



# **NATIONAL COMMUNICATION PLAN SLOVAKIA**

Final version

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## 1 INTRODUCTION

This document provides an overview of the communication plan in the Slovak Republic for the Pilot Study DEMOCOPHES. This approach should be considered as a guideline for working but it has to be taken into account that changes could be done in the future depending on the requirements of the fieldwork.

The Slovak plan for communication in different stages of the study follows the strategy defined in the EU study protocol, with minor changes according to the framework of DEMOCOPHES in the Slovak Republic.

## 2 PILOT STUDY DEMOCOPHES

Following the instructions in the EU study protocol, the communication strategy should communicate clear messages and ensure transparency and openness towards stakeholder. Furthermore, it has to safeguard translation into precautionary and preventive policy and promote awareness to the public and scientific community. The development of the pilot study has different stages and each one need different communication tools because the target groups are different (participating mother and child, general public, locally involved authorities, policy makers, media, etc.) as well as different aims.

Basically, the communication plan can be separated in:

- Communication at start of sampling
- Communication during the study
- Communication at dissemination results

This document includes the communication strategy planned in the Slovak Republic during these phases of DEMOCOPHES.

## 3 DEMOCOPHES IN THE SLOVAK REPUBLIC

DEMOCOPHES project together with COPHES was at the beginning presented to the Chief Hygienist of the Slovak Republic as well as at the National meeting of the heads of Regional Authorities of the Public Health in the Slovak Republic which took place at Trenčianske Teplice in 2010.

Projects were presented to the policy representatives of the Ministry of Health and Ministry for Education, Science, Research and Sport in 2011.

Additional oral information about COPHES/DEMOCOPHES was given at the „Conference of Public Health Senior Sciences in the Slovak Republic” in 2011.

The national web site for DEMOCOPHES – [http://www.uvzsr.sk/index.php?option=com\\_content&view=article&id=94%3Aprogramy-a-projekty-odboru-hygieny-ivotneho-prostredia&catid=36%3Aorganizana-struktura&Itemid=105](http://www.uvzsr.sk/index.php?option=com_content&view=article&id=94%3Aprogramy-a-projekty-odboru-hygieny-ivotneho-prostredia&catid=36%3Aorganizana-struktura&Itemid=105).

is currently under construction as well as the local website for DEMOCOPHES in the rural area is also currently under preparation. Up to now the national web site includes general information



about COPHES and DEMOCOPHES. It is planned that the web site will include general information from The National Pilot Study concerning DEMOCOPHES in Slovakia as well.

### **3.1 Communication before and at the start of the sampling period**

Communication focuses in maximizing participation before and at the start of the sampling period and the web site will be uploaded. Therefore, participating schools will be visited prior the recruitment starts to inform school representatives (directors and teachers) and then parents of children.

Communication campaign will be based on the material provided by the EU study protocol:

1. Policy factsheet (policy representatives)
2. Invitation letter (first letter)
3. Information leaflet
4. Factsheets of selected biomarkers
5. Reply card
6. Reminder letter
7. Confirmation letter (second letter)
8. Informed consent form
9. Instruction on how to collect the urine samples
10. Pre-visit letter (third letter)
11. Letter of thanks
12. Withdrawal form

These documents will be adapted and translated into Slovak language. Only minimum adaptations have been made, e.g. replacing the name of the institution, sampling collection from the participants,...

### **3.2 Communication during the study**

During the study no major communication events are foreseen. The participants and other will be provided with basic information about on-going study through the web site. Some publications in the local media in both areas will be done.

### **3.3 Communication at the dissemination of the results**

At the dissemination of the results, the individual results will be reported to the participants upon request. The collective results will be communicated to the Ministry of Health, Ministry for Education, Science, Research and Sport, Ministry of the Environment, Regional Authorities of the Public Health, science community (through conferences, workshops,...).

Press statement at the end of the study: We are going to address media and provide information on results.