

CoDiet

COMBATting DIET RELATED NON-COMMUNICABLE DISEASE THROUGH
ENHANCED SURVEILLANCE

D8.1 Communication and Dissemination Plan

Deliverable number D8.1

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| Work Package WP8 | Communication, Dissemination & Exploitation |
| Task 8.1 | Defining and Implementing a Communications and Dissemination Plan |
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Foreword

The work described in this report was developed under the project **CoDiet - Combatting Diet related non-communicable disease through enhanced surveillance** (Grant Agreement number: 101084642; Call: HORIZON-CL6-2022-FARM2FORK-01; Topic: HORIZON-CL6-2022-FARM2FORK-01-10). Any additional information, if needed, should be required to:

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| Dissemination Level | | |
|----------------------|--|---|
| PU | Public, fully open | X |
| SEN | Sensitive, limited under the conditions of the Grant Agreement | |
| Classified R-UE/EU-R | EU RESTRICTED under the Commission Decision No2015/444 | |
| Classified C-UE/EU-C | EU CONFIDENTIAL under the Commission Decision No2015/444 | |
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Executive summary

This document is the CoDiet Communication and Dissemination (CD) plan (Deliverable 8.1) of Work Package 8 (Communication, Dissemination & Exploitation). The CD plan sets out the processes, activities, key outputs, and targets that the project aims to achieve to maximise CoDiet’s impact.

This plan is intended as a strategic framework to enable the consortium to devote available resources appropriately, efficiently, and strategically to CD activities. To assist the WP8 lead in evidencing the success of these efforts, the plan outlines key performance indicators (KPIs) that will be reported against during the periodic reports.

It is expected that priorities may change over the course of the 4-year project. As such, this document will be considered a living document that is revisited periodically, and adapted as necessary, with updated versions of the document to be submitted in Month 18 as Deliverable 8.4 and Month 36 as Deliverable 8.6. This will ensure it aligns with the ever-evolving landscape of communication and exploits new and arising dissemination opportunities.

Abbreviations and acronyms

| | |
|--------|--|
| AI | Artificial Intelligence |
| CD | Communication and Dissemination |
| CoDiet | Combatting diet related non-communicable disease through enhanced surveillance |
| CVUT | Czech Technical University in Prague |
| EU | European Union |
| KPI | Key Performance Indicator |
| NCD | Non-Communicable Disease |

Context – about CoDiet

CoDiet is an international research project that aims to combat diet-related non-communicable diseases (NCDs) through innovative diet-monitoring technologies, artificial intelligence (AI), and personalised nutrition. The project plans to achieve this through five main areas of work:

- Understanding the current research landscape and using AI to perform a mass literature review. The project plans to create the most comprehensive overview of the relationships between diet, bodily processes, and non-communicable diseases ever produced.
- Improving the accuracy of dietary reporting through the development and testing of innovative diet-monitoring technologies. This will include a wearable smart camera and use of metabolomic data.
- Gaining insight into the processes that link diet and NCDs by combining information from existing research, data from the dietary reporting technologies, and other -omics information.
- Creating and trialling a tool that uses AI to personalise dietary advice based on individual -omics data.
- Assessing the current policy landscape in six EU countries and creating a tool to simulate the impact of different policies on the diet and the development of NCDs at a population level.

Aims

Three key aims have been identified for CoDiet’s communications and dissemination (CD) activities as the impacts we wish to achieve. Every activity will align with one or more of the following:

1. Increase awareness of the CoDiet project, its aims, progress, and outputs;
2. Increase awareness of the role of diet and nutrition in the development of NCDs;
3. Stimulate awareness and discussion of recommended policies designed to improve public health through diet change, with the ultimate goal of implementation.

Target stakeholders and audiences

To achieve these aims, we have identified the following audiences that CoDiet communications should be targeted to:

1. The general public;
2. The nutrition research community;
3. Policymakers;
4. The food industry;
5. Groups at higher risk of NCDs.

Implementation

The following is how we plan to reach our audiences and achieve our aims:

Procedures and processes

As WP8 lead, Imperial College London has appointed a Communications Manager who will lead on CD activities for the consortium. The Communications Manager will provide day-to-day management of CoDiet’s communication channels, support the consortium in executing their own CD activities, and collate and evaluate metrics for reporting purposes.

