MELODIC

Mental Health Support for Young Adults with Cancer

Project Number: 101101253

WP5: Communication, dissemination and sustainability

Deliverable 5.1: Communication strategy

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V1.1	31.12.2024	The deliverable updated according to the comments from THCC.	Tapio Häyhtiö, Joaquim de Oliveira Lopes

Executive Summary

This deliverable contains the communication strategy of the MELODIC project, communication channels, target audience, dissemination methods and publication plan on internal and external communication. The communication strategy and publication plans are reviewed and updated regularly by the Communication team of the project.

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1. Communication deliverables

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2. Communication objectives

Successful project communication ensures smooth and appropriate project implementation. The most important objectives of project communication are to facilitate information exchange within the project consortium and that the project outcomes are disseminated to target audiences and project information, and results are available for the key stakeholders.

Efficient and well-facilitated internal communication ensures smooth project progress and supports the achievement of the project objectives, milestones, and deliverables.

With external communication, project goals, progress, and especially the outcome dissemination activities ensures that the stakeholders and those who potentially are users of projects deliverables after project finishes, are aware of the activities and can utilize the materials and methods created in the MELODIC.

3. Key message

The MELODIC key message captures the core idea of the project concisely and clearly. It is used in project material and presentations to clarify the project's purpose and benefits.

The MELODIC key message is:

MELODIC promotes mental health and well-being of young adults with cancer diagnosis, and their family/caregivers by improving screening, early detection, and efficient and person-centered management of mental health needs during the first year after their cancer diagnosis.

4. Target audiences

The target groups for communication and dissemination activities comprise young adults with cancer and their families, health care professionals (clinicians, especially those working within oncology), the research community, policy makers and the wider public.

The key stakeholders are leaders of health care organizations (representing management, research and education), national and international oncology NGOs and networks.

5. Programme requirements

MELODIC consortium members promote the action and its results by providing targeted information to multiple audiences including the media and the public.

The project uses the EU emblem and funding statement logo in all tangible and electric material and events by the project. The emblem and the logo are available in local languages.

Also, the disclaimer in English or local languages is used in all communication activities:

Correct 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 Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them

The project members share the following details on the organizations' websites and/or social media accounts: project summary, contact details, list of participants, European flag, funding statement, and the project results.

In public events, the project displays signs and posters mentioning the action (101101253 — MELODIC), the European flag and funding statement.

The project results will be uploaded to the EU4Health Project Results platform.

6. Communication channels

The communication and dissemination of the MELODIC project aims to maximize the quality of communicating with all stakeholders, using styles and formats that are optimal for different audiences. Key messages and knowledge translation activities will be tailored to the needs of all key target groups.

All partners have a role in communication and dissemination which includes:

• Acting as the project's representative in their organization and within their networks.

• Adapting as needed MELODIC communication materials to suit relevant target groups. This may include translating materials into local languages, using appropriate imagery and developing plain language summaries.

• Using own communication channels, and those of their organization, to disseminate MELODIC activities and findings as widely as possible. Recording communication and dissemination activities undertaken in a timely manner in the Communication and Dissemination Teams folder

<u>Internal communication</u>

Regular meetings are held for different purposes:

• steering committee meetings ensure that the project is moving in the right direction;

• project meetings ensure the smooth operation of the project by providing up-to-date information on pending and upcoming tasks.

• WP meetings will promote the progress and completion of the work package tasks on schedule.

Teams platform is for sharing, co-writing, editing, and storing documents, such as deliverables, project application, support documents, files and templates. Teams is used also for informing about non-urgent matters. The coordinator ensures the right users in Teams by updating the user lists at the Management team meetings.

Emails are used for important and urgent issues.

Internal newsletter will summarize up-to-date information and announcements to keep all partners up-to-date. The coordinator sends it twice a year and additionally in case needed.

<u>External communication</u>

Visual identity

For standardized visual identity, the project uses the project **logo**, **fonts** and **colors**.

