



PROGRESS OUTLINE 2021



**THALIA
DISSEMINATION
OF RESULTS**

—
Activities
Impact



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EXECUTIVE SUMMARY

To further enhance THALIA visibility and engagement across target audiences, TIF implemented a cross-cutting dissemination strategy using online and offline media. The official website of TIF and its members were utilised to promote THALIA (T6.1.1), while 56 posts were published on social media (T6.1.2). Moreover, newsletters (T6.1.3) were sent to TIF contacts and subscribers, containing updates and announcements on THALIA activities. To further promote THALIA activities, an article, an opinion piece and televised interviews have been displayed by media outlets across Europe (T6.2.1). The dissemination of the THALIA 2018 – 2021 Work Programme results and impact was achieved through the organisation of the Final Event (T6.3.2).

INTRODUCTION

About Us

The Thalassaemia International Federation (TIF) is a patient-oriented, non-profit, non-governmental umbrella federation, established in 1986 with Headquarters in Nicosia, Cyprus. Our mission is to promote access to optimal quality care for all patients with thalassaemia worldwide. To-date membership boasts 232 members from 60 countries across the globe. TIF works in official relations with the World Health Organization (WHO) since 1996 and enjoys active consultative status with the United Nations Economic and Social Council (ECOSOC) since 2017. Most remarkably, TIF has been awarded, in the context of the 68th World Health Assembly in May 2015, the 'Dr Lee Jong-wook Memorial Prize' for the Federation's outstanding contribution to public health. More information about the Federation is available at www.thalassaemia.org.cy.

About Haemoglobinopathies

Haemoglobin Disorders, mainly thalassaemia and sickle cell anaemia, are a group of hereditary (genetic) blood disorders. Approximately 7% of the global population is a carrier of an abnormal haemoglobin gene and more than 500,000 children are born each year with these disorders globally, due to the lack of implementation of effective national programmes for their prevention. In Europe, haemoglobin disorders fall within the official EU definition for rare diseases and it is estimated that approximately 44,000 patients with a haemoglobin disorder live in the region. However, the number of patients located in Europe is increasing due to migration flows from high prevalence countries of the Middle East, South East Asia and Africa.

About THALIA

Thalassaemia, a previously fatal childhood genetic disease, can today be effectively prevented and adequately treated, as a result of the medical and scientific advances that took place in the last three decades. However, thalassaemia's prioritisation on national health agendas and the development of national plans for its effective control in the EU has been hampered by the many challenges involved, mainly related to its rarity and migration.

"THALassaemia In Action" (THALIA) focuses on Europe, targeting patients with thalassaemia and other haemoglobinopathies, healthcare professionals and policymakers. THALIA has a special focus on:

- 1) countries that receive most refugees and migrants from countries with high prevalence in thalassaemia; namely France, Germany, Sweden;
- 2) major transit countries for migrants; namely Serbia and Austria.

About the impact of COVID-19

The continuing evolution of COVID-19 throughout 2021, resulted in the implementation of the COVID-19 Contingency and Mitigation Plan as described in the THALIA2021 SGA, to ensure the fulfilment of activity objectives whilst simultaneously ensuring the safety of participants (patients, healthcare professionals, policy-makers, TIF Staff and affiliates) at all times.

MATCHING OBJECTIVES TO ACTIVITIES AND IMPACT

General objective:

- To provide the maximum visibility and public awareness of THALIA’s key vision and planned activities by developing and following a sound dissemination and communication strategy.

Category	T6.1: Online Media			T6.2: Traditional Media	T6.3: Events & Conferences
Task No	T6.1.1: TIF & TIF Members Websites	T6.1.2: TIF social media	T6.1.3: Newsletters	T6.2.1: Articles in Press	T6.3.2: Final Event
Target Audience	All target audiences (general public, healthcare professionals, patients, policymakers)				
KPI Met	✓	✗	✓	✓	✓
Justification	✓	✓	✓	✓	✓

Specific objectives:

- To ensure a strong online presence for TIF using all available online media means (website, social media pages, newsletters, mobile apps);

Activity: T6.1: Online Media

Results: THALIA activities were promoted on TIF website (T6.1.1) and social media pages (T6.1.2), while newsletters (T6.1.3) were sent to TIF’s database of contacts.

