DELIVERABLE

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D7.4 Communication and publication strategy

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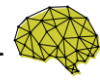
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Abstract (for dissemination)	This report documents communication and publication strategies agreed upon by the consortium for the duration of the project lifecycle, as stipulated in project Task 7.4 'Communication and outreach strategy and planning'. The report is divided into two sections covering the multi-channel communication strategy and the strategy for disseminating project results through scientific publications, respectively.
Keywords	Communication, dissemination, publication strategy, communication channels, target audiences, visual identity

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of Content

1   Introduction

1.1 Purpose of this deliverable

This report results from project Task 7.4 'Communication and outreach strategy and planning' under Work Package 7 'Project Management, Communication, and Outreach'. Work in both T7.4 and WP7 will be undertaken throughout the entire lifecycle of the project (M1 to M48). The objective of T7.4 is to lead and coordinate internal and external communication and dissemination activities and all efforts to reach out to specific external stakeholders. The task stipulates the development of a detailed communication strategy which takes into account different audiences: scientific / academic, companies, stroke patients, at risk individuals, carers and the general public. The report documents communication and publication strategies agreed upon by the consortium for the duration of the project lifecycle.

1.2 Summary

The report is divided into two sections covering the communication and publications strategies of the project respectively.

The first section presents the PRECISE4Q communication strategy and is divided into six subsections, as follows:

- Overview: specifies what is understood under the terms communication and dissemination and an outline of what the strategy encompasses is provided.
- Objectives: lists and elaborates on the identified objectives.
- Branding and visual identity: outline of efforts undertaken to make the project recognizable as to audiences.
- Focus: an outline of foreseen topics covered in communication and dissemination activities.
- Target audiences: lists the identified target audiences and elaborates on their selection.
- Channels: specifies the multiple channels for communication and dissemination integrated into the strategy and the actions and efforts associated with and planned for each.

The second section focuses on the PRECISE4Q publication strategy and covers the following aspects:

- The publication policy: how dissemination through scientific publications is regulated (Consortium Agreement, Grant Agreement stipulations)
- The publication plan: outline of planned activities and approaches.

2 Communication strategy

2.1 Overview

Communication and dissemination activities are horizontal activities within the PRECISE4Q project, and are strongly related to all other work packages, receiving input from various work tasks depending on the ongoing project phase.

The PRECISE4Q communication strategy differentiates between communication and dissemination as defined in the H2020 Programme. Thus, communication is understood as covering the whole project, from the outset of the project and targeting multiple audiences with the purpose of informing and engaging with the broader public. Dissemination on the other hand covers project results only and accompanies results as they become available, targeting specialist audiences and enabling the take-up and use of results.[1]

The PRECISE4Q communication strategy addresses both communication and dissemination activities. Project aims, plans and (interim) results are to be communicated and disseminated to all relevant parties from kick-off onwards.

More precisely, the PRECISE4Q communication strategy will ensure that communication and dissemination activities:

- Are oriented towards the needs of the audience, using appropriate language and information levels;
- Utilise several channels: online channels (project website and twitter); face-to-face events; scientific publications; etc;
- Leverage existing resources, relationships, and networks fully;
- Interact with and effectively link to other relevant projects and initiatives;
- Are conducted at different geographical levels of outreach, from regional to national and European / international.

Figure 1: Overview of communication strategy

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[1] *Making the Most of Your H2020 Project: Boosting the impact of your project through effective communication, dissemination and exploitation*, European IPR Helpdesk, 2018. https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

2.2 Objectives

The overarching goal of the PRECISE4Q communication and dissemination activities is to build a stakeholder model that would contribute to a systemic change. It is especially important to be aware that some stakeholders with a high potential for disruptive innovation, such as health insurances and payment schemes, social and rehabilitation enterprises and patient as well as end-user-related associations, may not have the resources, incentives, or awareness to join the current strategic initiatives around the VPH Institute or the Avicenna Alliance. The improvement of this situation is a core aim of PRECISE4Q.