Colours

The colour scheme of MELODIC depicts peace of nature.

The main colours of MELODIC are shades of green and turquoise. Black is used mainly on the texts, and there is an additional blue accent colour.

The colours can be also used in lighter shades.

RGB: 0/86/87
CMYK: 100/35/55/38
HEX: #005657

RGB: 30/133/134
CMYK: 100/20/50/0
HEX: #1E8586

RGB: 185/225/219
CMYK: 33/0/20/0
HEX: #B9E1DB

RGB: 5/137/224
CMYK: 94/22/0/0
HEX: #0589E0

RGB: 0/0/0
CMYK: 0/0/0/100
HEX: #000000

Publications and other communication activities

Project PowerPoint for partners to be used and when needed modified for presentations on different internal and external events.

A publication plan, authorship guidance, procedures to review and agree on content, and other dissemination outputs will be approved by the consortium by month 12 in line with the contractual Consortium Agreement (CA). All consortium partners agree that wide availability of the generated knowledge and practical applications should be a priority. In line with EU recommendations, MELODIC will aim to publish all outputs as Open Access to facilitate wide dissemination.

MELODIC uses the CRediT authorship principles in scientific publishing (https://www.elsevier.com/authors/policies-and-guidelines/credit-author-statement).

All publications written on behalf of the MELODIC consortium will follow an agreed format for authorship by naming those who have made a substantial contribution to

the publication and will acknowledge the partner organizations and the wider group. All intended publications must be prepared with the knowledge and input of the work package leader and the project coordinator.

In publications, the action (101101253 — MELODIC) must be mentioned. The European flag and funding statement must be included on the *cover* or *the first pages* following the editor's mention.

There are EU4Health projects that operate in the same thematic field. To increase visibility of projects, the project websites will be linked.

The publication plan is an attachment to this plan. It contains the planned timeline, authors, the type and purpose of the publication, and the planned channels (these may change depending on review processes).

Website

melodiceu.fi website contains information about the project, material and information for target audiences, the consortium details and contact details.

The project website will inform on the objectives and results of the project. It will be updated regularly with produced material and news.

There are four levels of users who will access the website, which aims to ensure the safety and stability of MELODIC's online presence:

• Young adults (YA) with cancer and their families

• Health and social care professionals, especially those working with YA with cancer

• Researchers, educators, policy makers and others with an interest in the clinical and policy related aspects of MELODIC

• The wider public

Events

The consortium members promote the project, its actions and outcomes in multidisciplinary national and international events and conferences. Examples of these conferences are

• 2nd International Research Conference of the Nursing Research, Innovation and Development Centre of Lisbon (CIDNUR/ESEL). Nursing Trends: research for a better health – Lisbon 2024. Self-care as an emergent issue for the XXI century. 8th November 2024.

• European Conference on Mental Health, Antwerp, Belgium, Wednesday Sep 10 – Friday Sep 12, 2025

• 18th European Public Health Conference 2025, Helsinki, Finland 12 - 14 November 2025

• Greek Conference of the Forum of Public Health and Social Medicine

MELODIC forum gathers European stakeholders and relevant professional NGOs to the dissemination event. This will support further use of the project results and promote sustainability. The hybrid event takes place in Estonia at the end of the project.

Social media

MELODIC is present in social media using the organization's already existing channels. This will ensure the widest possible dissemination of messages to target groups interested in the themes.

The main channels used are **LinkedIn and Facebook**. They have extensive user bases, and they are ideal for distributing various types of content, such as blog posts, articles, videos, and infographics. The channels also have the potential to add traffic to the project website.

All MELODIC-related posts must have the hashtag *#melodic*. Other Topical hashtags are: #mentalhealth #healthcare #cancercare #AYA #training #oncology. *The m*ust-use hashtags connecting the post to the co-funder are *#EU4Health* and *#HealthUnion*.

All the hashtags cannot be utilized in all posts. For example, when posting on LinkedIn, it should be considered that the algorithm doesn't prioritize posts containing more than three hashtags.

