



# MELCAYA

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

**Grant Agreement: 101096667**

## D8.8 Project website



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## Executive Summary

This document provides an overview of the main digital resources and channels, which were implemented as part of the MELCAYA project. First, it outlines the structure of the project's website and its design and functions. Design, various sections and functions of the website are demonstrated by the means of screenshots. Second, the social media channels (Twitter and Facebook) and the newsletter are presented, which were set up as the project's digital distribution and dissemination tools. Finally, the document provides a summary of the main facts in the conclusion. Both the project website and the social media channels represent a vital step for the project's communication and dissemination activities aimed at presenting up-to-date insights to relevant stakeholders. All of the project consortium partners will contribute to the growth of the set-up communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

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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

## 1.1 Overview

The MELCAYA project is funded by the European Commission as part of the Horizon Europe framework programme and the call “*Novel health care strategies for melanoma in children, adolescents and young adults (HORIZON-MISS-2021-CANCER-02)*”. Within a period of 48 months, MELCAYA aims to understand risk factors and determinants of melanoma to improve the prevention, diagnosis and prognosis of melanomas in CAYAs through a strong international consortium with experts from 10 countries in different disciplines (e.g., oncology, paediatrics, ethics, policy making), and sectors (e.g., academic centers, SMEs, hospitals, patient associations) in order to design and implement public health strategies.

The scope of this deliverable is to describe the established communication channels, to ensure that the MELCAYA project will have maximum possible impact. These activities were initiated in the course of WP8, and the related T8.1 and will be continuously carried out throughout the project duration.

The first tool that has been set up in T8.1 and that will be used to raise awareness about the MELCAYA project among the potential stakeholders, is the MELCAYA project website. The website represents the main communication channel for promoting the project and its results. As such, the website provides an overview of the background, the objectives, the consortium and the overall structure of the project. In addition, the website provides information about the project methodology and the expected impact of the project. The project website will be regularly updated and, whenever appropriate or necessary, new sections or subsections will be included.

Besides the project website, the social media channels are an essential part of the DEC activities. They are crucial for the continuous communication activities to provide potential stakeholders with regular updates about the progress of the MELCAYA project, to raise awareness about the project globally and to mobilize stakeholders in the exploitation phase. The channels allow easy access to current information and will be used to inform and connect to companies, researchers, physicians, procurement groups and other relevant entities in the field of melanoma and medical devices as well as adding networking value to the project. All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly.

## 1.2 Relation to other tasks and deliverables

This additional report is closely related to the tasks and deliverables within WP8 “Communication, dissemination, exploitation and networking”. As such it is directly dependent on the completion of Task 8.3 of the MELCAYA project. Namely, the development and set-up of the project website (www.melcaya.eu) and the social media channels (Twitter, Facebook, etc.) as well as the continuous communication and awareness raising activities on these channels. Furthermore, this additional report is connected to the tasks T8.1 and T8.2 leading up to D8.1 (and related updates) and D8.4. D8.1 shares information on the established dissemination and communication plan that was designed, which has the goal to ensure a structured and a consistent approach by all consortium partners towards the project’s awareness raising activities and related KPIs, whereas D8.4 refers to the identification of an optimal route to market for the project’s outcomes, as well as any individual exploitable outcomes of MELCAYA addressing all potential barriers.

Deliverable 8.3 is directly related to the following other MELCAYA deliverables:

### Receives inputs from:

**Table 1** D8.8 Input from other tasks and deliverables

Deliverable	Due Date	Input for D8.3
D8.1	M6, M24, M48	DEC plan and related activities and outcomes
D8.4	M36	Exploitable projects results and related activities

Last, the task T8.3 will draw on WPs 1-7 to post information about the project’s activities, findings and outputs.

## 1.3 Structure of the deliverable

The additional report for deliverable 8.1 includes the following sections:

- **Section 1** provides an introduction and an overview of the additional report, as well as its relation to other tasks in the project.
- **Section 2** presents the content and structure of the project website. Design, sections and functions of the website are demonstrated using screenshots.
- **Section 3** presents the social media channels and the newsletter tool, which were set up as the digital distribution and dissemination tools.
- **Section 4** provides the conclusion of this deliverable presenting the future potential and challenges of using the channels that were presented in this additional report.

## 2 Project website

The MELCAYA project website can be accessed via <https://www.melcaya.eu/> and is the main communication tool used to promote the project and its results. The main aim of the website is to inform relevant stakeholders globally and from the EU, including physicians, companies, researchers in the field of melanoma, hospitals, technological centers, patient organisations, policy makers and ethical experts.

### 2.1 Structure

The MELCAYA website is built using WordPress, a free and open-source Content Management System (CMS) platform based on PHP, MySQL, and JavaScript, which allows to quickly deploy modern, easily accessed and web browser compatible websites. As such, the website template utilises a dynamic web layout, which enables automatic and responsive size adjustments according to the screen display of the device in use; either it is a PC, a tablet or a smartphone. Moreover, the website uses the appropriate logo for the favicon, which further strengthens the MELCAYA project visual identity [1].

