



# STRENGTHS WEBSITE

DELIVERABLE 8.3



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## 1. Executive summary

This deliverable presents the STRENGTHS website, describes its objectives, technical structure and backend as well as the content of the website.

The website is designed to communicate effectively with the different stakeholders of STRENGTHS. More specifically, it aims to ensure visibility of the STRENGTHS project vis-à-vis stakeholders, to disseminate results, training materials and publications from the STRENGTHS project, to act as a centralized and uniform source of knowledge about the interventions for study participants, policy makers, programme designers, academic researchers, NGO's, refugees and the general public and to facilitate the Training Network through the envisioned STRENGTHS Training Platform.

The key features of the website:

- Was published in month six of the project
- Will continue to be updated throughout the life course of the project.
- The design is flexible enough to meet additional requirements as the project, and thereby the communication and dissemination needs, evolves.
- Responsive to different screen sizes and easy to navigate.
- Cost-effective
- Can be managed by multiple editors.
- Good integration with social media and newsletters
- Handles Arabic contents
- Secure against hacker attacks and other threats

The STRENGTHS website is closely aligned with the STRENGTHS Communication and Knowledge Dissemination Plan (D8.1) and should be seen as a means to implementing that plan.

## Change log

Version	Date	Responsible	Comment
<b>01</b>	23.06.2017	Louise Juul Hansen (DRC), Martha Bird (DRC), Alina Ciobanu (DRC), Cecilie Dinesen (DRC)	First draft, sent to review
<b>02</b>	27.06.2017	Leontien Ruttenberg (WTF), Marit Sijbrandij (VUA), Peter Ventevogel (UNHRC), Sadaf Kaykha (WTF)	Review comments
<b>03</b>	28.06.2017	Louise Juul Hansen (DRC), Martha Bird (DRC)	Final document

## List of abbreviations

Abbreviation	Meaning
<b>CKDP</b>	Communication and Knowledge Dissemination Plan
<b>CMS</b>	Content management system
<b>DoW</b>	Description of Work
<b>DRC</b>	Danish Red Cross
<b>RCT</b>	Randomized Controlled Trials
<b>UNHCR</b>	United Nations High Commissioner for Refugees
<b>VUA</b>	Vrije Universiteit Amsterdam
<b>WHO</b>	World Health Organization
<b>WP</b>	Work Package
<b>WTF</b>	WarTrauma Foundation

## 2. About the STRENGTHS project

STRENGTHS aims to provide effective community-based health care implementation strategies to scale-up the delivery and uptake of effective mental health interventions in different country contexts. The STRENGTHS project focuses on implementation of a trans-diagnostic mental health intervention related to the current Syrian refugee crisis. The sudden increase in refugees seeking asylum in Europe and Syria's bordering countries poses a significant challenge to the responsiveness their health systems.

The World Health Organization (WHO) has developed the low intensity Problem Management Plus (PM+) programme for use in humanitarian and low-resource settings. The PM+ programmes are short and may be delivered by non-professional helpers or lay people after training. During five sessions of each 90 minutes, clients are taught four strategies: stress management, problem solving, behavioural activation and skills to strengthen social support. Several formats and delivery modes of the PM+ programmes are available or have been initiated:

- PM+ Individual (evaluated in Pakistan and Kenya),
- PM+ Group (under evaluation in Swat, Pakistan),
- Step by Step - Internet-delivered ePM+ for adults (under development),
- Early Adolescent Skills for Emotions (under development).

## 3. Introduction

This deliverable presents the website of the STRENGTHS project, which can be accessed at the following address: [www.strengths-project.eu](http://www.strengths-project.eu). The website went live on M6 of the project and will continue to be updated and developed further throughout the duration of the project in order to meet additional requirements as the project, and thereby the communication and dissemination needs, evolves.

The STRENGTHS website is a central channel of dissemination for the project, as it will serve as a go to point for up-to-date information about the project for all types of stakeholders identified in the Communication and Knowledge Dissemination Plan (CKDP) (D8.1) (i.e. policy makers, programme designers, academic researchers, NGO's, refugees and the general public). It will also be a repository for all project related documents that will be accessible to the public, such as reports, data protection policy, training materials, PM+ materials released by the World Health Organization, advocacy materials, press releases, news stories, links to published scientific articles etc. Furthermore, the website will support the research and implementation of the project, for instance by posting information for participants in the trials.