The tone MELODIC publications use is professional and clear, and when possible, interesting so that it arouses the reader's interest.

Project summary leaflets

The project fact sheet was made in the beginning of the project (month 4) to describe the objectives and actions of MELODIC with the project visual look. It was translated to six languages: English, Estonian, Finnish, Greek, Dutch, Romanian and Portugal. The fact sheet summarizes the project idea and contains the contact details and has the project website address.

Project summary leaflet, an infographic summary of project and its results (outcomes), will be published at the end of the project in six languages.

7. Relevant indicators for monitoring and evaluation

To assess the effectiveness and impact of project communication activities, the following target numbers are

Number of scientific publications: 3
Number of other publications: 5
Number of website views during the project: 500
Number of presentations, workshops, or webinars: 20
Number of participants in presentations, workshops, or webinars: 200
Number of appearances in media: 5
Number of social media publications: 40
The activities will be entered to the dissemination activities log in MELODIC Teams platform.

8. Timeline

The annexes, **Publication plan** (annex 1) contains the planned and potential publications and the publishing/producing timeline. All partners have budget for publishing purposes (open access), thus ad hoc publications may need additional self-contribution. First publication is aimed to be realized already in 2024, however, as in scientific papers the review processes can be long, the expected submission is in two first papers 2024, but actual publication later 2025.

Potential conferences and events (annex 2) contain conferences and events and their dates in which the project staff plans to participate to disseminate the project. All partners have dedicated budget to participate in at least one conference. Thus, additional self-contribution may be required from partners. Dissemination of results via conferences and events realizes at the earliest in spring 2024 (after mapping study, reviews and workshop have been done).

Annex 1

MELODIC Publication plan

Updated   31.12.2024

CRediT authorship principles is used in the project publication activities

https://www.elsevier.com/authors/policies-and-guidelines/credit-author-statement

Authors	Purpose of the publication	Language	Potential publishing channel	Time	Submission date/Publishing date	Journal	Link/DOI	Type
Lahti et al.	Fact sheet of the project	Project languages	Project website	31.12.2024	English version 31.12.2024			promotion and dissemination
Lahti et al.	Press release	Finnish	TUAS website	31.12.2024	31.12.2024			promotion and dissemination
	Interview study	English						Scientific publications
	Survey study on education needs of HCPs	English						Scientific publications
	Intervention study	English						Scientific publications
	Guide for HCP on training	English						Professional publications
	Recommendation for HCPs on screening, early detection and management of mental health needs of YA, their parents/care givers	English						Professional publications
	Policy recommendation	English						Professional publications
Lantta et. al.	Newsletter		UTU website, newsletter subscribers	2025				promotion and dissemination
Lantta et. al.	Blog post		Terveyttä tieteestä (Health from Science)- blog	2026				promotion and dissemination

Annex 2

Potential conferences and events for dissemination

Conference	Time, place (yearly, if dates already available add)
International Research Conference of the Nursing Research, Innovation and Development Centre of Lisbon (CIDNUR/ESEL)	Organisezed yearly in Autumn, Lisbon, Portugal
EAPM	2025 or 2026
EONS/ESMO	2025, 2026 and 2027
MASCC	2027, June in Rotterdam
IPOS	2025, 2026 or 2027
National Dutch cancer nursing conference	2025 or 2026
National Dutch conference for psychosocial oncology (NVPO)	2026 or 2027
Erasmus MC Cancer Retreat	2026
13th European Conference on Mental Health	Antwerp, Belgium. 10-12.09.2025. Abstract submission open until 1, 2025.
Mielenterveyden teemapäivä (Mental Health Theme Day), Department of Nursing Science, University of Turku	2026 or 2027
XIX Kansallinen hoitotieteellinen konferenssi (XIX National Nursing Science Conference)	Turku, Finland, 9.-10.6.2026
EPA conference (European Psychiatric Association)	Yearly, Spring time