



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

Project Number: 101136840

D8.9 – Dissemination and exploitation plan

Related Work Package	WP8 – Policy Alignment / implementation, dissemination and communication
Related Task	D8.9 Communication, Dissemination and Outreach
Lead Beneficiary	eCancer
Contributing Beneficiaries	All partners
Document version	V2.0
Deliverable type	R
Dissemination level	PU
Original due date	31/05/2024
Updated due date	31/08/2024
Delivery date	02/10/2025
Authors	Ruth Cooper, Danny Burke
Contributors	EAPM team
Reviewers	iBeChange Consortium



**Funded by
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement Number 101136840.

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

Table of Contents

Table of Contents

List of Abbreviations.....4

Executive Summary.....5

1. Introduction.....6

2. External Dissemination & Communication Strategy.....7

2.1 Objectives.....7

2.2 Target Audience.....7

2.3 Dissemination Activities.....8

2.4 Exploitation Strategy.....9

2.5 Monitoring & Evaluation.....9

2.6 Timeline.....9

3. Conclusion11

4. References12

List of Abbreviations *(if applicable)*

Abbreviation	Explanation
ecancer	ecancer Global Foundation
EAPM	European Alliance for Personalized Medicine
IEO	European Institute of Oncology

Executive Summary

The iBeChange project is a forward-thinking initiative designed to enhance cancer prevention efforts by increasing awareness, facilitating knowledge transfer, fostering collaboration, and ensuring the sustainability of its outcomes. Targeted at healthcare professionals, researchers, policymakers, the general public, and related EU projects, iBeChange seeks to disseminate its findings broadly and effectively.

This document provides a detailed explanation of the rationale behind developing the communication and dissemination plan. It highlights the importance of effectively sharing the project's results and impact with various stakeholders. The plan outlines the diverse strategies we will implement, including digital media, publications, conferences, and public engagement, to ensure the findings are communicated as widely as possible. The goal is to maximize outreach, increase project visibility, and foster collaboration, ensuring that the knowledge generated from the project reaches relevant audiences, including the scientific community, policymakers, and the general public.

To streamline this document and avoid unnecessary repetition, each section of the strategy is presented here with only the headings. This approach ensures clarity and conciseness while providing an overview of the strategic framework. For a more comprehensive understanding, please refer to the full official document.

1. Introduction

The creation of the dissemination and exploitation strategy for iBeChange required in-depth research and careful planning to align with the project's diverse elements and overarching objectives. Our primary goal was to design a multifaceted strategy that would maximise the project's visibility and impact, ensuring that the findings and innovations of iBeChange reach the widest possible audience and effectively contribute to cancer prevention efforts.

Key dissemination activities include the development and launch of the iBeChange website, a dedicated page on *ecancer.org*, and active engagement through social media campaigns. Regular newsletters, press releases, and participation in conferences and workshops will further amplify the project's impact. Additionally, iBeChange will publish its research findings in peer-reviewed journals to reach a broader academic and professional audience.

During the development of this strategy, we meticulously considered various factors, including the target audiences, key messages, and the most effective channels for communication. This involved evaluating the unique aspects of iBeChange, such as its focus on behavioural change and emotional management in cancer prevention and identifying the best methods to disseminate these concepts to healthcare professionals, policymakers, and the general public.

The exploitation strategy focuses on encouraging the adoption of best practices by healthcare institutions and influencing policy to integrate iBeChange's findings into public health strategies. Training and capacity-building efforts will equip healthcare professionals with the knowledge needed to implement the project's recommendations.

Monitoring and evaluation will be continuous, with impact assessments and stakeholder feedback guiding improvements in the dissemination and exploitation strategies. The project will unfold over five years, beginning with foundational efforts in the first two years and culminating in comprehensive dissemination activities in the final year.

2. External Dissemination & Communication Strategy

2.1 Objectives

The main objectives of the iBeChange *External Dissemination and Communication Strategy* include:

- Increase Awareness
- Facilitate Knowledge Transfer
- Enhance Collaboration
- Sustainability

We expect that these actions will raise awareness of the iBeChange project's goals, progress, and results. The dissemination strategy will broaden the understanding of the project's significance among healthcare professionals, policymakers, and the general public. This increased visibility will help ensure that the project's key messages about cancer prevention reach a wide audience, encouraging informed action and support for the initiatives promoted by iBeChange. The effective sharing and adoption of iBeChange's findings by relevant parties, would contribute to the enhancement of cancer prevention strategies, helping to shape more effective approaches to reducing cancer incidence both at an institutional and personal level, by increasing adherence to behavior change and emotional management strategies that can reduce cancer incidence. Fostering partnerships is a key part of the dissemination strategy, as it creates opportunities for collaboration that will amplify the impact of iBeChange. By leveraging synergies with like-minded entities, the project can enhance its reach, benefit from shared expertise, and potentially co-develop new initiatives that further the project's goals past the project's lifetime.

2.2 Target Audience

The target audience includes:

- Healthcare Professionals
- Researchers and Academics
- Policymakers and Public Health Officials
- General Public
- Other EU Projects and Consortia

The findings of iBeChange will provide oncologists, general practitioners, nurses, the general public and other healthcare providers with valuable insights into new methods for cancer prevention. By equipping Europe's population with updated knowledge and practical tools, the project aims to encourage the adoption of preventative practices in clinical settings, ultimately contributing to lower cancer incidence rates. The dissemination efforts will raise awareness among individuals at risk of cancer and those interested in prevention. By providing accessible information on lifestyle factors and preventative measures, iBeChange will empower the public to make informed decisions that reduce their cancer risk, contributing to healthier communities. For institutions and individuals involved in cancer research and prevention, iBeChange will offer a rich

iBeCHANGE - 101136840 – D8.9 Dissemination and exploitation plan

source of data and innovative approaches that can be integrated into ongoing studies or inspire new research avenues. By engaging authorities responsible for public health policies and cancer prevention strategies, iBeChange seeks to influence the formulation and implementation of evidence-based policies. The project's findings will help shape public health interventions that promote cancer prevention. Additionally, the collaboration with other projects included in the "Prevention and early detection" cluster of projects under Horizon Europe's call will facilitate knowledge exchange. These interactions, through regular meetings and shared knowledge, will enhance the collective impact of the projects.

