Communication Tools

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MOBHOPE Project Coordination Team
info@mobhope.eu
mobhope.eu

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PARTNERS

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1.0	26/10/2026	Antonio Martin	Document Creation
1.0	26/10/2026	Steering Committee	Approval

List of Abbreviations

A4	ISO 216 paper size A4
ADP	Ares do Pinhal
DECP	Dissemination, Exploitation, and Communication Plan
HIV	Human Immunodeficiency Virus
PDF	Portable Document Format
PNG	Portable Network Graphics
REDCap	Research Electronic Data Capture web application
STI(s)	Sexually Transmitted Infection(s)
UMC	Unidad Móvil de Cribados

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Executive Summary

This document provides an overview of the MOBHOPE project's website, published resources, project leaflet, and social media channels. MOBHOPE (Mobile Outreach for Liver Health in Vulnerable Populations in Europe), co-funded under the EU4Health Programme 2021–2027, aims to improve access to prevention, testing, and care for viral hepatitis, HIV, and other sexually transmitted infections (STIs) among vulnerable populations.

The official website (https://mobhope.eu/), particularly its *Results & Resources* section, serves as the central platform for project information and dissemination. It brings together resources, including health information leaflets, stigma-awareness materials, professional training, practical tools for mobile teams, project publications, and awareness-raising campaigns. Many resources are available in English, Spanish, Portuguese, and Croatian, with access conditions varying according to the material.

The project leaflet and social media channels complement the website by promoting MOBHOPE's activities, outputs, and results to relevant stakeholders and wider audiences. All communication and dissemination activities are guided by the Dissemination, Exploitation, and Communication Plan (DECP), Deliverable D4.6, which supports the project's visibility, stakeholder engagement, and dissemination of results.

1. Introduction

Dissemination and communication are essential to ensuring that the objectives, activities, and results of the MOBHOPE project reach the relevant audiences. In particular, effective communication supports awareness of mobile outreach approaches and the importance of improving access to prevention, screening, and care for people experiencing barriers to conventional healthcare services.

The MOBHOPE website, its online resource library, the project leaflet, and social media channels constitute complementary tools within the project's communication strategy. Together, they provide information about the project, make educational and practical materials available to different audiences, and facilitate the dissemination of project outputs.

This document summarises the website's main contents, the resources currently presented in the Results & Resources section, the role of the project leaflet, and the social media channels through which stakeholders can follow project developments. It also outlines how these resources contribute to the objectives established in the DECP (Deliverable D4.6).

2. MOBHOPE Project Website

The official MOBHOPE website (https://mobhope.eu/) is the project's central digital platform. It provides information about the project, its objectives, participating organisations, activities, and results, while supporting access to materials developed for professionals, service users, and other interested stakeholders.

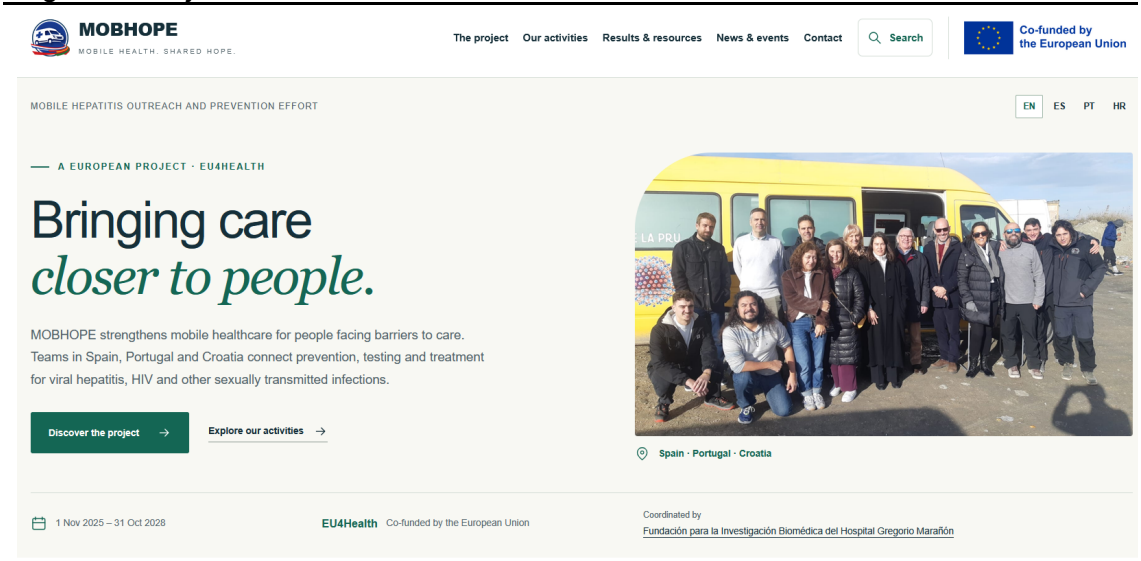
The website includes a dedicated Results & Resources section, available at https://mobhope.eu/en/resources/. This section brings together the project's published materials in a structured library, allowing visitors to explore resources by category, audience, and material type, with additional filtering options.

