Dissemination Plan

27/07/2018

The present document describes, using a well-established communication model, (Berlo's Source, Message, Media, and Target model), the dissemination plan that defines the strategy, the methods, and the responsibilities of each partner in the dissemination of the project's results, as well as the relative monitoring framework we plan to use.

Introduction

In the following pages we will use the text "Strituvad" to indicate the STriTuVaD project.

Dissemination model

Dissemination means to transmit an idea or message on a large scale to make it reach a wide audience. The dissemination model on which we will base our strategy considers and develops the key communication elements which were firstly identified by Lasswell in 1948, and subsequently developed by Shannon in what is now known as the *Shannon–Weaver* model of communication. These elements are:

1) An information *source*, which produces a message,
2) A *content*, which encodes the message into signals,
3) A *channel*, to which signals are adapted for transmission,
4) A receiver (here it will be called "*target*"), which 'decodes' (reconstructs) the message from the signal.

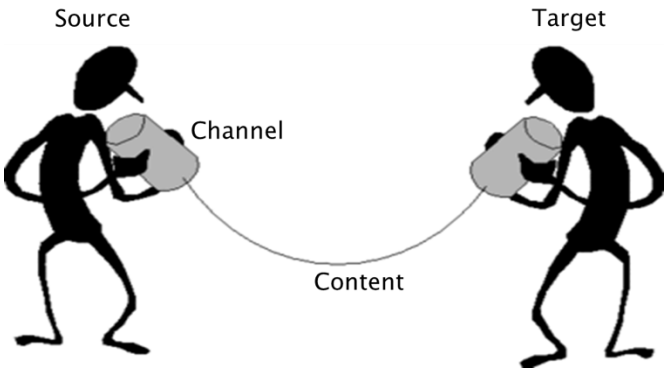

Figure 1: Dissemination model

In each of the following sections, we will detail each of the above components in relation to the project's activities and aims.

Sources

The source of all the material, information, and results for dissemination purposes will come from the project consortium members. More specifically, source can assume values:

- CommOffice: communication office operated jointly by partners ETNA and USFD.
- Consortium: any other partner of Strituvad.
- Expert: any other expert not partner of the Strituvad consortium.

Targets

The general objective of dissemination is to inform all internal and external stakeholders of project results and the implications that these results might have for clinical and industrial users as well as for the health system and health policy decision makers, thereby, inter alia, also alerting those interested in and capable of exploiting the technology developed to what the project has achieved and may offer to them. A non-exhaustive list of potential targets:

Internal: Communication toward the members of the consortium. All the personnel involved with the STriTuVaD project working in one of the partner institutions.

Research-ISCT: worldwide researchers interested in In Silico Clinical Trials (ISCT)

Research-TBC: worldwide researchers interested in the development of vaccines and of tuberculosis treatments.

Industrial: Communication toward all industrial stakeholders

Institutional: Communication toward institutional stakeholders such as:

- Health Authorities
- Ministries of research, industry, and health
- National, European, and international research and innovation funding agencies
- Healthcare and social charities
- Other interested National, European, and extra-European governmental organisations
- Other interested National, European, and extra-European non-governmental organisations

Public: Communication toward the all European citizens, taxpayers, patients, carers.

Content

One of the essential steps in any communication exercise is to define the content of the messages to be transmitted, shaped according to the type of target to which they are addressed. In the following list we shall consider the different contents of the disseminations activities to be undertaken during the STriTuVaD project support action, also considering their relevance in the different stages of the project developments:

Motivation: Justify the funding received in terms of returns for the European Economy and the European Society. It has the scope to inform the taxpayers and their representatives about how the project uses their money. This type of content will be disseminated during the whole length of the project.

Vision: Disseminate research results of the project in a strategic development perspective toward clinical, industrial, research and institutional stakeholders. It takes place when the research results comprise possible and plausible strategic scenarios that can be considered to be relevant and valuable

knowledge for key stakeholders in order to plan future developments and investments. This type of content will be disseminated primarily in the initial stage of the project.

Results: Disseminate the fundamental research results of the project toward academic, industrial, and clinical researchers so as to contribute to the collective knowledge development. This type of content will be disseminated as soon as we obtain results from a research point of view, and we wish to share them with our peers as part of the scientific process. As the project develops, contents of type Results will increase as contents of type Vision decrease.