The website is closely aligned with the STRENGTHS CKDP, and it is one out of several means of implementing the CKDP. The main objective of the STRENGTHS CKDP is to provide all consortium members a clear path on how to exchange relevant and adequate information in a timely, effective and efficient manner. More specifically, the objectives of the CKDP are to:

- inform various stakeholders about STRENGTHS and engage them,
- promote use of the developed methods and tools,
- facilitate early adoption of PM+ programmes by new users,
- facilitate a sustainable STRENGTHS training network beyond the duration of the project.

In order to meet these objectives, there are a number of tools and methods available to the consortium partners, such as information material about the project, the PM+ programme material, newsletters,

conference presentations, networking, social media; and of course the STRENGTHS website. The STRENGTHS website is thus not seen as a goal in and of itself. Rather, it is seen as a means to an end, namely to support meeting the objectives of the CKDP, and thereby the overall goals of the project.

This remaining part of this deliverable is divided into five main sections: the next section presents the **objectives** of the website, which is followed by a section outlining the **structure and technical implementation** of the website. The **content and look of the website** is presented in the third section, after which the **next steps** for future developments of the website are outlined in section four. Finally, the conclusion summarizes the key features of the website.

## 4. Objectives of the website

The overall purpose of the STRENGTHS website is to act as a central channel of dissemination for the project and communicate effectively with the different stakeholders of the project. The objectives of the website were developed with the requirements in the project's Description of Work (DoW) (see Table 1) as the starting point, and using the CKDP as an important source of reference together with the experience in the STRENGTHS consortium in general - and WP8 in particular - with dissemination of FP7-projects (i.e. OPSIC, GA312783) and global mental health topics present.

Based on this, the website has three main objectives:

- To ensure visibility of the STRENGTHS project vis-à-vis stakeholders and to disseminate results, training materials and publications from the STRENGTHS project;
- To act as a centralized and uniform source of knowledge about the interventions for the participants in the Randomized Controlled Trials (RCTs)
- To facilitate the Training Network through the envisaged Training Platform

DRC developed the following specific criteria for the website in order to have a framework to guide the work around the website and ensure that the development and maintenance is of high quality and realistic within the scope and resources of the STRENGTHS project.

- Aesthetically pleasing and in line with the STRENGTHS branding guidelines
- Simple to use for different target groups
- Readability of texts adjusted for the intended reader
- Responsiveness to all screen sizes
- Good integration with relevant social media, newsletter, etc.
- A back-end which allows for several editors
- Ease of handling Arabic translations
- Flexibility and scalability towards meeting future needs that are not clear at this early stage in the project
- Secure against hacker attacks and other threats.

During the implementation of the website, a few minor deviations from the DoW have been necessary. First of all, the proposed domain name had to be changed as it was not available. Secondly, all newly developed training materials and guidelines will be made available on the website to the extent possible. It is important to note that the World Health Organization holds the copyright to all Problem Management+ guidelines, and they alone can determine when an intervention is ready to be published. A large part of the materials used in the project is in "final draft" stage, and the results of the RCTs will help WHO determine whether the

materials are ready for publication and dissemination. The STRENGTHS project will not publish any PM+ materials on the website before permission has been granted by the WHO (see Table 1).

**Table 1: Requirements in the DoW**

Requirements in the DoW	Deviations
<p><b>T8.4 description (DoW, page 49)</b></p> <p>A website for the STRENGTHS project will be developed and maintained (<a href="http://www.strengths.eu">www.strengths.eu</a>). On the website, the STRENGTHS projects will be presented including all the newly developed training materials and guidelines. All text will be presented in English and Arabic. The goal of the website is to inform policy makers, organisations and the wider public about the aims of the project, the impact on refugees' wellbeing, and the contributions brought by the project in response to stakeholders' needs. This website will be functionally linked to existing websites and platforms such as MHPSS.net, Mental Health Innovation Network etc.</p>	<p>The domain <a href="http://www.strengths.eu">www.strengths.eu</a> was not available when the project started, so instead the domain for the website is <a href="http://www.strengths-project.eu">www.strengths-project.eu</a></p> <p>Availability of resources on the website is pending on copyright permissions from Word Health Organization</p>
<p><b>D8.3 description (DoW, page 50)</b></p> <p>The STRENGTHS website will describe the vision of the project, present the STRENGTHS Consortium, as well as the structure and the roles of the partners, and a specific section targeted to end-users (refugees). The online PM+ training platform will be added to the STRENGTHS website</p>	<p>No deviations</p>

