

ONCO SCREEN

D7.3 DISSEMINATION AND COMMUNICATION ACTIVITIES (FIRST VERSION)

30/06/2024



Funded by
the European Union

Submission date: 29/06/2024

Due date: 30/06/2024

DOCUMENT SUMMARY INFORMATION

Grant Agreement No	101097036	Acronym	ONCOSCREEN
Full Title	A European “shield” against colorectal cancer based on a novel, more precise and affordable risk-based screening methods and viable policy pathways		
Start Date	1 January 2023	Duration	48 months
Project URL	https://oncoscreen.health/		
Deliverable	D7.3 Dissemination and Communication Activities (First Version)		
Work Package	WP7- Dissemination, Communication, Exploitation and Impact Creation		
Type	R	Dissemination Level	PU
Lead Beneficiary	CARR		
Contributions	All partners		
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DOCUMENT HISTORY

Version	Date	Changes	Contributor(s)	Comments
V0.1	28/03/2024	First draft: ToC Released	CARR	ToC uploaded to Sharepoint for review.
V0.2	22/04/2024	Core sections developed and partner input incorporated	CARR	Main sections included. Requests were sent to partners and received input was included.
V0.3	04/06/2024	Third draft: Full document developed and internal review complete. Submitted to peer reviewer.	CARR	Incorporated further input from project partners
V0.4	18.06.2024	Pre-final version: peer-review comments were addressed	CARR	Incorporated comments from peer reviewers.
V1.0	31.06.2024	Final version: submitted to EC	EXUS	Final Quality Check

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FIRALIS	Firalis
UNIVERSITATSKLINIKUM SCHLESWIG-HOLSTEIN	UKSH
UNIVERSITAET zu LUEBECK	UzL
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ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH
INNOVATION SPRINT	iSPRINT
SCIENTIFIC ACADEMY FOR SERVICE TECHNOLOGY EV	SERVTECH
AINIGMA TECHNOLOGIES	AINIGMA
CATALINK LIMITED	CATALINK
KONNEKT ABLE TECHNOLOGIES LIMITED	KT
BEIA CONSULT INTERNATIONAL SRL	BEIA
UNIVERSIDAD DE LA RIOJA	URIOJA
TIME.LEX	time.lex
CARR COMMUNICATIONS LIMITED	CARR
MINISTRY OF HEALTH	MoHGR
PAGALBOS ONKOLOGINIAMS LIGONIAMS ASOCIACIJA	POLA LT
EUROPACOLON PORTUGAL- ASSOCIACAO DE LUTA CONTRA O CANCRO DO INTESTINO	ECPT
ELLINIKI ETAIREIA OIKOLOGIAS PEPTIKOU	HSGO
EUROPEAN SOCIETY OF DIGESTIVE ONCOLOGY	ESDO
FUNDATIA YOUTH CANCER EUROPE	YCE
MEDIZINISCHE UNIVERSITAT INNSBRUCK	MUI
LIETUVOS RESPUBLIKOS SVEIKATOS APSAUGOS MINISTERIJA	MoH-LT
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LIST OF ABBREVIATIONS

Abbreviation	Description
CA	Consortium Agreement
CRC	Colorectal Cancer
D	Deliverable
GA	Grant Agreement
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
WP	Work Package

Executive Summary

This deliverable reports on the ONCOSCREEN dissemination and communication activities carried out in the first 18 months of the project (M1-M18). The report also outlines activities planned for M19-M48. It describes the implementation of ONCOSCREEN's dissemination and communication plan and serves as a registry and handbook for ensuring continued maximum impact in the context of dissemination and communication.

ONCOSCREEN has developed impactful dissemination material, actively managed a range of online channels, started publishing results, and represented the project at numerous events, both virtual and in-person conferences and workshops.

Project partners have actively contributed to the dissemination efforts by sharing updates on their progress and results that are being generated. Partners have also been actively involved in the communications activities by raising awareness about the project, promoting it, and engaging targeted audiences through selected channels using tailored key messages. A key communication activity that played out during this period was the colorectal cancer (CRC) awareness month campaign, which composed of the inauguration of the partner blog post series, increased social media content, and an online cluster event.

