

Guide for adaption and distribution of ECDC policy briefings at national level

1. Introduction

The overall approach for the policy briefings is to provide information in a format that public health colleagues in the Member States can easily adapt for use with their own policymakers. Specifically, the format is designed to:

- provide a concise paper for the attention of policymakers and influencers;
- highlight a particular public health problem within an existing EU policy framework where ECDC is working;
- provide current information, presented in an action-orientated context, based on ECDC data as well as external sources;
- cover areas where economic evidence and best practice examples exist.

2. Adapting the policy briefing

In order to reach key decision makers in your country or region, it may be beneficial to translate the policy briefing or to add elements specific to your local situation. Adaptation and re-use are actively encouraged; it is permitted to translate or adapt the policy briefing without permission. However, if making changes to the content, the ISBN, catalogue number and doi should be removed as these are specific to the ECDC product.

ECDC would be grateful if you could share the adapted versions of the policy briefings with us at the Health Communication mailbox: health.communication@ecdc.europa.eu

Technical instructions

The design files are provided in idml format, to allow them to be opened in any version of Adobe Indesign from version CS4 onwards. The fonts are open source and the cover image is under a Creative Commons licence to facilitate re-use.

Copyright

All content apart from the cover image is copyright of ECDC but free to reproduce and adapt in any way.

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Translation

If producing a translation of the policy briefing, please add the note:

“First published in English by the European Centre for Disease Prevention and Control. ECDC is not responsible for the quality of the translation.” with a link to the original.

Adapting

If adapting or adding to the policy briefing, please add the note:

“Adapted from the original published by the European Centre for Disease Prevention and Control.” with a link to the original.

Logo

If translating or otherwise adapting the content, it is permitted to place the authoring organisation's logo to the left of the ECDC logo. It is not permitted to move or distort the ECDC logo.

Printing

A limited number of printed copies of the original ECDC policy briefing will be available from EU Bookshop (bookshop.europa.eu).

Copies can also be printed professionally from the print-quality file provided.

3. Dissemination and targeting

The main target audiences are the key decision makers in top levels of government.

In order that the messages in the policy briefing reach these key decision makers, public health colleagues may consider distributing policy briefings to the following groups:

- Relevant national advisory and/or regulatory authorities;
- Senior public health professionals – including relevant professional groups such as medical associations;
- Relevant non-governmental organisations that have lobbying capacity.

4. Key contacts

Please send any comments or queries relating to the policy briefing to ECDC at the Health Communication mailbox: health.communication@ecdc.europa.eu.