



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

Project Number: 101136840

D8.10: Communication and Dissemination of the Prevention Cluster

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of the Prevention Cluster



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List of Abbreviations

Abbreviation	Explanation
iBeChange	Addressing Psychosocial and Lifestyle Risk Factors to Promote Primary Cancer Prevention: an Integrated Platform to Promote Behavioural Change
MELIORA	Multimodal Engagement and sustainable Lifestyle Interventions Optimizing breast cancer Risk reduction supported by Artificial intelligence
SUNRISE	SUStainable inteRventions and healthy behavIours for adoleScent primary prEvention of cancer with digital tools
IEO	European Institute of Oncology
EAPM	European Alliance for Personalised Medicine
WP	Work Package
PU	Public (Dissemination Level)
R	Report (Deliverable Type)
EU	European Union

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Executive Summary

This deliverable, D8.10 Communication and Dissemination of the Prevention Cluster, outlines the progress and future strategies for effectively disseminating the objectives and achievements of the cluster, part of Work Package 8 (WP8) under the Horizon Europe Mission on Cancer.

The cluster, comprising iBeChange, MELIORA, and SUNRISE, focuses on reducing cancer risks through behavioral change, addressing health inequalities, and improving early detection. Key achievements include:

1. the First Annual Cluster Meeting held in Barcelona,
2. the launch of the Cluster LinkedIn Page,
3. development of Cluster Branding and
4. the first draft of a Cluster Brochure.

These tools and events have enhanced visibility and engagement among stakeholders.

Future plans emphasize expanding the cluster's digital footprint, increasing stakeholder engagement, and implementing a metrics framework to evaluate communication efforts. These actions ensure the cluster's innovations reach a wide audience, advancing its mission to reduce cancer risks and promote healthier lifestyles across Europe.

1. Introduction

This deliverable, **D8.10: Communication and Dissemination of the Prevention Cluster**, falls under **Work Package 8 (WP8)**, which focuses on Policy Alignment/Implementation, Dissemination, and Communication and specifically relates to Task 8.5 – Communication, Dissemination, and Outreach. It is a collaborative effort by the **iBeChange**, **MELIORA**, and **SUNRISE** projects, with iBeChange taking the lead through its partner, the European Alliance for Personalized Medicine (EAPM), which holds responsibility for WP8 and its associated tasks.

The **Prevention Cluster**, established within the framework of the **Horizon Europe Mission on Cancer**, brings together these three flagship projects to advance cancer prevention and early detection through sustainable behavioural changes. Each project contributes unique expertise and methodologies to address the cluster's overarching goals, emphasizing the importance of collaborative efforts in reducing cancer incidence across Europe.

The primary objective of this deliverable is to develop effective **communication and dissemination strategies** for the cluster and provide a comprehensive report on the materials already created and disseminated. The deliverable highlights the cluster's objectives and achievements, ensuring they reach a broad audience while supporting ongoing efforts to enhance public awareness, stakeholder engagement, and the dissemination of innovative cancer prevention strategies.

1.1 Objectives of the Prevention Cluster

The Prevention Cluster seeks to address critical aspects of cancer prevention and early detection by promoting behavioural changes through tailored interventions. Its goals align closely with **Europe's Beating Cancer Plan**, which aims to reduce cancer disparities and improve health outcomes for vulnerable populations. The cluster's primary focus areas include:

- **Addressing inequalities:** Reducing disparities in access to cancer prevention programs and ensuring inclusivity across socioeconomic, cultural, and geographical boundaries.
- **Promoting behavioural change:** Encouraging sustainable lifestyle changes through digital tools, innovative interventions, and public health campaigns.
- **Citizen engagement:** Actively involving patients, citizens, and stakeholders in the co-creation and evaluation of prevention strategies.
- **Data-driven insights:** Leveraging data to inform policy recommendations and optimise cancer prevention programs.

1.2 Role of partners

The iBeChange, MELIORA, and SUNRISE projects collaborate closely to achieve the Prevention Cluster's objectives. Each project contributes unique expertise to address diverse population needs and harmonise efforts:

- **iBeChange:** Focuses on fostering behavioural and emotional management changes through AI-driven interventions for individuals at risk of lung, breast, and colorectal cancers.
- **MELIORA:** Empowers women at risk of breast cancer, as well as those currently facing the disease and survivors, by harnessing AI and digital tools to foster sustainable lifestyle changes.
- **SUNRISE:** Targets adolescents with innovative, digitally enhanced programs to instil healthy behaviours early in life.