The consortium will record their publications and CD activities for the project via the ‘Publications, Communication and Dissemination Log’ managed by the Communications Manager. This will ensure that all eligible CD activities and publications are captured and accurately enclosed in each periodic

report. The Log will exist on the consortium’s online repository as a live document that can be accessed and updated by all CoDiet partners. The Communications Manager will send bimonthly reminders to all partners to update the log with their most recent activities.

Visual identity and branding

A CoDiet visual identity has been developed, including logos and communications templates. This defined visual identity will reinforce external recognition and identity throughout Europe and globally, and act as anchor for the consortium to harmonise their approach to CD.

CoDiet’s visual identity is exemplified through the logo (Figure 1), templates (Figure 2), and website (Figure 3).



FIGURE 1: CODIET LOGO



FIGURE 2: CODIET PRESENTATION TEMPLATE

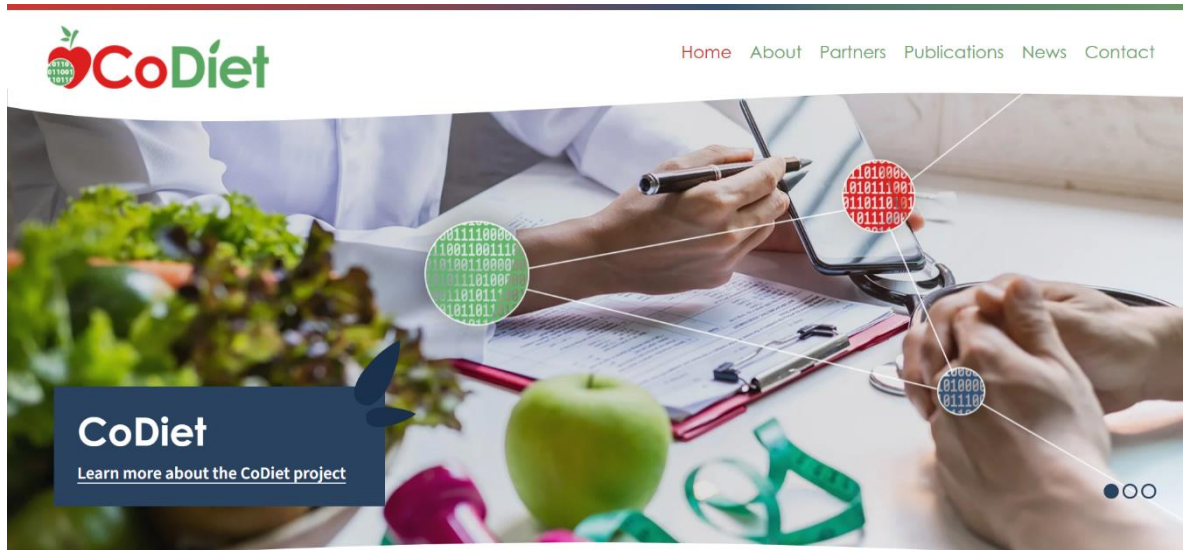


FIGURE 3: CODIET WEBSITE HOMEPAGE

Online presence and activities

Website

Launched in April 2023, the CoDiet website (www.codiet.eu) will act as the main communication channel for the project.

The website will house integral information about the project’s aims and results, accompanied by key and timely updates through news stories that will provide visitors with information on the project’s latest outputs.

The website will be the predominant repository for digital communications activities created throughout the project, such as videos, podcasts, and infographics. The frequency, type, and content of these activities will be flexible based on what is being communicated and the aims of the activities.

Where relevant, CoDiet partners will aim to have CoDiet news shared on their institutions’ own websites and news pages. An example of this has already taken place, with the launch of CoDiet: [Valencia](#), [Imperial College London](#), [Teagasc](#), [CVUT](#) and [AZTI](#).

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|--|--|
| 1. Increase awareness of the CoDiet project, its aims, progress, and outputs 2. Increase awareness of the role of diet and nutrition in the development of NCDs | 1. The general public 2. The nutrition research community 5. Groups at higher risk of NCDs | Pageviews Users View time Bounce rate |

Social media

CoDiet will have an active social media presence, with different channels used to target different key audiences. All channels will use the same branding and username.