According to the website, the library contains resources grouped into seven main categories:

- Health information leaflets.
- Stigma and dignity materials.
- Professional training.
- Participant questionnaires.
- Tools for mobile teams.
- Research and data.
- Project documents and publications, alongside campaigns and media resources.

The resource library is designed to make materials easier to find, access, download, share, and use according to the needs of different audiences. The availability of individual resources and the conditions for accessing them are indicated in the relevant resource descriptions.

Figure 1. Project Website



3. Results and Resources

The *Results & Resources* section is a central component of MOBHOPE's dissemination strategy. It brings together educational, practical, research, and communication materials developed to support the project's objectives.

3.1 Health Information Leaflets

The website provides four concise health information leaflets covering:

- Hepatitis C.
- Hepatitis B.
- Human Immunodeficiency Virus (HIV).
- Other sexually transmitted infections (STIs).

These leaflets provide accessible information on prevention, testing, and care. Each is available as a one-page PDF designed for reading, downloading, printing, and sharing.

The four language editions—English, Spanish, Portuguese, and Croatian—support the dissemination of consistent health information across the participating countries and enable mobile teams and community organisations to use the materials in their interactions with service users.

3.2 Stigma and Dignity Materials

Seven leaflets address stigma, dignity, and respectful treatment in healthcare and community settings. They are tailored to the experiences and needs of specific populations:

- People who use drugs.
- Gay, bisexual, and other men who have sex with men.
- Trans people.
- People in prison.
- Migrants with irregular administrative status.
- Sex workers.

- The general public, through a resource explaining stigma.

The materials are available as two-page A4 trifold PDFs in English, Spanish, Portuguese, and Croatian. They are intended to promote respectful treatment, raise awareness of stigma and discrimination, and support more inclusive interactions between service users and professionals.

Their audience-specific approach makes them relevant for use in mobile outreach activities, community engagement, awareness-raising initiatives, and professional practice.

3.3 Professional Training

The website provides access to two professional learning resources designed for health and social care professionals.

Mobile care: HIV, viral hepatitis and STIs

This training package consists of five practical modules covering mobile and community-based care, viral hepatitis, HIV, and STIs. It is available in English, Spanish, Portuguese, and Croatian through the project's learning platform.

A Biomad learning-platform account is required to access the course. The training supports professionals working with vulnerable populations by providing relevant knowledge and practical learning materials for outreach and care activities.

Care without stigma: the professional challenge

This interactive learning resource presents ten realistic situations involving stigma, confidentiality, consent, and access to care. Participants can practise responding to different scenarios, consult explanatory feedback, earn points, and repeat the activities.

The challenge is available in English, Spanish, Portuguese, and Croatian and provides an additional opportunity for professionals to reflect on respectful, inclusive, and non-discriminatory practice.

Further information and access options are available through the MOBHOPE *Results & Resources* section.

3.4 Participant Questionnaires

The resource library includes questionnaires on experiences of stigma among people living with viral hepatitis who use the project's mobile units.

Participation is voluntary. The questionnaires are intended to capture personal experiences of stigma and discrimination and are separate from the assessments used in professional training.

The website provides information for participants, including the need to review the participant information and consent details before taking part. These questionnaires support the project's research and evaluation activities while distinguishing participant experiences from professional learning outcomes.

3.5 Tools for Mobile Teams

Practical resources are available to support screening, referral, and community-based healthcare activities.

Screening and referral forms

The library includes blank forms for mobile-unit teams, provided as fillable PDFs. Country-specific versions include local contact details and are intended to support the documentation of screening and referral activities.

The available versions correspond to:

- Spain: UMC Madrid / Madrid Positivo, in Spanish.
- Portugal: Ares do Pinhal (ADP), in Portuguese.
- Croatia: Hepatos, in Croatian.

