



MELCAYA

NOVEL HEALTH CARE STRATEGIES FOR MELANOMA IN CHILDREN,
ADOLESCENTS AND YOUNG ADULTS

Grant Agreement: 101096667

D8.5 Online and media presence 1



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1.0	05.12.2023	FCRB	Final version

Executive Summary

The deliverable D8.5 Online and media presence 1 is focused on the last 11 months of the project duration (December 2022 - October 2023). The structure of this report is similar to D8.8 Project website and D8.1 Dissemination & Communication Plan 1. To facilitate comparability, in the first part, this document reminds its readers of the objectives set out in the Dissemination and Communication Plan (D8.1) and the Project website (D8.8) regarding dissemination and communication. It also presents the guidelines, means and structures for internal communication laid out in the Dissemination and Communication Plan (D8.1). In the following chapters, the impact that the activities have had are being measured with the help of the Key Performance Indicators (KPIs).

The assessment of MELCAYA internal communication and dissemination activities has shown that the vast majority of the KPIs priorly defined could be reached both, in the course of the project (48 month) and overall. Well-set-up internal communication has been established by the coordinator (FCRB) through One Drive and various monitoring spreadsheets by the coordinator as well as by SYNYO (WP8 lead – Communication, dissemination, exploitation and networking). In the next year, all partners, but especially the coordinator FCRB, have to make sure that important upcoming meetings (e.g., General Assembly, Review Meeting, Advisory Board meeting) will be adequately planned to be able to be conducted. The communication activities after 11 months of runtime of the project have been continuously increased. The project website has already received approximately 1.000 views (since April 2023), and approximately 250 X (formerly Twitter) followers in the context of the MELCAYA project. Also, there is a precise concept on what to include and when to distribute the project's general newsletter. In the next year, and as mentioned above, future crucial points will be to increase the outreach of this newsletter as well as of the project's new LinkedIn channel. In terms of dissemination activities, all KPIs could be reached in 2026. Additionally, a number of shorter articles were published in 2023, and more are already foreseen for 2024 through conference participations, publications and policy making, including articles from numerous project partners.

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Acronyms & Abbreviations

Term	Description
CMS	Content Management System
D	Deliverable
DEC	Dissemination, Exploitation, and Communication
EU	European Union
GDPR	General Data Protection Regulation
M	Month
PC	Personal Computer
PHP	PHP (recursive acronym for PHP: Hypertext Preprocessor)
PWS	Project Website
SEO	Search Engine Optimisation
T	Task
WP	Work Package

1 Introduction

This report provides information on the communication and dissemination activities that have happened in the 1st year of the MELCAYA project, namely between January 2023 and November 2023 (M2-11). The first chapter summarizes the objectives within the field of internal communication and dissemination including target groups, key performance objectives, and time plans, and assess all activities that have happened with the help of the pre-set KPIs. With this background, the last chapter contains a summary, as well as focus points regarding upcoming communication and dissemination activities. The information cut-off for this report is 30th November 2023.

2 MELCAYA dissemination and communication objectives

Target groups, key performance objectives, as well as the timetable for the activities have not changed in the first year of the project runtime and are thus repeated as an introduction into MELCAYA's set goals in context of dissemination and communication.

2.1 Target groups

To ensure the successful uptake of the MELCAYA project, the map of relevant stakeholders needs to be identified and they shall be further reached via the available dissemination and communication channels. Identifying, reaching out to and engaging stakeholders in the MELCAYA project and other projects under the *Mission on Cancer* is part of all 11 work packages and tasks within the MELCAYA project. As part of WP8, we tailor the communication and dissemination activities to the relevant target groups. As part of the 'Understanding' cluster, the project will contribute to the annual cluster meeting addressing common scientific challenges, organised in close collaboration with the European Commission. Relevant national ministries, agencies and policymakers, as well as other related EU-funded projects, will be invited to these annual meetings.