EAPM leads the communication and dissemination efforts under WP8, taking responsibility for coordinating the LinkedIn page, quarterly newsletters, and the overall strategy. eCancer supports these efforts by leading video production and co-conducting interviews with stakeholders. MELIORA and SUNRISE ensure that communication materials reflect the shared goals and diverse objectives of the cluster.

All partners actively contribute to dissemination through their respective platforms, including iBeChange's and MELIORA's social media channels, and through participation in events to strengthen the cluster's visibility and impact.

1.3 Scope of this deliverable

Deliverable D8.10 represents a critical component of the Prevention Cluster's communication and dissemination efforts. Its primary purposes are to:

- Develop and implement common **communication and dissemination strategies** that effectively increase the visibility of the cluster's objectives and achievements among policymakers, researchers, healthcare professionals, and the general public.
- Provide a comprehensive report on the materials already created and disseminated, showcasing the cluster's progress in engaging stakeholders and the public.
- Highlight collaborative efforts and shared milestones across the three projects, emphasising the unified approach to cancer prevention and early detection through behavioural change.

These activities directly align with the objectives outlined in the Grant Agreement and the Scientific Work Plan (D1.5). Outputs such as the LinkedIn page, newsletters, and video interviews support the Horizon Europe Cancer Mission's goals of promoting behavioural change, addressing inequalities, and advancing public awareness.

By providing accessible platforms to disseminate findings, engage stakeholders, and foster collaboration among consortium members, Deliverable D8.10 ensures that the Prevention Cluster's communication and dissemination strategy remains impactful and aligned with the overarching mission to reduce cancer risks and promote healthier lifestyles.

2. Progress and key activities of the Prevention Cluster

So far, the Prevention Cluster has engaged in a variety of activities. This deliverable will first provide a comprehensive report on the activities carried out to date and then outline future strategies for the cluster's communication and dissemination efforts.

The Prevention Cluster operates through five distinct strands of work:

- research and innovation,
- citizen engagement,
- addressing inequalities,
- data management,
- the communication and dissemination strand.

Each strand has its own set of planned activities that align with its specific objectives. As the lead for communication and dissemination, EAPM and eCancer actively participate in activities across all strands and ensure that these are effectively disseminated through social media channels, websites, and newsletters.

Beyond regular cluster meetings, the key activity of the Prevention Cluster to date has been the **First Annual Prevention and Early Detection Cluster Meeting**, held on September 17, 2024, in Barcelona, Spain. During this meeting, consortium members agreed to hold annual meetings for the duration of the projects, with the responsibility for organising the event rotating among the partner projects each year.

2.1 The First Annual Prevention and Early Detection Cluster Meeting

The **First Annual Prevention and Early Detection Cluster Meeting of the Prevention Cluster** took place on September 17, 2024, at Caixa Forum in Barcelona, Spain. This gathering brought together representatives from the **iBeChange**, **MELIORA**, and **SUNRISE** projects, along with public health experts, researchers, policymakers, and stakeholders from partner institutions. Invited experts in cancer prevention and behavioral change also contributed to the discussions.

During the meeting, participants provided updates on the cluster's progress and discussed the status of key deliverables, including communication and dissemination materials like **brochures**, **newsletters**, and **videos**. They reviewed achievements in aligning cancer prevention strategies across the three projects and presented preliminary findings from behavioural change interventions targeting various populations. A significant focus was placed on fostering collaboration and synergy between the projects, exploring shared methodologies, and developing tools to enhance integration and address inequalities in access to cancer prevention and early detection.

Furthermore, the cluster's communication and dissemination strategy were presented, led by iBeChange, with the support of MELIORA and SUNRISE. Plans for creating communication materials, including videos, brochures, and **social media campaigns**, were outlined to raise awareness and ensure the cluster's objectives reached a broad audience.

The meeting concluded with a unified agreement on the cluster's communication and dissemination approach, with **iBeChange**, through **EAPM** and **eCancer**, taking the lead while ensuring collaboration across all projects. Next steps were identified, including refining the common scientific work plan, enhancing dissemination efforts, and aligning strategies with the goals of Europe's Beating Cancer Plan.

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Image 1. First Annual Cluster Meeting in Barcelona, 17th of September 2024.