## 5. STRENGTHS website structure and technology

This section describes the structure and aesthetics of the STRENGTHS website. The criteria described above were used as guidance when designing the website structure and selecting the technical solutions used. A summary of the criteria and the solutions are presented in Table 2. The structure of the website and specific technical solutions are presented in section 3.1 and the considerations to aesthetics are presented in section 3.2.

Table 2: Specific criteria for the STRENGTHS website

	Criteria	Solution
User-oriented criteria	Aesthetically pleasing and in line with the STRENGTHS branding guidelines	The design is modern and aims at creating a welcoming, open and professional feel. The website follows the visual identity and branding guidelines of the project.
	Simple to use for different target groups	The architecture is conventional, making the website easy to navigate.
	Readability of texts adjusted for the intended reader	The texts are written by people with a professional communications background and have been reviewed by several members of the STRENGTHS consortium.
	Responsiveness to all screen sizes	Users will access the website from devices with different screen sizes (e.g. smart phones, tablets, laptops, large stationary screens), and the design is responsive, i.e. adapts to all screen sizes.
Editor-oriented criteria	Good integration with relevant social media, newsletter etc.	WordPress and plugins can easily integrate with external services and applications such as social media and MailChimp
	A back-end which allows for several editors	WordPress requires minimal coding skills and allows for easy design
	Ease of handling Arabic translations	WordPress allows for Arabic version of each page, which means that translations can be done directly on the website.  The same translator is used for the training manuals and the website, which ensures consistency in information provided
Future-oriented criteria	Flexibility and scalability towards meeting future needs that are not clear at this early stage in the project	WordPress has a number of plugins, which allows for flexibility in future developments
Security criteria	Secure against hacker attacks and other threats	In order to secure the website against potential hacking attacks, malware and other vulnerabilities two Security plugins, Wordfence and iThemes Security are used



## 5.1. Content management system and backend

In order to meet the objectives and criteria listed above, the website content management system (CMS) and backend has to be easy to use within a reasonable budget and still allow for flexibility to meet future demands and requirements of the project. The development platform was therefore selected based on the following criteria.

- No coding skills required for day-to-day management of the website
- Easy to use – no great investment in educating editors to use the system required
- Cost-effective
- Able to handle an Arabic language mirror site
- Great flexibility and scalability options, both in terms of design and meeting future functionality / content needs
- Trusted and well-known applications, which can be expected to be in business and continually updated throughout the project life-time.

The website is built using WordPress, the Avada theme and the Fusion Builder plugin. The site is hosted with the Danish company [www.webhosting.dk](http://www.webhosting.dk). The newsletter will be sent out using the online marketing tool MailChimp. Monitoring of traffic on the site is done using Google Analytics. The website is designed and maintained and administered by Danish Red Cross, and editing rights are given to specific people in the project, primarily in WP8 and WP1 on a needs basis. These elements will be explained further in the following sections.

### 5.1.1. WordPress, Avada and Fusionbuilder

WordPress was chosen as the CMS for the website, because it is well-known to Danish Red Cross and War Trauma Foundation, who will be the primary editors on the site. Both [www.pscentre.org](http://www.pscentre.org) and [www.wartrauma.nl](http://www.wartrauma.nl) are built with WordPress, so the primary editors of the site are already familiar with the system. WordPress is free to use, very flexible and user friendly and one of the most widely used CMS in the world. It has an impressive number of tailored add-ons called plugins, which allows one to expand a website and add new functionality needed quickly and cost effectively.

WordPress is developed in PHP and MySQL, which are the most common backend technologies for web development. This, and the large WordPress developer community, makes it is easily accessible and extensively supported, limiting the risks for bugs and other malfunctions for the STRENGTHS website.