The MELCAYA project website is structured into five main areas. Figure 1 shows the high-level sitemap of the website. In the following sections, each page and (sub)page on the website is briefly described. The main menu of the website allows to navigate through the different items, i.e., “Home”, “News”, “About”, “Consortium” and “Contact”. The MELCAYA project website is also connected to SEO (Search Engine Optimizer) for better indexing and reaching on search engines like Google, Bing, Yahoo and more.

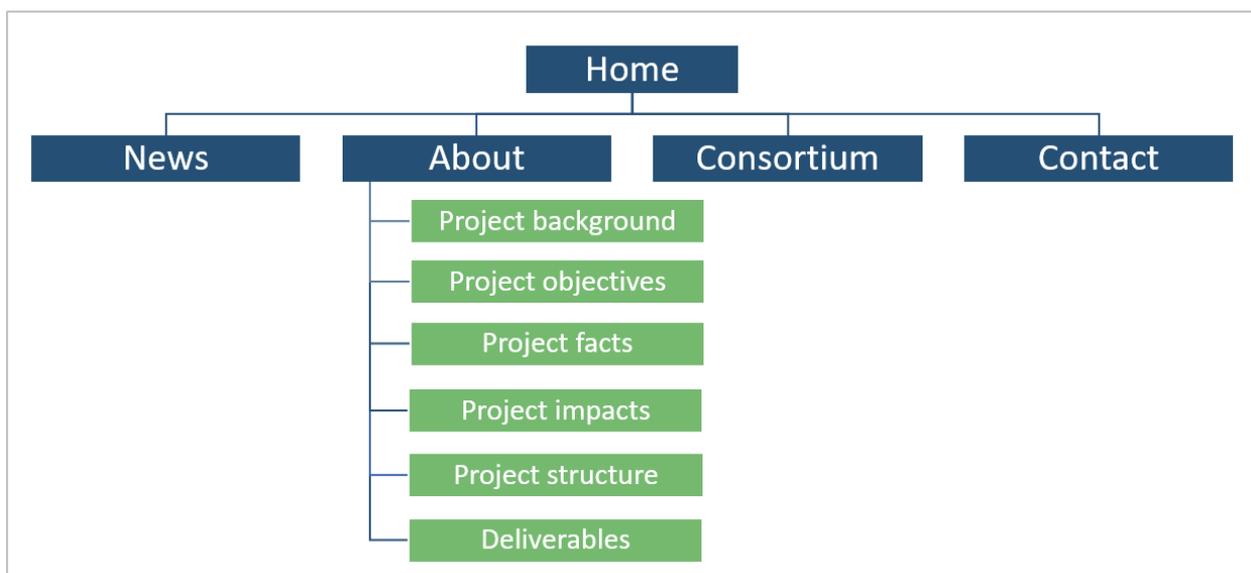


Figure 1 MELCAYA project website structure

## 2.2 Home page

Figure 2 shows the home page of the MELCAYA PWS. The home page offers a brief explanation of the MELCAYA project, an overview of the main objectives of the project and it presents the project consortium. The home page also includes the navigation menu which allows the user to switch between the different pages and (sub)pages. Additionally, the home page displays a banner that refers to the link to the newsletter registration form.