Impact: The TIF website was visited by a total of 32,737 unique EU-based visitors in 2021 (KPI met), with an average bounce rate (73.05%) and 2.24 pages visited per session. On social media, THALIA-related posts were seen by 794,000 unique users, engaged 33,600 followers, liked by 10,238 people and shared 352 times on Facebook and 4,192 on Twitter (KPI partially met) and viewed by an audience of 221,357 people from Europe (exact metric cannot be retrieved, due to Facebook Analytics tool being unavailable). Newsletters were distributed to 146,300 persons (KPI met). Online dissemination of results was deemed successful.

Impact Management / Mitigation Measures: More concentrated efforts will be made in 2022 to divert visitors to Twitter.

- To reach people with low digital literacy via traditional means (Press):

Activity: T6.2: Offline Media

Results: One article focused on the migrant health crises and its relation to thalassaemia patients who form part of migrant communities in Europe has been prepared and published. Two televised interviews and one Opinion Piece have been materialized.

Impact: KPI met – Over 45,000 persons have read the article and opinion piece and watched the interview live broadcasts.

Impact Management / Mitigation Measures: N/A

- To keep the general public informed about work programme progress by organising events and press conferences:

Activity: T6.3: Events and conferences

Results: One Final Event (press conference) was organized to officially close THALIA and announce its results.

Impact: All target audiences were effectively reached and indicators were met.

Impact Management / Mitigation Measures: N/A

OVERVIEW OF ACTIVITIES (PILLAR 4 – WP 5)

TASK	T6.1: Online Media T6.1.1: TIF & TIF Members websites
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Communications Officer, Aikaterini Skari (Leader) Policy Officer, Eleni Antoniou Administration Officer, Rawad Merhi Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Number of visitors from EU countries in 2021: 30,000
CALENDAR OF ACTIVITIES	<ul style="list-style-type: none"> ▪ Updating of THALIA webpage: Jan – Dec 2021 ▪ Policy Framework content: July – Sept 2021 ▪ Uploading activities and results of THALIA2021: Continuous
DESCRIPTION OF THE ACTIVITY	
<p>Seeking to increase visibility and public awareness about THALIA, the dedicated THALIA-webpage was regularly updated with the results and activities of the project. The webpage aims to inform the following target audiences: (1) General Public, (2) Patients, (3) Healthcare Professionals, (4) Policy-makers and (5) EU and International Bodies. The page includes a brief description of THALIA, its goals and objectives, with a separate section of related publications, patients' stories and useful links.</p> <p>The THALIA webpage was developed in 2018 and integrated in TIF's website. It is available in French (spoken by 19.71% of the EU population), Italian (spoken by 14.31% of the EU population), Greek (spoken by 2.43% of the EU population), and Arabic (spoken by 0.9% of the population in European countries), in order to increase accessibility to visitors originating from EU countries. In 2019 - 2020, the webpage continued to be updated on a regular basis with news relating to THALIA activities and articles relating to migration and thalassaemia in Europe. Furthermore, a promotional banner leading to the THALIA webpage is permanently available on TIF's website homepage. In addition, a number of news and activities updates falling within the themes of THALIA can also be found in other sections of TIF's website, such as the "News & Events" and the "Education" sections, within which there is an explicit reference in THALIA and its substantial contribution.</p> <p>The webpage can be accessed using the following link: https://thalassaemia.org.cy/thalassaemia-in-action-the-thalia-project/</p>	

The content of the webpage dedicated to THALIA has been updated to include the Annual Progress Outlines 2020 as well as other news about migration and thalassaemia. Moreover, the peer-reviewed article published by TIF providing a bird's eye view of the prevalence of thalassaemia in Europe and showcasing the added value of TIF's Electronic Health Record and Registry (see WP4, T4.3) as a means to raise visibility for thalassaemia and assist policy planning has also been uploaded on the webpage.

Noting the broad outreach of the webpage to the European audience, the content of the THALIA webpage was further updated in 2021 to include information about EU legislation (Directives/Regulations/Recommendations) that affects the lives of patients with thalassaemia and their families, members of the migrant communities in Member States. Knowledge on this policy framework is imperative for patient advocacy efforts at the national level for the development of new or improvement of existing policies and services. In addition, it constitutes part of the continual learning of the Thalassaemia Patient Advocacy Group following their Certification from the Thal e-course (see WP2, T2.1.2) and the capacity building of patient associations (newly established and already existing) (see WP2, T2.2.1 and WP4, T4.1).

