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D8.1 Dissemination plan

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1. Introduction

The purpose of this deliverable is to outline the dissemination strategy of the TO_AITION project, the anticipated outcomes and to present the concrete actions that have been designed in order to accomplish this target.

TO_AITION will investigate immune-metabolic causes, occurring as a result of genetic, lifestyle and environmental risk factors, in low grade systemic inflammation and CVD-depression multimorbidities. It will employ a high dimensional approach, combining hypothesis and data-driven methodologies, basic biology and preclinical models to identify causative mechanisms involved, risk factors and novel biomarkers, and develop novel diagnostic tests and predictive tools.

Throughout the duration of the project and beyond, project news and results will be disseminated to a multitude of different target groups and most of the tools that will be used to this end, are already at our disposal or are currently being developed. Effective internal information flow will play an important role for the successful dissemination of the project results. Regular physical consortium meetings on an annual basis and additional teleconferences with the participation of all partners will be organized to ensure the dissemination of the project progress among the consortium partners in a clear and commonly understandable way.

2. Dissemination plan

The main goal of the project dissemination plan is to raise awareness and spread the news about the project potential and to identify interested parties and stakeholders for the TO_AITION results. The project-related news will be disseminated both to the scientific community and to the wider public.

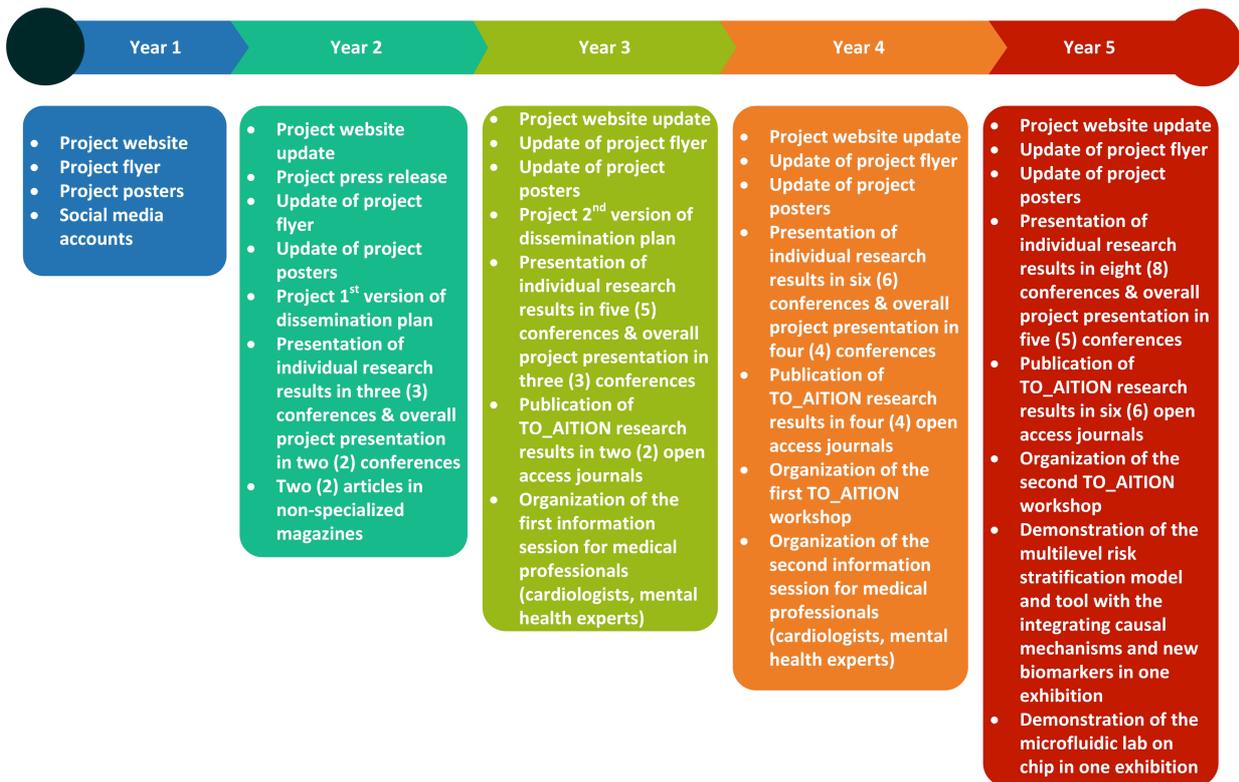


Figure 1: Dissemination activities plan during the TO_AITON project lifetime.