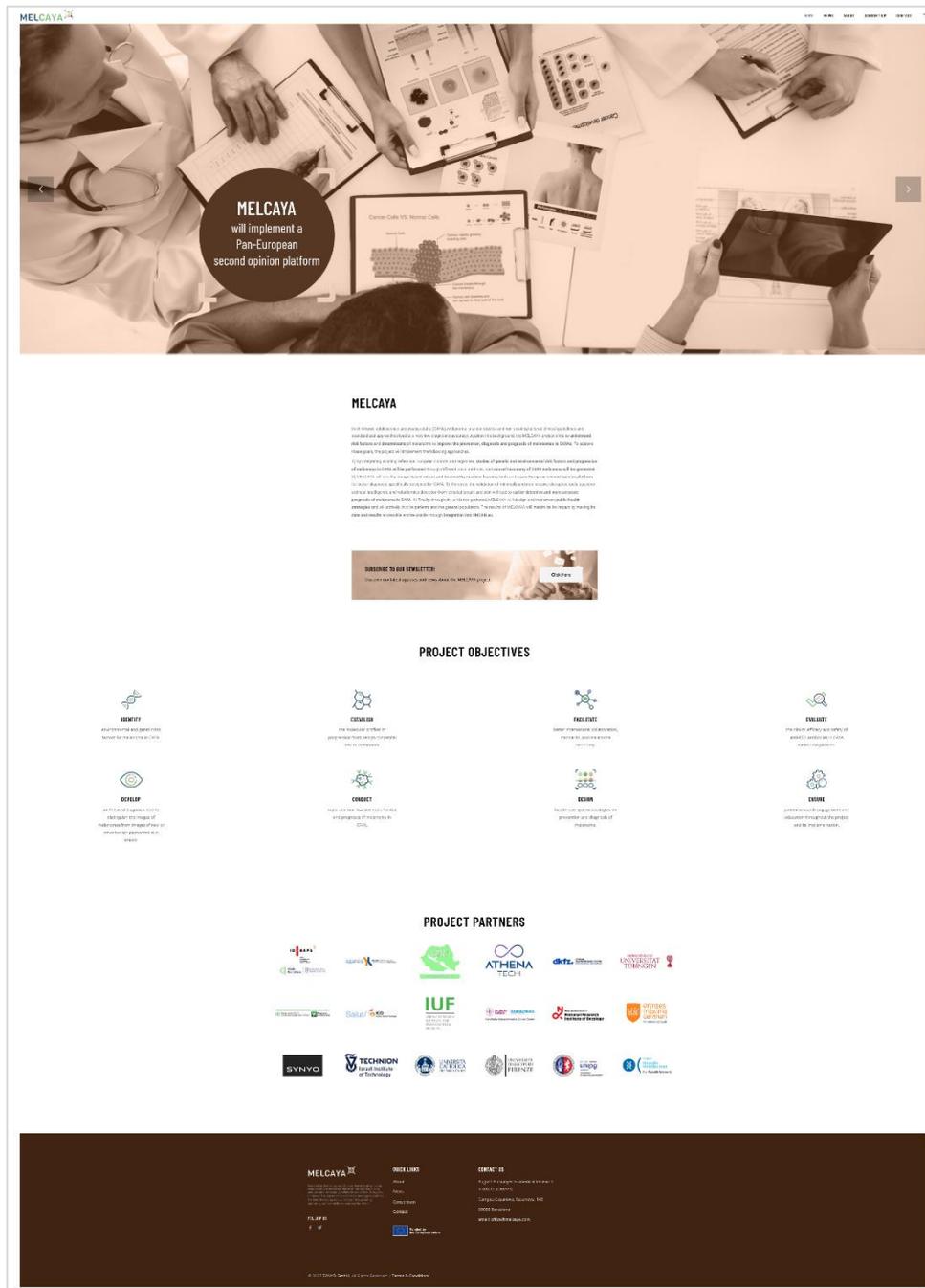


Figure 2 Snapshot of the home page

The footer of the website permanently shows the MELCAYA logo, the Horizon Europe funding acknowledgement, the contact of the project coordinator as well as links to all of the social media channels (Figure 3). In addition, the footer includes a “Quick Menu” that provides quick links to the main sections of the website. A line at the bottom of the footer provides the copyright disclaimer, as well as links to the website of SYNNO, the project coordinator, and to the “Terms & Conditions” webpage.

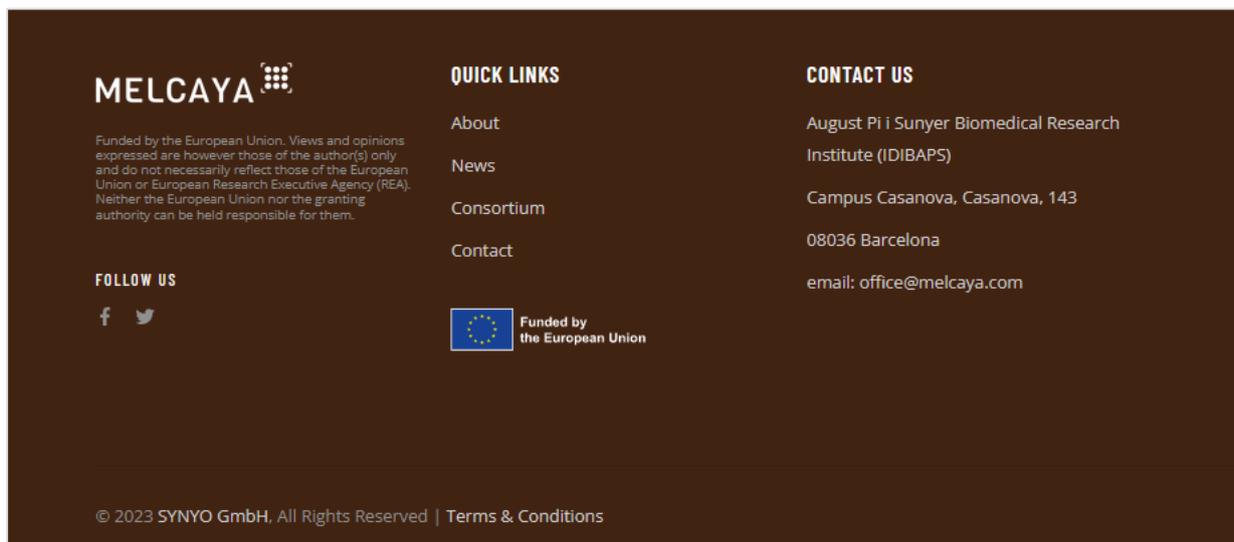


Figure 3 Snapshot of the footer section

### 2.2.1 Terms & Conditions

In accordance with the General Data Protection Regulation (GDPR), the website also contains an “Terms & Conditions” subpage (Figure 3), containing information about the handling of personal data, the transfer of data to third parties, data security and a “Disclaimer of liability”. In addition, the imprint, restrictions regarding the use of the website, the GDPR and information about the ownership of the website are provided. The “Terms & Conditions” page is linked from the footer section of the webpage, providing contact details of the project coordinator IDIBAPS-FCRB.