**RESULTS
ACHIEVED**

- Increased visibility of TIF's website and THALIA across EU countries.
- Number of visitors to TIF's website from EU countries in 2021: 32,737
- Increased awareness about thalassaemia and THALIA in the EU.

TASK	T6.1: Online Media T6.1.2: TIF social media		
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Communications Officer, Aikaterini Skari (Leader) Policy Officer, Eleni Antoniou Administration Officer, Rawad Merhi Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>		
INDICATORS	<ul style="list-style-type: none"> ▪ Number of Facebook followers: 15,000 ▪ Number of Twitter followers: 5,000 ▪ Total EU followers: 5,000 		
CALENDAR OF ACTIVITIES	N/A		
DESCRIPTION OF THE ACTIVITY			
<p>The social media channels of TIF are instrumental to the dissemination of information regarding THALIA activities and to raising awareness about thalassaemia and migration in Europe.</p> <p>In 2021, TIF intensified its awareness-raising efforts via its social media channels (mainly Facebook and Twitter) and conducted a series of targeted sponsored marketing campaigns in order to spread knowledge and awareness about thalassaemia to both local and migrant population, and expand on its mission to establish efficacious thalassaemia control policies and infrastructures in countries of need across the EU.</p> <p>More specifically, TIF’s social media channels yielded the following in 2021 (MS16):</p> <p><u>Facebook:</u> 15,839 followers globally More than 2,200 followers come from 8 EU Member States including Greece, Cyprus, Italy, Germany, France, Romania, Bulgaria, Netherlands.</p> <p><u>Twitter</u> 4,192 followers on Twitter.</p>			
TIF SOCIAL MEDIA OUTREACH IN 2021			
	Jan 2021	Dec 2021	Change
Facebook (Page Likes)	13,238	15,257	↑ 15.3%
Facebook (Followers)	13,558	15,839	↑ 16.8%
Twitter (Followers)	3,042	4,192	↑ 37.8%
YouTube	1,666	2,001	↑ 20.1%

TIF SOCIAL MEDIA IMPRESSIONS IN 2021	
Facebook	2,3M
Twitter	219,700
YouTube	385,600

2021 Facebook posts:

No.	DATE (DD/MM/YY)	TOPIC	LINK
1.	15/01/2021	TIF Newsletter	https://bit.ly/3tay2E1
2.	19/01/2021	TIF Newsletter	https://bit.ly/39KW80D
3.	26/01/2021	THALIA app	https://bit.ly/2PGj769
4.	28/01/2021	TIF International Conference update	https://bit.ly/2PzNwDj
5.	15/02/2021	Austria / THALSIFO meeting on SCD	https://bit.ly/2Ovq4q8
6.	18/02/2021	THALIA app	https://bit.ly/3sZJLoO
7.	24/02/2021	Austria / THALSIFO meeting on SCD	https://bit.ly/3rRfpUk
8.	19/03/2021	eThalED - SCD Course announcement	https://bit.ly/3fOGt49
9.	24/03/2021	eThalED - SCD Course Launch Event	https://bit.ly/3tawtpX
10.	06/04/2021	THALIA App	https://bit.ly/35ygGa5
11.	07/04/2021	eThalED - SCD Course Launch Event	https://bit.ly/3cTC9ya
12.	09/04/2021	eThalED - SCD Course Launch Event	https://bit.ly/2Sak484
13.	24/05/2021	THALIA App	https://bit.ly/3d9DyKD
14.	31/05/2021	EASL Patient Art Competition	https://bit.ly/3zAIY1t
15.	01/06/2021	TIF e-Academy (Thal e-course, eThalED) - promo	https://bit.ly/3iXTOIO
16.	15/06/2021	World Blood Donor Day; Blood & Beyond workshop	https://bit.ly/3wEGSMc
17.	26/08/2021	Thal e-course T-PAGs & Members Training Webinar Series	https://bit.ly/3o6QiyB
18.	01/07/2021	eThalED Course (Arabic)	https://bit.ly/3GsyXWw
19.	06/07/2021	eThalED Course (French)	https://bit.ly/34uZ6GQ
20.	12/07/2021	TIF Article – Prevalence of Haemoglobin Disorders in Europe	https://bit.ly/3ITURDu
21.	13/07/2021	TIF Newsletter - Special Edition	https://bit.ly/3oIE2cL
22.	20/07/2021	eThalED - SCD Course	https://bit.ly/3rkz5D3
23.	26/07/2021	TIF Newsletter - July Edition	https://bit.ly/3okw97n
24.	03/08/2021	Austria / THALSIFO Meeting	https://bit.ly/3gk11R0
25.	17/08/2021	Migration news: Afghanistan crisis	https://bit.ly/3rIHfLk
26.	18/08/2021	Annual Report 2020	https://bit.ly/3ESTDav
27.	30/08/2021	Thal e-course T-PAGs & Members Training(1 st webinar - promo)	https://bit.ly/32Qp9aQ
28.	02/09/2021	Thal e-course T-PAGs & Members Training (1 st webinar - promo)	https://bit.ly/3rhcelu
29.	03/09/2021	Thal e-course T-PAGs & Members Training (1 st webinar – live)	https://bit.ly/3HoW4SP
30.	08/09/2021	Austria / THALSIFO Meeting (Reblozyl)	https://bit.ly/3IRmdKq
31.	08/09/2021	Thal e-course T-PAGs & Members Training (2 nd webinar – promo)	https://bit.ly/32QsbMg
32.	10/09/2021	Thal e-course T-PAGs & Members Training (2 nd webinar – live)	https://bit.ly/2ZzNHD7