- Twitter ([@CoDietEU](#)). Twitter will begin as CoDiet’s main social media channel due to its wide reach for both the general public, research communities, and high-profile figures such as policymakers.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|---|---|
| 1. Increase awareness of the CoDiet project, its aims, progress, and outputs 2. Increase awareness of the role of diet and nutrition in the development of NCDs | 1. The general public 2. The nutrition research community 3. Policymakers 5. Groups at higher risk of NCDs | Followers Likes Retweets Comments Impressions |

- LinkedIn ([@CoDietEU](#)). LinkedIn will be CoDiet’s secondary social media channel, particularly for its ability to reach those working in industry.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|--|--|
| 1. Increase awareness of the CoDiet project, its aims, progress, and outputs | 2. The nutrition research community 3. Policymakers 4. The food industry | Page likes Reactions Shares Comments Pageviews |

Where relevant, CoDiet partners are encouraged to have CoDiet social media posts shared by their own institution’s social media profiles in order to reach their established audiences.

Other social media channels will be considered over the course of the project for their suitability and relevance to CoDiet’s communication outreach.

Press and media

When relevant key results are produced that are considered newsworthy, CoDiet will aim to communicate these results through traditional media, such as newspapers and magazines (online/print) and broadcast (TV/radio/podcasts) – these can be either general or technical outlets depending on the audience we wish to reach. This will be executed in the form of press releases and pitches, developed, and issued in co-operation with partners’ institutional press teams.

A press release has already been issued by [AZTI](#), CoDiet’s co-ordinating partner, for the project’s launch, which garnered wide coverage in Spain.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|---|--|--|
| 1. Increase awareness of the CoDiet project, its aims, progress and outputs | 1. The general public 2. The nutrition research community | Number of pieces of coverage Number of press requests Estimated audience reached |

Events

Public engagement and outreach events

Public engagement and outreach events, whether online or in-person, are important and impactful ways of reaching and engaging with non-specialist audiences. This can include stalls at science festivals, online talks, or workshops with local communities.

Over the course of the project, partners will aim to identify opportunities for events to communicate CoDiet at their local institutions, with support from the appointed Communications Manager. An example public engagement activity that CoDiet could draw inspiration from includes the [Future Fridge](#) from Imperial College London.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|---|---|
| 1. Increase awareness of the CoDiet project, its aims, progress and outputs 2. Improve awareness of the role of diet in the development of NCDs | 1. The general public 5. Groups at higher risk of NCDs | Number of attendees Number of conversations Spoken/written feedback |

Stakeholder engagement events

Specific events aimed at particular stakeholders, such as policymakers or food industry representatives, are a powerful, targeted way of increasing awareness of CoDiet among these audiences and stimulating discussion and interaction.

An example stakeholder event that CoDiet would participate in is Food4Future, organised yearly by AZTI. One of Europe's leading foodtech events, Food4Future 2023 was attended by a total of 8,372 food industry professionals from more than 34 countries.

Other opportunities could include an event on AI in biomedical applications run by CVUT.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|--|--|
| 1. Increase awareness of the CoDiet project, its aims, progress, and outputs 3. Stimulate awareness and discussion of recommended policies designed to improve public health through diet change, with the ultimate goal of implementation. | 2. The nutrition research community 3. Policymakers 4. The food industry | Number of attendees Number of conversations that result in action |

Academic conferences

Academic conferences are the staple method of disseminating research results to specialist communities, and where relevant CoDiet partners will endeavour to present their work in CoDiet at these conferences. Conferences could include the conferences of the Federation of European Nutrition Sciences (FENS) and the European Public Health Conference.

| Relevant aim(s) / impact | Key audience(s) | Example evaluation metrics |
|--|--|--|
| 1. Increase awareness of the CoDiet project, its aims, progress and outputs 3. Stimulate awareness and discussion of recommended policies designed to improve | 2. The nutrition research community 3. Policymakers | Number of conferences attended Number of abstracts presented Number of posters presented |

| | | |
|--|--|-----------------------|
| public health through diet change, with the ultimate goal of implementation. | | Number of talks given |
|--|--|-----------------------|

Publications and open access

As set out in CoDiet’s Grant Agreement, CoDiet is committed to Open Science and will implement Open Science practices to make knowledge, methods, data and research outputs openly accessible to all.

CoDiet will provide early and immediate open access to peer-reviewed scientific publications, including articles, books and book chapters and monographs. Authors will also be encouraged to provide open publications, which goes beyond the mandatory practice.

