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**Dissemination strategies – Tips and tricks**

Note: All products should be firstly distributed within our network via our website. For that contact WG4 leader Jacques Van Lankveld ([jacques.vanlankveld@ou.nl](mailto:jacques.vanlankveld@ou.nl))

All products:

Initial contact

Explain mission of ESMN

**Proposed text**: *The European Sexual Medicine Network (ESMN) is an international network of medical and mental health science researchers and practitioners, educators and social service professionals involved with sexual health and medicine. It encompasses 177 very active researchers from 40 countries and is currently funded by European Union (*[*https://www.esmn-cost.eu/*](https://www.esmn-cost.eu/)*)*

**(See section XXXXXX for proposed text examples for each product)**

### Explain the reason for the contact

Explain the purpose of the writing

Describe the product you are presenting shortly

Announce future messages with other information

When possible, include confirmations of opening message, opening attachment, opening link to website in the message.

**Important:** text for message topic should not lead to trashing the email

## Specific products

### Video for general public

Promote on social media (listed below)

### Video for specific target group

Explain the purpose of the video and send the link

### Reports and Scientific Papers

Include explanation of the product and the PDF file or the link to the website

Include a key message of the product

Promote on social media (listed below)

Consider a Press release through your national agency

### Curriculum in Sexual Medicine

Message with Introduction of curriculum, including learning objectives

Send it to appropriate contact: for instance, national contact points for the boards of specialties

### Podcasts

Promote on social media (see below)

## Social channels

Facebook: https://www.facebook.com/esmn.cost.eu

Twitter: https://twitter.com/ESMN\_COST

Linkedin: https://www.linkedin.com/company/esmn-cost-eu/

Youtube: https://www.youtube.com/@europeansexualmedicinenetw6366

# Template for Video dissemination

Dear [National Teaching Body – early secondary/middle school],

[Mission of ESMN]

We are pleased to share a brief training resource to support sexual education to students.

In two minutes, the video highlights [ include the topic of the video ]

Other related topics can be found on our website: [Videos](https://www.esmn-cost.eu/media/videos/)

# Template for reports and scientific papers

Dear [Stakeholder],

[Mission of ESMN]

At this moment we would like to inform you about a scientific publication [include link] authored by ESMN scientists. [name of the author] and her co-workers recently published an article in [name of the journal]. It reports on [explain topic and key message].

# Template for Curriculum in Sexual Medicine

Dear [Stakeholder],

[Mission of ESMN]

At this moment we would like to inform you that we have prepared a basic curriculum in sexual medicine, authored by ESMN scientists. The curriculum is created for psychology and medicine undergraduate and master students. It consists of eight topics important for sexual medicine education: 1. Human sexuality and sexual health, 2. Our bodies and our sexuality, 3.Psychology and sexuality, 4. Sexuality related health risks, 5. Female sexual dysfunctions, 6. Male sexual dysfunctions,7. Diseases and sexuality – medical sexology and 8. Sexual minorities – definitions and prevalence of LGBT people. The course based on this curriculum is meant to take 28 hours and credited by 1 ECT.

Since you are [identify the stakeholder here], we think that our consensus curriculum is useful for your [Identify the purpose of the stakeholder here], we are inviting you to discuss the possibility of including our curriculum in the program of [Write the name of the institution – as specific as possible]. To start with, we are sending you the objectives of the eight presentations concerning the consensus objectives for the curriculum [include information, if applicable].

If the subject and the topics of our curriculum in sexual medicine are of interest for you, please do send us a feedback. After receiving your response, we will be happy to send you a more detailed report with the presentations of the 8 topics that are included in our basic curriculum in sexual medicine.

# Template for Podcasts

Dear [Stakeholder],

[Mission of ESMN]

Check out the new podcast of [insert author] on the website of the European Sexual Medicine Network (https://www.esmn-cost.eu/). Please scroll down and find the podcast there. [include information regarding the topic and main messages]