European Standards of Care for Newborn Health
Launch Toolkit
Dear colleague, dear friend, dear supporter,

You are one of our collaborators in the European Standards of Care for Newborn Health project. Thank you again very much for your trust and great support!

We warmly invite you to join and support the promotion of the European Standards of Care for Newborn Health project before, during, and after the launch on 27 and 28 November in Brussels. When we combine our forces, we will be able to create a huge awareness on the need of improvement of care of our babies.

To support you in this process, we provide you with a compact overview of ideas and tools which might help you to raise awareness. This launch toolkit, especially developed for you, serves as a basis to start the discussion on the need of improvement of newborn care in your country.

The downloadable documents are linked in the toolkit. All documents are available in this Dropbox folder: http://bit.ly/Dropbox_Launch_Toolkit

We hope you enjoy the toolkit and find it useful!

Please don´t hesitate to contact us, in case you have any questions: standards@efcni.org

Warmest wishes,

Your EFCNI Team
Table of Content

1. Background information .................................................................................................. 3
   1.1. About EFCNI ........................................................................................................... 3
   1.2. About the European Standards of Care for Newborn Health project .................. 3
   1.3. Supporting healthcare societies and parent organisations ................................... 3
   1.4. Frequently asked questions (FAQs) ......................................................................... 4
2. Communication .............................................................................................................. 4
   2.1. Website ................................................................................................................... 4
   2.2. Social media - overview ........................................................................................... 4
3. Advocacy on EU and national level ................................................................................ 9
   3.1. Launch events in Brussels ....................................................................................... 9
   3.2. Invite the European politicians from your countries or national politicians to the
        launch events in Brussels ....................................................................................... 10
   3.3. Arrange an appointment with your Members of the European Parliament .......... 10
   3.4. Short presentation for politicians ............................................................................. 11
   3.5. Call to Action for Newborn Health in Europe ........................................................... 11
      3.5.1. English version for the European Parliament ................................................... 11
      3.5.2. National translations for the use in your country .............................................. 12
4. Materials and Tools ....................................................................................................... 13
   4.1. The newly developed standards ............................................................................. 13
   4.2. PowerPoint presentation template .......................................................................... 13
   4.3. Image video ............................................................................................................ 13
   4.4. Project report .......................................................................................................... 13
   4.5. Editorial in THE LANCET Child & Adolescent Health .............................................. 14
5. Summary – what could you do to support the launch of the European Standards of Care
   for Newborn Health? ...................................................................................................... 14
1. Background information

1.1. About EFCNI

The European Foundation for the Care of Newborn Infants (EFCNI) is the first pan-European organisation and network to represent the interests of preterm and newborn infants and their families. It brings together parents, healthcare experts from different disciplines, and scientists with the common goal of improving long-term health of preterm and newborn children. EFCNI’s vision is to ensure the best start in life for every baby. EFCNI receives funding from its corporate partners AbbVie, Baxter, Nestlé Nutrition Institute, Novartis, Philips AVENT, Shire, DSM, and Natus as well as from other private companies and individual donors. In addition, the foundation receives funding from the European Union’s Horizon 2020 research and innovation programme.

For more information, please visit: www.efcni.org

1.2. About the European Standards of Care for Newborn Health project

The European Standards of Care for Newborn Health (ESCNH) project aims to address the disparities in provision and quality of care existing in Europe. About 220 professionals, parent representatives, third party advisors, and industry specialists from more than 30 countries have come together to develop European reference standards of care for newborn health, with focus on the treatment and care of preterm and ill babies in hospital and as they grow up. These European Standards are intended to be used as a source for a national development of respective binding and implemented guidelines, protocols, or laws (depending on the local situation).

In 2017, the project was awarded one of the most innovative Landmarks 2017 by the initiative Germany – Land of Ideas. The project is possible thanks to the voluntary contribution and commitment of the project members. The project is financially supported by the project industry partners AbbVie, Baxter, Nestlé Nutrition Institute, Philips AVENT, Philips, and Shire. Dräger supported the project from 2013 till 2015.

The project website https://newborn-health-standards.org/ gives extensive information about the methodology, the topics for which standards are developed, about who is involved in the development, supporting organisations, and partners. This will also be the site where the final standards will be publicly available after the launch on 28 November 2018.