Image 2. Denis Horgan presenting on behalf of iBeChange at the Annual Meeting of the Cluster

2.2 LinkedIn Page for the Prevention Cluster

During the first annual cluster meeting, the LinkedIn page for the Prevention Cluster was officially launched (image 3). The page was immediately utilised to disseminate information about the meeting and its key findings (image 4).



Image 3. LinkedIn page for the Prevention and Early Detection Cluster

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Next up at the First Annual Prevention and Early Detection Cluster Meeting: the R&I strand, including the Common Scientific Workplan and Policy Recommendations.

[Lucas Segal \(PredictBy\)](#) and [Delia Nicoară \(#IOCN\) \(Sunrise Project EU\)](#) will lead this important presentation, sharing insights on how the scientific work and policy efforts are aligned to make a lasting impact.

[#ClusterMeeting](#) [#ScientificWorkplan](#) [#PolicyRecommendations](#) [#Collaboration](#)
[#CancerPrevention](#) [#Sunrise](#)



Dario Monzani and 8 others

1 comment

Image 2. Posts on LinkedIn page from the Annual Meeting in Barcelona

Link to the LinkedIn page: <https://www.linkedin.com/company/prevention-cluster/posts/?feedView=all>

The future communication and dissemination strategy, developed during this meeting and earlier cluster discussions, includes the active use of the LinkedIn page for dissemination activities. EAPM suggested posting 1-2 times per month on LinkedIn, with the possibility of increasing posts for specific events, campaigns, or activities. These posts will follow a predefined social media calendar, which will be developed collaboratively by EAPM, eCancer, MELIORA, and SUNRISE, with all partners having access to provide their inputs and ensure alignment with the cluster's objectives.

2.3 Cluster branding

The branding for the Prevention Cluster was developed prior to the first annual meeting and formally presented during the event. This branding is currently being used and will continue to be utilised across social media channels, including the LinkedIn page. It features a combination of the three project logos—iBeChange, MELIORA, and SUNRISE—alongside the "Funded by the EU" logo, ensuring cohesive visual representation and recognition (image 5).

iBeChange



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Image 5. Cluster branding

2.4 Cluster Brochure

During the first annual meeting, as well as in subsequent internal discussions among the iBeChange, MELIORA, and SUNRISE projects' consortia, it was agreed to develop a brochure as a central communication tool for the Prevention and Early Detection (Behavioural Change) cluster. MELIORA led the development of the brochure, incorporating feedback from iBeChange and SUNRISE to ensure consistency and alignment with the cluster's shared objectives.

The brochure introduces the cluster as part of the EU Mission on Cancer, highlighting its role in cancer prevention and early detection by promoting behavioural change. It outlines the common goals of the three projects, including addressing modifiable risk factors such as smoking, poor diet, and physical inactivity, and integrating technology-based solutions like artificial intelligence, wearable sensors, and digital platforms to deliver scalable and tailored interventions.

The content also emphasizes the importance of adapting interventions to different socio-economic, cultural, and environmental contexts, ensuring that they address barriers to access and meet the needs of diverse populations. A co-creation approach is described, involving policymakers, public health experts, educators, and citizens to ensure relevance, effectiveness, and broad adoption of the cluster's strategies.

The brochure positions the cluster within the broader context of Europe's Beating Cancer Plan and the EU Mission on Cancer, which aim to reduce cancer incidence and improve outcomes for affected populations. It introduces the contributions of the three projects—iBeChange, MELIORA, and SUNRISE—while demonstrating their collaborative efforts to advance prevention and early detection through evidence-based approaches.

To maximize its impact, the brochure will be disseminated through multiple channels, including digital platforms, newsletters, and social media managed by all three projects. MELIORA has committed to promoting the brochure on its website, LinkedIn, and X (formerly Twitter). In addition, printed copies will be prepared for distribution at relevant conferences, workshops, and policy events to engage key audiences, including policymakers, healthcare professionals, researchers, and civil society organizations.

The cluster brochure serves as an essential component of the Prevention Cluster's communication strategy. It provides clear and accessible information about the cluster's goals, activities, and methodologies while supporting broader outreach efforts. Next steps include finalizing the distribution plan, integrating stakeholder feedback where necessary, and aligning future communication activities to ensure the brochure reaches its intended audiences effectively.