Outreach and community tools

The website also provides access to a collection of blank screening and referral forms for mobile units in Spanish, Portuguese, and Croatian. The project invites users to contact MOBHOPE for assistance with adapting materials where necessary.

These tools are intended to facilitate practical implementation and support the organisation of outreach and referral activities in different national contexts.

3.6 Research and Data

The MOBHOPE resource library includes access to the project's REDCap research platform.

Access to this platform is restricted to authorised consortium members. It is a research portal used within the project and should not be understood as a publicly accessible dataset.

This distinction illustrates the different access arrangements applicable to MOBHOPE resources: while many educational and communication materials are available to the public, certain research infrastructure is reserved for authorised users.

3.7 Project Documents and Publications

The website includes the MOBHOPE project leaflet and a public document library.

The project leaflet is a two-page introduction to MOBHOPE, presenting the mobile units, work packages, and project coordination. It is available in English, Spanish, Portuguese, and Croatian and provides a concise overview for stakeholders who require introductory information about the project.

The public document library provides **access to published project documents and deliverables**, with further reports and outputs to be added as they are released.

These resources support transparency, facilitate access to project information, and provide a reference point for stakeholders interested in MOBHOPE's implementation and results.

3.8 Campaigns and Media

The resource library also includes communication materials developed to support awareness-raising and the dissemination of key health messages.

The listed resources include two campaign posters for World Hepatitis Day 2026:

- *Know your status. Get tested*.
- *Every test is an opportunity*.

Both are presented as original English-language campaign posters available as PNG images.

The library also links to the original MOBHOPE World Hepatitis Day campaign video hosted on YouTube.

These materials extend the project's communication activities beyond formal publications and training resources. They can support online dissemination, awareness-raising activities, and communication through partner networks and social media, in accordance with the applicable project communication arrangements.

4. Project Leaflet

The MOBHOPE project leaflet is a key introductory communication resource. Its purpose is to present the project in a concise, accessible format, summarising its objectives, mobile units, work packages, and coordination.

The two-page leaflet is available in four language editions: English, Spanish, Portuguese, and Croatian. It is intended for distribution among healthcare professionals, community organisations, policymakers, civil society representatives, project partners, and other stakeholders.

The leaflet can complement the website by providing a brief overview that is easy to share during meetings, conferences, training activities, community engagement, and dissemination events. Its digital format also supports circulation through email, partner websites, and social media.

Access to the leaflet: https://mobhope.eu/en/resources/?resourceAudience=project

The leaflet should be disseminated alongside the website link and other relevant project resources to encourage stakeholders to explore the project's broader activities and outputs.

Figure 2. Project Leaflet

PROJECT LEAFLET

Health. Dignity. Access.

MOBHOPE brings prevention, screening and connections to care closer to people facing barriers to healthcare. Our work addresses viral hepatitis, HIV, other sexually transmitted infections and liver disease.

Care in the community

1. **Reach**
   Meet people where they are and build trust through mobile outreach.
2. **Connect**
   Bring testing, liver assessment, counselling and referral closer to communities.
3. **Share**
   Learn across countries and develop practical tools for mobile health teams.

A European partnership

3 countries / 36 months

November 2025 - October 2028

Project coordinator

Fundación para la Investigación Biomédica del Hospital Gregorio Marañón (FIBHGM)

Three mobile units

SPAIN

UMC, operated by Asociación Madrid Positivo.

PORTUGAL

Ares do Pinhal (ADP).

CROATIA

Mobile InfoHep Centre, operated by Croatian Society for Liver Diseases "Hepatos".

Mobile Hepatitis Outreach and Prevention Effort (MOBHOPE)

EU4Health

Bringing care closer to people.

Mobile Hepatitis Outreach and Prevention Effort

MOBHOPE team and mobile unit at EASL Congress 2026, Barcelona.

Co-funded by the European Union

EU4Health Programme | EU4H-2024-PJ-03

Grant agreement No 101233203

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Five work packages. One shared direction.

WP1 Communication & health promotion

Develops culturally adapted training, educational materials and prevention strategies for people in vulnerable situations and the teams working in mobile units.

WP2 Cascade of care & operational research

Introduces point-of-care diagnostics, evaluates care pathways and collects harmonised data from community outreach settings in three countries.