To communicate and disseminate the MELCAYA solutions and all other relevant project outcomes, a special focus lies on reaching out to relevant demanders and suppliers on the non-invasive medical technology market. It should be noted that the distinction between demander and supplier is not always straightforward at the current stage of the project. Depending on which requirements the non-invasive medical technologies will fulfil in the end, the classification may still change slightly. According to the state of knowledge at the beginning of the project, we assigned the groups for the first tasks as follows: on the side of the suppliers, medical device manufacturers and companies, the medical engineering industry, the smart healthcare/tech sector, SMEs and start-ups in the field of non-invasive medical technologies are considered. The demander group comprises hospitals, physicians, medical

procurers or procurement groups. We assigned researchers and the scientific community to a separate group as they represent an extremely important stakeholder group, especially for the AI-based diagnostic and prediction tools such as breath analyser and disposable sensing patch for CAYA patients (WP5 and WP6), and because they can be assigned to both the supplier and the demander side, depending on the context and the point of view. Melanoma Patient Organisations are another important stakeholder group with impact in patients' education, advocacy and policy for prevention, early detection and therapies for CAYA affected by melanoma as well as contributions to project acceptance and implementation.

2.2 Key Performance Objectives

Communication and dissemination

To streamline all communication and dissemination activities, several documents laid out the strategies of the regarding fields early on in the project execution. The exploitation and dissemination plan entailed information on actions to maximize the project's impact. The communication plan identified objectives, strategies and channels of all MELCAYA communication. Both plans lined out target measures to be reached within the project runtime. At the time of the production of this report, the KPIs were reassessed and adjusted accordingly.

In the field of dissemination activities, D8.1 defines the number stakeholder meetings, co-creation sessions, presentations at conferences or other events, open access publications, tutorials and webinars, as well as the uptake sessions as categories to measure the impact of the project. In the context of communication activities, the number of visitors to the project's website, of newsletters, flyers, social media posts, and press releases are selected as the main indicators that need to be monitored constantly.

Internal communication

In a complex project environment such as MELCAYA, a basic set of guidelines and rules is necessary to collaborate efficiently, as well as to structure and organize communication flows. In D10.2 Quality assurance and risk management plan these guidelines were laid out to be followed by the whole consortium.

These guidelines determined that a contact list of all partners should be constantly updated including responsibilities in the project as well as email addresses, telephone numbers, and (if available and used by partners) Teams/Zoom contacts in order to easily reach a person and set up virtual meetings. They also entailed a list of coordination meetings indicating how often these meetings should take place. In

addition, it was decided to make use of project templates for deliverables, as well as the platform One Drive to facilitate the internal communication.

2.3 Cross-project activities

Along with MELCAYA, other 4 Horizon Europe projects (LUCIA, GENIAL, DISCERN and ELMUMY) have been selected under the “Understanding” branch of the *EU Mission on Cancer*. Since the projects have overlapping methods, goals and target groups, a project cluster was created in order to synergize work flows and cooperate, if possible. Therefore, each project has selected one social and one technical ambassador to meet on a regular basis across projects and to coordinate common activities. Collaboration with other Horizon Europe projects focused on studying cancer in adolescent and young adult (AYA) populations outside the cluster was also undertaken. A list of the networking events with other EU projects is shown in Table 1.

Table 1 MELCAYA networking events with other EU funded projects in 2023

Name of Event	Place	Date	Description
Kick-off meeting Understanding cancer cluster	Online	03/06/2023	The project meeting gathered EU project officers and representatives of the following Horizon Europe projects: LUCIA, MELCAYA, ELMUMY, DISCERN and GENIAL
Data management meeting Understanding cancer cluster	Online	04/05/2023 and 30/08/2023	The project meeting gathered representatives of the following Horizon Europe projects: LUCIA, MELCAYA, ELMUMY, DISCERN and GENIAL to discuss about data management activities within the cluster
STRONG-AYA stakeholder forum	Online	27/09/2023	Online stakeholder forum led by the European Cancer Organization aimed at giving an update to the wider cancer community on the project’s first achievements during its first year of activity, provide a space through which relevant stakeholders can actively engage and provide input into the project and bring together the AYA cancer care and pan-European data sharing expert community through the participation of other leading European initiatives in the field



Figure 1 EU Mission Cancer meeting in San Sebastian during the 7-8th September 2023

2.4 MELCAYA research partnership workshop

On 9th of October 2023 an internal MELCAYA research partnership workshop was held to set up our expectations in the MELCAYA project. Mutually beneficial activities within the partners were identified in order to set new value within and beyond the project.