In this context, the following communication and dissemination objectives are planned:

- **Raise awareness**: Ensure that all key initiatives are disseminated (spread and understood) especially to the "non-usual suspects", "outriders", SMEs and international stakeholders through tailored methods and channels to increase awareness and eventual feedback.
- **Engagement of key stakeholders**: Sustain the engagement of stakeholders who are already involved at the same time as involving all those who should be part, but who are not still involved due to lack of awareness, resources or incentives.
- **Scientific publications and conferences**: PRECISE4Q is a research project foremost and will pursue feeding knowledge directly to the relevant research communities as a step in ensuring the transition of medical knowledge to patient.
- **Successful market launch**. Ensure that project results and products will be accessible to the previously defined group of end-users: citizens at a potential risk of stroke and stroke patients.

2.3 Branding and visual identity

The project's branding policy and visual identity are integral to its communication and dissemination strategy. For this purpose a project logo as well as deliverable and presentation templates (Figure 2) have been developed in M1 to M3 of the project.

The PRECISE4Q logo has been developed and distributed to all partners. It will be used in all promotional material related to the project, on- and offline. Logo and templates share design elements such as the colour scheme with the PRECISE4Q official website. The project's corporate identity and branding policy are documented in more detail as part of D7.3 report submitted at the end of M3.
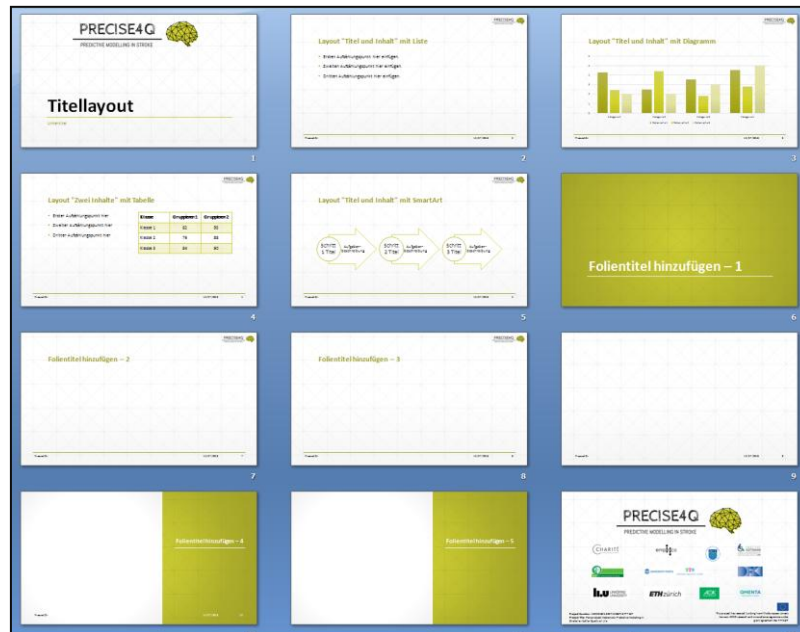
Figure 2: Overview of presentation templates and project logo

Furthermore, EC funding will be appropriately acknowledged through the inclusion of the European emblem accompanied by a statement of acknowledgement in all communication and dissemination activities.

2.4 Focus

The focus of communication and dissemination activities will be adapted throughout the project lifecycle, particularly following the main outputs as they emerge.

Communication and dissemination actions will thus accompany the expected main outputs, listed below:

- Interoperable PRECISE4Q Data Management and Harmonisation Module;
- Set of quantified health factors, risk factors and resilience factors in stroke;
- Personalised stage-specific simulation models;
- Validation on Clinical Data;
- Digital Stroke Patient Platform: Integrated platform for the entire patient life-cycle;
- Set of personalized interventions;
- Clinical decision support system for Stroke Prevention and Treatment;
- Launch of European Modelling Platform for Open Stroke Research (EUROPE-Stroke);
- Roadmap to markets.

However, the focus of communication will also be divided more broadly along three areas of interest which have been defined by the consortium:

1. Predictive modelling to personalise stroke medicine;
2. Interventions to increase resilience to stroke and well-being in recovering from stroke;
3. Innovation management and the European initiative for data-driven stroke prediction and treatment.

Due to its pioneer role in stroke management, PRECISE4Q can serve as a blueprint and catalyst for future integrative and innovative research in stroke precision medicine. Special attention will thus be paid to the third area which concerns EUROPE-Stroke.

