



Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

The field of telecommunications to keep the population informed about the evolution of the COVID-19 pandemic

Castilla-La Mancha Health Service (SESCAM)

Programa Operativo de Castilla la Mancha

Año 2022

Fondo Europeo de Desarrollo Regional

The actions taken by Castilla-La Mancha Health Service (SESCAM) in the field of telecommunications to keep the population informed about the evolution of the COVID-19 pandemic are presented as a Good Practice.

The action presented consists of various necessary actions to keep the population informed in the context of the onset of the pandemic. Specifically, information on COVID-19 has been sent out in bulk via SMS, the call center has been expanded and a free telephone number has been made available to inform the public about the outbreak of the coronavirus. All this has involved an expenditure about 280,000 euros, financed entirely by the European Union through the European Regional Development Fund (ERDF), as part of a larger operation of more than 300 million euros of EU aid. It is estimated that these actions have had an impact on 100% of the population of Castilla-La Mancha as they have been extended to all people with public health cover.



It is considered a Good Project Practice as it fulfills the following criteria:

Criterion 1. The role of the ERDF in the action has been appropriately broadcasted to beneficiaries, potential beneficiaries and the general public.

This project, as noted above, is included in a larger operation under the Coronavirus Response Investment Initiative (CRII). This operation has been appropriately disseminated through the most widespread digital media and in a visual and user-friendly format.



(Frame from the video "Reinforcing care capacity"
<https://www.youtube.com/watch?v=qCksi3R72nQ>*)*

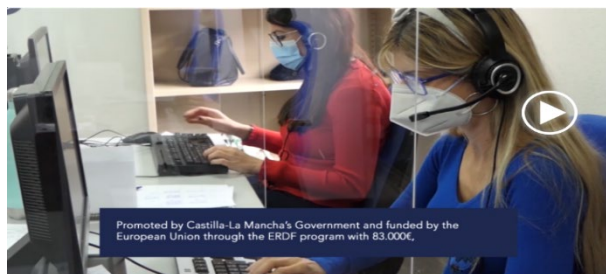
This specific project has also adequately disseminated the contribution of European funds for its implementation, both among potential beneficiaries and the general public. This has been achieved through different information and communication measures. Among the measures that have been carried out in accordance with Community regulations, the following should be noted:



On the website www.sanidad.castillamancha.es, a specific section has been created for COVID-19 investment initiatives under Thematic Objective 1, which includes information about the different co-financed actions, including those included in this project.

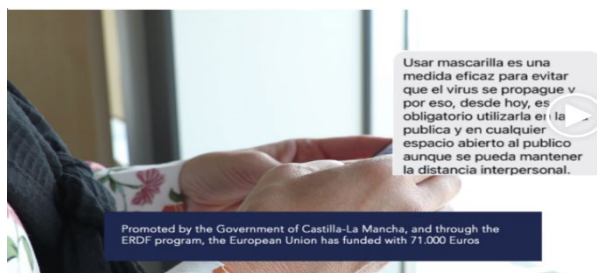
On the same website, **three promotional videos** of the actions carried out, subtitled in English, have been disseminated in order to reach the non-Spanish-speaking population.

They emphasize the financing received from the **ERDF**:



(Frame from the video "*Covid-19 information telephone number*". Click on the link to access the full video:

<https://sanidad.castillalamancha.es/saladeprensa/mediateca/videos/telefono-de-informacion-covid-19>)



(Frame from the video "*Sending COVID-19 information by SMS*". Click on the link to access the full video:

<https://sanidad.castillalamancha.es/saladeprensa/mediateca/videos/informacion-covid-19-sms-0>)



(Frame from the video "*Contact Centre Expansion*". Click on the link to access the full video:

<https://sanidad.castillalamancha.es/saladeprensa/mediateca/videos/refuerzo-contac-center-fondos-feder>)



Se han realizado diversas actuaciones por parte del #SESCAM para facilitar a la población información relativa a la pandemia de COVID-19. Las citadas actuaciones han sido financiadas íntegramente por la #UniónEuropea a través del #FEDER, como Iniciativa de Inversión en Respuesta al Coronavirus. <https://sanidad.castillalamancha.es/ciudadanos/fondos-feder-en-castilla-la-mancha/videos> Lo que se muestra es una pequeña parte de una Operación mucho mayor que se dedica a la lucha contra el brote de COVID-19, financiada por la UE, con una ayuda superior a 300 millones de euros.

#EUFunds
#ERDF
#Cril
#SESCAM

Moreover, these actions have also been communicated on social **networks**:

(Link to access:
<https://www.facebook.com/FondosEstructuralesJCCM>)



Criterion 2. Incorporation of innovative elements.

The innovative nature of this project is based on the exceptional nature of the situation in which it is being carried out. The global health crisis caused by COVID-19, the declaration by the World Health Organization as a public health emergency of international importance, and the declaration of Alarm State, have led the Regional Government to adopt extraordinary measures in accordance with the situation, for which it has had to incorporate unusual mechanisms and processes.

Therefore, the current project can be considered as an innovation since, on the one hand, it increases the size of existing tools in order to improve them, as is the case with the expansion of the Call Centre, and on the other hand, it implements completely new elements, as is the case with the mass mailing of information about COVID-19 via SMS and the provision of a free telephone number for information on the coronavirus outbreak to the population.

Criterion 3. Achievement of appropriate results to the objectives pursued.