The Avada theme and the included Fusion builder plugin allows for flexible drag and drop website design with very little coding skills required. Avada is the most purchased WordPress theme available, providing a great deal of design elements and integrations and an efficient support service.

At the same time, the site can easily integrate with external applications such as MailChimp and social media.

Both Avada and the plugins used are widely used applications, which mean that they are continuously updated to fix bugs, mitigate potential security risks and assure compatibility with latest language or CMS versions. This is important, because at the time of designing the website, there are still several unknown future requirements, i.e. the training network, possible integration with the internet-delivered PM+ etc.

### 5.1.2. Arabic

The ability to make a mirror site in Arabic was an important criterion. In the solution described above, it is possible to set up an Arabic version of each page with a single click. By giving the translator editor rights to

the page, she can log in to the back end to translate and upload content directly, and thus also making sure that everything looks as it should. This is very difficult to ensure for an editor who does not read Arabic.

The Arabic pages will be translated by the same translator who has reviewed and managed quality control of the translations of the PM+ materials “Individual”, “Group” and “EASE”. She is familiar with the project and mental health and psychosocial support terminology. Apart from translating, she will be responsible for uploading the texts in the correct format. All Arabic translation will follow the same terminology as the translations of the PM+ materials in order to ensure consistent terminology across the project.



Figure 1 Screen shot: Partner description in English



Figure 2 Screen shot: Partner description in Arabic. A mirror page of the English with all formatting adapted for the Arabic right-to-left reading direction

### 5.1.3. Google Analytics and data collection

Traffic on the website will be monitored using Google Analytics. The purpose of monitoring traffic on the website is to be able to measure the number of users, to identify possible problems on the page or

opportunities for improvement. It is also hoped that information about the geographical distribution of website users may help identify opportunities for further dissemination.

The project will not share any of the data collected with third parties. A cookie policy was developed in conformance with EU law and is clearly displayed on the website.

#### 5.1.4. MailChimp

From the home page of the website, users are invited to sign up for the STRENGTHS newsletter. The newsletter is an important way of communicating directly with stakeholders. In the sign-up form, users are only required to enter their email address, but they are asked to voluntarily provide additional information such as organization, title, country of residence, country of origin. Knowledge about the people signing up for the newsletters enables us to make segmented newsletters to specific types of stakeholders if necessary. Data collected through the website for newsletter or other purposes will be handled in accordance with the STRENGTHS Data Management Plan (D1.1).

#### 5.1.5. Webhosting

Webhosting is a relatively modest expense, approximately 100 Euros per year and prices do not vary widely across providers, so the main criterion for choosing this service has been trust. The DRC website [www.pscentre.org](http://www.pscentre.org) and the FP7 project OPSIC website (also managed by DRC) are and were hosted with this company. The company provides great flexibility for server/backend configuration, excellent support and has in the past provided support to the DRC far beyond what can reasonably be expected. Moreover, the hosting package includes services like domain email management and secure HTTP protocol.

### 1.1.1. Security

In order to secure the website against potential hacking attacks, malware and other vulnerabilities two Security plugins, Wordfence and iThemes Security, are used. These are known to be the best security add-ons for Wordpress and offer a comprehensive security defense through their features:

- Firewall
- Brute force attacks blocking and advanced manual blocking
- Malware scanner
- File recovery
- Disk space monitoring
- Scheduled database and web files backup.

The scheduled backup allows one to restore the website to a previous (backup) state in case of a serious event (like a successful attack on the webhosting server or the webhosting server files being deleted or lost).

Moreover, the plugins offer a good overview for the administrator over the website's state in terms of security, showing blocked intrusion attempts, logins and logouts and human visitors with detailed IP info.

#### 5.1.6. Sustainability against staff turnover

All services needed to run the website require registration of an account. All accounts have, when possible, been registered to the [info@strengths-project.eu](mailto:info@strengths-project.eu) email address. A list of accounts, usernames and passwords is maintained by DRC. In a five year long project a certain amount of staff turnover can be expected, and by making sure that no essential services are tied to personal email accounts the risk of losing important access or data due to staff turnover is minimized.