Exploitation: Drive an effective clinical, industrial, academic exploitation of the project results. This has to be done as soon as we have sufficiently validated results to justify a further exploitation. Exploitation of project's results means different things to different targets:

- Research-ISCT: to researchers developing and validation ISCT technologies exploitation means any evidence of adoption, and of regulatory acceptance.
- Research-TBC: to researchers developing new treatments for tuberculosis exploitation means any evidence of cheaper and faster protocols to develop and test new interventions, using ISCT.
- Industrial: For industrial targets, exploitation means incorporation of the project results into new products and services, which produce greater wealth;
- Institutional: for institutional targets, exploitation means an update of policies, standards of care, regulatory pathways, and medical research funding strategies that account for the innovations ISCT involves.
- Public: for the public exploitation means good use of taxpayers' money, faster access at lower costs to better therapies, the development of a new "in silico health" economy that implies jobs and economic growth for the European Union, and the ethics of reducing animal and human experimentation.

Channels

The dissemination channels are chosen in relation to the type of the communication content and the type of target we wish to reach. How we communicate can be as or more important than the message we are communicating which means communication channels are critical. In this section we will present all the dissemination channels we plan to use in the dissemination activities of the project.

Meeting: small group presentation.

Conference: ad hoc dissemination event with participants beyond the consortium, or any other conference, public event, congress, etc.

Paper: Scientific publications on international peer-reviewed journals are one of the most important channels through which we will pursue the dissemination toward the research community. There are a number of important and specialised journals, which might be addressed as soon as the

technological results are achieved. The following list does not intend to be exhaustive or constitute a commitment for the consortium, but provides examples of internationally peer-reviewed journals in which the members of this consortium have published similar research results in the past:

- Journal of parallel computing
- Journal of Artificial Societies and Social Simulation
- Briefings in Bioinformatics
- BMC Bioinformatics
- Physics of Life Reviews
- Bioinformatics
- Expert Opinion on Drug Discovery
- PLoS One
- PLoS Computational Biology
- PLoS Biology
- Journal of Immunology Research
- Journal of Immunological Methods
- Journal of Clinical Tuberculosis
- Vaccine
- Pharmacological Research
- Tuberculosis
- Frontiers in Immunology
- Lancet Infectious Diseases
- Nature Communications
- Nature Methods

Plenary, Talk, or Poster (conferences presentations): to address the potential users' communities, present and discuss results, and drive future exploitation, members of the consortium will submit and contribute to conferences/workshops. Here a list of potentially interesting conferences targets is identified:

- EuroPAR
- GPU Technology Conference
- International Conference on Super-computing
- Virtual Physiological Human Conference
- World Congress of Immunology
- Immunobiology
- International Conference on Tuberculosis
- Annual summit on Tuberculosis and Lung disease
- European Conference on Computational Biology
- TBVI annual symposium
- Global Forum on TB Vaccines

- World Vaccine Congress

Website: a strong and highly visible web presence will be established starting from the second year of the project. We will register the domain strituvad-isct.eu and collect from all partners stock photos and texts that we will use, with the help of a web design firm, to create the project public web site. Here we will post in-depth articles, but also recast short news.

Socials (Twitter, Linkedln, Facebook, YouTube): all short news will be posted on Twitter and LinkedIn from dedicated accounts. We will also create a YouTube channel, where all public videos generated by partners will be accessible. Partner USFD will post in English, whereas partner AIIMS will post in Hindi.

ProNews: professional news services will be reach through the AlphaGalileo service, the European Commission news services, and the local contacts with the national generalist media. We will subscribe to the AlphaGalileo service as soon as the dissemination activities will start; to it we will post press releases in English, and with the help of our consortium partners, Italian, Spanish, Dutch and Hindi. We will send all press releases also to the communication officer of DG CONNECT H3 unit that funds Strituvad. Last, but not least, we will create a news brokers mailing list, to reach communication officers in all partner institutions, and collaborate with them, especially to reach out the local media.

MediaMaterials: ad hoc informative material will be produced to disseminate the aims of the projects and its results as soon as this is relevant. A first important media material will be the visual identity of the project, that the Coordinator will make available at M09. Each partner institution will have to contribute with at least three stock photos. Beside the web site, with this media material we intend to produce: a project flier, a project public presentation, press releases to be distributed any time there is a significant achievement, a project newsletter and eventually also a project video (the audio-video material has a very strong impact on the audience). To better communicate the goal of the project we will also create a list of short but very meaningful messages (so called “key messages”), which will be created together with the project consortium in order to have some strong communication material to be used on public occasions.

