

Stance4Health

Initial Communication and Dissemination Plan

Number of deliverable: Deliverable 8.1
Delivery date: 18 December 2018
Responsible for deliverable: EUFIC
Contributor: TTC
Dissemination level (PU/PP/RE/CO) - Public



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Introduction

The communication and dissemination plan sets out a strategy to maximise the impact of the project, to increase its visibility, and to ensure that project results reach a wide audience of relevant stakeholders. Importantly, all partners are seen as ambassadors of the project and are involved to different degrees in communication and dissemination efforts.

The communication and dissemination plan addresses the following elements:

Purpose (“why?”)

Messages (“what?”)

Key audiences (“who?”)

Methods (“how?”)

Time (“when?”)

Purpose (“why?”)

Global adoption of the Western diet caused a shift in dietary and nutritional intake and resulted in an increased prevalence of non-communicable diseases. Stance4Health project addresses this shift by developing a complete smart personalised nutrition service based on the use of mobile applications combined with tailored food production. In turn, tailored foods could optimise the gut microbiota activity, while the use of modern technologies ensures long-term consumer engagement. The novel tools and services developed throughout the project have the potential to directly impact more than 67 million European adults and 8 million children by 2022. Therefore, the need to communicate about the project is crucial to ensure a successful uptake of these novel digital services for personalised nutrition as well as to achieve citizen engagement and acceptance for the Stance4Health products.

Message (“what?”)

Adhering to healthy, flavoursome and sustainable dietary patterns becomes increasingly difficult as consumers are often faced with conflicting information about what a healthy lifestyle is. An overarching aim of the Stance4Health project is to provide citizens with smart, personalised nutrition service and tailored food products allowing them to live a healthy life.

In the early stages of the project, dissemination will focus on general messages explaining potential benefits of application of personalised nutrition service. As project results become available, specific messages on the project’s progress and achievements will be produced for each outreach activity, and will be adapted to be accessible and understood by the relevant target audiences listed below.

Key audiences (“who?”)

The Stance4Health project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information. Each outreach task will be carefully designed to have the maximum chance of reaching the audiences concerned.

Target audience	Objective	Approach
Industry	<ul style="list-style-type: none"> • To increase awareness of benefits of personalised nutrition service and tailored food products • To create awareness of the project and to promote use of project results by industry • To provide new market opportunities for novel products and approaches 	Website, articles and leaflets, videos, e-newsletter, social media, conferences and events.
Medical community/Health authorities	<ul style="list-style-type: none"> • To create awareness of the project progress and results • To inform and encourage the use of personalised nutrition service in the future • To provide tools that will help in prevention of diet-related non-communicable diseases 	Website, articles and leaflets, videos, infographics, social media, conferences and events.
General public & consumer organisations	<ul style="list-style-type: none"> • To increase awareness of benefits of using personalised nutrition service • To inform and increase awareness of tailored food products • To increase consumer confidence in personalised nutrition • To minimise the risk of consumer rejection of personalised nutrition service • To create dialogue with the public as a way to increase trust in novel technologies for personalised nutrition • To empower consumer to be able to make healthy and sustainable dietary choices 	Website, popular media articles, infographics, videos, social media.
Scientific community	<ul style="list-style-type: none"> • To create awareness of the project progress and results • To establish new connections to ensure future research paths 	E-newsletter, academic journal articles, conferences and events, advisory board, social media.
Opinion leaders and regulators/policy makers	<ul style="list-style-type: none"> • To create awareness of the project progress and results 	Website, articles and leaflets, webinars and videos, infographic, social media, conferences and events.

	<ul style="list-style-type: none"> To enable changes in regulation by offering expertise 	
The media	<ul style="list-style-type: none"> Amplify outreach of project results to all other audiences 	Website, press releases, articles, project events, social media

Method (“how?”)

It is of principal importance that the relevant user groups and targeted audiences are approached and informed in the correct manner about the benefits of the new concepts and technologies that arise from the Stance4Health project. WP8 partners will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and communication objectives of the project.

Initially, a project’s **corporate identity** will be created in order to ensure a common, clean and modern graphic line which represents the objectives of the Stance4Health project. Subsequently, all communication materials produced by the consortium will use the same design and branding to increase the familiarity of the project.