Results will be published in open access venues and we will favour Golden Access platforms, like international scientific societies (e.g., ASM, FEMS) offering publications of high scientific impact and possibility to release as open access. Partners will strive to share early results by posting preprints of articles on bioRxiv, provided this practice is accepted by the policy of the target journal.

In addition, each final manuscript will be deposited in a trusted repository, institutional, domain-specific (e.g., Europe PMC) or general- purpose (e.g., Zenodo, BioRxiv).

A Publications Group consisting of individuals from across CoDiet’s partners has been set up, which will have oversight across CoDiet’s research outputs to ensure consistency and adherence to Open Science practices.

Evaluation

Recording and evaluating communication and dissemination activities is vital for determining the success of said activities. Over the course of the project, we will record the project’s activities using the Publications, Communication and Dissemination Log, and collect a mix of quantitative and qualitative data for each activity based on their individual objectives. Examples include using Google Analytics to monitor website pageviews or recording the number of attendees at events.

Key performance indicators (KPIs)

The following KPIs have been identified and will be used to measure the success of CoDiet’s communications and dissemination activities:

KPI 1: Website activity – average at least 4 website news stories per year with regular updates of project outputs

Purpose: Create a benchmark to maintain an active presence on CoDiet’s primary digital channel.

Quarterly news stories will be published at the minimum, sharing key project updates and achievements. The number and schedule of web stories may change at the discretion of the Communications Manager depending on relevance and what/when project news arises. As and when public project outputs are available (public deliverables and publications), the website will be an access point in which the public can freely download/view them.

KPI 2: Website analytics – see sustained engagement and activity on the website comparable to peer projects

Purpose: To include a measure of the success of CoDiet’s primary digital channel in order to understand what is working and areas of improvement.

The website will be monitored using Google Analytics to measure if the website is achieving consistent engagement and activity. Google Analytics stats will be recorded monthly and regularly evaluated to gauge if the website is performing successfully as a central channel for project dissemination.

KPI 3: Social media activity – average at least 1 original tweet and LinkedIn post per month with regular activity

Purpose: Create a benchmark to maintain an active presence that can lead to organic engagement and community on CoDiet’s social media channels.

On average, at least 1 tweet and LinkedIn post will be posted per month, totalling 48 posts on each platform by the end of the project. This will be accompanied by regular activity on each account including sharing, liking, and writing comments/replies.

KPI 4: Social media analytics – see a steady growth in subscriber numbers comparable to peer projects

Purpose: To include a measure of the success of CoDiet’s social media channels in order to understand what is working and areas of improvement.

Twitter and LinkedIn impressions and follower numbers will be monitored to measure if consistent growth is being achieved. These analytics will be regularly monitored and recorded to ensure successful communication through the channels.

KPI 5: Organisation of at least 3 public/stakeholder engagement events

Purpose: To create a benchmark for, and an expectation of, organising and not just participating in events aimed at our target audiences for rich, two-way engagement.

CoDiet will organise at least three engagement events over the course of the project, resulting in at least one event aimed at groups at higher risk of NCDs, at least one at food industry representatives, and at least one at policymakers.

KPI 6: Participation in approximately 50 relevant conferences, workshops, and events

Purpose: To create a benchmark for, and an expectation of, members of the CoDiet consortium to represent the project at these events.

The consortium aims to participate in approximately 50 events relevant conferences, workshops, stakeholder engagement events and other relevant events, virtual and face-to-face, over the project lifetime.

A record of these activities will be updated by partners in the Publications, Dissemination, and Communication Log spreadsheet on SharePoint. It is expected that the consortium will take part in most of these events in the later years of the project when CoDiet results are ready to disseminate.

KPI 7: Publish at least 25 open-access publications

Purpose: To create a benchmark for, and an expectation of, members of the CoDiet consortium to publish CoDiet research and to adhere to the project’s Open Science commitment.

Publish at least 25 open-access CoDiet publications, with the aim to publish in high-impact journals such as NEJM, Lancet, and BMJ Gut, over the project lifetime that include the correct funding acknowledgement:

“The CoDiet project is funded by the European Union under Horizon Europe grant number 101084642.”

For UK partners, this will also include acknowledgement of funding from UK Research and Innovation:

“The CoDiet project is funded by the European Union under Horizon Europe grant number 101084642. CoDiet research activities taking place at Imperial College London and the University of Leicester are supported by UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee [grant number 101084642].”

It is expected that the consortium will publish most of these papers in the later years of the project.