Advocacy: It is very important not only to increase visibility but also to found synergies with existing initiatives so that the dissemination of the project results and information will not be done in isolation, but it will be part of a bigger picture. These are some of the initiative with which we will aim to collaborate:

- Stop TB Partnership
- TB Alert
- WHO Global TB Programme
- TB Alliance
- International Union Against Tuberculosis
- Foundation for Innovative New Diagnostics
- Unitaid

- Desmond Tutu TB Centre
- Médecins Sans Frontières

Partnerships

We plan to entertain special collaborative relationships with other research projects targeting specifically the same topic, in particular those funded under H2020, such as EMITB[1] and TBVAC[2], especially through the Common Dissemination Booster (CDB) TB vaccines initiative. In a first conference call held on June 1st, 2018 the three projects agreed to further explore the following possible joint dissemination initiatives:

- Joint short news item to acknowledge the EC for the CDB service.
- Start joint dissemination activities through exchange of news and mutual re-posting.
- Develop a common slide show that provides information on the three projects and on our joint activities with the CDB.
- Joint webpage under TBVI including:
  - 1) short description projects and links to each website,
  - 2) info on joint activities and complementary value of collaboration etc.
- Explore possible coordinated communication activities toward policy makers around TB.
- Invite to each other meetings.

More in general we plan to work very closely with the CDB, and leverage any possible benefit form this collaboration that reinforce and amplifies our dissemination strategy.

We will also keep in touch and exchange news with a number of other running H2020 projects that have some commonalities, including:

- MSCA
  - MTBHLAE: Investigation of a novel immune cell type in Tuberculosis: characterization of the specificity, function and pathogen killing ability of T cells restricted by non-classical HLA-E molecules
  - PHANTOM: Phenotypic screening the host antimicrobial responses towards the eradication of Mycobacterium tuberculosis
  - iCHEMGENODRUGS_TB: Chemogenomics and in silico repurposing as an innovative approach for rapid drug discovery in tuberculosis
  - BREFMC2017: Deciphering the function(s) of the C-type lectin DCIR/CLEC4A in tuberculosis

[1] http://www.emi-tb.org/

[2] http://www.tbvi.eu/for-partners/tbvac2020/

  - BLMs 4 TB: Beta-lactams for Tuberculosis Treatment
- ERC
  - DynaMO_TB: Spatiotemporal regulation of localization and replication of M. tuberculosis in human macrophages
  - TBornotTB: What is Tuberculosis? Challenging the Current Paradigm of Tuberculosis Natural History using Mathematical Modelling Techniques
  - TB-ACCELERATE: Integrating genomics, epidemiology and evolution to accelerate tuberculosis eradication
  - MtbTransReg: Translational regulation in the persistence and drug susceptibility of Mycobacterium tuberculosis
- SC1-PM:
  - AnTBiotic: progressing TB drug candidates to clinical proof of concept

ISCT engagement portal

In silico clinical trials were until recently an idea discussed only in a few research settings. But now, due to the recent changes in the regulation policies in USA and Europe that for the first time allow in principle to produce primary evidences using modelling & simulation, this idea is rapidly translating into a much wider industrial and clinical adoption. Still, the field is very new, the number of experts is currently very small. From M14, partner USFD will establish an ISCT public engagement portal, aimed to establish a rich research-to-business business-to-business and brokering service among developers, providers, consultants, and industrial and clinical users of ISCT services.

Dissemination process

Below we list all essential steps in the activation of the dissemination process; for each task a deadline is indicated, together with the partner responsible:

- 07/2018 Submit dissemination plan – USFD
- 11/2018 Establish project visual identity (logo, banner, fonts, etc.) – ETNA
- 11/2018 Each partner provides 3 free to use high quality images – ETNA, UNICT, USFD, ARCHIVEL FARMA, TBVI, IDRI, AIIMS
- 12/2018 Hire Communication Officer – USFD
- 12/2018 Register domain strituvad-isct.eu – USFD
- 01/2019 Create basic project web site – USFD
- 03/2019 Create ISCT engagement portal – USFD
- 04/2019 Activate social networks presence – USFD
- 04/2019 Establish monitoring framework – USFD

- 05/2019 Activate e-Newsletter – USFD
- 05/2019 Subscribe to Alpha Galileo - USFD
- 06/2019 Activate translation/reposting network – AIIMS (Hindi), TBVI (Dutch), ARCHIVEL FARMA (Spanish), ETNA (Italian)
- 06/2019 Relink to other TB, EU, ISCT, ISM HPC communication channels – USFD
- 06/2019 Synergise with VPH Institute and Avicenna Alliance – USFD
- 07/2019 Strituvad public presentation – UNICT
- 07/2019 Dissemination report – D6.3 – USFD
- 01/2021 Dissemination report – D6.4 – USFD
- 07/2022 Dissemination report – D6.5 – USFD