ONCOSCREEN has been working closely with projects in the Prevention and Early Detection (Screening) cluster, and networking with key stakeholders has been a continuous effort. The dissemination and communication performance has been measured and analysed, and the project is on track to reach its ambitious measurable targets.

Our open access approach ensures that the results of our research contribute invaluable knowledge addressing critical challenges in CRC prevention and early detection.

Despite the progress that ONCOSCREEN has made in its dissemination and communication efforts, a stronger effort is expected from all partner to reflect the dynamicity of the consortium. It is noted though to a certain extend this decision was made by design especially for the case of clinical partners. Clinical partners and subsequently involved patient organisation from the corresponding countries, will dedicate a bigger effort during the patient recruitment in clinical trials conducting local campaigns if needed. In any case, the consortium shall intensify efforts in the upcoming period, since more mature project results are expected. These updates will be reported in the second version of this deliverable which is due in M48.

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1. Introduction

A successful dissemination and communication strategy is inherently dynamic. It evolves and matures with the project. It can also be reshaped as the project develops to match potential changes in priorities and ambitions. This report builds on D7.2 [Communication, dissemination, and exploitation plan](#) (M12) which was created for ONCOSCREEN based on the initial plans described in the ONCOSCREEN Grant Agreement (GA). These plans were aligned with the requirements laid out in the Horizon Europe work programme. It also provides an update on how the strategy has changed to reflect recent developments in the project and the progress that the partners have made.

This deliverable is an interim report, which summarises all efforts and activities in M1-M18. It also analyses the effectiveness of these measures to reach the set goals and performance KPIs as they were set in the ONCOSCREEN Communication, dissemination and exploitation plan. The report also reflects on the global communication trends and formulates steps that have been taken to address new challenges and to increase the overall impact of communication activities.

1.1. Purpose of the document

The purpose of this document is to serve as a registry and handbook for ensuring maximum impact in the context of dissemination and communication. The implementation of the Communication, dissemination and exploitation plan (D7.2) is monitored throughout the lifetime of the project. The purpose of this report is to provide a detailed picture of the status of the dissemination and communication at M18. Furthermore, this report outlines the next steps to ensure that the project achieves maximum visibility and that relevant target audiences keep being informed about the project, especially about its results.

As all project partners are involved in the dissemination and communication efforts, this report provides details on the efforts made by all partners. In order to monitor their progress towards the relevant KPIs, each partner is requested to make note of their dissemination and communication activities in the Dissemination and Communication Registry.

This deliverable demonstrates that ONCOSCREEN fulfils the requirements set out in the GA to disseminate results (GA article 17.1 Communication — Dissemination — Promoting the action) and in the Horizon Europe Rules for Participation (Regulation (EU) No 2021/695, article 39 on exploitation and dissemination of results) [1]

1.2. Intended readership

This deliverable is disseminated both internally within the project consortium and externally to any interested parties outside the project. The intended readership primarily comprises the 38 members of the ONCOSCREEN consortium and the European Commission ONCOSCREEN Project Officer and reviewers.

As this deliverable is public, it is openly accessible to external stakeholders in the Deliverables section of the project website.

This deliverable will be of particular interest to the project partners, as it serves as an instrument helping partners to keep track of all dissemination and communication activities. It helps partners see where they stand and how they can contribute to maximise the impact of the project.

1.3. Deliverable objectives

Table 1 Connection of the contents of the present deliverable with the ONCOSCREEN Grant Agreement (GA) requirements in WP7.

