



Addressing Psychosocial and Lifestyle Risk Factors to Promote Primary Cancer Prevention: an integrated platform to promote behavioural change (IBeCHANGE)

Project Number: 101136840

D8.8 – External Communication Engagement

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List of Abbreviations *(if applicable)*

Abbreviation	Explanation
ecancer	Ecancer Global Foundation
EAPM	European Alliance for Personalized Medicine

Executive Summary

This report presents a comprehensive overview of deliverable 8.8 of iBeChange and the progress towards its completion during the initial stages of the project. It also outlines the most important information relating to the task, the objectives, significant milestones, and areas that we are still working on.

Our primary objective in communication and dissemination is to ensure that we work collaboratively as a consortium so that the insights and outcomes of the project reach a diverse audience. To achieve this, we have implemented a multifaceted approach and have begun working on the tasks set out in the grant agreement, specifically T8.5. We are developing the iBeChange newsletter, press release, monthly videos, social media accounts and a dedicated page on the ecancer Global Foundation online platform: ecancer.org.

There has been great progress so far towards achieving these deliverables, however, there have been some limitations and delays. We have filmed and edited the first 12 monthly videos, planned the first newsletter, press release and the first 10 tweets are scheduled as soon as we are able to create the social media accounts. We are also developing the dedicated page on ecancer.org. Alongside this, pending some final feedback and subsequent alterations, we will have developed the official iBeChange logo and website. The limitations faced are due to the crossover of deliverables and the reliance of certain tasks on others. The purchase of the iBeChange domain and lengthy design and feedback processes have contributed to this. Despite this we are confident that we will be able to fulfill the aims of this deliverable within the coming weeks.

1. Introduction

Work Package 8 (WP8) handles the communications and dissemination aspect of the iBeChange initiative. It is responsible for creating the framework that will showcase iBeChange’s impact and expand the exchange of knowledge and guidance with external target audiences by reestablishing connections with the external community and building this network throughout the duration of the project.

We will ensure that the project findings will reach a wide range of potential users and stakeholders through various channels. This WP is led by The European Alliance for Personalized Medicine (EAPM), supported by ecancer as well as all other project partners who will partake in an active capacity by contributing to the content we disseminate. We will coordinate this sharing of information and ensure that the communication and dissemination plan is adhered to so that interested parties are able to access and share the knowledge and developments that come from iBeChange.

This deliverable displays the initial steps being taken to enable the communication of the work being done as part of the iBeChange project. This includes an official iBeChange website and extranet. There will be a video update on a monthly basis and a dedicated webpage on the ecancer Global Foundation website as well as other project partner websites. Every quarter we will be publishing a newsletter. For social media, we will create an X account with at least 10 posts per month and a LinkedIn account.

Effective communication and dissemination are crucial for the success of a project like iBeChange. Clear communication within the consortium is key as it ensures that all members understand their roles and objectives, fostering collaboration. This ensures that the project progresses smoothly and efficiently. Further to this, communication with other projects and outside bodies helps us to gain knowledge and experience that will positively impact iBeChange and helps to maintain the project’s momentum and credibility.

Dissemination of research findings is equally vital. Sharing results through online platforms, presentations at conferences and publications in peer-reviewed journals ensures that the wider community is aware of the project’s outcomes. In the context of iBeChange, disseminating our findings means that cancer healthcare professionals and the general public have an improved awareness about how lifestyle factors can contribute to cancer prevention. We will be working with other projects within the prevention cluster in order to ensure we have the widest reach possible. This also allows us to collaborate on ideas and have a stronger base for our network.

By sharing this knowledge publicly, we are confident that we will be able to raise awareness, develop new communication networks and influence public policies and practices, in line with European dissemination objectives. We have also created a set of dissemination guidelines which has been shared within the consortium to ensure that our dissemination objectives are being fulfilled and the consortium is working together as a whole on this.

2. Communication Strategies: Deliverable 8.8: Monthly video update, dedicated webpage on eCancer platform. Quarterly newsletter and annual press release, X account with 10 posts per month

2.1 Monthly video:

The aim of the videos is to give a wider context and a more detailed explanation of the project. Putting this information into video format helps to tell the story of the project and gives a more personal feel. The benefits of this are that we are able to capture more detailed explanations of the project and using members of the consortium means that the information is being disseminated directly from the experts to the general public.

The first 12 monthly videos were filmed at the kickoff meeting in Milan in January and have since been edited. They will receive one final edit to add the official logo when this is decided by the consortium. They will be posted on the iBeChange website and social media platforms as well as advertised in the quarterly newsletter as soon as they are live. The first 12 videos provide an explanation of the project and each work package. We filmed every work package leader that was available at the kick-off meeting. These were all interview style videos where we had 2 main focuses: the work package context and the healthcare system impact. The questions asked are below.

Work Package Context questions:

- Name/Organisation; Objective of the Work Package.
- The expected outcome at the end.
- How will this support the implementation of the EU Beating Cancer Plan

Healthcare system Impact questions:

- Name/Organisation; Role in iBeChange
- On thematic issue of impact assessment, what issue needs to be tackled at the local, national & EU level to ensure that the EU Region succeeds?
- What mechanism (s) should be taken at the national and EU level to support this?
- How will WP contribute to this?

We plan to film interview style videos at each in person consortium meeting as well as remote interviews, if necessary, throughout the project’s lifetime.