### 2.3 News

The “News” section (Figure 4), contains articles and press releases that, on the one hand, provide readers with interesting project-relevant information, and on the other hand, they provide stakeholders with constant briefings and updates on the project, its progress, activities and events, complemented with relevant photos, images or links. All consortium partners are committed to provide relevant content for this section, as well as to sharing it.

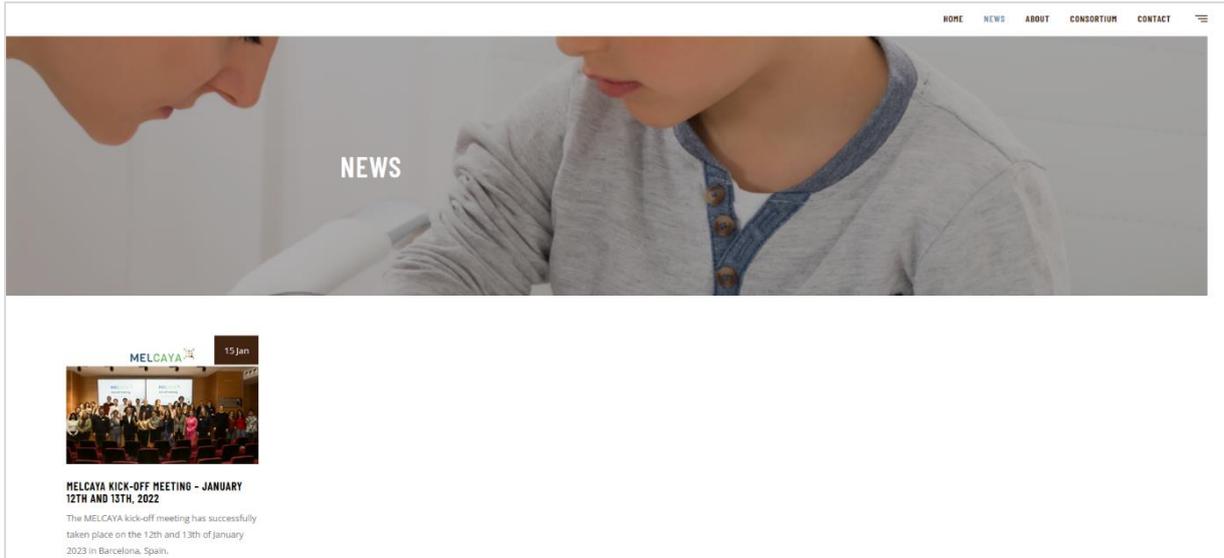


Figure 4 Snapshot of “News” section

## 2.4 About

The “About” section (Figure 5) provides information about the project background, project objectives and the main project facts, including the project duration, the reference number and the funding programme. In addition, the section describes the project impacts.

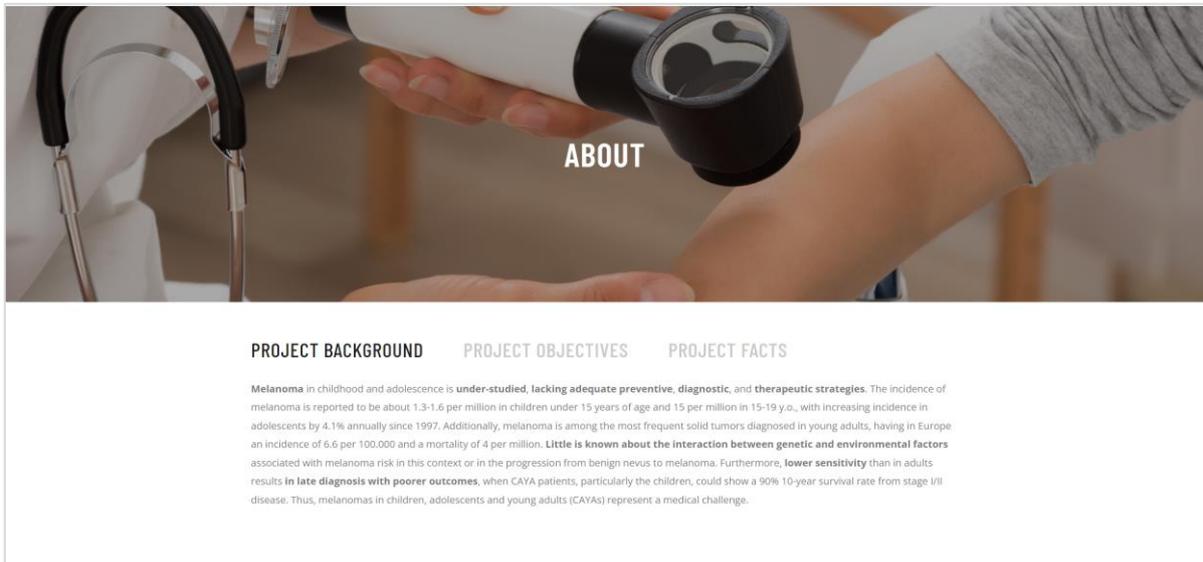


Figure 5 Snapshot of “About” section

As shown in Figure 6 the second part of the webpage presents the expected project impacts and the overall project structure divided within the 8 work packages. When the “+” symbol is clicked, the WP-specific objective is displayed.