ONCOSCREEN DoA requirements	Deliverable addressing the requirements	Brief description
Task 7.1 Dissemination, communication activities of ONCOSCREEN	D7.2 ONCOSCREEN Dissemination, Communication, and Exploitation Plan	The deliverable includes the Dissemination, Communication, and Exploitation Plans that has guided and structured the implementation of all tasks in WP7 to date.
Task 7.2 Citizen Awareness Campaign Implementation for Increasing Acceptance in CRC screening programmes	D7.3 ONCOSCREEN Dissemination and Communication Deliverable (First Version)	
Task 7.3 ONCOSCREEN Living Lab for Gender Based Innovations		
Task 7.4 Impact Creation Activities with other EU Initiatives and Projects		

1.4. Relationship with other deliverables and tasks

Table 2 Linkages between D7.3 and other ONCOSCREEN deliverables.

Deliverable	Description of the deliverable	Link to D7.3
D7.1	Project website	The website is the main communication tool for uploading generated press releases and other key updates from the consortium

D7.2	Communication, dissemination and exploitation plan	This report presents the communication, dissemination and exploitation plan to be followed within all Tasks of WP7.
D7.5	Living Lab Performance Evaluation	This deliverable reports on the progress of the living labs and the oncothons until M29.
D7.6	Dissemination and Communication Activities (Final Version)	The report presents and analyses the impact of all dissemination and communication activities conducted during the entire duration of the project (M48).
D7.8 D7.9 D7.10 D7.11 D7.12	Progress report and updates on the common annual meeting of the 'Prevention, including Screening' cluster	Conclusions from the common annual meeting of the cluster and policy brief recommendations.
D7.13	Citizen Engagement Summary Report	The report documents the activities implemented within the duration of the project contributing to citizen engagement with respect to colorectal cancer awareness and screening programmes.
D7.14	Mission Cluster EU – Common Video and Brochure of the Projects	The deliverable reports the production of the common video and brochure to be created the Mission Cancer EU-funded projects

1.5. Deliverable structure

This document can be broken down into three key sections, those being: 1) Dissemination; 2) Communication; and 3) Next Steps. The document begins with a break down of the management methodology and then highlights the dissemination and communication KPIs. This is followed by the main body of the document, being a breakdown and analysis of the dissemination and communication activities, in which each activity/area of reporting is discussed in detail. This includes Colorectal Cancer Awareness Month, which was a big part of the communication activities calendar this year. The concluding sections document the work done within the Prevention and Early Detection (Screening) Cluster and outlines the next steps for the C&D strategy from M19-M48.

2. Management and administration of dissemination and communication activities

As the WP7 leader, CARR is responsible for the planning, creation and development of the dissemination and communication strategy and activities (until now guided by D7.2). All partners are responsible for contributing to the dissemination and communication efforts. Partners are informed about the management and administration of the dissemination and communication activities through the bimonthly Management Board telco calls and emails. These meetings also provide partners with an opportunity to discuss their upcoming activities and how CARR can support them in terms of dissemination and communication. CARR has also participated on an hoc basis within other existing telcos to inform consortium on critical activities and actions. Relevant files are saved in a dedicated WP7 folder on SharePoint where all partners can view and download them. The coordinator and specific partners are consulted on specific issues when necessary.

Details on the rules around dissemination procedures and dissemination reporting are available in D7.2.

3. Key Performance Indicators

3.1. Dissemination performance measurement and analysis

When it comes to dissemination, measuring and monitoring performance and success can be challenging. Not all success factors are tangible. Not all elements leading to impactful dissemination can be quantified. While keeping this challenge in mind, the performance is regularly measured against the agreed key performance indicators (KPIs). The numerical KPIs listed in **Error! Reference source not found.** facilitate the measuring of how well the project achieves its dissemination goals.

Table 3 ONCOSCREEN M18 KPIs and results

No.	Activity - Indicator	Target M18	Target M48	Status M18
1	Newsletters	6	12	In progress: 2
2	Articles/publications in media - # of articles/publications in media	5	20	In progress: 3
3	Press releases - #of press releases	3	12	In progress: 2
4	Open-access scientific publications - # number of scientific publications made	2	15	In progress: 3 (A dissertation is currently being finalized by TLBG and is intended for publication)
5	Conference presentations - # of presentations about ONCOSCREEN given at conferences	5	30	Exceeded: 7
6	Cluster events - # of cluster events	1	8	Exceeded: 2

While good progress has indeed been made on the KPIs, a number of targets are yet to be met. This is because it is an early stage of the project and as such, progress cannot yet be publicly highlighted. This will be compensated for by increasing the intensity of all dissemination efforts in the upcoming stage. This includes:

- Increasing the number of newsletters and press releases published over the next period
- Intensifying CARR's efforts with disseminating information to media and encouraging consortium members to do the same.