2.3 Dissemination Activities

Dissemination Activities planned include:

- Website development and launch
- Social Media Campaigns
- Newsletters and Press Releases
- Publications
- Conferences and Workshops

The creation of a dedicated website will facilitate engagement with a broader audience, allowing for increasing public awareness of the project and its objectives, real-time updates, interaction through social media links, and access to newsletters and publications. By offering a comprehensive and user-friendly platform, the website will enhance the project's reach, promote knowledge sharing, and contribute to the long-term sustainability and impact of iBeChange. By leveraging platforms alongside this, like *X* and *LinkedIn*, iBeChange will keep its audience informed and engaged through regular updates and interactive content. By distributing annual newsletters to stakeholders and issuing press releases for major achievements, all interested parties will keep updated on the project's developments. This consistent communication will reinforce stakeholder commitment, attract potential collaborators, and maintain momentum of the project. Presenting iBeChange's findings at conferences and workshops will ensure direct engagement and active participation. This face-to-face interaction with the scientific community and policymakers will not only disseminate the project's results but also create opportunities for networking, feedback, and collaboration. Publishing research findings complements these activities and ensures that iBeChange contributions are recognized within the scientific community.

iBeChange consortium is actively engaging in collaborative efforts with other key projects within the Horizon Europe framework, specifically as part of the *'Prevention and Early Detection' cluster*. Various activities are underway to foster dialogue with MELIORA and SUNRISE, the other two projects within this cluster. Several meetings have been scheduled among the different projects to facilitate collaboration across various strands. Specifically, iBeChange is leading the communication and dissemination strand in collaboration with the EAPM team, who is responsible for these aspects within iBeChange consortium. Several collaborative initiatives have been proposed under this strand and will be carried forward during the lifetime of the projects to increase awareness and visibility of the cluster's collective efforts.

2.4 Exploitation strategy

- Adoption of Best Practices
- Policy Influence
- Training and Capacity Building

By encouraging healthcare institutions and public health authorities to adopt the interventions and recommendations developed by iBeChange, the project aims to standardize and improve cancer prevention practices. Engaging with policymakers to integrate iBeChange's findings into public health strategies and cancer prevention policies will ensure that the project's research informs and shapes future health policies. This will help create a supportive environment for cancer prevention, facilitating broader adoption of effective practices and potentially leading to legislative changes that prioritize cancer prevention. To ensure that the outcomes of iBeChange reach healthcare professionals, developing educational materials is key in enhancing their ability to implement the practices in their work. These efforts will ensure that the knowledge generated by iBeChange will be effectively translated into action.

2.5 Monitoring & Evaluation

- Impact Assessment
- Stakeholder Feedback
- Continuous Improvement

Regularly assessing the effectiveness of dissemination activities through metrics like website traffic, social media engagement, and stakeholder feedback will provide valuable insights into the reach and influence of the iBeChange project. This ongoing evaluation ensures that the project's communication efforts are effective and allows for timely adjustments to maximize impact. Collecting and analyzing feedback from target audiences will enable the project team to refine communication strategies, ensuring that the information provided is relevant, accessible, and useful. This process helps tailor the dissemination efforts to meet the needs of different stakeholders. By doing these things, we will be able to continuously improve the content we disseminate, its outreach and impact. This ensures that we remain responsive to our stakeholders' needs.

2.6 Timeline

- Year 1-2: Focus on establishing the website, initial social media campaigns, and early-stage publications.

The establishment of digital platforms is crucial for building awareness and setting the stage for more intensive dissemination efforts in later years. These platforms will serve as the primary channels for sharing updates and engaging with the target audience.

iBeCHANGE - 101136840 – D8.9 Dissemination and exploitation plan

- Year 3-4: Expand dissemination through conferences, workshops, and increased collaboration with other projects and institutions.

As the project matures, expanding dissemination efforts to include in-person and collaborative activities will allow for deeper engagement with the scientific community and other stakeholders, leading to a broader impact and stronger partnerships.

- Year 5: Finalize dissemination efforts with comprehensive publications, a major conference presentation, and the implementation of long-term exploitation strategies.

The final year is critical for cementing the project's legacy. Comprehensive publications and a major conference presentation will summarize the project's achievements, while long-term exploitation strategies will ensure sustainability and continued impact beyond the project's duration.

3 Conclusions

The iBeChange project is set to make a significant impact on cancer prevention by raising awareness, sharing vital knowledge, and fostering meaningful collaborations. Through a carefully planned timeline and a robust dissemination strategy, iBeChange aims to ensure that its findings not only reach but also resonate with key stakeholders, driving long-term improvements in public health. By engaging with healthcare professionals, researchers, policymakers, and the general public, iBeChange is positioned to influence cancer prevention practices and policies on a global scale. As the project progresses, ongoing monitoring and adaptation will ensure that the dissemination and exploitation strategies remain effective, ultimately ensuring the sustainability and lasting impact of iBeChange's outcomes.

4 References

Horizon Guidelines (https://rea.ec.europa.eu/dissemination-and-exploitation_en)

Version history

Version	Description	Date completed
v1.0	First draft	20\09\2024
v2.0	Final draft – consortium revision	1\10\2024