2.1 Objectives

Dissemination and communication activities will be performed at multiple and different levels and apart from the central effort that will be coordinated by WP8 leader EXELIXIS, partner ESC will also play a pivotal role and all beneficiaries will contribute by using their own networks and dissemination channels. The following main objectives are identified:

- to raise awareness about the project progress within the scientific community
- to inform relevant stakeholders about the concept of TO_AITON and any new knowledge that will be generated within the project.
- to create an effective project communication pipeline targeting the lay public using a wide spectrum of tested tools and actions.
- to enhance the management, re-usability and extensibility of the knowledge and outputs extracted within the project.

2.2 Target audiences

Scientific Community: Research groups, institutes, universities and key opinion leaders within



the fields of cardiovascular diseases, mental health, epidemiology, computational biology, bioengineering and public health, who can use the TO_AITON outputs to further their own research and innovation plans, are among the groups who will be directly targeted. Specifically, TO_AITON findings will be presented in conferences, invited talks and seminars, published in newsletters and specialised media and included in guideline/position paper fora. Experts association (ESC) will take an active role to disseminate TO_AITON outcomes to the Scientific Community. The TO_AITON website scientific area will serve as the reference resource for all TO_AITON findings. Relevant content from TO_AITON scientific publications will be forwarded to all the above networks.

Healthcare Institutions: TO_AITON concept is a valuable tool for assisting the Healthcare Institution in the better design of their healthcare policies. In particular, the CVD-depression risk stratification model will drive the stratification of the patient population to develop prevention campaign and target screenings. Moreover, TO_AITON can also assist in the definition of guidelines for diagnosis and treatment processes and related economic support actions highly tailored on molecular phenotypes with individual's specific characteristics in terms of different types of biomarkers.

Healthcare Providers: TO_AITON solution can also be a value-added solution for the Healthcare Providers in designing intervention more targeted on the target patients' characteristics. Thanks to this risk stratification tool, the healthcare providers will be able to better predict the level of risk of every patient. This will allow to increase the effectiveness of each intervention and the reduction of adverse events with a significant improvement in the patient's QoL and overall savings for the organization.

Patient Associations: Patients with CVD and/or depression are the main beneficiaries of the TO_AITON since they will be provided with more effective stratification criteria. In a long-term perspective, this will increase the QALY of the patients with significant positive socio-economic impact on macroeconomic indicators such as GDP, employment rate, state revenues, welfare expenses, etc. A number of well-established channels position TO_AITON close to patient groups. Additional interaction channels and focus groups will be established with other associations and charities. Printed material (flyers, newsletters), social media, one-day events and information sessions as well as direct contacts with patients and wide public will be the main tools for facilitating these interactions, which will be invaluable to these stakeholders to

support their lobbying and awareness activities, while increasing the credibility of TO_AITON.

Pharma Industry: One of the key stakeholders that will benefit from the project is the pharmaceutical industry. The developed with TO_AITON knowledge and decision tool for risk stratification as well as the causal mechanisms and biomarkers and other patients' information are expected to be used as guidance in developing more effective new generation treatments.

Health Insurance: The Health Insurances can constitute the entry level of the health market for TO_AITON solution. TO_AITON risk stratification concept will assist the insurances to plan their insurance policies.

Lab-on-a-chip Industry: The development of the lab-on-a-chip, which will enable the simultaneous detection of a number of biomarkers in an accurate, fast, easy-to-use and cost-effective manner, goes beyond the state of the art in microfluidics and nanoelectronics and will have a profound impact on the lab-on-a-chip industry.

Point-of-care diagnostics Industry: The developed with TO_AITON lab-on-a-chip will be used as a base for the design and development of point of care devices applicable in the field of CVD-depression comorbidities.