## 5.2. Design

The website is one of a range of tools to carry out the dissemination and communications tasks in the STRENGTHS project. Having a visual identity for public communication across the project is seen as important, was developed in the beginning of the project and has informed the design of the website, which is in line with the branding guidelines.

The design of the website aims at creating a welcoming, open and professional feel. The design is modern and the architecture is conventional, making the website easy to navigate. The colours, logos and fonts are based on the branding guidelines developed by WP8.

### 5.2.1. Photo policy

Mental health is a sensitive subject, and poor mental health is associated with stigma by many people. Moreover, Syrian refugees may be uncomfortable to be visually identified since this may endanger relatives in who are still in Syria. For this reason it is necessary to be careful when choosing photographic material for the website and other communication materials for this project.

All photos used on the website and in other STRENGTHS communication and advocacy material will meet the following criteria:

- People’s dignity must be preserved. This means not using pictures of recognizable persons in obvious distress, hurt, inadequately dressed etc. People should be depicted as strong persons rather than as passive victims.
- Consent for publishing the photos must be obtained by all recognizable people in the photo (with the exception of photos of large crowds at public events etc.). This is especially important for photos of children.
- Permission to use the photos must be given by the copyright holder and the photographer must be credited appropriately
- Unless specifically agreed with the person in question, photos may not show counselling or therapy sessions where the client’s face is recognizable.

The guidelines are strongly inspired by the International Federation of Red Cross Red Crescent Societies photo guidelines.

## 6. Content and look of the website

The website consists of a landing page and a number of pages. Each page in turn may have one or more sub-pages, and in rare instances these may have a further level of sub-pages. The highest level of pages constitutes the main menu-items on the website.

By the time of this deliverable, there are five main pages: STRENGTHS project, News, Problem Management +, Resources, and Contact. Furthermore there is a button to the Arabic mirror page. This report will describe the English part of the website. The Arabic mirror page is - as the name suggests – identical in contents and structure.

An overview of the website can be seen in the table below. The parts marked with grey are elements that are planned in the near future.

Table 3 Schematic overview of the taxonomy of the website

Level one page	Level two page	Level three page
<b>STRENGTHS project</b>	Project plan	Descriptions of trials
	Project coordinator	VU
	Partners	All partners
	Study participants	Information for study participants
		Data management
<b>NEWS</b>	Newsletter signup	
	Press kit	
<b>Problem management +</b>	Frequently asked questions	
<b>Resources</b>		
<b>Contact</b>		

In the following the different pages and sub-pages of the website will be described.

## 6.1. Landing page: www.strengths-project.eu



### STRENGTHS: Scaling up psychological interventions with Syrian Refugees

When a country receives a high number of refugees, there are challenges to be met. One of the challenges is to provide mental health care to people who are very vulnerable.

This challenge is felt by the countries hosting refugees from Syria. There is a lack of Arabic speaking mental health professionals to provide mental health care on the scale that it is needed.

The STRENGTHS project will train Syrian refugees to provide a mental health intervention called Problem Management+ (PM+) to fellow Syrian refugees. PM+ is developed by the WHO. It is a short programme that does not target a single disorder. Instead it targets symptoms of common mental

### LATEST NEWS

test 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dictum ac leo quis porta. Mauris quis turpis [...]

test 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dictum ac leo quis porta. Mauris quis turpis [...]

Figure 3 Top part of the landing page

The STRENGTHS project will train Syrian refugees to provide a mental health intervention called Problem Management+ (PM+) to fellow Syrian refugees. PM+ is developed by the WHO. It is a short programme that does not target a single disorder. Instead it targets symptoms of common mental disorders.

PM+ for individuals has already been successfully tested and implemented in Pakistan and Kenya and is being implemented in several other settings.

The STRENGTHS project will translate, adapt, test and implement the PM+ programmes *Individual, Group, Early Adolescent Skills for Emotions (EASE)* and an internet delivered version.

But the project will go further than that.

It is not enough to know if an intervention works or not. It is also necessary to understand how it can be implemented in the specific context, and whether it is cost effective or not. STRENGTHS will also attempt to answer these questions in eight different countries in Europe and the MENA region.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dictum ac leo quis porta. Mauris quis turpis [...]