Figure 2 MELCAYA virtual research partnership workshop

2.5 Presentations at conferences, meetings, and other events

The possibility to present MELCAYA during conferences, meetings, and third-party events, seminars, workshops, etc. has been deployed several times throughout the last year. The Table 2 shows all events the MELCAYA team held/participated in during 2023.

Table 2 MELCAYA presentations in 2023

Name of Event	Place	Date	Type of Action	Audience & Outreach
Acceso a Tratamientos Oncológicos para Personas con Cáncer	Barcelona (Spain)	17/02/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) 87 attendees
25th International Pigment Cell Conference	Bilbao (Spain)	30/05/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) 40 attendees
Melanoma Pathology Course: Challenges in Melanoma Diagnosis and Classification. Case Discussion and Pediatric Melanocytic Tumor	Berlin (Germany)	23/03/2023	MELCAYA presentation	Research & scientific community -
Diagnosis and Management of Spitz Tumors in 19 th EADO Congress	Rome (Italy)	21/04/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) -

MPNE 2023	Brussels (Belgium)	28/04/2023	MELCAYA: Introduction, Challenges in Melanoma Diagnosis and a Second Opinion Platform	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) -
La Diagnosi Istopatologica del Melanoma: Stato dell'Arte	Trieste (Italy)	05/05/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) -
Course Diagnostic Histopathology of Skin Disease. Case discussion of Melanocytic Tumors	Padua (Italy)	11-12/05/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) -
El Sol i la Pell. Quines Són les Actituds Saludables a l'Hora de Prendre el Sol?	Barcelona (Spain)	06/06/2023	MELCAYA presentation	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) 26 attendees
Annual meeting HTAi	Adelaide (Australia)	26-28/06/2023	Networking and presentation to the working group of Health Technology Assessment	Healthcare professionals (pediatricians, dermatologists, pediatric oncologists, nurses, etc.) -

			and rare diseases	
MarMaRa (Marseille Rare Disease) Institute 3rd Annual Symposium	Marseille (France)	08-09/06/2023	Spatial transcriptomic profiling of a rare somatic RASopathy	Research & scientific community 50 attendees
Università di Catania - Scuola di Specializzazione in Anatomia Patologica	Catania (Italy)	23/06/2023	MELCAYA presentation	Research & scientific community -
Evolving Taxonomy of Melanocytic Skin Tumors	New York (US)	03-05/07/2023	MELCAYA presentation, seminar	Research & scientific community -





Figure 3 MELCAYA presentations at attended meetings

3 Assessment of communication activities

3.1 Overview communication KPIs

Before assessing each indicator in depth and likewise to the previous chapter, this section gives an overview of all communication KPIs and their current status in tabular form (Table 3). The table includes the target for the whole project duration, the current figures per local group for the first 24 months of the project as well as an interpretation of the figures with the help of a traffic light system (green = good progress, yellow = there is progress to be made, but little, red = too little progress, focus point of next year).

Table 3 MELCAYA online and media dissemination and communication KPIs

Product	Quantification	Target	Figure	Status
Project website	No. of individual users	10,000	1009	1000/10000
Newsletter	No. of issues	12	1	1/12
	No. of subscribers	500	85	85/200
Promotional Materials	No. of flyers available in partner languages	1500 each	250	250/2000
Social Media Posts	No. of followers	X/Twitter: 500	MELCAYA_EU (X/Twitter)	Twitter (249/500)

		Social Media overall 900		Overall: 900	
		MELCAYA (LinkedIn)			
		<i>New channel in December 2023</i>			
		MELCAYAeu (Facebook) 20			
Press Releases	No. of press releases	2	MELCAYA project	2/10	
Events	No. of events attended	15		> 15 (DONE)	

3.2 Project website

The project website was set up and is handled by project partner SYNYO. As mentioned in the first D8.8 Project website of 2023, it went live in M2. The first version consisted of a landing page ('Home') with initial information on the project that is deepened in the second page ('Project'). These categories are followed by three more pages, 'Media', 'Consortium', 'Contact'. In M11, a social media-wall showing the newest messages from the MELCAYA project on the social media platform was integrated, as well as one page that shows news articles in blog form ('News').