33.	10/09/2021	TIF International Conference 2021 (Capacity Building Workshop for Patients & Educational Course for HCPs)	https://bit.ly/39FB1fD
34.	13/09/2021	TIF e-Academy (Thal e-course, eThalED) video promo	https://bit.ly/3lV9b4Q
35.	15/09/2021	Thal e-course T-PAGs & Members Training (3 rd webinar – promo)	https://bit.ly/3AfT6wn
36.	16/09/2021	Migration news: Afghan refugee story	https://bit.ly/3CQsGm0
37.	16/09/2021	THALIA Volunteers	https://bit.ly/3uiX4UZ
38.	17/09/2021	Thal e-course T-PAGs & Members Training (3 rd webinar – live)	https://bit.ly/3rjqkjb
39.	22/09/2021	Thal e-course T-PAGs & Members Training (4 th webinar – promo)	https://bit.ly/3GqdJs6
40.	29/09/2021	THALIA App promo	https://bit.ly/34ugds1
41.	05/10/2021	EU Blood Sustainability Discussion (1st announcement)	https://bit.ly/3JI1QGM
42.	06/10/2021	TIF e-Glossary for Thalassaemia (promoted)	https://bit.ly/3szaBab
43.	11/10/2021	EU Blood Sustainability Discussion (2nd announcement)	https://bit.ly/316D3VC
44.	13/10/2021	Thal e-course T-PAGs & Members Training (recordings)	https://bit.ly/3JI9VLh
45.	15/10/2021	EU Blood Sustainability Discussion (post-event)	https://bit.ly/32sXnkC
46.	27/10/2021	TIF Newsletter (October 2021)	https://bit.ly/3pwWjVm
47.	16/11/2021	France / SOS Globi –Le Monde article	https://bit.ly/3JIsO0L
48.	17/11/2021	Capacity Building Workshop for Patients & Educational Course for HCPs	https://bit.ly/3quMV3U
49.	18/11/2021	Capacity Building Workshop for Patients & Educational Course for HCPs: 1 day to go Announcement	https://bit.ly/3pDtiYx
50.	19/11/2021	Capacity Building Workshop for Patients & Educational Course for HCPs: Presidential Symposium	https://bit.ly/3Fw9Br5
51.	09/12/2021	TIF e-Academy Courses(Thal e-course, eThalED)	https://bit.ly/3EpTOIZ
52.	17/12/2021	THALIA Final event (announcement)	https://bit.ly/33TUcCJ
53.	21/12/2021	THALIA Final event (image gallery)	https://bit.ly/3JwQJdZ
54.	21/12/2021	THALIA Final event local coverage (ANT1 CY)	https://bit.ly/32BQU6L
55.	22/12/2021	THALIA Final event	https://bit.ly/3pwGILi
56.	23/12/2021	THALIA App promo	https://bit.ly/3HbIHFe