### PARTNERS

The STRENGTHS consortium is a unique constellation of internationally leading scientists and international agencies and NGOs with broad experience implementing psychosocial interventions across Europe and the Middle East.

### PM+

PM+ programmes are developed for use in humanitarian and low-resource settings. The programmes are short and can be provided by trained lay helpers. They do not target a single disorder, but a set of symptoms of common mental disorders. They are based on well-tested cognitive behavioural and problem solving techniques.

### RESOURCES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla molestie malesuada quam, id congue justo eleifend sed. Pellentesque et tortor metus.

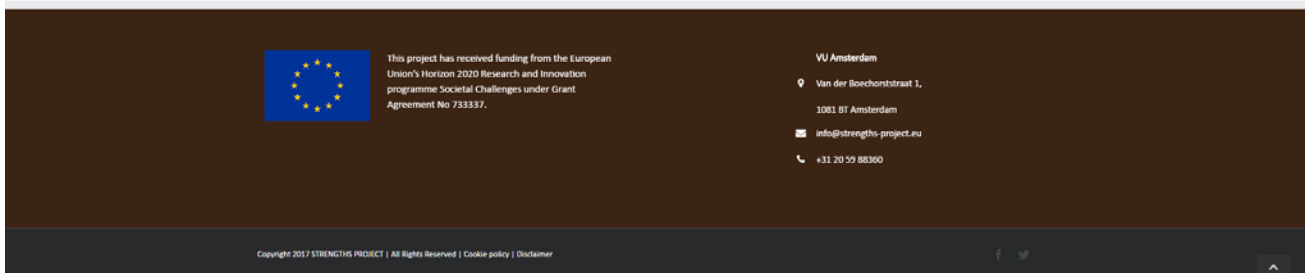
### STAY IN TOUCH

SIGN UP FOR THE NEWSLETTER



Figure 4 Middle part of the landing page

techniques.



**Figure 5 Bottom part of the landing page**

The landing page is the first meeting with the website and the ambition for the page is that it looks appealing, serious, is easy to navigate and provides a brief overview of the project.

The landing page consists of five sections:

- Menu bar
  - The menu bar consists of the logo with strapline, the main menu items, which will expand to display sub-pages if the mouse is hovered above it. There is also a link to the Arabic mirror page. The menu bar is fixed, so it will remain visible if the user scrolls down the page.
- Top slider
  - The top slider is a narrow photo spanning the width of the page. The photo can be easily changed. Presently it displays a blurred image of a UNHCR staff member providing psychological counselling to a male refugee. Superimposed on the photo is the project strapline “Scaling up psychological interventions with Syrian Refugees” and a link to the newsletter signup page.
- Central text area (consists of two columns)
  - In the left column is a short description of the project and the background for the project. The project description is short and simple aiming at making it easy to read and understandable to people with little prior knowledge.
  - The right column will show snippets of the latest news items about the project.
- Featured content area
  - This area currently displays four boxes which link to parts of the website, we want to emphasise: Partners, PM+, Resources and “Stay in touch”. Because of the great flexibility of the CMS, it is easy to change the featured boxes, add an extra row of boxed remove some etc.
- Footer
  - The footer displays information about the funding of the project including EU logo, basic contact information and the cookie policy.

## 6.2. STRENGTHS Project

This level one item provides more detailed description of the project structured in four level two items; Project plan, Project coordinator, Partners and Study participants, which are briefly described below.

### 6.2.1. Project plan

A short description of the organization of the project, a descriptions of the objectives of the project and of the work packages.

### 6.2.2. Project coordinator

Description of the project coordinator, VUA.

### 6.2.3. Partners

Description of each partner.

The coordinator and partner descriptions are short descriptions with relevant contact information, links to organizational websites, further information about the PI etc.

### 6.2.4. Study participants

This part of the website will be developed during M6-M9 of the project before the trials commence. The objective of the page is to be able to provide potential study participants with relevant information about the randomized controlled trials (RCTs). The information on these pages will be the same information that is handed out to all participants. In this way, the website can supplement the work of providing study participants with relevant information.

## 6.3. News

This page will display the latest news story on top and an archive of previous news stories.

