians → Healthcare personnel

- Ensure symmetrical use of masculine and feminine, both in treatment and position (alternate the position of the feminine and masculine gender).

- Use of determiners without gender marking:

- The applicant → Who applies or each applicant

- Sexist use of images: avoid the use of images in which only male figures appear in representation of the staff.

7. EVALUATION AND INDICATORS

As a means of annual assessment of the effectiveness of communication activities, particularly in the case of internal communication actions, but also of the assessment of external communication by the Institute's staff, IdiPAZ establishes a system of satisfaction surveys among all staff to identify the degree of agreement or the needs in terms of communication.

The results of the satisfaction surveys will serve as indicators of the quality of the communication activities carried out each year and will make it possible to establish points for improvement in the annual planning of communication activities.

In addition, other indicators are established for the evaluation of communication activities, such as, for example:

- Number of communication sessions/workshops held.
- Number of press releases disseminated.
- Number of news items published in the written press.
- News in other audiovisual media (Radio TV).
- Number of visits to the website.

ANNEX I. Corporate Identity

The corporate identity of IdiPAZ aims to be the differentiating element that allows the correct identification of the institute in accordance with its vision of being a reference center in multidisciplinary translational biomedical research at national and European level.

- **Logo:**



- **Corporate colors:**

	PANTONE CMYK RGB HEXADECIMAL	PANTONE 7543 PC C7 M0 Y0 K30 R: 186 G: 194 B: 198 BAC2C6
	PANTONE CMYK RGB HEXADECIMAL	PANTONE 424 PC C0 M0 Y0 K61 R: 132 G: 133 B: 135 848587
	PANTONE CMYK RGB HEXADECIMAL	PANTONE 185 PC C0 M91 Y76 K0 R: 229 G: 49 B: 56 CC3333

- **Scientific production affiliation regulations**

The affiliation is a fundamental aspect when identifying scientific production, for which the following affiliation rules were created:
<https://idipaz.es/ficheros/files/Normativa%20de%20filiaci%C3%B3n%20IdiPAZ-V5.pdf>

- **Template for documents**

