

CamCon

Campylobacter control - novel approaches in primary poultry production

Communication plan

Deliverable 6.4.1: Plan for the use and dissemination of foreground - Delivered June 2014

1 Background

The strategic objective of CamCon is to improve the control of *Campylobacter* in primary poultry production in various parts of Europe and thereby facilitate the production of “low-risk broilers”.

As part of that, CamCon will investigate the effect of different climates and environments on *Campylobacter* epidemiology, study the dynamics of transmission, develop and evaluate pre-harvest intervention strategies, develop novel and cost-effective surveillance, screening and certification methods, and transfer to other parts of Europe the knowledge from Northern Europe, which has a long-standing tradition for *Campylobacter* control.

The proposed approach includes sampling and recommendations for control measures, implementation of rapid tests and producer education including educational material, guidelines and standards on how to produce such “low-risk broilers”.

2 Project communication plan

This communication plan describes target groups for the communication work and possible publications and other activities communicating results.

Internal communication

The project involves 10 participants in seven countries. This presents a challenge in terms of quick and effective communication. There are regular Quarterly Meetings with all participants. These are done as “e-mail, telephone or Skype-meetings”. Every year an Annual “physical” Meeting is held where participants meet face to face.

A project web site is established (www.camcon-eu.net). A password is required to get access to the participant’s pages of the web site which will be used for internal communication. More detailed information is given on the participant’s pages compared with the pages accessible to the public.

External communication

Poultry industry

The participants are actively in touch with their national/local poultry industry to inform them about the project and the results. Also the participants are giving presentations at meetings arranged by the poultry industry, both nationally and internationally. The project will end with a meeting where the poultry industry will be invited. A Summary Presentation will be made at the end of the project to be distributed to all participants to use as a template for presentations at national meetings with the industry.

An e-learning programme on biosecurity and prevention of *Campylobacter* in primary poultry production is developed, and this will be distributed to the industry in all participating countries, and will also be available to other interested parties through the project’s web-site.

Scientific community

To make the scientific community aware of CamCon’s existence and results, the project and its results will be presented (oral and posters) at various conferences and other scientific arenas and the results will be published in scientific journals.

Decision makers

National and local authorities and the EU Commission are informed about the project in various ways, both through the reports to the Commission and through direct contact between the project partners and their respective authorities.

General public

The CamCon web-site (www.camcon-eu.net) has a public domain where information on the project and its participants is given. The site is regularly updated with reports and publications.