### 6.3.1. Newsletter sign-up

Sign-up form for the newsletter. To sign up it is sufficient to provide an email address. But we do ask for further information about the subscribers. It is hoped that the additional information can help inform us about potential stakeholders, thus strengthening the work especially in WP8, WP2 and WP7.



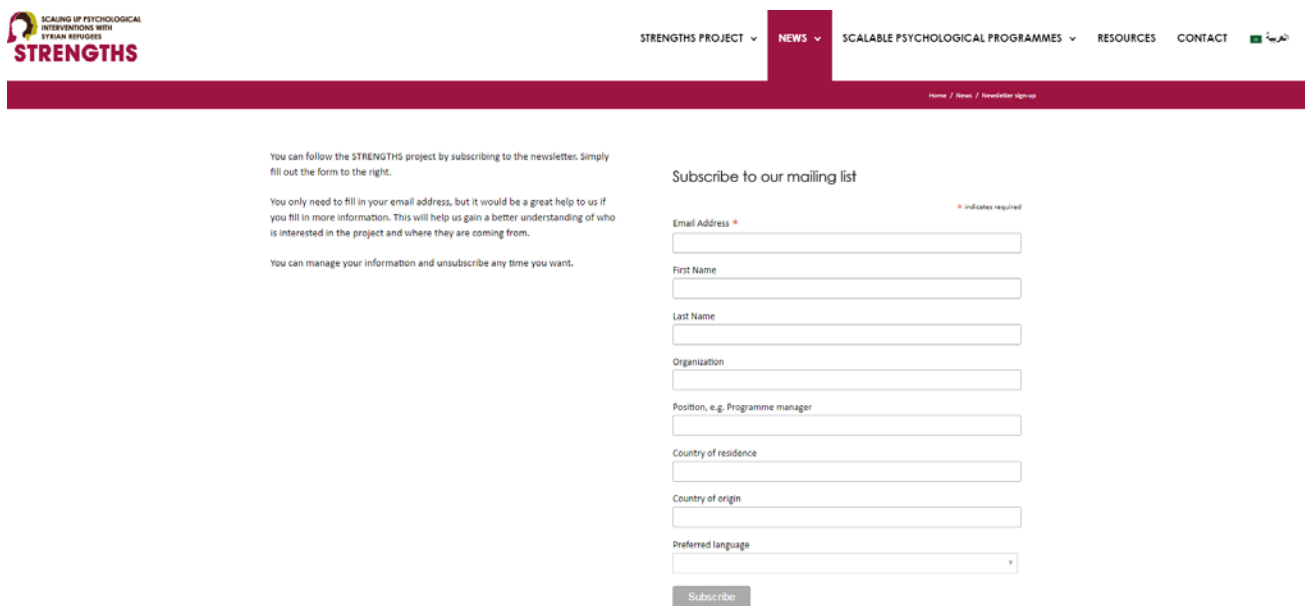


Figure 6 Newsletter sign-up form

### 6.3.2. Press

Will contain press releases, info-sheets, contact information and other relevant information for the press.

## 6.4. Problem Management +

More detailed information about the scalable psychological programmes written for non-academics.

### 6.4.1. Frequently asked questions

The interventions explained as answers to frequently asked questions. This section is mainly aimed at end-users and end-providers of PM+.

## 6.5. Resources

Contains resources relevant to the project. This includes both resources developed in the project, resources developed by others, articles (academic papers and articles in the popular press), infographics and audio-visual material, links to relevant websites and networks etc.

Only materials to which the partners in the project have copyright will be uploaded directly on the site. For all other materials, including the PM+ materials, links to the copyright holder’s websites will be provided.

Presently this section of the website is quite basic. When it becomes clearer what the project needs this section to be able to do, it will be further developed to address these needs.

## 6.6. Contact

Provides information about how to contact the project.

## 7. Next steps

By M6 the website has been developed in its basic form. It fulfils the needs of the project at present and is flexible and sophisticated enough to be able to support future needs. Specifically, the website will play an important role in supporting the work of WP8. It will also respond to needs from other work packages in the project. In order to be able to respond to the needs of the partners in a timely and effective manner, all partners are invited to contact WP8 with requests, suggestions and communication. Dissemination, including the website, will be discussed at all consortium meetings and in other meetings when relevant.