An attractive, user-friendly **project website** will be developed in order to increase visibility of the project’s outcomes and results to all target audiences. Mutual links between the partners’ websites will drive traffic to the official project website. The project website will contain:

- Latest news about the project progress and results
- Details about the project partners and stakeholder advisory boards
- Electronic materials (e-newsletter, infographics, videos, articles and scientific publications, public deliverables, links to partners websites)
- Social media links/buttons

Social media will be used to share project outcomes and redirect users towards the website. TTC will manage a dedicated Stance4Health twitter (@Stance4Health), Facebook and LinkedIn accounts. In addition, the EUFIC-managed Twitter account EU Food Health (@SciFoodHealth) as well as other partners social media accounts will also support the communication about the Stance4Health project to further increase the outreach. The hashtag for all social media posts will be **#Stance4Health**. Videos created throughout the project will be shared via EUFIC’s YouTube channel SciFoodHealth.

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results.

Printed material will also be produced in the form of two leaflets explaining the project objectives and outcomes in accessible language, for distribution by partners at relevant events.

Dissemination of project results will be enhanced by publication of **articles in scientific journals, trade magazines and popular articles** in magazines for relevant audiences (e.g. consumer magazines). **Press release** on the project and its results will be also distributed to the European press and national journalists to increase the outreach of the project.

A range of activities will be also carried out to communicate and disseminate the outcomes of Stance4Health to **health professionals and food and health authorities** as well as the academics.

Additional details about the individual materials that will be produced can be found in Tables 2 & 3.

An External Advisory Board (EAB) will be established with 3-5 well known experts from relevant fields to provide scientific advice throughout the course of the project. These include civil society representatives, consumer and patient organisations, nutrition and dietetics associations, policy makers, industry representatives and associations from medical science/biology. The EAB will meet once per year (either at annual project meeting or conference/workshop).

Towards the end of the project, the **exploitation and business plan** for continued impact of project outcomes will be developed. The plan will focus on the commercial development of the app taking into account measures required to maximise the chance of post project interest. The exploitation plan will detail how each of the project outputs will be used in commercial exploitation activities for business growth and competitiveness. Similarly, **innovation management** will further support and accelerate market uptake of Stance4Health products and services.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to inputs on the website and social media, proactively sharing information with communication and dissemination team about project results, and if possible providing translations of lay materials and/or press release in their local language.

The respective actions and timings of WP8 deliverables are listed in **Table 2**. **Table 3** shows other tasks, not listed as deliverables but crucial for dissemination activities; Table 4 lists partners' dissemination activities. Finally, **Table 5** groups up the Public dissemination level deliverables ordered by due date.

Time ("when?")

TTC will coordinate the project dissemination by providing updates on the project's website, WP8 team will play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information. Contents resulting from project outcomes and other activities will be published online as they become available. At an early stage, when results are not yet available, the start of the project will be announced, general information on personalised nutrition will be disseminated and the website will be promoted. The project's website will be accessible from January 2019.

Presence on social media will follow the creation of the website and will be fed with regular updates on progress and activities as they are out, and redirecting the users to the main platform.

All partners of the consortium will keep Stance4Health in the public eye with both regular and special event activities that will run throughout the lifetime of the project. These events will be identified with the help of partners on ongoing basis and circulated to the rest of the consortium for interest. A **concluding conference** will directly address the industry, the scientific community and policy makers. The scientific and industrial communities will also be informed of the project's achievements face-to-face at international conferences.

Supplementary tables

Table 2. WP8 Deliverables detailed [Parts highlighted in green represent the areas where a major partners' involvement is expected; text in orange represents the update in September 2021]

Deliverable	What	Audience	Why	Actors and tasks	When	Deadline
D8.1 Communication and dissemination plan (to be updated annually)	Audience (who), message (what), purpose (why), method (how), time (when) of project communications, with expected actions of all project partners.	Project partners	To meet the information needs of the target audiences and communication objectives of the project.	EUFIC develops draft; TCC and coordinator to feedback	Dec 18	M3 Dec 18
				EUFIC finalises	Dec 18	
D8.2-8.5 Communication and dissemination results	Summary, Introduction, Objectives, Challenges and opportunities, Results, Conclusion and next steps	Project partners	To collate and report all communication and dissemination activities and materials from the previous year	EUFIC	Sept; 19,20, 21, 22	M12, 24, 36, 48 Sep 19, 20, 21, 22
D8.6a Corporate identity and design	A visual representation of the project.	All stakeholders	To ensure common graphics/visuals that are easily identifiable, to share information and engage target stakeholders.	EUFIC develops conceptual brief	Nov 18	M3 Dec 18
				EUFIC receives quotes and selects the agency	Nov 18	
				EUFIC/TTC and project coordinator tailor to project needs & EUFIC finalises	Dec 18	