1.3. Supporting healthcare societies und parent organisations

Overall, 108 healthcare societies and 50 parent organisations mainly from Europe, but also from Canada, Australia, and Africa have declared their support for the developed standards and the Call to Action for Newborn Health in Europe.

Please find an overview of all supporting healthcare societies and parent organisations in this Dropbox folder: http://bit.ly/Dropbox_Launch_Toolkit

You miss one of your collaborators among the supporters? In this case please get in contact with us, as further organisations are cordially invited to join the supporters.
1.4. Frequently asked questions (FAQs)

Please find the frequently asked questions about the European Standards of Care for Newborn Health project on our project website: https://newborn-health-standards.org/health-professionals/faq/

If you can’t find what you are looking for, please don’t hesitate to contact us: standards@efcni.org

2. Communication

The more people learn about the newly developed standards, the more stakeholders will be interested in them, which will foster their European wide implementation and in the future hopefully even beyond. In order to create a huge awareness, we need to combine our forces and speak with one voice! Therefore, we warmly invite you to join us in communicating about the European Standards of Care for Newborn Health and the Call to Action for Newborn Health by using all your available communication channels like your website, newsletter, social media channels, and media contacts. In the following, you can find some practical advice for your communication planning.

2.1. Website

You could display on your organisation’s website that you are a supporting partner of the European Standards of Care for Newborn Health project and that you are supporting the newly developed standards. Please also link to the official website of the project: https://newborn-health-standards.org

On your website, you can explain the need for the newly developed standards and why they need to be implemented in your country. Another option would also be to display the Call to Action for Newborn Health in Europe.

For preparing your website content, you are warmly invited to translate the informative texts on the official project’s website into your national languages and use our promotion material – for free download on our website: https://newborn-health-standards.org/project/downloads.

Important: Please always link to the official website: https://newborn-health-standards.org

2.2. Social media - overview

Besides your organisation’s website or newsletter, you can also use your social media channels for raising awareness about the newly developed European Standards of Care for Newborn Health and the Call to Action for Newborn Health in Europe.

For example, select from the official social media messages, add the project’s website, use all four hashtags below, and use the social media graphic (download via http://bit.ly/Dropbox_Launch_Toolkit)
What should a social media post on the European Standards of Care for Newborn Health look like?

1) Choose one or two of the messages
   - Bring standards into practice to ensure quality, equity, and dignity for the smallest.
   - We need standards of newborn care to ensure quality, equity, and dignity for the smallest.
   - We support the Call to Action for Newborn Health in Europe.
   - Identify women at risk for preterm birth early.
   - Avoid the separation of mother and baby.
   - Commit to evidence-based healthcare.
   - Support parents of babies in their role as primary caregivers.
   - Invest in sufficient specialist staff, particularly nurses and midwives.
   - Support optimal nutritional care that meets the baby’s individual needs.
   - Promote shared decision-making between healthcare professionals and parents.
   - Ensure patient safety and adherence to hygiene practices.
   - Collect data, measure, compare, act!
   - Define indicators for long-term health and developmental outcomes.
   - Continuous education and training for all healthcare professionals working in maternal and newborn healthcare.
   - Establish national frameworks for strategies to minimize risks before, during, and after birth.
   - Support research into maternal and newborn health.

2) Add the project’s website
   - www.newborn-health-standards.org

3) Use the following four hashtags
   - #BetterStandardsBetterOutcomes
   - #NewbornHealthReloaded
   - #ActBabies
   - #EFONInuCare

4) Combine with social media graphic

Call to Action
for Newborn Health in Europe

5) Final social media post
You are more than welcome to translate the message into your national language.

**Important: Please ensure that you always combine these messages with the four hashtags: #BetterStandardsBetterOutcomes #NewbornHealthReloaded #Act4Babies #EFCNIwecare**

Via these hashtags we can track all activities around the launch of the standards and show the outreach we have created with it.

Please support us in sharing EFCNI's social media posts on Facebook, Twitter, Instagram, and LinkedIn with your network, either as it is, or with an additional translation below!

To ensure a continuing communication about the standards and the Call to Action for Newborn Health in Europe, we are going to provide additional social media graphics by the beginning of December on EFCNI's social media channels. **Please share these graphics with your network and join us to use this momentum and create together massive awareness for the standards!**

Contact your private network first to reach a critical mass. If your family members and friends share your messages, they can go viral and create a snowball effect.