Regulators: In order to adopt the TO_AITON patient risk stratification tool, the widely adopted guidelines and regulations used in the clinical practice of patient management will be refined. Specifically, the regulatory experts will consider the available standards and regulations and based on the outcomes of the retrospective data analysis, will provide the liaison for the design of new guidelines for management of CVD-depression comorbidities. TO_AITON will be in close contact with regulators (EMA, FDA) and will provide them consistent report on TO_AITON models and their predictions including all the evidences and results. A framework for assessing and documenting stratification power will be prepared, which will include evidence on the predicted endpoint clearly, as well as all the necessary information concerning the performance of the TO_AITON tool, including its goodness-of-fit, prediction ability, robustness and error of stratification (WP6).

Policy makers: Key policy-forming bodies, both at national and EU level will be sensitized to TO_AITON findings; since awareness will permit political readiness for facilitating actions towards alleviation of patient stratification and causal mechanisms for CVD-depression comorbidities. Specific actions will be followed to communicate TO_AITON outcomes to the National Ministries of Health, Public Health authorities, including the EU Office of Public Health



and relevant EC directorates.

Civil Society: Communication activities towards the general public will intend not only to raise awareness of the project as an example of excellence and of the EU investment in health research, but also to disseminate and explain with clarity the TO_AITON findings, so they will eventually be incorporated in a European health and well-being culture. Relevant tools, such as the public part of the TO_AITON website with built-in elements of social media (Twitter, LinkedIn), press releases and a public workshop at the end of the project will be used for this purpose.

SMEs: Another stakeholder is the SMEs which invest in R&D, take on the cost of commercialization and look for an adequate profit. TO_AITON will provide the SMEs with new knowledge and strengthen the industrial value chain.

Medical Software Industry: One of the key stakeholders that could benefit from the TO_AITON outcomes is the medical software industry since the development of TO_AITON risk stratification tool is expected to be used as guidance in developing decision support systems for other clinical applications.

Other European related research projects: TO_AITON will actively seek to expand its collaborations with other related national, EU and international projects to foster synergies, build on relevant available results, avoid effort duplication and optimise the results of the projects and public resources invested in research.