The consortium will approach potential funding organizations and policy makers to inform them about the platform and to facilitate its creation. The aim is to use the experiences to lay the groundwork for more innovative European multidisciplinary research which pursues the collection and integration of large scale data and advances precision medicine in stroke. The platform will be created and launched as a common platform for personalized medicine in stroke in Europe toward the end of the project. It will first be used to disseminate the experiences of PRECISE4Q in overcoming the challenges of semantically integrating heterogeneous data and big data modelling in stroke through multiple channels.

2.5 Target audiences

PRECISE4Q communication and dissemination activities will reach out to a wide range of actors to maximise visibility in multiple stakeholder groups. To achieve this goal, steps have been taken to identify communication and dissemination target audiences and groups first. The wide geographic coverage ensured by the Consortium at a European level (11 partners from 8 different countries), will also enable a far-reaching and systematic communication and dissemination of messages and results from the project. Planned activities will thus distinguish between different target audiences according to geographical levels: local / regional; national; European and international. Similarly, messages will be adapted to optimally target the private or public sectors, or the public-private sectors.

Among the target audiences identified (in alphabetical order) are: chambers of commerce; financial institutions; industrial players; insurers (including insurance schemes/agencies); investors (both public and private); micro-enterprises; public authorities (e.g., in the health and care fields as well as

the large range of authorities concerned with care and lifestyle management); the research community (including universities); SMEs; social enterprises; standardisation bodies; start-ups; trade unions; user-related associations (covering communities of many age cohorts).

The PRECISE4Q strategy further acknowledge thematic target groups which are directly reachable by the various project partners:

- **Industry organisations and service providers** e.g. SMEs working on stroke prevention and treatment products and services; SME associations, clusters; health insurers etc.
- **User and professional organisations** e.g. forums and associations of elderly people, survivors, people with stroke-related disabilities, patients, carers, health professionals, etc.
- **Policy makers and civil servant experts** from those public institutions (international, national, regional, local, within and outside the EU) responsible for broadly defined active and healthy ageing initiatives.
- **Research centres, universities and experts** e.g. organizations and experts from a wide range of disciplines dealing with stroke, machine learning and biomedical informatics, from academic organisations, consulting and research companies.

Furthermore, a separate target group is represented by the **press and the public at large**. The communication strategy includes building and maintaining a relationship with both specialised and generic media. Media coverage of the project will be documented at the end of each reporting period.

2.6 Channels

Communication and dissemination actions carried out by the PRECISE4Q consortia will follow a multi-channel approach. The strategy will specifically rely on:

- online communication (project website, social media, press releases, newsletters)
- print material (project factsheet, poster)
- public events (webinars, workshops, conferences)
- scientific publications

The consortium will closely co-operate with the European Commission to communicate and disseminate information through EU supported R&D initiatives, including scientific and political events of the EC and international conferences and workshops as well as online social media campaigns. Possibilities for co-operating and creating synergies with other EU-funded projects will be considered actively.

Each partner of the PRECISE4Q consortium, especially the Universities and Research Organizations, has the required scientific interest and capability to contribute to the dissemination activity of the project and enhance the sustainability of the project results through scientific publications. In addition, the clinical partners are opinion leaders on the stroke and rehabilitation domain and the visibility in various plenary talks will have increased impact.

Furthermore, Partner AOK aims to promote the developed PRECISE 4Q care model through member information and inclusion into existing and new reimbursement and bonus models to the potential audience of 25 million AOK health insurance members in Germany and providers in all sectors of stroke prevention, acute care, rehabilitation and after care.

The following sections explain in more detail the planned actions associated with each channel, with the exception of scientific publications which are elaborated upon in section 3.

2.6.1 Online communication

The PRECISE4Q online communication strategy is divided maintaining the official project website, the circulation of newsletters and maintaining an active social media presence (i.e. Twitter) for the project. The online communication strategy sets several progressive thresholds to be reached by the end of each reporting period over the project lifecycle. The proposed threshold indicators are specified in the table below.