### 2.2.2. Social media - messages for Facebook, Twitter, Instagram, and LinkedIn

Here are some sample posts you can use to communicate about the launch of the European Standards of Care for Newborn Health and the Call to Action for Newborn Health in Europe on your social media accounts. You can choose from the following messages and of course you are also warmly welcome to translate your selected messages into your language.

**Important: Please always combine your messages with the hashtags below. This helps us to track the promotion.**

#BetterStandardsBetterOutcomes #NewbornHealthReloaded #Act4Babies #EFCNIwecare

**General messages on the project (we recommend to mainly use these during the launch period):**

- Bring standards into practice to ensure quality, equity, and dignity for the smallest.

- We need standards of newborn care to ensure quality, equity, and dignity for the smallest.

- We support the Call to Action for Newborn Health in Europe.

**Messages for certain topics (we recommend to use these later on)**

- Identify women at risk for preterm birth early.

- Avoid the separation of mother and baby.

- Commit to evidence-based healthcare.
- Support parents of babies in their role as primary caregivers.
- Invest in sufficient specialist staff, particularly nurses and midwives.
- Support optimal nutritional care that meets the baby’s individual needs.
- Promote shared decision-making between healthcare professionals and parents.
- Ensure patient safety and adherence to hygiene practices.
- Collect data, measure, compare, act.
- Define indicators for long-term health and developmental outcomes.
- Provide continuous education and training for all healthcare professionals working in maternal and newborn healthcare.
- Establish national frameworks for strategies to minimise risks before, during, and after birth.
- Support research into maternal and newborn health.

2.2.3. Social media - Hashtags
Whenever you communicate on the launch of the standards and the Call to Action for Newborn Health in Europe on social media, please always combine your statements with the following four hashtags:
#BetterStandardsBetterOutcomes
#NewbornHealthReloaded
#Act4Babies
#EFCNIwecare

2.2.4. Press and media
EFCNI will of course inform the international press agencies on the newly developed standards. It would be great, if you could also involve your national press and media to make them aware of the launch events in Brussels. As multipliers they have the ability to spread our messages among a vast target group.
There are various types of media you can contact, for example:
- Online media
- Radio
- Professional journals
- Television
- Nationwide / local newspapers
- Website and blogs

Please feel free to use this document as a basis for your own press release. A possible structure of your press release could be the following:

- The “name of your organisation” is supporting the European Standards of Care for Newborn Health and the Call to Action for Newborn Health in Europe
- Point out the situation of preterm babies and their families in your country
- Include a quote from a key opinion leader or president of an important national healthcare society or parent organisation

**Important:** If your press release is published or you are using the official EFCNI press release in any way, please inform us: [standards@efcni.org](mailto:standards@efcni.org)

**Ways to address the media**

- Press release
- Personal email
- Telephone

**2.2.5. If you plan an event**

You might want to host an event especially on the standards in your country after their official launch, e.g. a press conference or you would like to organise an individualised hospital visit with journalists or politicians. If you do so, it is important that you involve the media to make them aware of the standards and the Call to Action for Newborn Health in Europe. As multipliers, they have the ability to spread your messages among a vast target group.

Involve the press in every step and announce your plans and activities well on time to them. Make sure your country/region/local area knows about what you do, who you are, and the event(s) you are planning.

Please consider the following steps:

- Planning is key: think about which information and which interview partners might be of value for your local media.

- Good interview partners for the media could be ex-preterm babies, parents, health professionals, chair or board members of your organisation, or persons of interest. Choose persons from your organisation and possibly also parents willing and able to talk about their story.

- Please note that whatever option you choose, you always have to have detailed written information on your organisation, the standards, the Call to Action for Newborn Health in Europe, and your event prepared for the media.

- Develop a schedule for contacting journalists: Send your press release a couple of weeks in advance. A couple of days before your event call the respective journalists and share your story. Act sensitively when following-up.

- Don’t forget to contact online media and blogs. Compile twitter names of some of the journalists and send them direct tweets with the information about the preterm birth situation in your country, your activity and event.
During your event

Provide some printed press releases, information about your organisation, about the European Standards of Care for Newborn Health project and the standards. You can also bring along the Call to Action for Newborn Health in Europe translated into your language. Someone in your group should be a media contact at the event and approach and keep track of the media, introduce themselves and offer to connect key spokespeople (members of the board for example) to the media as people to interview.