The project will run for five years and there are still many details that will only become clear in time. One example is the training network that will be developed and supported through the website. At present the shape and form of the training network is not clear, and thus it is unclear how the website can best support and maintain the network.

Design decisions will be based on dialogue and collaboration with users and stakeholders in order to ensure that the website meets the future needs of the project.

There are several future tasks in in WP8 that relate to the website, and the website will also support the realisation of other WPs. This will be discussed below.

### 7.1. T8.5 Preparation of specific packages tailored to the needs of various stakeholders

In order to promote “buy-in” of a validated framework and strategy for large-scale implementation to providers of health and social services, a number of specific packages tailored to the needs of various stakeholders will be developed in WP8. As a very minimum these packages will be made available on the website. The packages will be developed in part based on results of WP2 (Health systems evaluation), and these results will help inform WP8 about the best way to prepare and disseminate the packages, and functionality or content can be developed for the website accordingly.

### 7.2. T8.6 To establish a PM+ training network.

The training network will be established to ensure that MHPSS professionals across Europe and MENA are equipped to implement PM+ in their organizations. The website can and will support this network in different ways. It may be that the network will need an online collaboration platform hosted on the website, or it may be that the participants in the network will prefer to communicate via channels they are already using and then only need the website as a repository of information; perhaps it will make more sense to collaborate with another network such as MHPSS.net or MHIN.org. All these questions will be answered in close collaboration with the users and the website will be adapted and developed accordingly.

### 7.3. T8.7 Scientific papers

Scientific papers are an important outcome of the project. Depending on copyright, all papers will be available on the website, either as direct download or linking to the publisher. News stories and short summaries in lay man’s terms will be made available on the website.

## 7.4. Supporting implementation in other WPs

The website is mainly seen as a tool to present the project and the scalable interventions. In other words it is primarily a means to the end of project communication and dissemination. However, the website also has the potential to support the implementation of the other work packages, and efforts will be made to do so:

### 7.4.1. Information for and recruitment of study participants

Participants in the RCTs will be able to find information about their participation, data management etc. on the website, and if necessary the website could also be set up to support recruitment for the trials.

### 7.4.2. Collecting information about potential stakeholders

By asking for additional (voluntary) information about newsletter subscribers and by looking at statistics about the use of the website, we can gain valuable insights into who shows interest in the project, better enabling the project to target information and enter into dialogue with key stakeholders. All gathering of information complies with data protection regulations and is made explicit to users.

## 8. Conclusion

This deliverable has presented the STRENGTHS website, and described its objectives, the technical structure and backend as well as the content of the website. The website went live on M6 of the project and it will continue to be updated throughout the life course of the project. At the same time, the design is flexible enough to meet additional requirements as the project, and thereby the communication and dissemination needs, evolves.

The website aims to communicate effectively with the different stakeholders of the project in a culturally sensitive way. More specifically, it aims to ensure visibility of the STRENGTHS project vis-à-vis stakeholders, to disseminate results, training materials and publications from the STRENGTHS project, to act as a centralized and uniform source of knowledge about the interventions for study participants and to facilitate the Training Network through the envisioned aged STRENGTHS Training Platform.

The website has been designed in a way that is aesthetically pleasing and line with the STRENGTHS branding guidelines. The website is responsive to different screen sizes and the architecture makes it easy to navigate. The structure and backend of the website means that it is easy to edit and requires a minimum of coding skills, which means that it is cost-effective and can be managed by multiple editors. Furthermore, it has a good integration with social media and newsletters, which will be used to reach out to the STRENGTHS project's community of users during the course of the project. A very important achievement is that the website handles Arabic translations with ease. Finally, the website has a flexibility and scalability towards meeting future needs that are not clear at this early stage in the project.

The STRENGTHS website is closely aligned with the STRENGTHS Communication and Knowledge Dissemination Plan (D8.1) and should be seen as a means to implementing that plan. Thus, effective implementation of the website in conjunction with the other components of the plan will support the dissemination to different target groups of the project, and in turn exploitation of the project results by policy makers, academic researchers, and governmental and non-governmental practitioners.