RESULTS ACHIEVED

- Steady increase of EU-based followers on TIF social media channels.
- Dissemination of THALIA activities via TIF social media channels.
- Increased awareness amongst EU population about thalassaemia.
- Percentage of EU-based followers on TIF social media channels: 27.9% on Facebook

TASK	T6.1: Online Media T6.1.3: Newsletters
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Communications Officer, Aikaterini Skari (Leader) Policy Officer, Eleni Antoniou Administration Officer, Rawad Merhi Office Administration, Stella Eleftheriou</p> <p>Supervising Staff: Operations Manager, Lily Cannon</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Number of newsletters to be distributed in 2021: 4 ▪ Number of recipients: 16,000 ▪ Number of recipients from EU countries: 400
CALENDAR OF ACTIVITIES	Distribution of newsletters in July and October as well as special edition in July 2021.
DESCRIPTION OF THE ACTIVITY	
<p>The distribution of newsletters to communicate to Patients, Healthcare Professionals, Policy Makers, and EU and International Bodies from around the world, news about the activities of TIF from THALIA and globally, continued in 2021.</p> <p>The first edition, distributed in July 2021 focused on the thalassaemia movement in Europe and abroad to celebrate International Thalassaemia Day. The July and October 2021 editions of the Newsletter contained extensive coverage of activities undertaken by the newly established patient organisation in Austria (see WP4) and other EU Member States (v. Italy), as well as the opportunities of TIF to raise awareness about thalassaemia at the Annual Congress of the European Hematology Association and the World Blood Donor Day (see WP5). Furthermore, THALIA educational activities were highlighted that sought to increase the engagement and interaction with patients and healthcare professionals alike (v. eThalEd, Thal e-course, Capacity Building Workshop for Patients, Educational Course for HCPs; see WP2). Furthermore, the translation of the e-glossary (see WP2) and THALIA Mobile App (see WP3) was presented.</p> <p>The Newsletters are available at:</p> <ol style="list-style-type: none"> 1. ITD Newsletter (Special Edition) https://thalassaemia.org.cy/newsletter/itd-2021-newsletter-special-edition/ 2. TIF Newsletter (July Edition) https://thalassaemia.org.cy/newsletter/tif-newsletter-july-2021/ 3. TIF Newsletter (October Edition) https://thalassaemia.org.cy/newsletter/tif-newsletter-october-2021/ <p>The Newsletters are received by 146,300 individuals globally, including 54,200 recipients from EU countries.</p>	
RESULTS ACHIEVED	<ul style="list-style-type: none"> ▪ Dissemination of THALIA activities via TIF social media channels. ▪ Increased awareness amongst EU population about thalassaemia.

TASK	T.6.2: Traditional Media T6.2.1: Articles in Press
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Administration Officer, Rawad Merhi (Leader) Communications Officer, Aikaterini Skari Policy Officer, Eleni Antoniou Medical Advisor, Dr Michael Angastiniotis</p> <p>Supervising Staff: Executive Director, Dr Androulla Eleftheriou</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Number of articles to be published: 1 article ▪ Number of televised interviews: 2 ▪ Number of opinion pieces: 1 ▪ Collective outreach: a total of 45,000 persons.
CALENDAR OF ACTIVITIES	N/A
DESCRIPTION OF THE ACTIVITY	
<p>In the context of THALIA, an article has been prepared in 2021 drawing attention to the main crises that the European Union is anticipated to face in the coming years based on current international political and environmental developments. The importance of the article concludes is vital to the future of the EU.</p> <p>Diffused to 22 distinguished European media outlets, along with an accompanying text explaining briefly the article's content and purpose to the journalists, the article aimed at raising awareness on thalassaemia and the importance of developing robust policy frameworks to deal with the impending migrant, health and climate crises.</p> <p><u>Televised interviews:</u></p> <p>1. Omega TV - 21/12/2021 https://www.youtube.com/watch?v=lbvqqpWOk48&t=1s&ab_channel=ThalassaemiaTIF</p> <p>2. Cyprus Broadcasting Corporation – 20/12/2021 https://www.youtube.com/watch?v=PWDjM8ckk1o&ab_channel=ThalassaemiaTIF</p> <p><u>Opinion Piece:</u> The preparation and publication of an opinion piece, entitled <i>Juggling Between The Cost And Value of New Therapies: Does Science Still Serve Patient Needs?</i> focused on the accessibility of innovative therapies for thalassaemia in Europe was prepared and published.</p>	
RESULTS ACHIEVED	<ul style="list-style-type: none"> ▪ 1 article prepared on THALIA, thalassaemia, migration and the EU. ▪ 2 televised interviews about thalassaemia and the EU. ▪ 1 opinion piece was published.