After your event

Thank the media representatives for attending your event or for publishing your information. This helps you keeping in good contact with them and establishes a long-lasting relationship. Compile a media review about your activities and we would be very grateful to hear about your activities and success. Please send us some information about your event to: standards@efcni.org

Search for your keywords online, collect the links. Scan the written articles and collect them together with your links in a document. Use tools like Google alerts to get notifications if your organisation is mentioned in an online article.

3. Advocacy on EU and national level

3.1. Launch events in Brussels

On Tuesday, 27 November 2018, an evening reception takes place at the Representation of the Free State of Bavaria to the European Union to rethink newborn care in Europe, to exchange views, and to get a first impression of this pioneering, truly patient-centred project.

On the next day, Wednesday 28 November, the European Standards of Care for Newborn Health and the Call to Action for Newborn Health in Europe will be officially launched in the European Parliament for the first time. This event is kindly hosted by MEP Professor Dr Angelika Niebler and MEP Dr Peter Liese. Renowned international panelists from different professional backgrounds will discuss the importance of harmonised standards for newborn health in Europe, and how these standards will make a significant impact in this area to maximise the health of the next generation.

We hope for your understanding, that there is only a limited number of seats available at the location, of which sufficient seats are reserved for politicians and journalists.

However, if you are not among the participants, the event will be recorded and available afterwards via EFCNI channels. Furthermore, you could support the launch by inviting national politicians or MEPs from your countries to both events.
3.2. Invite the European politicians from your countries or national politicians to the launch events in Brussels

Politicians are the ones who make the laws and thus, create the framework for the healthcare systems in Europe. Therefore, it is extremely important that they will be informed about the developed standards. All members of the European Parliament and council members were already invited via EFCNI’s patron, Professor Dr Angelika Niebler. Additionally, we would like to encourage you to mobilise the Members of the European Parliament and the members of the council from your countries to the launch events in Brussels. Additionally, you are more than welcome to invite national politicians that are important in the field of newborn health to the launch events.

In order to do so, please find two invitation templates (one for national politicians and one for Members of the European Parliament) in this Dropbox folder: http://bit.ly/Dropbox_Launch_Toolkit

Please also have in mind to attach the two official invitations (also in the Dropbox folder):
2018_Invitation_Agenda_Workshop_Brussels_EFCNI.pdf
2018_Invitation_BavRepresentation_EFCNI_web.pdf

3.3. Arrange an appointment with your Members of the European Parliament

In order to arrange an appointment with the Members of the European Parliament from your country, first of all you have to identify them. If you already know them, contact them via mail or simply call their office or assistant and ask for an individual appointment with the MEP during your stay in Brussels.

An optimal timeframe for appointments with them would be during the day on 27 November or on 28 November before 1 pm, as the evening reception in the Bavarian representation (27 November) will start at 6:30 pm and the launch event in the European Parliament (28 November) will start at 2:30 pm.

During this meeting, it is important to note that politicians are extremely busy. So be well prepared and have your messages ready.

Something politicians are usually very interested in, are key facts and numbers. You can have a look at the key numbers, e.g. in the Europeristat: http://www.europeristat.com/, at the EFCNI key facts about preterm birth: https://www.efcni.org/health-topics/keyfacts/

Politicians might be interested in:

- Numbers of preterm birth in Europe and worldwide
- Main challenges in your country
- Your recommendations and solutions for the challenges (Please note: present a maximum of 3 recommendations and solutions)
- What can the politician do for you
3.4. Short presentation for politicians

Again, we want to mention, that politicians are very busy and might not have much time. You have to catch them with your messages in a couple of seconds. So keep it short and simple!

Tip: Prepare the presentation in front of a mirror several times until you are confident with your presentation.

We have created an example to support you to engage with politicians, but also other stakeholders in the context of preterm birth and the newly developed European Standards of Care for Newborn Health.

**Important: Please adapt the following presentation to your organisation. When doing so, keep in mind to keep it short and simple 😊**

My name is “your name” and I am the chairperson/president of the organisation/healthcare society “name of the organisation”, representing preterm babies and their families/a profession e.g. neonatologists.

On a European level, we are collaborating with the European Foundation for the Care of Newborn Infants who are launching the newly developed European Standards of Care for Newborn Health and a Call to Action for Newborn Health in Europe on Wednesday, 28 November in the European Parliament. The event is kindly hosted by MEP Professor Dr Angelika Niebler and MEP Dr Peter Liese.