**MELCAYA** HOME NEWS ABOUT CONSTITUTION CONTACT

## ABOUT

**PROJECT BACKGROUND** | **PROJECT OBJECTIVES** | **PROJECT FACTS**

Melanoma in childhood and adolescence is under-studied, lacking adequate preventive, diagnostic, and therapeutic strategies. The incidence of melanoma is reported to be about 1.5x4 per million in children under 15 years of age and 19 per million in 15-19 yrs, with increasing evidence in adolescents by 4x6 annually since 1987. Additionally, epidemiologic studies have found that children diagnosed in young adults, having a hazard ratio in order of 4.8 per 100,000 and a mortality of 4 per million. Little is known about the interaction between genetic and environmental factors associated with melanoma risk in the context of the progression from benign nevi to melanoma. Furthermore, lower sensitivity from in adults results in late diagnosis with poorer outcomes, when children patients, particularly the children, could have a 50% to 60% year survival rate from stage III disease. Thus, melanoma in children, adolescents and young adults (CMYA) represent a medical challenge.

### IMPACT

**IMPROVING EARLY DETECTION OF MELANOMA IN CHILDREN, ADOLESCENTS, AND YOUNG ADULTS**

Health care professionals will use advanced digital tools for risk prediction, early diagnosis and prognosis of melanoma in CMYA.



**PUTTING CHILDHOOD CANCER UNDER THE SPOTLIGHT**

Children and adolescents will feel less uncomfortable and scared in medical visits due to the use of robot-like detector through skin and breath or liquid biopsy.



**MAKING THE MOST OF DATA AND DIGITALISATION IN CANCER PREVENTION AND CARE**

MELCAYA's second version platform will become a standard for melanoma diagnosis in CMYA in Europe and beyond. Additionally, integrative genomic and US/CMR images collected in MELCAYA will be available to other hospitals, researchers and clinicians for further research.



**BUILDING ON THE PROMISE OF PERSONALISED MEDICINE FOR CANCER PREVENTION, DIAGNOSIS AND TREATMENT**

Health care professionals will use risk scores and digital platforms developed in MELCAYA in order to improve the personalisation of US/CMR and melanoma cases in CMYA.



**REDUCING CANCER INEQUALITIES ACROSS THE EU**

MELCAYA digital platforms and tools will be validated and used in 5 countries and 30 patients.



### STRUCTURE

<p>WP1: Identification of risk factors, ergonomics and genetic susceptibility of melanoma in children, adolescents and young adults.</p> <p>WP1 aims to: (1) identify risk factors involved in the development of melanoma in CMYA, including contacts with US/CMR using registry data; (2) characterize the exposure to CMYA with melanoma, including patients with US/CMR; (3) examine molecular determinants of personal risk from epidemiologic or exposure history, and clinical pre-clinical strategies to both prevent and therapy improve patient response.</p>
<p>WP2: Understanding triggers and transitions from normal melanocytes to nevus to melanoma</p>
<p>WP3: Pathology and molecular pathology for subtypes classification</p>
<p>WP4: Retrospective analysis of the activity and efficacy of anti PD-1 antibodies in childhood, adolescent and young adult melanoma</p>
<p>WP5: Imaging and machine learning for early diagnosis and risk prediction</p>
<p>WP6: Use of minimally- and non-invasive technologies for early detection of metastasis and prognosis</p>
<p>WP7: Health care system strategies implementation to inform policy and ethical dimension</p>
<p>WP8: Communications, dissemination, exploitation and networking</p>

Figure 6 Snapshot of subsection “Impacts and structure”

Finally, the subsection “Deliverables” (Figure 7) lists all public project deliverables, which will be available for download as the project progresses.

DELIVERABLES	
D1.1 Risk factors and exposure for melanomas in CAYA	Download
D1.5 ExpoMel initiation package	Download
D1.6 ExpoMel Midterm recruitment report	Download
D1.7 ExpoMel Report on the status of posting results in a repository	Download
D2.1 Partner registration status	Download
D2.2 Report on molecular data collection of L/GCMN	Download
D2.4 Mid-term report on quality control	Download
D2.6 NevustoMel initiation package	Download
D2.7 NevustoMel Midterm recruitment report	Download
D2.8 NevustoMel Report on the status of posting results in a repository	Download
D3.1 Standardized protocols for tumor tissue processing	Download
D3.2 Standardized protocols and procedures for melanoma sub-classification	Download
D3.5 Mol-Mel initiation package	Download
D3.7 Mol-Mel Report on the status of posting results in a repository	Download
D4.2 Immuno-Ped initiation package	Download

Figure 7 Snapshot of subsection “Deliverables”

## 2.5 Consortium

The “Consortium” section introduces the project partners to the visitors of the website (Figure 8) Each partner is presented with their logo, a short description and a link to the website of the institution or company.

