Reference	PH 4/11/1
Title	NDPHS Folder with info-sheets
Submitted by	Secretariat
Summary / Note	This paper presents Secretariat's proposal regarding the production of a NDPHS folder with info-sheets. It complements the information included in item 2.2 in document DPSG 2/4.1/Info 1 NDPHS Database Project – progress so far and future activities to implement it.
Requested action	For provision of an info sheet to the Secretariat

Introduction

In accordance with the Database Project work plan, the next major step in the implementation of the WP 2 (Dissemination of the results) will be the development of "promotional material and easy to use leaflets." To that end, and as the first step, the Secretariat proposes that a **folder with loose info-sheets (inserts / flyers) would be produced, which would present the NDPHS and its Database project**. Further, it is proposed that both the folder and the info-sheets would be ready for the PAC 4 and pre-PAC event in mid-November 2007.

Overall concept

It is proposed that the **info-sheets** would be A4-format pages, printed both sides. At least the following info-sheets would be developed:
- One sheet presenting an overall information about the NDPHS (information more specific than that printed on the folder, cf. below). The Chair and Co-Chair Countries would also be mentioned here;
- 4 sheets about the Expert Groups and their activities (each EG would have one dedicated sheet);
- One sheet about the NDPHS Project Pipeline;
- One sheet about the NDPHS Database.

In the future additional sheets could be produced if and when necessary, e.g. one sheet per an Expert Group present its thematic report.

Info-sheets could be produced in several language versions (but at least English and Russian).

As regards the **folder**, the Secretariat proposes that it would have the size a bit bigger than the sheets so as to be able to store all the info-sheets. On the back cover it would include the names and logos of all the NDPHS Partners and the Secretariat contact information, as well as

the NDPHS website address. On the two inner pages, there would be written short, general information about the NDPHS, its mission, its expert groups, etc. Short information about the NDPHS Database project and the disclaimer required by the PHEA would also need to be included.

The idea is that the folder could be used during the period of 2-3 years, depending on circumstances, whereas the info-sheets would be for 1-2 years and could be updated / replaced as need be, and included in the folder in a composition deemed appropriate for a given event and target audience (e.g. for an event in Russia, which would include only Russian-speaking individuals one could include only info-sheets in the Russian language; and for an alcohol conference in English, all English language info-sheets but PH, PHC and HIV/AIDS EGs' info-sheets). This tailor-made approach would make it possible to better target organizations and people, and do it in a cost-effective way.

Expert Group info-sheets

As regards the info-sheets about the Expert Groups and their activities, considering the short time available, the Secretariat already introduced this idea during the [5th meeting of the Expert Groups Chairs and ITAs](#) (held on 14 September 2007, in Vilnius, Lithuania). The Expert Groups supported this idea and offered to contribute to this effort with the information regarding their own groups. Consistently, the Secretariat has already sent them its proposal regarding the textual and graphical contents, as well as other technical details for clarification.

The Secretariat, *inter alia*, proposed to the Expert Groups that **their info-sheets would cover the following**:
- Background and rationale (can be written based on EG ToRs);
- Objectives and responsibilities (can be written based on EG ToRs);
- Information who is the EG Lead Partner / Co-Lead partner as well as Chair / Co-Chair, and who is the ITA;
- Description of main activity lines with a few examples of concrete achievements as a spice;
- Future plans (but in a general way, so that an info-sheet would not become outdated too fast);
- Other issues that an EG finds important to communicate to the public in general.

Furthermore, it was proposed that each Expert Group would find some attractive message, something making people feel it is good that their EGs have been established and that the EGs are very much needed by the people in the Northern Dimension area.

It was stressed that, considering that the info-sheets and the folder would be sponsored by the Database Project, it would be vital that the information provided in the EG info-sheets would be related to this project.

Finally, the Expert Groups were asked to provide the Secretariat with information how many info-sheets they would like to receive in addition to those included in the folder, and if they would you also like to receive loose info-sheets of other EGs or other sheets, or it would be enough that they receive complete folders.

Assuming that the DPSG will support the Secretariat's proposal, it has invited the **Expert Groups to submit their input to info-sheets by 22 October 2007.**

The Meeting is invited to consider the Secretariat's proposal, **approve** the Secretariat's proposal and **decide** on the following:

- o How many folders should be produced (the Secretariat's proposal is 3,000 pcs in English and 800 in Russian);
- o How many info-sheets should be produced <u>in addition</u> to those requested by the Expert Groups (the Secretariat's proposal is 2,000 pcs in English and 500 in Russian);
- o Should info-sheets additional to those listed above be produced, on what topic?