Indicator	Year 1	Year 2	Year 3	Year 4
# of unique visits to the project website	500	1000	2000	5000
# of PRECISE4Q newsletters published each reporting period	1	2	2	2
# of search engine references from search engines by period end	500	2000	5000	10000
# of followers on Twitter by period end (cumulative)	20	50	100	200
# of published Tweets by period end (cumulative)	50	100	200	400
# of Tweet impressions using a specific hashtags (#PRECISE4Q)	1000	2000	4000	7000

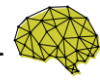**Table 1: Online communication strategy thresholds**

Official website

The project website (https://precise4q.eu/) is at the centre of PRECISE4Q's online communication strategy. The page uses a responsive layout and has been built on Typo3, an open source content management system. The website has been active since M3 of the project and will be continuously updated with news. Since its launch, it has undergone search engine optimisation, becoming the second result when searching "PRECISE4Q" on Google. An archive of newsletters as well as a repository of the project's public downloadable output will be integrated into the website's structure. For instance, an annual report addressing the challenges of data integration and large scale modelling in stroke based on work conducted with the project will be published annually.

At the end of each reporting period, the website's analytic data will be consulted to assess whether the targeted number of visits has been met and to gain more insight into website visitors' profile. A more detailed description of the website's structure has been included in D7.3.

Figure 3: precise4q.eu homepage

Social media

Communication and dissemination activities are conceived as a 'push out' toward target audiences, however, they can only be considered effective when the public has the means to provide feedback and become involved. Social media are a particularly effective channel for audience engagement and represent also an essential part of the PRECISE4Q online communication strategy.

A Twitter account ([@Precise4Q](#)) was set up and has been active since M2 of the project. Publishing news on the project website will be accompanied by a corresponding announcement on Twitter. Through Twitter, the project can reach out directly to the larger stroke research and patient community, in particular to networks such as the Stroke Alliance for Europe (@StrokeEurope) as well as the various official channels of the European Commission (e.g. @eHealth_EU) and the accounts of consortium members which will serve as multipliers for communicating about the project and disseminating project results. Emphasis will be placed on orchestrating campaigns on Twitter to raise awareness of the project as well as announce project events. These campaigns will make use of specific hashtags and will engage with the broader stroke research community on Twitter. Through Twitter the project will also engage with relevant Horizon 2020 campaigns launched by the European Commission through its official accounts. The number of impressions generated by PRECISE4Q on Twitter, as well as statistics on the number of followers and engagement with the account will be monitored using the free built-in analytic tools of the platform and documented in each period report on communication and dissemination activities.

Newsletter

A total of seven newsletter issues covering PRECISE4Q are planned for the duration of the project, with the first being expected at the end of the first reporting period. A template for the newsletter will be created based on the project's visual identity.

The distribution of the newsletters will be pursued in compliance with the GDPR. Project partners will inform their existing networks of subscribers of the existence of the newsletter. Furthermore, it will be promoted to followers of the PRECISE4Q Twitter account and a "Subscribe" button (using the service "Mailchimp") will be integrated onto the homepage of project website, in order to generate additional subscribers interested in keeping up with the project.

Partner web channels

The online channels of members of the consortium (websites, social media, subscriber lists) will act as multipliers for communication activities in PRECISE4Q. Partners are encouraged to publish additional press releases, also in local languages, informing the public about developments in the project. Also, consortium members are encouraged to expanding the reach of communication and dissemination activities once project results emerge using their professional LinkedIN or ResearchGate accounts.

2.6.2 Print material

Factsheet

A project factsheet will condense information about the scope and objectives of the project. It will also include contact and project team information, all into one page. Links to the project website and twitter account will be featured visibly.

The first version of the factsheet will be ready to use as a printed flyer (ca. 200 copies) by the end of the first reporting period. Partners will be asked to distribute the flyer at events (workshops, conferences, other meetings) they participate in. The content of the factsheet itself will be updated as work in the project progresses in the following periods and the new versions will be distributed using PRECISE4Q's online media channels (website, Twitter and newsletters).

2.6.3 Public events

The project's strategy includes both organising and participating in a wide range of public events by project partners, from webinars to workshops and conferences. The table below depicts a rough plan for event organisation and participation for the project lifecycle.

Indicator	Year 1	Year 2	Year 3	Year 4
# of workshops / conferences organised by the consortium	0	1	1	3
# external participants in workshops / conferences	0	20	50	100
# of participations at H2020 events, industry exhibition or other scientific conferences	2	4	10	10

Table 2: Public events strategy overview

Organised events

For a better support to partners and stakeholders, the PRECISE4Q consortium will organise events in the context of activities around the in-silico modelling arena and the personalised and predictive modelling for the stroke research community. Two workshops will be organised in the final year of the project with the aim of a white paper outlining the creation of the European Modelling Platform for Open Stroke Research (EUROPE-Stroke). These workshops will likely be hosted as part of VPH-related events or other large-scale high-profile H2020 events in Europe.