The standards were developed over five years through the voluntary commitment of about 220 renowned international healthcare experts from all over Europe. Those standards and the Call to Action for Newborn Health in Europe are supported by 158 national and international organisations.

Healthcare provided to preterm and ill babies today varies widely throughout Europe. Thus, babies born at a certain age die in one country while they have a good chance of survival in another country – within Europe! However, the lives of these children could be saved or improved through feasible means: by providing the best care from birth until school age, regardless of their place of birth. These standards will improve newborn health across Europe.

After the launch, the standards will need to be implemented on a national level, and that’s where we ask for your support and advice.

3.5. Call to Action for Newborn Health in Europe

3.5.1. English version for the European Parliament

A central document of the European Standards of Care for Newborn Health project is the Call to Action for Newborn Health in Europe. It is directed at various stakeholders and consists of 11 plus 3 demands – one for each of the eleven topics plus three general demands. Policy makers, hospital administrators, insurers, professional societies, patient associations, and industry are called upon to work together to pave the way for the implementation of the standards. The demands show which overall aspects need attention in order to improve newborn healthcare across Europe.
At the launch event in the European Parliament, all participants will be invited to symbolically sign the Call to Action for Newborn Health in Europe giant posters. Additionally, printed brochures of the Call to Action for Newborn Health in Europe will be handed out to every participant. Printed brochures will be distributed, not only in Brussels, but also at future events. You can find a digital version of the Call to Action for Newborn Health in Europe in this Dropbox folder: [http://bit.ly/Dropbox_Launch_Toolkit](http://bit.ly/Dropbox_Launch_Toolkit)

**Important:** Please don’t share the Call to Action for Newborn Health in Europe before the launch with anybody. It will be revealed at the events in Brussels for the first time and is highly confidential until then. Please support us in creating this momentum together.

You will participate in the event in the Bavarian Representation and would like to give out a number of printed Call to Action for Newborn Health in Europe brochures to your national politicians and network in Brussels? Then you can preorder one of the following packages for the two events in Brussels: 10, 20 or 30 printed brochures. Please send an e-mail to standards@efcni.org till latest 16 November 2018 with your name, your organisation, and the number of printed brochures (10, 20 or 30) you would like to distribute. We will provide you with the printed brochures in the Bavarian Representation during the evening reception.

On 28 November and afterwards, we will share the English version of the Call to Action for Newborn Health in Europe via our social media channels Facebook, Twitter, Instagram, and LinkedIn, so *please help us spread the message and join our social media activities by sharing the posts with your network!*

### 3.5.2. National translations for the use in your country

Additionally, the Call to Action for Newborn Health in Europe was translated into 20 languages. The translations are at the moment in the design process and will be available on our website on 28 November 2018: [https://newborn-health-standards.org/project/downloads/](https://newborn-health-standards.org/project/downloads/)

After the launch, the translations can be used by parent representatives and healthcare professionals to reach out and raise awareness for the standards in their countries.

We warmly invite you to share the Call to Action for Newborn Health in your language after the launch via your website and social media channels with your network. You might also want to print the Call to Action for Newborn Health in Europe or to create large posters out of it for symbolically signing. In this case, please get in contact with us!

The Call to Action for Newborn Health in Europe will be a useful tool to mobilise people to support the standards also on a national level. Think about a petition in your country or use it, when you are in touch with your national politicians and reporters!

*You couldn’t find your language? Please contact us via standards@efcni.org and we will provide you with further information.*
4. Materials and Tools

4.1. The newly developed standards

The 96 newly developed standards are at the moment available for download via the following link: [http://bit.ly/Dropbox_Launch_Toolkit](http://bit.ly/Dropbox_Launch_Toolkit) After the official launch they will also be available on the official project website [https://newborn-health-standards.org/](https://newborn-health-standards.org/)

Please notice that it is a comprehensive, more than 600 pages document. At the beginning of the document you can find a summary of the statements of the standards.

4.2. PowerPoint presentation template

We warmly invite you to promote and support the European Standards of Care for Newborn Health project and the published standards within your talks and presentations. Therefore, we are happy to provide you with a standard PowerPoint slide set. In the comment field below each slide, you will find information about what is important regarding the respective slides. Of course, you may translate the slides or change the order of the slides. We would be very grateful, if you could send us your final version with a picture of you during your presentation to standards@efconi.org, which we will save in our archives for showing the outreach of the project. Under this link, you can download the PowerPoint presentation template: [http://bit.ly/Dropbox_Launch_Toolkit](http://bit.ly/Dropbox_Launch_Toolkit)

Of course you don’t have to show all slides, but can choose from the template slides depending on the topic you are talking about and how much time you have.