WP3 Stigma & human dignity

Assesses stigma with validated tools and develops interventions to reduce discrimination and help people engage with care.

WP4 Standardisation & quality improvement

Develops a common European service package for mobile liver health care, tests it in three countries and refines it for wider dissemination across the EU.

WP5 Coordination, management & evaluation

Coordinates the project's scientific, administrative and financial work, with oversight of ethics, quality assurance, reporting and governance.

Towards lasting change

The project aims to improve access to care, strengthen team skills and develop a common European model for mobile liver health services. These are intended impacts, to be evaluated through the project.

Stay connected

Project coordination and enquiries

Antonio Martín, PhD

Project Manager | FIBHGM

antonio.martin@iisgm.com

+34 91 426 93 58

Calle Doctor Esquerdo, 46
Pabellón de Gobierno, planta baja
28007 Madrid, España

Understanding stigma

Questionnaires using World Hepatitis Alliance and ECDC tools are deployed in our mobile units to understand the experiences of people living with viral hepatitis.

mobhope.eu

Explore the project, training, resources and country surveys.

Co-funded by the European Union

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5. Social Media Channels

The MOBHOPE social media accounts complement the official website by providing channels for regular communication with stakeholders and wider audiences.

They can be used to share project news, announce events, promote newly published resources, highlight training opportunities, disseminate campaign materials, and direct audiences to the website and public document library.

Social media also supports the dissemination of health information and messages on stigma-free, respectful care, helping project partners reach audiences beyond formal project meetings and publications.

Stakeholders, healthcare professionals, community organisations, and other interested audiences are encouraged to follow the official MOBHOPE accounts to receive updates on project activities and results.

Official MOBHOPE social media accounts

- LinkedIn: https://www.linkedin.com/company/mobhope
- X: https://x.com/mobhope8048
- Facebook: https://www.facebook.com/people/MobHope-Street-Medicine-MobHope-project/61591539503023/
- Instagram: https://www.instagram.com/mobhope.project/

The accounts listed in the final version should correspond to the project's official profiles. Where relevant, social media posts should link directly to published resources, campaign materials, and project documents to facilitate access and further dissemination.

6. Alignment with the Dissemination, Exploitation, and Communication Plan

The website, resource library, project leaflet, and social media accounts form an integrated set of communication and dissemination tools implemented within the framework of the MOBHOPE Dissemination, Exploitation, and Communication Plan (DECP), Deliverable D4.6.

The DECP provides the strategic basis for communicating project objectives and results, identifying relevant audiences, selecting appropriate dissemination channels, and supporting the visibility and future use of project outputs.

Within this framework:

- **The website** acts as the central information platform and access point for published resources, project documents, training opportunities, and campaign materials.
- **The resource library** organises materials by audience and type, making it easier to identify relevant resources and understand their access conditions.
- **The project leaflet** provides a concise introduction to MOBHOPE and supports direct dissemination among stakeholders and partner networks.
- **Social media channels** facilitate ongoing communication, promote newly available resources, and direct audiences to the project's online materials.

- **Partner organisations** can support dissemination by sharing appropriate materials through their institutional networks and activities.

The multilingual availability of resources further supports the project's communication objectives by facilitating access in English, Spanish, Portuguese, and Croatian. Audience-specific materials also allow information to be tailored to the needs of service users, health and social care professionals, and other stakeholders.

All dissemination activities should remain consistent with the objectives, target audiences, branding requirements, and communication arrangements established in Deliverable D4.6. The publication and promotion of resources should also reflect their actual availability and any applicable access restrictions.

6. Final Remarks

The MOBHOPE website and its Results & Resources section provide a central point of access to the project's published educational, practical, research, and communication materials. The resources listed on the website cover a broad range of needs, from accessible health information and stigma-awareness materials to professional training, mobile-team tools, research infrastructure, project documents, and awareness-raising campaigns.

The project leaflet and social media accounts complement this resource library by supporting concise project communication, stakeholder engagement, and the dissemination of activities and results through additional channels.

Together, these tools contribute to the visibility and accessibility of MOBHOPE outputs and support their use by healthcare professionals, community organisations, service users, project partners, and other relevant stakeholders.

Their coordinated implementation in accordance with the Dissemination, Exploitation, and Communication Plan (DECP), Deliverable D4.6, helps maintain consistent project messaging, facilitate access to available resources, and promote the dissemination and sustainability of project results beyond individual communication activities.

Main access point: https://mobhope.eu/en/resources/