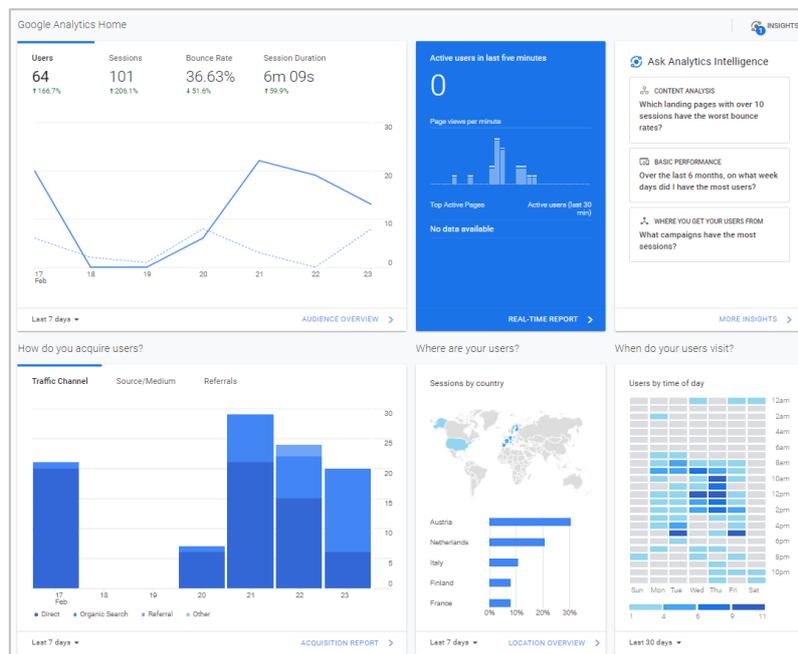


Figure 4 Google Analytics of project website

Furthermore, additional news articles and newsletters have been added in their respective sections on the website. The project website is also connected with Google Analytics (Figure 4), which will help to monitor the usage of the site from end users in different dimensions like location, language, device,

technology, demographics, browser and more. These useful insights will be used for any potentially necessary adjustment of the website in order to continuously attract relevant project stakeholders and general public, as well as to help the consortium achieve the KPI of > 10.000 visits. The use of this plugin is in accordance with GDPR.

4 Social media channels

Activities on social media platforms are high in general, but vary between partner and platforms. The main platform to inform about the project activities together with the website is the project's X (Twitter) account. In January 2023 (M1). Furthermore, a [Facebook](#) channel and a [LinkedIn](#) channel are also used. The former has been recently created in November 2023, even though it was not foreseen initially. Since the beginning of the project, X/Twitter currently counts with 250 followers. In the beginning of 2024, Consortium members will work on the distribution and dissemination on all online channels to increase its outreach. Since the project mostly uses Twitter for communication and is successful in that, it was decided that it is not necessary to emphasize on content distribution via Facebook, but will be distributed on the new opened LinkedIn channel.

4.1 Awareness Days Posts

To raise awareness to the MELCAYA project, different awareness days have been identified and used to create an outreach on social media (see Figure 5).