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The Cluster Brochure is available at the link below and will be shared across the social media channels of the individual projects and the common cluster LinkedIn page starting January 2025.

https://melioraproject.eu/wp-content/uploads/2024/11/MELIORA_CLUSTER_BROCHURE_V3-1.pdf



Image 6. Cluster brochure created by MELIORA

2.5 Joint events: webinars, online debates, workshops

All partners in the Prevention Cluster are organising events that will be open to all consortium members, fostering collaboration and knowledge sharing.

On November 20, 2024, MELIORA organized the Policy Debate – Improving Breast Cancer Prevention and Early Detection, inviting all partners to join and fostering collaboration among policymakers, researchers, healthcare professionals, and patient advocates. Hosted online by the European Health Management Association (EHMA), the event brought together a diverse group of stakeholders, including MEP Elena Kountoura, MEP Nicolae Ștefănuță, Prof. Dr. Martin Widschwendter, and Dr. Fiorita Poulakaki.

The debate focused on addressing disparities in access to screening and treatment, advocating for robust national cancer registries, and exploring innovative prevention strategies. Key discussions underscored the importance of equal access to healthcare, particularly for women from lower socioeconomic backgrounds and rural areas, and highlighted actionable strategies to reduce inequalities in prevention and early detection. These included:

- Expanding mammography screening programs to include women below the age of 45 and over the age of 70.
- Enhancing budget allocation and utilization to avoid cuts to health funding, with a focus on preventive measures.
- Implementing population-based screening programs across all EU+2 countries.
- Raising awareness through campaigns like Breast Health Day and introducing workplace and school initiatives that educate about the harmful effects of tobacco and alcohol.

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Experts emphasized the role of education in promoting healthier behaviors, the potential of innovative risk prediction tools, and the need for coordinated policy actions across Europe. Dr. Widschwendter presented advancements in predictive methodologies, while Dr. Poulakaki shared best practices such as mobile screening units and targeted awareness campaigns. Both stressed the importance of partnerships between research institutes, healthcare providers, and civil society organizations to enhance prevention efforts.

The event was concluded with a Q&A session that delved into policy gaps and practical solutions, reinforcing the commitment of all stakeholders to reducing breast cancer incidence and mortality rates across Europe.

More information about this debate can be found on the link below.

<https://melioraproject.eu/2024/12/05/closing-the-gap-insights-from-meliora-policy-dabate/>



Image 7. MELIORA's online Policy Debate on Improving Breast Cancer Prevention and Early Detection

In addition, on December 10, 2024, the iBeChange project, in collaboration with the University of Palermo and the Catalan Institute of Oncology, hosted an online seminar titled Evidence-Based Promotion of Sustainable Lifestyles and Mental Health: iBeChange Guiding Principles. This event brought together members of the iBeChange, MELIORA, and SUNRISE consortia to share insights and foster collaboration on sustainable behavioral change for cancer prevention and early detection.

Behavioral change models:

- Health Action Process Approach (HAPA): Presented by Dario Monzani (UNIPA), this model emphasized motivational and volitional phases, focusing on risk perception, self-efficacy, and action planning, with tailored strategies for non-intenders, intenders, and actors.
- COM-B Model: Maria Serra Blasco and Anna Garcia (ICO) highlighted the interplay of capability, opportunity, and motivation in promoting behavioral change.
- Michie's BCT Taxonomy: Systematic review findings showcased effective techniques for cancer prevention.

Digital psychological interventions:

- Marianna Masiero and Elisa Tomezzoli (IEO) discussed integrating machine learning, health psychology, and clinical guidelines to deliver personalized, evidence-based recommendations.

The seminar highlighted iBeChange's progress, including a preliminary app version, systematic reviews, and wearable sensor integration. Discussions emphasized co-designing solutions with diverse expertise, aligning methodologies across consortia, and tracking user progress effectively.

The event reinforced the importance of collaboration, evidence-based strategies, and personalized interventions to drive sustainable behavioral change. The seminar concluded with action items, including a follow-up workshop with technical partners to refine behavioral change techniques and ensure practical application across the consortia.

2.6 Video interviews

The communication and dissemination strategy of the Prevention Cluster includes the production of video interviews to strengthen collaboration and visibility among the iBeChange, MELIORA, and SUNRISE projects. These interviews aim to enhance synergies, provide insights into key activities, and ensure the dissemination of project goals and achievements across various stakeholder groups. The interviews will be promoted through each partner's social media channels, project websites, newsletters, and cluster-related platforms.