Figure 8 Snapshot of section “Consortium”

## 2.6 Contact

The “Contact” section (Figure 9) shows the contact details and the location of the coordinator (IDIBAPS-FCRB) of this project via an embedded “Google Maps” view. It provides a contact form for getting in touch with the project team. For more information about the project or specific enquiries, a single point of access email is provided (office@melcaya.eu). As a lead of WP8, SYNYO will screen the correspondence to this email and distribute among the consortium organisations appropriately. The contact form requires a name, email address and main body to be filled out. Based on the specific inquiry and the topic, the responsible consortium partner will be notified in order to provide the appropriate response in time.

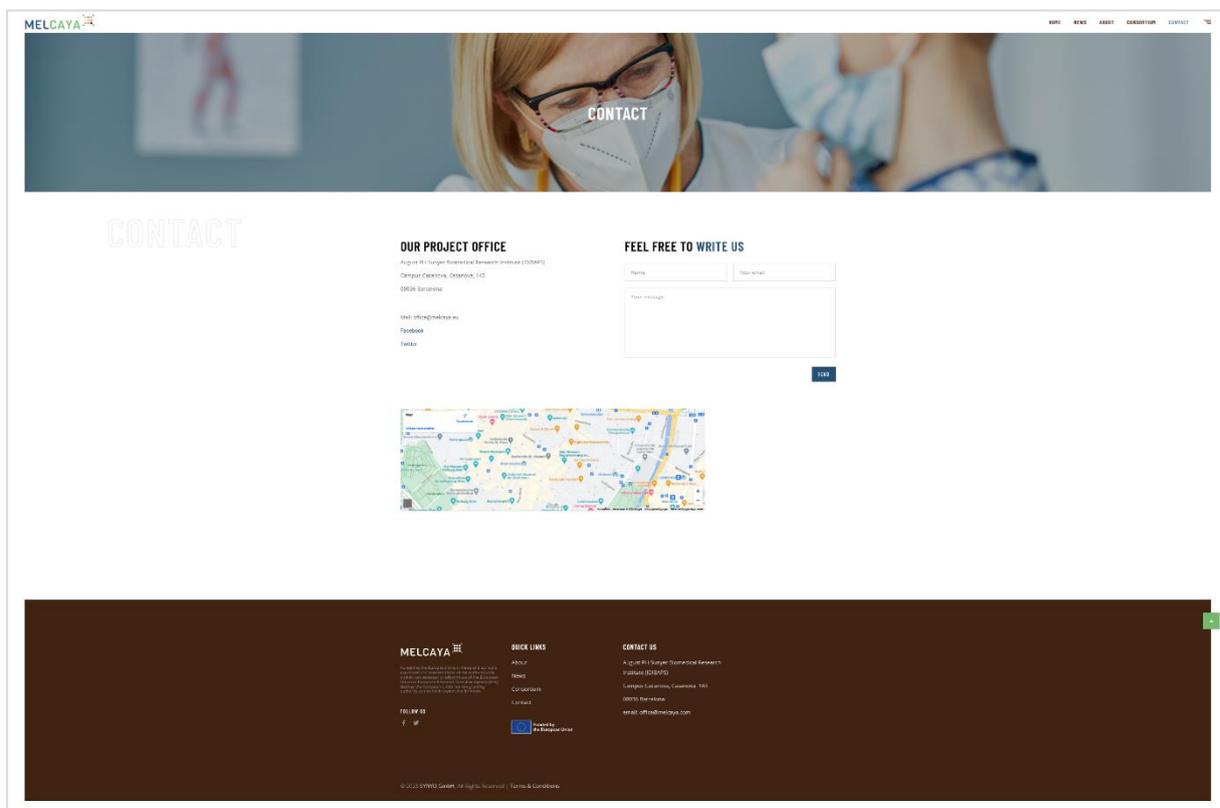


Figure 9 Contact form

## 2.7 Search Engine Optimiser

The website has installed the Yoast SEO plugin, which will increase the visibility of the site. Moreover, it will optimize it for search engines and help the consortium understand readability, keyword density and, most of all, create better content. It will also provide users and search engines with control on the site breadcrumbs so they could always know where they are. Finally, it will ensure faster loading times for the MELCAYA project website, based on innovative ways of managing information in WordPress [2].