D8.6b External project website	Communicate, inform, create dialogue and promote use of the project results among the target audiences.	All stakeholders	To increase visibility of the project's news, outcomes and results.	TTC tailor to project needs	Nov 18	M3 Dec 18
				Project website online	Dec 18	
				Partners website to link to project website	Jan 19	
D8.7-8.8 Communication tools: Two project leaflets	A summary of the project's main aims & outcomes presented in clear and simple language.	Website visitors, opinion leaders/regulators, the media, industry, health professionals, educators general public	To increase visibility of the project's main aims & outcomes.	TTC to develop draft; EUFIC and coordinator to feedback	Second leaflet in 2022	M3 Dec 18 M48 Oct 22
				TTC finalises		
				Partners share through networks and at events & record activity		
D8.9-8.10 Communication tools: Two Food Today articles	The main elements of the project presented in clear and simple language.	Distribution to 47.000 subscribers (opinion leaders/regulators, the media, industry, health professionals, educators general public)	To raise awareness of the project.	EUFIC develop content and publish	First article in October 2020 (summary of project background and objectives)	M24 Oct 20
				Partners to circulate to their networks	Second article timing October 2022 (summary of project outcomes)	M48 Oct 22

D8.11-8.14 Communication tools: Infographics	1 st Infographic: Summary of the project 2 nd Infographic: Stance4Health project update 3 rd Infographic: What is personalised nutrition 4 th Infographic: The outcomes of the Stance4Health project	Policy makers and regulators, industry, media, consumer organisations, general public	To better communicate complicated concepts, and to engage the audience.	EUFIC to develop with input from partners	Sept; 19,20, 21, 22	M12, 24, 36, 48
D8.15-8.19 Communication tools: Information factsheets	Written presentation of aspects of the project.	Policy makers and regulators, industry, media, consumer organisations, general public	To raise awareness of the project.	TTC to develop draft; EUFIC and coordinator to feedback	First factsheet Dec 2018	M3, 12, 24, 36, 48
				TTC finalises		
				Partners share through networks and at events & record activity		
D8.20 Policy and practice notes	TBC	Policy makers and opinion leaders	To inform policy makers about results.	EUFIC	TBC	M48
D8.21 Research articles	Presentation of various aspects of the project for technical audiences.	Scientific community, policy makers and regulators, industry, media, consumer organisations, general public	Increase outreach & promote awareness of project outcomes.	TTC with input from partners	TBC	M3-48
D8.10 European multi-stakeholder workshop/final conference	Presentation of the results of the project to selected key stakeholders.	Industry, policy makers and regulators, consumer/trade organisations, scientific community, food scientists & technologists, media	To present the final results to key target audiences.	EUFIC to organise with support from partners	TBC	M48

Table 3. Other WP8 tasks not listed as deliverables [Parts highlighted in green represent the areas where a major partners' involvement is expected]

Task	What	Audience	Why	Actors and tasks
Task 8.3.1.3 Communication tools: Press release	Summary of the project's main outcomes and highlights of significant results.	Media – to reach target audiences: industry, policy makers and regulators, consumer/trade/academic organisations, general public	Increase visibility of the project's main outcomes	EUFIC to develop drafts based on project results and partner input
Task 8.3.1.4 Communication tools: Popular articles & blog posts	Messages to be developed.	Policy makers and regulators, industry, consumer organisations, general public	Increase outreach & promote awareness of project outcomes, maintain interest in project.	TTC/UGR to produce
Task 8.3.1.5 Communication tools: Section on eufic.org	The main elements of the project, linking to the project's website.	EUFIC website visitors (opinion leaders/regulators, the media, industry, health professionals, educators, general public)	Increase visibility. Around 600,000 visitor sessions per month. Referral rate on average around 30%. Prime position with major search engines.	EUFIC
Task 8.1.3.6 Communication tools: Social media presence	Messages to be developed ad hoc (to show the project is alive, and is important, and needs stakeholder input).	Twitter: Professional & lay audiences Facebook: Professional & lay audiences LinkedIn: Professional & lay audiences	Increase outreach, raise awareness and engage key stakeholders, maintain interest in project	TTC will manage Stance4Health Twitter, Facebook and LinkedIn accounts EUFIC to use @SciFoodHealth social media account to promote as well as SciFoodHealth YouTube channel