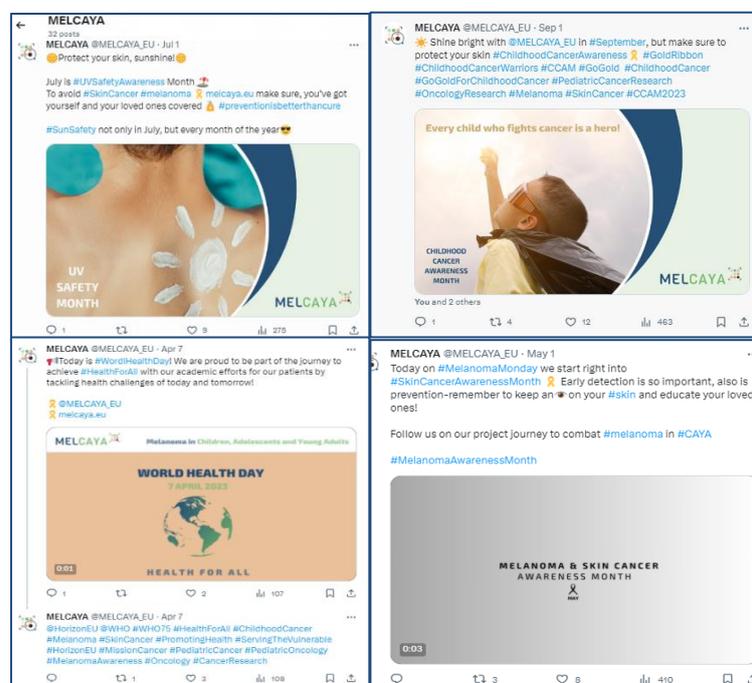


Figure 5 Awareness days posts (melanoma, health, etc.)

4.2 X (Twitter)

As an initial communication channel aiming to increase the presence and visibility of MELCAYA, a Twitter page (@MELCAYA_EU) has been created, available via https://twitter.com/MELCAYA_EU. Information about project outcomes, relevant events, publications and similar information, will be shared whenever appropriate. For a short while, the X account had been mirrored to Mastodon, but due to lack of outreach the Mastodon account has been terminated in April 2023.



Figure 6 Social media channels: X (Twitter)

Twitter, as an open platform that allows access to the information contained therein without restricting the end-user (e.g., by requiring to register and log-in into the platform to access content), will be used to disseminate current information about the project scope, as open feedback channels and to establish two-way dialogues with the wider public. Initially, information will be provided about project activities, as well as relevant information related to the MELCAYA project.

When posting on Twitter, it is recommended to use the project's Twitter handle @MELCAYA_EU, along with @HorizonEU and the #HorizonEU tag as well as with additional relevant hashtags to give tweets more visibility. These can include #melanoma, #RareDisease, #CancerResearch #SkinCancer, etc. Furthermore, the hashtag #MELCAYA will be used in the project communication.

4.3 Facebook

Facebook is, in contrast, perceived to be a more individual and personal social media platform which provides networking value to a different audience (e.g., affected people, etc.) relative to the project.

Therefore, as shown in Figure 7, the MELCAYA Facebook page has been created and is available via <https://www.facebook.com/MELCAYAeu/>.



Figure 7 Social media channels: Facebook

4.4 LinkedIn

A new LinkedIn (<https://www.linkedin.com/company/melcaya/>) account has been set up to provide networking value to a different audience (e.g., health care professionals, etc.) to the project (shown in Figure 8).



Figure 8 Social media channels: LinkedIn

4.5 Newsletter

A newsletter has been created and is accessible via the MELCAYA project website. As shown in D8.1, a signup form has already been implemented. The newsletter will be sent out regularly throughout the project. The newsletter will be sent to all relevant stakeholders in the field and will be mainly used as

a tool for communicating project updates, project outcomes or for events announcements. The newsletter registration form, which has been implemented on the project website, is designed in accordance with the GDPR. Users thus have to give their explicit consent to sign up for the newsletter. All newsletters will be designed in a GDPR-friendly way and only be sent out to contacts who signed up to the form themselves.



Figure 9 MELCAYA first newsletter (May 2023)

The Communication and Dissemination Plan (D8.1) set out that at least 12 newsletters should be sent out during the project runtime. This task entailed different subtasks such as setting up a mailing list with contacts and filling the newsletter with content in order to disseminate MELCAYA knowledge and engage audiences with the project activities and results. In 2023, task leader SYNYO thus drafted a structure for the newsletter containing a news section, a meet the team section where eventually each team of the beneficiaries would present themselves, and a calendar with upcoming events. Several partners contributed content and SYNYO was able to put together a content-wise and visually appealing first newsletter. Building on the first newsletter with general project information. Each newsletter will focus on the current phase in which the project and the project participants are and will highlight special developments and results. We are following a story-telling approach, and want to go beyond reporting facts. With this approach, we provide readers with a holistic view of the project, with insights into the challenges, comments from our target groups, and the personal motivation of project staff. Through these insights, readers should be able to form a bond with MELCAYA and keep in touch.