TASK	T.6.3: Events and Conferences T6.3.2: Final Event
RESPONSIBLE STAFF, SUPERVISING STAFF	<p>Responsible Staff: Administration Officer, Rawad Merhi (Leader) Operations Manager, Lily Cannon Policy Officer, Eleni Antoniou Office Administration, Stella Eleftheriou P.A. to the Executive Director, Maria Peletie</p> <p>Supervising Staff: Executive Director, Dr Androulla Eleftheriou</p>
INDICATORS	<ul style="list-style-type: none"> ▪ Identification of participants (MS17) ▪ Number of attendees: 30
CALENDAR OF ACTIVITIES	<ul style="list-style-type: none"> ▪ THALIA Final Event: Dec 2021
DESCRIPTION OF THE ACTIVITY	
<p>The results of TIF’s multi-annual work programme focusing on Europe, under the name “THALassaemia In Action” (THALIA) 2018-2021 were presented at a Press Conference held at TIF Headquarters in Cyprus on 20 December 2021. The recurrent surge of COVID-19 cases across the EU prevented TIF from organizing the event in Brussels as originally planned and furthermore national restrictions on gatherings limited the physical audience of the event.</p> <p>Nonetheless, the Head of the European Commission’s Office in Cyprus and representatives of the Greek and Italian Embassies in Nicosia participated in the Press Conference, which was covered by all national media. TIF’s President, Mr. Panos Englezos, delivered a welcome speech, highlighting the Federation’s unwavering commitment to patient education and empowerment, which is much needed in the European region. Mrs. Myrto Zambarta, the Head of the European Commission’s Office in Cyprus re-iterated the Commission’s support towards people with haemoglobin disorders. Dr Michael Angastiniotis, TIF’s Medical Advisor, explained how thalassaemia is linked to migration and Mrs. Eleni Antoniou, TIF’s Senior Policy Officer, presented all THALIA actions implemented in the last four years, key findings and TIF’s recommendations. Dr Androulla Eleftheriou, TIF’s Executive Director delivered the Press Conference’s Concluding Remarks, stressing that coordinated, multi-stakeholder action is needed to improve the quality of life of patients, calling upon Member States to pay attention to the needs of the very vulnerable thalassaemia population</p> <p>Moreover, video testimonies from a selection of patients in THALIA priority countries was shown, demonstrating the tangible impact that THALIA has had on their daily lives, empowering patients in EU countries where thalassaemia used to be an extremely rare to non-existent disease.</p>	

The EU Policy Recommendations (see WP4) developed by TIF in the context of THALIA were delivered to Mrs. Zambarta as a means to encourage the continuity of dialogue for the development of disease-specific policies in EU Member States for patients with thalassaemia and other haemoglobin disorders.

Following the Press Conference, a press release was distributed in Greek, to media outlets in Cyprus.

The following media outlets published the press release or covered the event:

1. <https://www.sigmalive.com/news/local/885953/dothstatheri-i-afksisi-tou-arithmou-ton-asthenon-kai-foreon-me-thalassaimia-stin-ee>
2. <https://politis.com.cy/politis-news/statheri-i-ayxisi-toy-arithmoy-ton-asthenon-kai-foreon-me-thalassaimia-stin-eyropi/>
3. <https://www.cna.org.cy/WebNews.aspx?a=b8d46454df51462689afa1c5c35eb2d7>
4. <https://www.ant1.com.cy/news/cyprus/article/455056/auxisi-ston-arithmo-asthenon-kai-foreon-me-thalassaimia-stin-europi-video/?expandedarticle=true>
5. <https://www.ygeiawatch.com.cy/news/eidhseis/ayxhsh-ths-oalassaimias-sthn-eyrwph>
6. <https://ygeia-news.com/syndesmoi-asthenon/ayksanetai-stathera-o-arithmos-ton-asthenon-kai-foreon-me-thalassaimia-stin-eyropi/>
7. <https://omegalive.com.cy/kypros/%CF%83%CF%84%CE%B1%CE%B8%CE%B5%CF%81%CE%AE-%CE%B7-%CE%B1%CF%8D%CE%BE%CE%B7%CF%83%CE%B7-%CF%84%CE%BF%CF%85-%CE%B1%CF%81%CE%B9%CE%B8%CE%BC%CE%BF%CF%8D-%CF%84%CF%89%CE%BD-%CE%B1%CF%83%CE%B8%CE%B5%CE%BD%CF%8E%CE%BD-%CE%BA%CE%B1%CE%B9-%CF%86%CE%BF%CF%81%CE%AD%CF%89%CE%BD-%CE%BC%CE%B5-%CE%B8%CE%B1%CE%BB%CE%B1%CF%83%CF%83%CE%B1%CE%B9%CE%BC%CE%AF%CE%B1-%CF%83%CF%84%CE%B7%CE%BD-%CE%B5%CF%85%CF%81%CF%8E%CF%80%CE%B7/>
8. <https://cyprustimes.com/ygeianews/statheri-i-ayxisi-toy-arithmoy-ton-asthenon-kai-foreon-me-thalassaimia-stin-eyropi-leei-i-doth/>

RESULTS ACHIEVED

- 1 event to announce the results of the 4-year THALIA programme (2018 – 2021).

IMPACT ASSESSMENT

Methodology (*The Impact Model*)

TIF's Impact Model serves to compile a complete set of questions which, when answered, allows a conclusive and comprehensive impact assessment of the annual activities. Did the activities fulfil the expectation of the THALIA stakeholders? What were the main outputs of THALIA? What effects did THALIA produce, directly and on the long term? These are examples of questions the impact assessment intends to answer. The Impact Model is focusing on the evaluation strand of the Logic Model.

In order to take the whole process of THALIA into account, TIF's Impact Model is structured according to four main stages: (1) inputs, (2) outputs, (3) outcomes and (4) impacts. The first stage (1) consider aspects that can be evaluated before or at the beginning of THALIA, whereas the three others stages (2-4) consider aspects that can be measured conclusively only after the programme has been finished. All have been analysed in the respective THALIA2021 proposal and have been linked to specific indicators. More specifically:

1. Inputs: Inputs include not only financial means but also human resources, equipment, knowledge and ideas.
2. Outputs: Outputs represent the direct results of the activities realised.
3. Outcomes: Outcomes are defined as the effects of the outputs on the target audiences. Outputs may benefit in terms of increased knowledge, improved networking and cooperation skills or access to new markets.
4. Impacts: Impacts are the wider effects of TIF's THALIA activities. These are defined as the benefits for the immediate target audience and users of the outputs. The benefits for the society at large are called relative impacts.

To assess impact, it is important to have a set of basic criteria and compare them against the indicators set in the THALIA annual plan:

	CRITERIA	KEY QUESTIONS
1	RELEVANCE	Are the "general objective" and "specific objectives" still meaningful?
2	EFFECTIVENESS	Has the objective been achieved? How much contribution did the "outputs" make?
3	EFFICIENCY	To what extent have "inputs" been converted to "outputs"?
4	IMPACT	What positive or negative, direct or indirect effects have happened?
5	SUSTAINABILITY	To what extent will TIF be able to maintain the positive results of its activities?

Criteria	Relevance <i>Are the “general objective” and “specific objectives” still meaningful?</i>	Effectiveness <i>Has the objective been achieved? How much contribution did the “outputs” make?</i>	Efficiency <i>To what extent have “inputs” been converted to “outputs”?</i>	Impact <i>What positive or negative, direct or indirect effects have happened?</i>	Sustainability <i>To what extent will TIF be able to maintain the positive results of its activities?</i>
Tasks					
T6.1: Online Activities	Directly relevant to the objectives set.	Indicators overall were largely met and objectives achieved.	The “inputs” required for the implementation of this task were optimally used, namely: staff time, planning time, volunteer hours, knowledge base, technology, partners, contacts.	The impact of activities was overall satisfactory.	THALIA results will continue to be disseminated in the years to come.
T6.2: Offline Activities					
T6.3: Offline Activities					