2.2 Dedicated webpage on the ecancer Global Foundation platform:

This will be a static page on the ecancer website with information outlining the iBeChange project. We will cover the objectives and key points of the project. It will also include:

- A link to the official iBeChange website
- an option to sign up to the iBeChange newsletter.
- Links to the iBeChange social media platforms

This page will be featured on the “news” section of the ecancer Global Foundation Platform, ecancer.org. This is where all relevant oncology news from key institutes, journals, governments,

NGOs, and charities, along with commissioned pieces from our news team is showcased. The iBeChange page will be pinned as a promotion on this part of our website. It will showcase the official iBeChange logo and we are planning to include the iBeChange colours/branding. The current link to this page is: <https://preview.ecancer.org/en/news/24519-ibechange-lifestyle-risk-factors-and-primary-cancer-prevention>. This will change when the page becomes live.

We also strongly advise the other project partners to link the iBeChange website to their respective websites, when it becomes live, to further our reach.

2.3 Quarterly newsletter:

We have created a template for the newsletter. This will follow the same branding and colouring as other materials that have been made for the iBeChange project such as the website and presentation template.

It will include:

- Introduction
- Feature article
- News and updates
- Upcoming events and meetings
- Video highlight
- Closing words

To ensure that we are upholding our dissemination guidelines, we will involve the members of the consortium in each newsletter. The content of each newsletter will largely come from updates from each work package and the members of the consortium as a whole. We will send out a form 4 weeks in advance of every release for the partners to inform us of any of the aforementioned news, updates, or events.

The aim of the first edition of the iBeChange newsletter is to present the iBeChange project to the oncology world, wider healthcare community and any interested parties. We will cover the reasoning, objectives and goals of the project.

The first newsletter has been planned with a focus on the kick-off meeting. We will cover each work package and their initial plans for the first months of the project. We will also include a highlight of the interviews we filmed at the meeting. The new iBeChange website, dedicated page on ecancer.org and the social media platforms will also be showcased.

2.4 Press release:

The first press release has been written and we are awaiting the creation of the social media accounts and website before this can be posted. The main aim of the initial press release is to introduce and launch iBeChange. It is a key strategic communication tool which we hope will generate publicity, increase visibility, and shape public perception of the project. The following press releases will be used to disseminate newsworthy information, progress and updates about the project. We will use this method of communication to highlight and bring attention to the key updates of the project.

The first press release will be posted as soon as the website and online platforms are live and will include:

- Introduction
- Objectives
- Key Focus Areas
- Impact and Significance
- Key Institutions and partners
- Kick off meeting

2.5 Social Media – X and LinkedIn

Social media is a huge part of the modern world and X specifically is becoming increasingly used as a way of communicating information online in the healthcare and scientific world. This is why we are keen that iBeChange has a presence on X. To ensure this we have created a schedule of 10 posts per month throughout the project’s lifetime to disseminate key information, updates, and events.

Social media is a community building tool that will allow researchers and healthcare professionals alike to collaborate in a more informal, fast paced setting. This is great for attracting the attention of stakeholders such as funding agencies, policymakers, and media outlets. It also allows us an opportunity to engage with the education sector and have an impact on education resources.

The first 10 posts are scheduled to be the below:

- Announcement of the project
- Announcement of the website
- An introduction to the project – objectives/goals
- the first press release
- Announcement of the dedicated page on ecancer.org
- Announcement of the other social media platforms – LinkedIn
- Kick off meeting – day 1.
- Kick off meeting – day 2.
- Our involvement with the other projects in our cluster
- The first newsletter

We are open to suggestions for this schedule, and it is by no means set in stone. We also welcome the other members of the consortium to post about the project and share both their own posts and re-post anything posted from the official iBeChange account, as set out in the dissemination guidelines.

To move forward with this, we need to purchase the domain for the website so that there is an email address attached to the project. As soon as this has taken place, EAPM will be creating the accounts, and we will be able to begin our social media campaigns. We are hoping that this will be completed by the end of April.

3. Conclusions

In conclusion, these actions outline the first steps in the iBeChange project encompassing various components aimed at maximising impact and engagement, both internal and external, to achieve the goals set out in the communication strategy.

This will be done through promoting the monthly videos, continuing to develop the dedicated webpage on the ecancer Global Foundation platform and disseminating the quarterly newsletter and annual press release. Each element is strategically designed to effectively disseminate project information and build on our network. The creation and management of social media accounts serves as an essential tool for real-time updates and interaction with the targeted audience.

Through planning and collaborating with other members of the consortium we have laid a solid foundation and plan for the communication and dissemination of the findings of iBeChange both inside and outside of the consortium.

Unfortunately, there have been some delays in the implementation of our communication and dissemination activities. The main reason for this is that many of the deliverables work simultaneously and depend on another activity to become live.

The deadline for the creation of the website is in the second set of deliverables we are tasked with; however, the website is a key element to the communication and dissemination of the project, and we need this to be live before we can promote our newsletter, the dedicated page on ecancer.org and the press release. We have tried to fast track the website to allow for deliverable 8.8 to be completed, however the feedback and design process is lengthy. The purchase of the domain is another delaying factor as we need this to give us the necessary attached email address to create the social media accounts so that they are linked specifically to iBeChange.

Once the aforementioned issues have been resolved, we are confident that our efforts will fulfill our aims and by implementing these strategies, we will enhance visibility, promote knowledge exchange, and grow our network, ultimately advancing the objectives of the iBeChange project and contributing to positive societal change.

4. References

Research & Innovation - Funding & Tenders Portal H2020 Online Manual
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

Version history

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