Participation in external events

Out of eleven partners in PRECISE4Q, eight are directly part of the stroke research community and have committed themselves to submit conference papers and participate in research conferences at both a national and international level throughout the project lifecycle (CUB, DIT, UOT, MUG, DFKI, MINT, and ETH).

Some of the more prominent H2020 related yearly events the project work could be showcased at include the 'eHealth Week' and the 'European Summit on Digital Innovation for Active and Healthy Ageing'. Other relevant conferences organised annually which would be of interest to the consortium are, for example, FT Digital Health Summit Europe, European Health Forum, World of Health IT and the Digital Silver Forum or the International Conference on Biotechnology and Bioengineering (ICBB). Furthermore, apart from the VPH annual conference, the following specialised conferences have been indentified: European Stroke Organisation Conference (ESOC), International Stroke Conference (ISC), International Joint Conference on Artificial Intelligence (IJCAI), Hybrid Intelligent Systems (HIS), International Conference on Machine Learning (ICML), and the Conference on Computational Natural Language Learning (CoNLL).

3 Publication strategy

3.1 Policy

The project's scientific publication policy is regulated by the Consortium Agreement Articles 8.4.2 which stipulates that prior notice of any planned publication shall be given to the other partners at least 45 calendar days before the publication; and Article 8.5 which regulates the dissemination of another partner's unpublished results or background and the cooperation obligations of partners.

Furthermore, partners may request an internal review within the consortium prior to the submission of publications.

3.1.1 Open access commitment

PRECISE4Q recognizes the importance of making the research output of the project accessible as widely as possible. Therefore, the consortium has taken and active approach to the open access policy in Horizon 2020, as regulated by Article 29.1 of the Grant Agreement and will make all publications freely accessible. Partners will publish in open access (gold) journals when they are on the same level or higher than the best journals in their field. A combined budget of approximately €25.000 has been reserved for open access publishing (estimating approximately 15 open access publications). All articles, including those that are not in open access journals, will be deposited to an OpenAIRE compliant repository in collaboration with the academic partners' university libraries.

In those cases where the publisher does not allow open access within the allowed embargo period, authors will make their best effort to retain their rights to deposit their article in a repository. In cases where publications can be considered of interest to a broader non-specialist audience, or deal with controversial issues and address societal challenges, the consortium will consider paying the article processing charge to any journal (be it a hybrid or an OA journal) that offers the best return on investment in terms of author/project visibility and impact. Consortium partners, whenever applicable, will deposit the underpinning research data of the article in the Zenodo.eu repository and links between data and publication and vice versa will be added.

3.2 Plan

The project places great value on disseminating its results to the scientific community, considering that no similar efforts have been undertaken to address the topic of predictive modelling for stroke in the literature. The project's strategy stipulates scientific papers published both in journals and in conference proceedings over the project lifecycle, as depicted below.

Indicator	Year 1	Year 2	Year 3	Year 4
# of scientific papers submitted to leading journals	0	2	8	15
# of scientific papers published in conference proceedings	0	2	6	6

Table 3: Scientific publication strategy overview

One planned paper to be published in a high profile journal in the field of biomedical informatics, directly resulting from the project's work tasks concerns work from Work Package 3 – Data semantics and Harmonization. The paper will summarise and place WP3 efforts in the context of related work, addressing the growing interest on a standardised integration of heterogeneous data. An outline of best practices in data sharing in-silico modelling will be drawn.

3.2.1 Relevant journals

Several journals relevant to the PRECISE4Q project (in the field of stroke, neurology, in-silico modelling and machine learning, healthcare, bioinformatics, ICT and data mining technologies, health informatics) have been identified.

These are: Genome Research, PLOS Medicine, Journal of Personalized Medicine, Bioinformatics, Journal of Medical Ethics, Social Studies of Science, Journal of the American Medical Informatics Association (JAMIA), Methods of Information in Medicine, Stroke Journal, Journal of Cerebral Blood Flow and Metabolism. For final results journals like the Journal of the American Medical Association JAMA, New England Journal of Medicine (NEJM) could be considered.