		<p>YouTube to showcase videos to professional & lay audiences</p> <p>Other channels (ResearchGate can be used by partners via their own accounts)</p>		Partners to tweet/re-tweet #Stance4Health
<p>Task 8.3.1.8</p> <p>Communication tools: E-newsletter (2/year)</p>	<p>Highlight the project's main activities and outcomes. A Stance4Health section will be integrated into the EUFIC newsletter and sent to their >40k subscribers</p>	<p>Industry, scientific community, food scientists, technologists, lay audience</p>	<p>Increase outreach, maintain interest.</p>	<p>TTC and EUFIC will create content for four newsletters each. TTC will collate the content for all newsletters and prepare a PDF document ready for distribution by EUFIC to its newsletter subscribers.</p>
<p>Task 8.3.1.9</p> <p>Communication tools: Videos</p>	<p>Videos will include webinars from the final conference and/or short interviews with project partners</p>	<p>Professional & lay audiences</p>	<p>Increase outreach & promote awareness of project outcomes, maintain interest in project</p>	<p>EUFIC with input from partners</p>
<p>Task 8.3.2.3</p> <p>Learning workshops</p>	<p>Outcome-focused learning workshops, organised around the key findings of the project.</p>	<p>Practitioners and policy makers</p>	<p>To regularly discuss the findings of the project</p>	<p>TUB with input from partners</p>

<p>Tasks 8.3.3 Dissemination amongst academics</p>	<ul style="list-style-type: none"> • Articles, papers in leading journals and conferences • Professional dissemination materials • Targeted audience database – Stance4Health Community • Research summary sheets • International seminars – roundtables • Mensa open days – ICT based menu, short video-clips, end-user factsheets, mini-recipe book “science meets the plate’ 	<p>Professionals and academics</p>	<p>To increase outreach of the project, communicate with other researchers in the field, discuss and communicate the results of the project</p>	<p>TTC</p>
<p>Task 8.4 External Advisory Board (EAB)</p>	<p>Experts to provide a high level of critical analysis</p>	<p>All partners</p>	<p>To add value and validation of the research approach</p>	<p>EUFIC with recommendations from partners</p>
<p>Task 8.5 Exploitation and business plan</p>	<p>Presentation of various aspects of the project.</p>	<p>Commercial members</p>	<p>Used for the commercial development of the app to maximise the post project uptake.</p>	<p>TTC with input from partners</p>
<p>Task 8.6 Innovation management</p>	<p>a project-specific innovation management approach and plan</p>	<p>All partners</p>	<p>Support and accelerate market uptake of Stance4Health innovations</p>	<p>TTC with input from partners</p>

Table 4. Partners dissemination activities – for further outreach

WP	Activity	Dissemination	Audience	Why	Who/How	When	Deadline
All	Conferences & events	Highlight the project's main activities and outcomes at conferences & events.	All stakeholders	To raise awareness and increase outreach. To engage stakeholders	Partners to send TTC delivery address to receive leaflets	TBC	Ad-hoc
					Identify future conferences/events that may be relevant for the stakeholders		
					Partners distribute leaflets at events	Ad-hoc	
					Partners take photos at events (and tweet) and forward to WP8 team	Ad-hoc	
					Partners summarise key information about event for website/newsletter	Ad-hoc	
					Partners inform WP8 team about any communication and/or dissemination activities for reporting (event, date, place, audience type, audience number).	Ad-hoc	
					TTC/EUFIC share information on website/newsletter/social media	Ad-hoc	
All	Scientific papers	The main outcomes of the project, and key findings presented and discussed in scientific papers.	Scientists	To disseminate scientific results	Partners submit final copy and related information	TBC	Ad-hoc
					Green or gold open access	TBC	
					TTC/EUFIC add scientific papers on website and communicate on social media	TBC	
All	Media exposure	Interviews with media e.g. main elements of the project, objectives, activities, or outcomes.	Media	To increase visibility and outreach. To be leveraged in project communications, and multiplied	Partners inform TTC/EUFIC on press activities	Ad-hoc	Ad-hoc
					TTC/EUFIC share on website/social media		

Table 5. Public dissemination level deliverables ordered by due date – for further outreach

Deliverable	Description	Lead(s)	Delivery	Date
D9.1	Signed Consortium Agreement	UGR	M1	Oct 2018
D9.2	Appointment of a Management Board (MB)	UGR	M1	Oct 2018
D9.3	Reports on the general management	UGR	M12, 24, 36, 48	Oct 2019, 2020, 2021, 2022
D2.1	Nutritional database of raw, processed, ready-to-eat foods and typical dishes	TUB	M24	Oct 2020
D3.2	GPS positioning app to study food environment	UGR	M24	Oct 2020
D4.1	Factors that influence long-term sustainability of healthy diets by consumers	AU	M36	Oct 2021
D4.2	Ethical factors influencing the acceptance of personalised nutrition	UBATH	M36	Oct 2021
D4.3	Economic impact of SPN	UGR	M48	Oct 2022
D6.1	SPN service running for adult population	ISA	M48	Oct 2022
D7.1	SPN running for children	NKUA	M48	Oct 2022