Video interviews were conducted during the First Annual Prevention and Early Detection Cluster Meeting, held in Barcelona in September 2024. These interviews featured representatives from the cluster, including key leaders from relevant Work Packages (WPs) and institutions, with tailored questions designed to align with their specific roles and expertise. Among the notable interviewees were Denis Horgan (WP8) and Delia Nicoara (SUNRISE), whose contributions highlighted the cluster's collective progress and future direction.

Denis Horgan, representing iBeChange, provided an overview of key milestones achieved since the previous meeting, challenges encountered, and measurable impacts resulting from the dissemination efforts. He emphasized the importance of collaboration across work packages and with external partners to ensure effective communication and shared resource dissemination.

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Delia Nicoara, representing the SUNRISE project, outlined the goals of SUNRISE and how they align with the broader objectives of the Prevention and Early Detection Cluster under Horizon Europe. She discussed opportunities for collaboration across the cluster to amplify visibility, strengthen joint dissemination efforts, and share resources effectively.

The video interviews are currently being edited by the iBeChange team, with support from eCancer. Once finalized, the interviews will be published on the iBeChange website and shared across MELIORA's and SUNRISE's communication channels to maximize outreach. Future plans include expanding this initiative to feature additional representatives from MELIORA and SUNRISE, ensuring balanced representation and showcasing the full scope of collaborative efforts within the cluster. These interviews will also play a role in promoting upcoming milestones, events, and findings, further strengthening stakeholder engagement and visibility for the cluster's activities

3. Future Projects and Communication Strategies

3.1 Activities across cluster strands

Each strand of the Prevention Cluster—research and innovation, citizen engagement, addressing inequalities, data management, and communication and dissemination—has its own set of activities, which all partners are expected to follow and disseminate under the leadership of the communication and dissemination team. Many of these activities also serve dual purposes as communication and dissemination materials. These activities include:

- Joint scientific publications,
- Training sessions,
- Monthly or bi-monthly meetings,
- Policy development and recommendation reports, and
- Online workshops.

3.2 Dissemination channels

All activities conducted under the five strands will be disseminated through multiple channels to maximise visibility and engagement:

- The **iBeChange website**, featuring a dedicated section for cluster activities.
- Social media platforms managed by iBeChange and EAPM, as well as the cluster's LinkedIn page.
- Quarterly **newsletters**, distributed to key stakeholders.
- For the SUNRISE project, all available platforms of the project as well as of the Cluster will be leveraged.
- So, for SUNRISE this will ensure effective communication and dissemination to the partners and to the target groups and the general public for promotion of the work of the project and the Cluster,
- These actions from SUNRISE will help for aligning with the cluster's overarching goals. Similarly, MELIORA will utilise their website, newsletter, and social media channels (LinkedIn and X) to promote cluster content and ensure broad visibility among stakeholders.

To ensure consistency and regular engagement, a social media calendar will be collaboratively developed and maintained by eCancer, EAPM, and MELIORA. While the LinkedIn page serves as the cluster's primary social media platform.

3.3 Content creation and dissemination

Cluster findings will be widely disseminated through:

- Presentations at conferences and seminars.
- Commonly organised online workshops.
- Video production led by the eCancer team, including videos recorded at annual cluster meetings.

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- Interviews conducted by eCancer and EAPM with relevant stakeholders from all consortium members.

These dissemination materials will be strategically shared via social media channels, the cluster's website, and newsletters to ensure broad outreach and stakeholder engagement.

3.4 Expanding social media presence

The cluster aims to enhance its visibility and engagement by utilising additional social media platforms alongside LinkedIn, which is currently the primary platform for dissemination. The EAPM team has proposed expanding the cluster's network to include platforms such as X (formerly Twitter), which is widely used by policymakers, stakeholders, and EU-funded projects. In that case, the X account for the cluster would be managed and monitored by iBeChange team, specifically EAPM and eCancer.

X (Twitter) offers unique advantages for real-time engagement and fostering connections with a broader audience, particularly in the policy space. Many European institutions, public health organisations, and research projects already leverage X for advocacy, sharing updates, and promoting collaboration across sectors. Its format allows for the rapid dissemination of information, real-time event coverage, and interactive dialogue with stakeholders.

The potential benefits of using X include:

- Reaching additional target audiences, such as policymakers, healthcare professionals, and academic researchers.
- Facilitating greater interaction and visibility for the cluster's activities, such as events, webinars, and publications.
- Aligning with dissemination strategies already utilised by EU projects and stakeholders active on X.