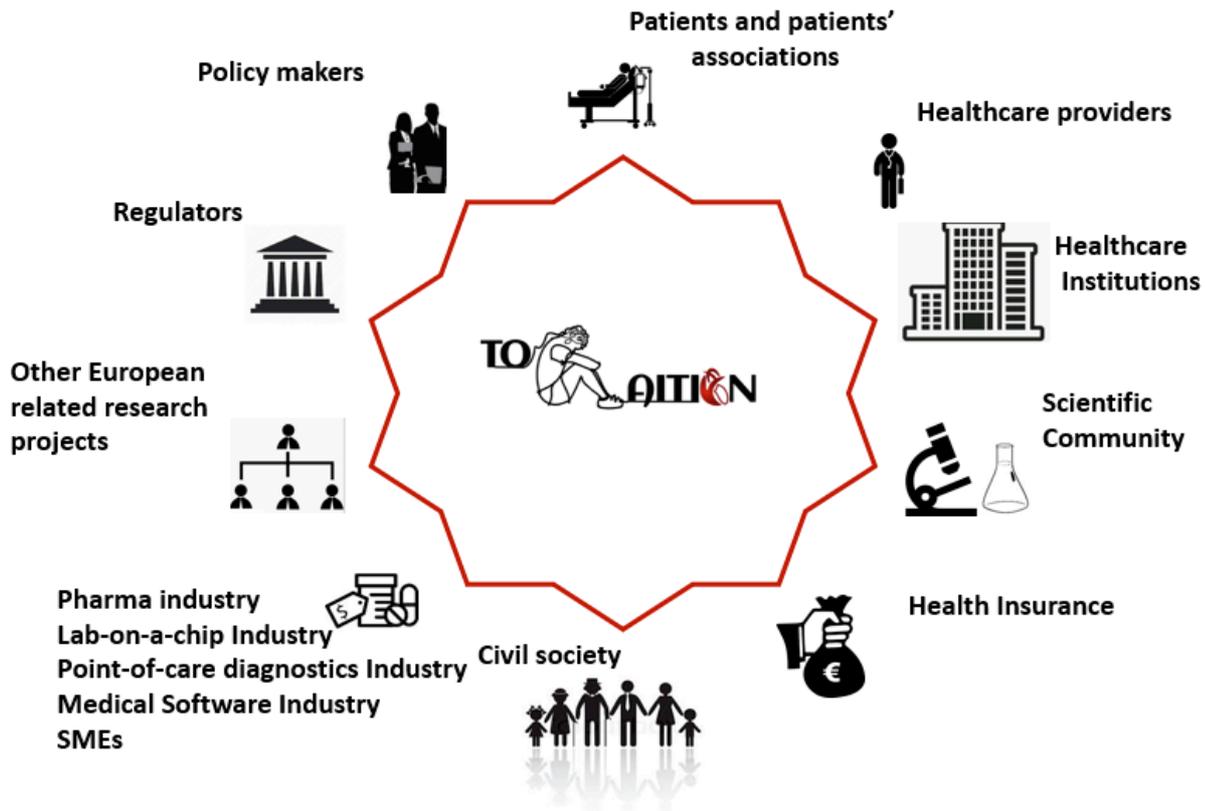


Figure 2: Target Audience

2.3 Dissemination tools and actions

An indicative list of the dissemination tools and channels that will be used to disseminate and communicate the TO_AITION results during its lifecycle and beyond includes:

- Project’s website regularly updated, to inform the general public and the stakeholders about the project evolution (built and operated in-house by EXELIXIS)
- Social media channels (Twitter and LinkedIn, built and operated in-house by EXELIXIS)
- Electronic newsletter (issued regularly by EXELIXIS)
- Scientific publications
- Active participation in international conferences and events relevant to the project
- Synergies with other research projects
- Press releases
- Direct personal contacts

All dissemination and communication material will bear the TO_AITiON logo and the EU emblem demonstrating the benefits of European research to the EU citizens. Channels that will be used include both traditional communication measures and novel strategies aiming to raise maximum awareness of the project as an example of the EU investment in health research.

Scientific publications: Table 1 shows an indicative list of TO_AITiON dissemination targeted journals.



TO_AITiON consortium is planning to submit papers to high impact journals, ensuring open access to all peer-reviewed scientific publications relating to the project results.

Journals	
Circulation	New England Journal of Medicine
Circulation research	Lancet
European Heart Journal	Nature
Journal of the American College of Cardiology	Nature Medicine
Circulation: Cardiovascular Genetics	Nature Immunology
Diabetes Care	Nature Biotechnology
Cardiovascular diabetology	Immunity
Cell Metabolism	Science
Lancet Psychiatry	Science Translational Medicine
JAMA Psychiatry	EMBO Molecular Medicine
Molecular Psychiatry	Molecular systems Biology
Annual Review of Clinical Psychology	PLoS Computational Biology
American Journal of Psychiatry	Bioinformatics
Depression and Anxiety	IEEE Transactions on Biomedical Engineering
American Journal of Psychology	IEEE Journal of Biomedical and Health Informatics
Behavioral and Brain Sciences	Applied Bioinformatics & Computational

	Biology
International Journal of Depression and Anxiety	Cell Systems

Table 1 Targeted journals

Active participation in international conferences and events relevant to the project: External events are unique opportunities to present TO_AITION project, to disseminate key results and to enlarge the network, reaching and engaging targeted stakeholders.

Taking into account the current COVID-19 pandemic, a putative list of external future events (if confirmed) is presented here below:



- 8th World Heart Congress, 11-12 May 2020 as a Webinar.
- ESC Congress 2020, 29 August – 2 September 2020, Amsterdam.