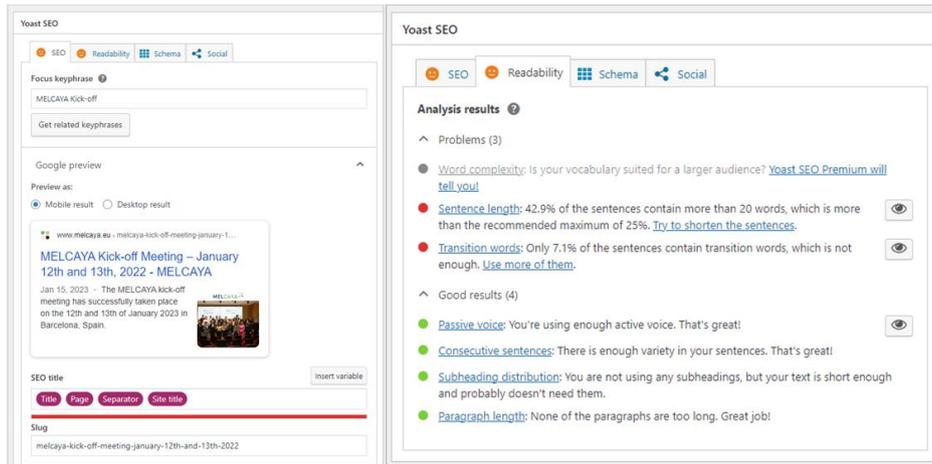


Figure 10 Snapshot of the MELCAYA project website Yoast SEO plugin

## 2.8 Google Analytics

The project website is also connected with Google analytics (Figure 11), which will help to survey 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 annual visits. The use of this plugin is in accordance with GDPR.

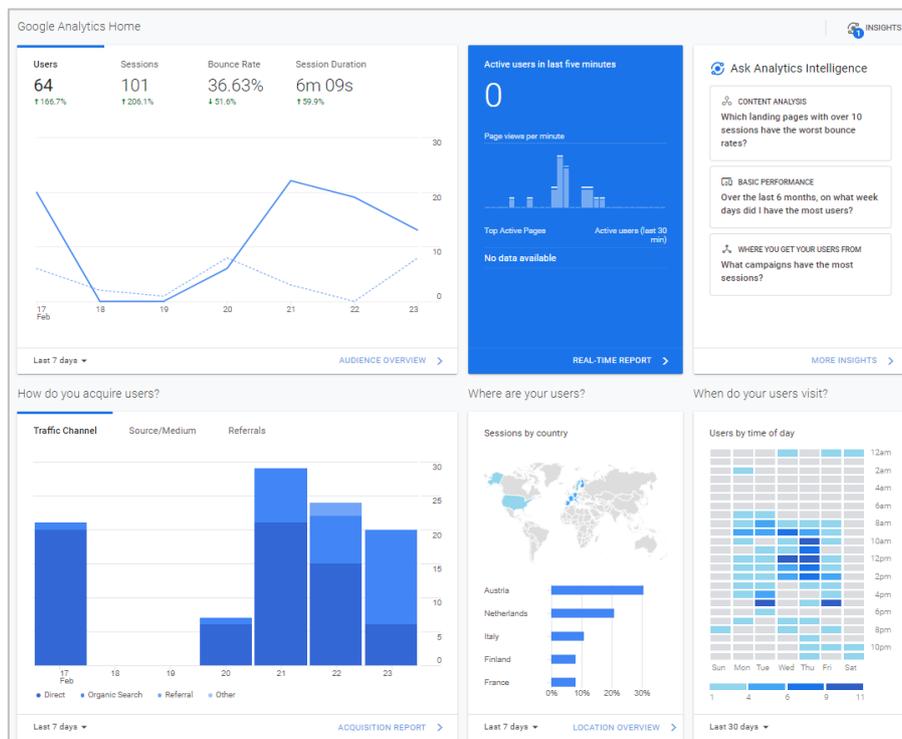


Figure 11 Google Analytics

### 3 Social media channels

In order to attract maximum attention to the MELCAYA project, accounts on the most relevant social media platforms were created to distribute content. The social media channels will provide communication and updates throughout the duration of the project, in order to reach the desired dissemination and communication impact. The MELCAYA project utilises a Twitter account as well as a Facebook page, all created, operated and maintained by SYNYO. All the consortium partners are contributing to the growth of the social media channels by sharing, liking, subscribing, following, engaging or posting regularly.

#### 3.1 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](https://twitter.com/MELCAYA_EU). Information about project outcomes, relevant events, publications and similar information, will be shared whenever appropriate.