You can also print the PowerPoint slides and use them as a folder during meetings with politicians or other stakeholders.

4.3. Image video

If you want to learn more about this milestone project, please also watch our image video which will be available on following dropbox link from 26 November on: [http://bit.ly/Dropbox_Launch_Toolkit](http://bit.ly/Dropbox_Launch_Toolkit)

The video is about 9 minutes and was created by Christian Klant Photography, Moritz Metzner, and the EFCNI art director Diana Hofmann-Larina. We warmly thank them and all experts, partner organisations, and corporate partners who helped us to realise this video.

4.4. Project report

During the last months, we have compiled a project report on the European Standards of Care for Newborn Health project.

This report contains several very useful information on the project and gives an overview of the standards which were developed.

We would like to highlight some parts that you might want to read to get a better knowledge on the project:

- What makes this project so unique? p 20
- Background p 24
- Origin and history of the project p 32
The standard template p 44  
Overview on the standard development process p 46  
Statements of the standards from p 52 on  
Next steps – implementation strategy p 96  
People involved in the project from p 102 on

You can download the digital version of the project report via the following dropbox link:  

---

**Important:** Please use this report only for your information and don’t share the report with anybody before the launch on 27/28 November 2018.

---

### 4.5. Editorial in THE LANCET Child & Adolescent Health

We are very grateful to be able to announce that there will be an Editorial in THE LANCET Child & Adolescent Health o the European Standards of Care for Newborn Health! This is a very big honour and we are extremely excited about this.

It will be published on 28 November 2018 at 00:30 CET under the following link:  
http://dx.doi.org/10.1016/S2352-4642(18)30369-9

It would be great, if you could support the spreading of this editorial, by sharing the link and the editorial with your network!

---

### 5. Summary – what could you do to support the launch of the European Standards of Care for Newborn Health?

<table>
<thead>
<tr>
<th>Information and tools to raise awareness</th>
<th>What to do before the launch?</th>
<th>What to do from 27/28 November on?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background information</td>
<td>• Get as many details as possible about the project, prepare possible new website contents, and prepare yourself for any questions politicians and other stakeholders might have</td>
<td>• Share these information with your national politicians and other stakeholders</td>
</tr>
</tbody>
</table>
| Communication                          | • Choose from the messages, prepare your social media posts  
  • Translate the press release and adapt it to your country  
  • Get in touch with press and media in your country  
  • Please send the press release under embargo until 28 November | • Publish your own posts  
  • Share EFCNI’s social media posts  
  • Always use the four hashtags |
<table>
<thead>
<tr>
<th>Information and tools to raise awareness</th>
<th>What to do before the launch?</th>
<th>What to do from 27/28 November on?</th>
</tr>
</thead>
</table>
| Advocacy on EU and national level      | • Invite your national politicians and your national Members of the European Parliament (MEPs) to the launch events in the Bavarian representation and the European Parliament  
• Make an appointment with your national MEPs  
• Prepare your short presentation  
• Get to know the important facts about your country | • Be on time for your appointment with the MEPs  
• Be well prepared  
• Invite them again to the launch events in the Bavarian representation and the European Parliament |
| Call to Action for Newborn Health in Europe | • The document is confidential  
• Prepare the social media posts with it  
• Decide and order printed copies for the events in Brussels until latest 16 November → send an e-mail to standards@efcni.org | • Distribute the Call to Action for Newborn Health in Europe among the politicians you meet in Brussels  
• Share the digital translated version with your network via social media/newsletter/your website  
• Please always use the four hashtags |
| PowerPoint template | • Have a look at the EFCNI PowerPoint template and include one or more slides in your presentation  
• Prepare your own slides  
• When you are at a meeting, show the slides and talk about the project | • Prepare your own slides  
• When you are at a meeting, show the slides and talk about the project |
| Image video | • As soon as the video is ready share it with your network and let’s get viral  
• This can be done as soon as it is available in preparation for the launch | • As soon as the video is ready share it with your network and let’s get viral |
| Project report | • The document is confidential  
• Use it as a source of information | • You will get one printed copy during the launch events, use it to display the project  
• Share the digital version with your network |