To evaluate the feasibility and impact of expanding to X, the cluster will assess engagement metrics such as impressions, likes, shares, and follower growth. A phased approach can be adopted, starting with posting highlights of key events, policy recommendations, and cluster activities to gauge the platform's potential.

If deemed successful, the cluster may further integrate X into its broader communication strategy, complementing LinkedIn to amplify its reach and engagement. The social media calendar is to be developed collaboratively by EAPM, eCancer, MELIORA, and SUNRISE and is going to incorporate regular updates tailored for multiple platforms, ensuring consistent messaging across all channels.

3.5 Metrics and analytics framework

To enhance communication strategies, a robust analytics framework will be implemented. This framework will monitor:

- Social media engagement metrics, such as follower growth, likes, shares, and comments.
- Newsletter performance, including open and click-through rates.
- Participation rates in events such as webinars and annual meetings.
- Video reach and the distribution impact of brochures and other materials.

A detailed calendar of posts will support the social media plan, with analytics from the LinkedIn page and partner channels such as EAPM's website and social media and iBeChange's platforms. These metrics will enable quarterly evaluations to refine strategies and address engagement gaps.

3.6 Stakeholder engagement

The Prevention Cluster recognizes the critical importance of stakeholder engagement in achieving its objectives of reducing cancer risk through behavioral change and promoting early detection. Engaging a diverse range of stakeholders—including policymakers, researchers, healthcare professionals, patient advocacy groups, and the general public—ensures that the cluster's activities remain inclusive, impactful, and aligned with real-world needs.

The primary goals of stakeholder engagement are:

- **Awareness:** Increase understanding of the cluster's objectives and activities among key stakeholders.
- **Collaboration:** Foster partnerships and synergies across sectors to co-create effective cancer prevention strategies.
- **Inclusion:** Address inequalities by ensuring representation from diverse socio-economic, cultural, and geographical backgrounds.
- **Advocacy:** Promote policy changes and public health initiatives that align with Europe's Beating Cancer Plan.

To achieve these goals, the cluster will implement a multifaceted approach, including:

- **Workshops and events:** Regular workshops, online debates, and webinars will be organized to actively involve stakeholders in discussions about prevention strategies, tools, and methodologies. These events will provide a platform for exchanging knowledge and experiences and will be targeted at specific groups, such as policymakers or healthcare providers, to tailor content to their needs.
- **Co-creation activities:** Stakeholders will be directly involved in co-creating tools and interventions through focus groups, surveys, and iterative feedback processes. This approach ensures that the solutions developed are practical, culturally sensitive, and widely adoptable.
- **Social media outreach:** Leveraging the LinkedIn page, newsletters, and potential use of X (formerly Twitter), the cluster will regularly update stakeholders on its progress and invite participation in ongoing activities. These platforms will serve as channels for two-way communication, encouraging stakeholders to share insights and collaborate.
- **Policy engagement:** Dedicated policy workshops and roundtables will involve policymakers and public health authorities in shaping cancer prevention initiatives. These activities will include evidence-based presentations, policy briefs, and recommendations that stakeholders can implement at national and EU levels.
- **Tailored communication:** Specific content will be created to engage different stakeholder groups effectively. For example, infographics and video interviews will target the general public, while detailed policy briefs and technical reports will address policymakers and researchers.

Monitoring and evaluation

A robust analytics framework will track stakeholder engagement activities, including:

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- Attendance and participation rates at workshops, webinars, and events.
- Social media metrics such as post reach, likes, comments, and shares.
- Open and click-through rates for newsletters.
- Feedback collected through surveys and post-event evaluations.

4. Conclusion

This deliverable outlines the Prevention Cluster's efforts to communicate and effectively disseminate its objectives, achievements, and future strategies. By fostering collaboration between iBeChange, MELIORA, and SUNRISE, the cluster has developed tools and platforms, including the LinkedIn page, branding materials, and the Cluster brochure, to enhance visibility and stakeholder engagement.

Looking ahead, the cluster will refine its communication strategies, explore expanding its presence to platforms like X (formerly Twitter), and strengthen stakeholder outreach to maximise the impact of its work. These efforts align with the Horizon Europe Cancer Mission's goals, ensuring that the cluster's findings and innovations reach the audiences needed to advance cancer prevention and early detection initiatives.

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Version history

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