The first newsletter has been sent out in May 2023 (<https://preview.mailerlite.io/preview/335495/emails/89059587827696763>). 85 people subscribed to the newsletter by now. Since this is a little below the intended goal, measures were already taken to increase the outreach of the newsletter.

4.6 Flyers and promotional materials

The flyer template and other promotional materials, designed by SYNYO in 2023, are available as a download from the project's website under the section 'Media'. In addition to the basic flyers, one WP3 flyer has been created.



Figure 10 MELCAYA WP3 flyer (front/back)

5 Assessment of internal communication

5.1 Overview internal communication KPIs

Likewise, to the previous chapters, this section gives an overview of all internal communication KPIs and their current status in tabular form (Table 4). The table includes the target for the whole project duration, the current figures per local group for the first 11 months of the project, as well as an interpretation of the figures with the help of a traffic light system (green = good progress, orange = there is progress to be made, but little, red = too little progress, focus point of next year).

Table 4 Assessment of internal communication

Activity	Target	Figure	Status	
E-mail	Provide contact list	Provided by all	OK	
Digital Conferencing	Access to Teams/Zoom calls	Accessible for all	OK	
Coordination Meetings	General Assembly	4	1	1/4
	Steering Committee	4	1	1/4
	Project coordination	Twice a month		OK
	Ethics Monitoring Board	Every month		OK
	D&C meetings	Every month		OK
	Exploitation Committee	6	0 (to be hold in December 2023)	In progress

5.2 Means of internal communication

In 2023 the MELCAYA consortium could draw on the internal communication structure that has been envisioned in D10.2 Quality assurance and risk management plan.

5.3 File and knowledge management

Tools like MELCAYA One Drive continue to be important supporters of internal communication. In addition to the deliverable template, there are templates for other Word, PowerPoint or Excel files in MELCAYA project identity, available on One Drive. Overall, internal communication within the MELCAYA consortium works very well in the first year of the project.

LA LOPEZ, ADRIAN (FCRB) > MELCAYA

Name ↑ ↓	Geändert ↓	Geändert von ↓	Dateigröße ↓	Freigabe	Aktivität
0. General documentation	9. März	LOPEZ, ADRIAN (FCRB)	6 Elemente	Geteilt	
1. Consortium meetings	9. März	LOPEZ, ADRIAN (FCRB)	3 Elemente	Geteilt	
2. Work packages	20. April	romana.hessler	9 Elemente	Geteilt	
3. Deliverables	27. Februar	LOPEZ, ADRIAN (FCRB)	1 Element	Geteilt	
4. Reporting	9. März	LOPEZ, ADRIAN (FCRB)	2 Elemente	Geteilt	

Figure 11 MELCAYA One Drive

6 Conclusions

The assessment of MELCAYA (internal) communication and dissemination activities has shown that the majority of the KPIs defined in the Communication, Dissemination and Exploitation Plan (D8.1), and the Project Website (D8.8) could be reached in the different categories in the first year. Reviewing internal communication activities, the coordinator FCRB made sure that all crucial partners provided all necessary contact information to guarantee ongoing smooth working dynamics especially during the pandemic and with online-meetings, only. Also, the use of One Drive has played an important role. In the next year, all partners but especially the coordinator FCRB have to make sure that important upcoming meetings (e.g., General Assembly, Review Meeting, Advisory Board meeting) will be adequately planned. In terms of dissemination activities, all KPIs could be reached in 2023. Additionally, MELCAYA could be presented in different contexts, such as public authority rounds, future users and conferences.

References

Websites

www.melcaya.eu

https://twitter.com/MELCAYA_EU

<https://www.facebook.com/MELCAYAeu/>

<https://www.linkedin.com/company/melcaya/>

<https://dashboard.mailerlite.com/forms/335495/80913139061753381/share>