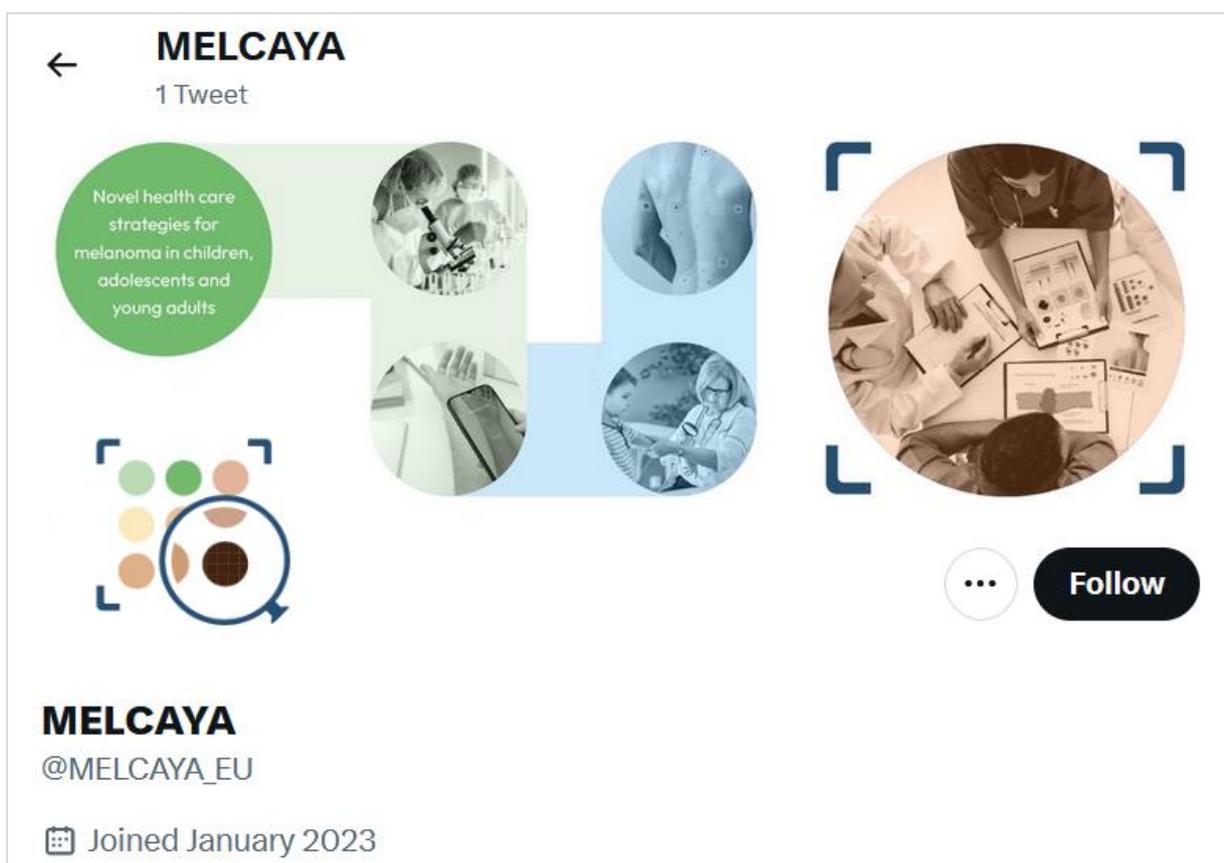


Figure 12 Social media channels: Twitter

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.

### 3.2 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 13, the MELCAYA Facebook page has been created and is available via <https://www.facebook.com/MELCAYAEu/>.



Figure 13 Social media channels: Facebook

### 3.3 Newsletter

A newsletter will be created and will be accessible via the MELCAYA project website. As shown in Figure 14, 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.



The image shows a registration form for the MELCAYA newsletter overlaid on a background of people in a meeting. The form is white with a blue header and footer. It includes the MELCAYA logo, a title, a brief description, input fields for personal information, a consent checkbox, a reCAPTCHA widget, and a subscribe button.

**MELCAYA**

**Newsletter**

Subscribe to our newsletter and stay up-to-date with our latest **MELCAYA** project news.

First name

Last name

Email

Country

I have read the [Terms and Conditions](#) on the MELCAYA project website and I authorize the processing of my personal data under Legislative Decree No. 196/2003 and the 2016/679 European Regulation concerning the protection of personal data of natural persons.

Ich bin kein Roboter.   
Datenschutzerklärung - Nutzungsbedingungen

**Subscribe**

Figure 14 MELCAYA Newsletter registration form

## 4 Conclusions

This additional report presents information on the main digital resources and channels which were set up as part of the MELCAYA communication and dissemination strategy. The project website will serve as an important resource and as a main communication tool for promoting the project and its results to researchers, experts, companies, SMEs, demanders, suppliers, many other stakeholders, and the interested public. Next to presenting static information (e.g., project facts), the website will also present dynamic content which will be updated on a regular basis (news, public deliverables, publications, promotional materials, etc.).

Additionally, the social media channels are used as further distribution and dissemination tools. A Twitter account as well as a Facebook page for MELCAYA have already been set-up, and posts will be developed and programmed on a regular basis to ensure a steady increase of followers. As the project progresses, it is foreseen to expand the project website with further content and subpages. Furthermore, during the course of the project, the website and the social media channels will be continuously filled with updates and materials from the MELCAYA project. Additional social media channels such as YouTube, Mastodon, etc. will be implemented depending on the ongoing project results and engagement level with the project audience. A newsletter will also provide regular updates on project outcomes or events.

All of the project consortium partners will contribute to the growth of the communication channels by either sharing, liking, subscribing, following, engaging or posting regularly. Likewise, the MELCAYA consortium will commit to identify any potential emerging communication challenges, so they can be properly addressed in a timely manner in case they occur.

## References

- [1] Blog Tool, Publishing Platform, and CMS," WordPress. <https://wordpress.org/> (accessed February 20, 2023).
- [2] WordPress website, Yoast SEO, <https://wordpress.org/plugins/wordpress-seo/> (accessed February 20, 2023).

## Websites

MELCAYA project website: <https://www.melcaya.eu/>

MELCAYA Twitter account: [https://twitter.com/MELCAYA\\_EU](https://twitter.com/MELCAYA_EU)

MELCAYA Facebook page: <https://www.facebook.com/MELCAYAEu/>