The contribution of the **ERDF**, for the reinforcement of the response capacity to the health crisis caused by COVID-19 through SESCOAM, has made it possible to have bigger channels of communication with the public at times when face-to-face attention was incompatible with the fight against the pandemic. The results obtained with the help of this project have made it possible to provide a more effective response to the fight against COVID-19, making it possible to achieve the ultimate goal of guaranteeing security and healthcare during the pandemic.

The objectives pursued with the proposed actions have been of various kinds, including the following: to provide guaranteed care for all those infected; to detect, as soon as possible, the sources of infectious; to provide teams in anticipation of new outbreaks of the disease; to monitor mild cases and those discharged; to have the necessary hospital material and human resources to provide adequate, quality care to the affected population; to monitor the evolution of the pandemic and, lastly, to re-establish healthcare activity as soon as possible, returning the general health situation to the previous levels of the pandemic.

The image displays two side-by-side screenshots of news articles. The left screenshot is from ABC España, featuring a headline in large, bold black text: "El 900 122 112, teléfono de información sobre Covid de Castilla-La Mancha recibió más de 44.000 llamadas durante las fiestas navideñas". Below the headline, a sub-headline reads: "En el mismo periodo, el Sector Sanitario del Centro Coordinador de Urgencias, al que se accede a través del 112, ha atendido más de 25.000 incidentes". The right screenshot is from Público, with a similar headline: "El teléfono de información covid recibió más de 44.000 llamadas durante las fiestas navideñas". Its sub-headline states: "En el mismo periodo, el Sector Sanitario del Centro Coordinador de Urgencias, al que se accede a través del 1-1-2, ha atendido más de 25.000 incidentes." Both articles include logos for "PERIÓDICO CLM" and "Infocam" at the top right.

In several articles in the press, the impact on the population of these actions, which have been carried out thanks to financing from **Community funds**, **has been reported**. These actions have faithfully contributed to achieving the above-mentioned objectives.

Criterion 4. Contribution to the resolution of a need in the region

The health crisis caused worldwide by COVID-19 has revealed a problem in Castilla-La Mancha as a result of the insufficient public health resources to be able to attend, with guarantees, to the entire population affected by the pandemic, including health personal, patients and citizens in general. For this reason, it has been necessary to acquire non-presential communication channels, through the actions of this project, which have favored the ability to attend to and respond to the target public.

Criterion 5. High level of coverage of the target population.

The entire population of Castilla-La Mancha, which slightly exceeds two million inhabitants, has been the target audience of this action carried out by the Regional Government, which has been financed with **ERDF**.

The mentioned target audience covers the entire population, since COVID-19 potentially affects any citizen, and anyone who has requested it has been able to actively request information on the pandemic through the different channels promoted by this project. In addition, and in this case in a passive way, each of the citizens of this region, mobile phone users, has received the different communications via SMS of information on the pandemic that have been sent by the Regional Government to keep them informed about COVID-19 (it is estimated, according to the National Institute of Statistics, that currently 99% of the population of Castilla-La Mancha, of legal age, is a user of mobile phone services). These data justify the high level of coverage of this action among the target population.

Criterion 6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, social responsibility and environmental sustainability.

Based on the assumption that the Regional Government, through SESCOG, provides a health system based on universal, public, free and quality health care to the entire population of Castilla-La Mancha, which aims to reduce and eliminate inequalities, all measures and actions carried out through this project are aimed at the entire population affected by the pandemic, without any kind of bias. In this way, both the massive sending of information to the population by SMS, as well as the telephone calls from citizens to the Call Centre or to the free information telephone, are carried out or attended, respectively, indistinctly to all citizens, in an equal manner, regardless of their condition.

The reinforcement of the call center, as well as the establishment of the COVID telephone number, has led to an increase of the staff. The new recruitments have been made in accordance with the principles of equal opportunities and non-discrimination.

In terms of environmental sustainability, we can emphasize the positive impact on the environment of the tools used for this project (new technologies, SMS, telephony...), all of them digital, compared to other types of communication tools such as postcards, avoiding the consumption of paper and the economic and environmental costs inherent to the distribution of such a large amount of correspondence throughout the region's extensive territory.

On the other hand, it should be noted that various awareness campaigns have been carried out on the importance of discarding masks and gloves after use in waste bins or waste containers, with the aim of raising public awareness of the importance of disposing the COVID-19 derived material in the rubbish bin.

The ultimate aim of this project coincides with one of the above-mentioned Horizontal Priorities: social responsibility, since in the face of an extraordinary situation of this magnitude in society, with a global pandemic, the governments of each country and of each region join forces to protect each of the individuals that make up our society, for which extraordinary measures are established, as in the case of the aforementioned actions carried out, which would not have been possible without the help of supranational bodies such as the EUROPEAN UNION, in this case through the **ERDF**.

Criterion 7. Synergies with other policies or instruments of public intervention.

The fight against infectious diseases requires a bigger effort to involve the population, especially to prevent new outbreaks. Actually, one of the health determinants approached by this project is the social one. In this context, the project aims to reduce inequalities by democratizing access to health services and preventive information, which is conducive to reducing the burden on the health system. The actions developed in this project are in line with the public health programs included in the **Health Plan of Castilla-La Mancha Horizon 2025**, especially with the epidemiological monitoring and the vaccination program, both for children and adults. In addition, specifically concerning Covid-19, it has been proven as an effective tool of provide the measures adopted in the **State Strategy against the Second Wave**.



Castilla-La Mancha



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