Synergies with other research projects: TO_AITION will seek to establish contacts with similar projects to create potential synergies and share results. The first synergies will be established with the H2020 projects which have been funded under the same call (SC1-BHC-01-2019):

- CANDY - Comorbid Analysis of Neurodevelopmental Disorders and Epilepsy
- BIND - Brain Involvement in Dystrophinopathies
- PRIME - Prevention and Remediation of Insulin Multimorbidity in Europe
- RECOGNISED - Retinal and cognitive dysfunction in type 2 diabetes: unraveling the common pathways and identification of patients at risk of dementia
- DISCOVERIE - Development, diagnostic and prevention of gender-related Somatic and mental COMorbitiEs in iRritable bowel syndrome In Europe

- miniNO - Associative mechanisms linking a defective minipuberty to the appearance of mental and nonmental disorders: infantile NO replenishment as a new therapeutic possibility
- PainFACT - Molecular Mechanisms Associating Chronic Pain with Fatigue, Affective Disorders, Cardiovascular Disease and Total Comorbidity
- EarlyCause - Causative mechanisms & integrative models linking early-life-stress to psychocardio-metabolic multi-morbidity
- CRUCIAL - MiCrovasculaR rarefaction in vascUlar Cognitive Impairment and heArt faiLure
- AND-PD - Comorbidity mechanisms of Anxiety and Parkinson's Disease
- GO-DS21 - Gene overdosage and comorbidities during the early lifetime in Down Syndrome
- CoMorMent - Predicting comorbid cardiovascular disease in individuals with mental disorder by decoding disease mechanisms

Press releases: The TO_AITION consortium will publish press releases announcing key project outcomes and milestones.

Communication key messages: In the first year of the project, communication key messages will be produced and refined by TO_AITION consortium to introduce the project to various stakeholders, answering to the following questions:

- WHAT is TO_AITION?
- WHY is TO_AITION needed?
- WHAT can you expect from TO_AITION?
- WHICH data will be used in TO_AITION?

Public website - Social Media: The TO_AITION website (www.to-aition.eu) has already been built in-house by partner EXELIXIS and it is active since the very beginning of the project, interacting with the general public and stakeholders. All supporting material (brochures, press releases, executive summaries, abstracts, posters, publications, newsletters etc.) will be downloadable from the site under "RESEARCH", "NEWS" and "DISSEMINATION" tabs, which are updated regularly. The site will remain active after the end of the project for as long as needed, in case that there will be noteworthy results. A LinkedIn (<https://www.linkedin.com/showcase/to-aition>) and a Twitter (<https://twitter.com/AitionTo>)



(figures 1 and 2) account have already been created and maintained in-house by partner EXELIXIS in order to keep the social media users and followers regularly informed on TO_AITION events. The partners are encouraged to promote our Social Media to their networks and beyond. Stakeholders and scientists are invited systematically to join our social media.

