

Bridging Science and Practice: Science Communication in the CODE-YAA@PC-EDU Project

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Background

In response to an age-related increase in deaths from chronic diseases and the urge for integration and improvement of education in palliative care. The EU-funded COST Action (CA22127) called “Collaboratively DEveloped culturally Appropriate and inclusive Assessment tool for Palliative Care EDUcation” (CODE-YAA@PC-EDU) was initiated to address this gap by developing quality indicators to guide a gold standard for high-quality palliative care education and training.¹ Science communication is one integral aspect of the project to translate evidence, engage stakeholders (educators, clinicians, professional societies, and the public), and support policy uptake.²

Aims

The project aims to develop an evidence-based, culturally and ethically appropriate self-assessment tool (CODE-YAA), to measure, explore, and promote access to palliative care education across the Pan-European region. Science communication is an integral part of the project. The science communication strategy aims to engage stakeholders, healthcare professionals, and the public to encourage the political adoption of scientific knowledge.

Methods

Strategies used in the CODE-YAA@PC-EDU project blur the distinction between research and public engagement, and present science communication itself as a participatory research method. In order to reach as many people of the target group as possible, the following communication channels and strategies are used: summer schools, webinars, social media channels (LinkedIn, Facebook, and X), a newsletter, and the CODE-YAA@PC-EDU website. The webinars were evaluated using a feedback form, and a satisfaction score was calculated for each webinar. Written feedback was also collected.

Results

	X		Facebook		LinkedIn	
Month	Engagements	Impressions reach	Engagements	Impressions reach	Engagements	Impressions reach
November 24	29	346	18	640	177	1701
December 24	5	114	10	569	27	329
January 25	13	279	52	2566	51	700
February 25	3	79	20	520	15	281
March 25	22	236	159	2678	323	1152
April 25	49	417	161	3376	178	1408
May 25	13	284	138	2730	49	663
June 25	6	35	100	2750	304	1770
July 25	4	61	44	2098	71	674
August 25	13	98	39	1605	81	707
September 25	4	44	35	1488	137	992
October 25	4	23	28	1319	57	867
Total	165	2016	804	22339	1470	11244

Table 1 “Social media metrics”

Table 1 presents the development of engagements and impressions/reach on X, Facebook, and LinkedIn since the launch of the COST Action’s social media channels. Overall, it demonstrates that considerable audience reach, and interaction have already been achieved across all channels. Figure 1 visualizes the impact on social media.

During the first two project years, six CODE-YAA@PC-EDU webinars took place. A satisfaction score of the participants was calculated after the webinars (see Table 2). Participants reported (selection): “Very nice. Really practical”, “Excellent presentation!”.

References

1 WHO (2020). Palliative Care. <https://www.who.int/news-room/fact-sheets/detail/palliative-care>

2 COST Association AISBL (2023). Memorandum of Understanding for the implementation of the COST Action “Collaboratively Developed culturally Appropriate and inclusive Assessment tool for Palliative Care EDUcation” (CODE-YAA@PC-EDU) CA22127. <file:///C:/Users/BRGU/Downloads/CA22127-e-2.pdf>



Figure 1 “Reach and engagement on social media”

The project has implemented a comprehensive science communication strategy, including regular webinars, summer schools, and participation in international conferences. The project’s science communication team ensures dissemination of knowledge via social media, the CODE-YAA@PC-EDU website, and the project newsletter. Collaboration with national and international associations for palliative care and the inclusion of experts from various countries enhance visibility and stakeholder involvement. The newly appointed ethics and gender equity officers support responsible and inclusive research practices.

WS	Title	Date & Place	Presenters	Participants	Satisfaction Score (0-5)
1	Advocacy Foundations – Why advocate and how do you do it?	June 2024 Yerevan, Armenia	Minna Hökkä, Tania Pastrana	40	—
2	Stakeholder Analysis – Who Is Your Audience and How Do You Reach Them?	Jan 2025 Online	Geraldine Purcell, Jose Pereira	15	4.6
3	Elevator Pitch – Crafting and Delivering a Powerful Message	Mar 2025 Online	Paula Hidalgo-Andrade, with IAHP support (Liliana De Lima, Alison Ramsey, Ron Cameron)	20	4.6
4	Disseminating Research Findings	May 2025 Online	Joanne Reid, Carolyn Blair	6	—
5	Policy Brief – Writing a Clear and Evidence-Based Message	July 2025 Online	Tania Pastrana	12	4.8
6	Iconographic features in grant proposal writing	October 2025 Online	Piret Paal	15	4.9

Table 2 “CODE-YAA@PC-EDU webinars”

Conclusion

Science communication plays a central role in bridging the gap between science and practice. The project recognizes its importance and aims to increase the visibility of palliative care education across the public and political domains through the tools it presents. Our aim is to reduce inequalities in access to palliative care by raising public awareness.

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