Monitoring

The following structure will be used to report and monitor the project's dissemination. We will track what we call Dissemination Events, or Events for short, by tracking for each of them the following information:

Source ➔ Values: CommOffice, Consortium, Expert

Target ➔ Values: Internal, Research-ISCT, Research-TBC, Industrial, Institutional, Public

Content ➔ Values: Motivation, Vision, Results, Exploitation

Channel ➔ Values: Meeting, Conference, Paper, Plenary, Talk, Poster, Website, Social, ProNews, MediaMaterials, Advocacy

Year ➔ YR1, YR2, YR3, YR4, YR5

Date ➔ Event date

Location ➔ Physical location (if any, N/A for on-line events)

Country ➔ Country of the physical location (if any, N/A for on-line events)

Impact ➔ Indicates the estimated number of people reached. Values: 1-10, 10-100, 100-1000, 1000-10,000.

Outreach ➔ Indicates the geographical outreach of the event. Values: National, Europe, World

Citation ➔ Link to on-line citation, if available (i.e. DOI for papers).

Dissemination Strategy

The dissemination strategy will be formulated in term of number of dissemination events per year, for each Content type. The initial strategy is represented graphically in the figure 2 below.

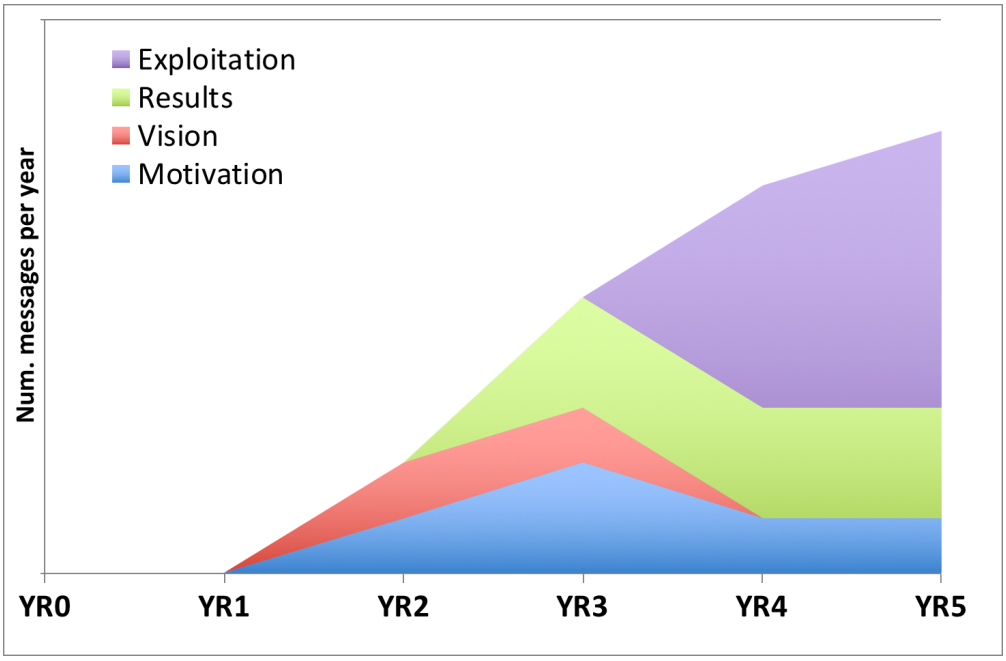

Figure 2: Initial dissemination strategy

Essentially, we plan to start disseminating from M13, first delivering vision and motivation contents, and then from M25 start to disseminate results. From M37 the vision and motivation contents will start to decrease, to be replaced by Exploitation content.

Every six months partner USFD will update to the events database and will inform the project Board of how the consortium is performing with respect to these targets. If there are deviations form the plan, corrective actions will be agreed.

Every year, the dissemination strategy will be revised, to ensure it remains well aligned to the needs of the project, as this develops.

Open Access

As per H2020 rules, all scientific publications resulting from the StriTuVaD project will be made available in Open Access, following the gold or the green model.

Regarding the open access to research data, the StriTuVaD consortium opted out because Sharing of data in Open Access is:

- incompatible with the obligation to protect results that can reasonably be expected to be commercially or industrially exploited;
- incompatible with rules on protecting personal data.