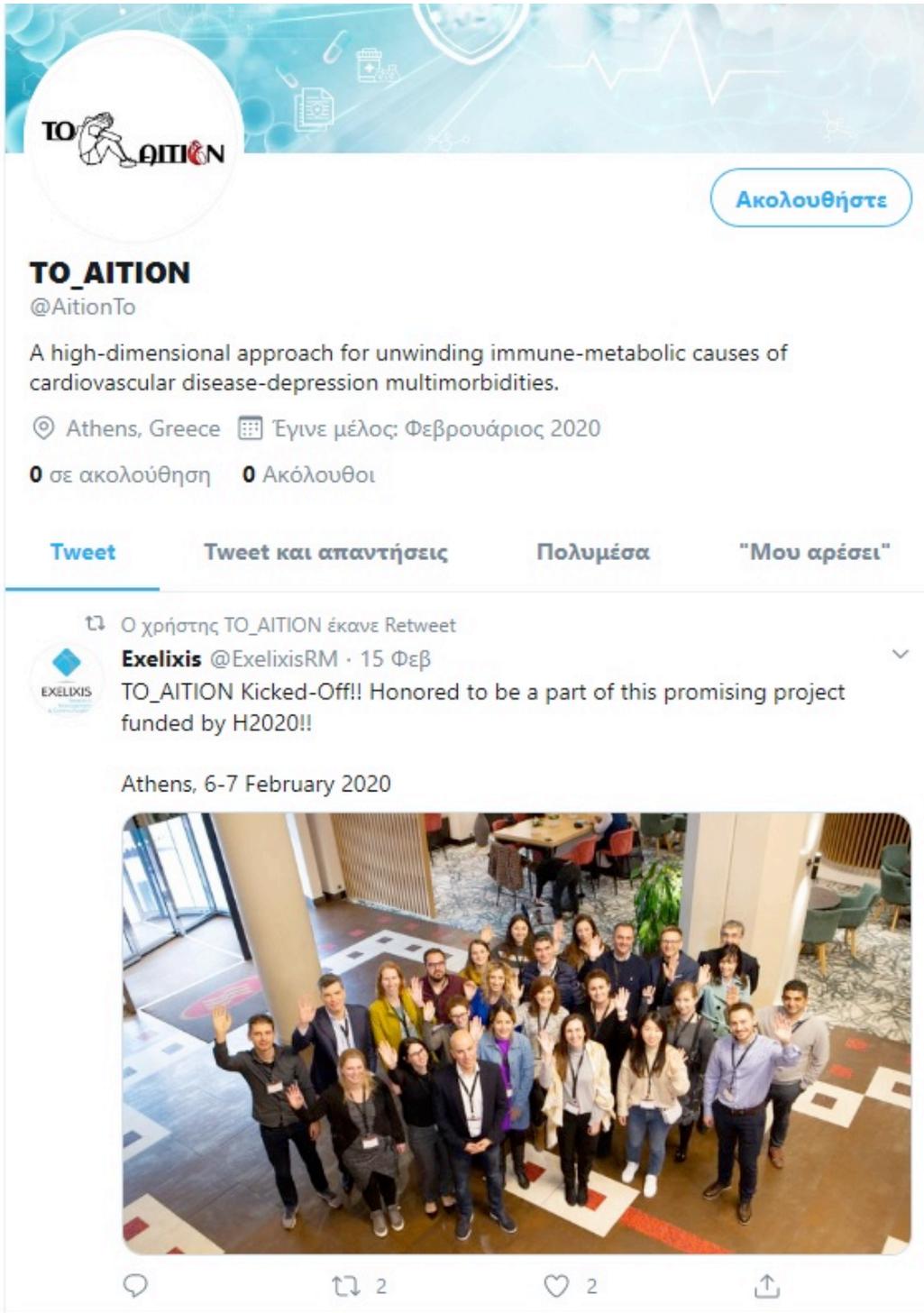


Figure 1: TO_AITION Twitter account



Figure 2: TO_AITION LinkedIn account

Printed material: Flyers and posters presenting the project will be developed. Updated versions will be produced with achievements and new results during the lifespan of the project. The flyer will be distributed during events, conferences and meetings and the poster will be displayed at conferences and related events.

Electronic newsletters: Electronic periodic newsletters will be created on a bi-annual basis and will be sent to stakeholders.

Quantified data about the impact of our dissemination actions will be included in the Periodic

and Final reports and will be discussed in all project meetings.

2.4 Key Performance Indicators

Measuring the effectiveness of communication is necessary to ensure that objectives are reached. Key Performance Indicators (KPIs) have been defined (Table 2) and will be constantly monitored to track the activities performed and make sure the communication goals are accomplished. The KPIs will be outlined in the reporting documents.

Dissemination Tool / Channel	KPIs
	Method of measurement
Website	Yearly visits
Newsletter	number of newsletters
Press coverage	number of publications, articles
Twitter	number of followers
	engagement rate
External Events, Conferences	number of events
Dissemination Materials	Pageviews on the website
Press releases	number of press releases
Webinars	number of webinars
	number of attendees/viewers
Interaction with other projects or initiatives	number of projects, initiatives
Internal Meetings	number of meetings
	number of participants

Table 2 Key Performance Indicators

3. Conclusion

The main target of our dissemination and communication strategy is to raise awareness about the project to the relevant stakeholders and wider society, thus enhancing the sustainability of the project. The current dissemination plan represents a general framework of how the TO_AITION consortium will organize its dissemination activities, leading to knowledge



proliferation and improved possibilities for future exploitation of the project's results. The dissemination plan will be updated during the periodic and final reports.