The data sets are planned for the next period, and as such, reaching this KPI is not a concern. The rest of the KPIs have all been met or exceeded.

3.2. Communication performance measurements and analysis

The communications performance of the project is measured and analysed on a regular basis. Communications activities, measurable targets and the current status are listed in Table 4. As the figures demonstrate, the project is on track to reach the ambitious targets, and in several areas the targets have been exceeded.

Table 4 ONCOSCREEN M18 KPIs and Results.

No.	Activity - Indicator	M18	M48	Status M18
1	Project website - # of visits	1000 per month	1500 per month	In progress: Total page views 557
2	Blog posts and news updates on the website - # of posts	15	40	In progress: 11
3	Social media platforms (LinkedIn and Twitter combined) - # of followers	1000	2000	In progress: 623
4	Videos - # of videos published	10	40	In progress: 4
13	Public events - # of public events hosted by ONCOSCREEN	1	2	In progress: 1

ONCOSCREEN's communication performance is measured and analysed quantitatively and qualitatively. The quantitative data acquired through analytics tools provides insights into the number and frequency of the activities carried out. The data includes metrics on website traffic, engagement and demographics. For the social channels, analytics data is gathered on the number of followers, page views and visitors, post engagements, impressions and shares.

The analytics tools used are Matomo (ONCOSCREEN website) and Hootsuite (ONCOSCREEN Twitter and LinkedIn). Website and social media metrics are presented separately for each platform in section 3.3 **Error! Reference source not found.**

All followers on ONCOSCREEN's Twitter and LinkedIn and all newsletter subscribers have been acquired organically and not through any sponsorship.

While progress has been made on communication KPIs, a number of these targets were not met. This is because the project is somewhat in its infancy stage. As it develops, and there are more publishable results to share, all numbers will increase. Plans are also being put in place to compensate for this deficit. These include:

- Another, larger scale CRC awareness month campaign month in March 2025 to increase the audience, and therefore followers and website visits, of this project.

- A interview series with various partners to increase the number of videos that have been published
- Continued roll out of blog post schedule will mean that all partners will write their own blog post. This, in addition with the pre-existing ones written by CARR, and those that will be written on an ad hoc basis, will compensate for the deficite that the project is currently in.

4. Dissemination Achievements

This section describes how the dissemination strategy has been implemented during M1-M18 of the project. Dissemination includes activities that aim to share results with potential users, scientific and industrial communities, commercial players, relevant organisations, and networks as well as policymakers.

4.1. Overview of Activities: M1-M18

Dissemination activities have been carried out actively in the first part of the project. The core activities include attendance and presentations at events, clustering activities, meetings, publications, scientific collaborations, and others. Project partners are involved in sharing updates on the progress and the results that are being generated.

A dissemination registry (internal) is used to keep an up-to-date record of all completed and forthcoming dissemination activities. The registry is an interactive file that all partners can update on the ONCOSCREEN Collaborative platform. The registry gathers details on the events attended, presentations, publications, and articles generated by partners. An example of the dissemination registry is presented in

below.

The following subsections will provide details on the specific achievements under each type of dissemination activity. Challenges that are apparent here are twofold. First, due to the medical nature of this project and the necessity of lengthy clinical trials and ethical clearance processes, many partners have yet to produce results that can be disseminated.

Dissemination Registry								
No	Partner making submission	Organiser of dissemination activity	Type of dissemination activity (Select from drop-down box)	Date	Place	Activity name	Description of the objective with the reference to a specific project output	~ Number of people
1	Carr Communications	ONCOSCREEN and DIOPTRA	Collaborations with other EU-funded projects	20/10/2024	Online	Colorectal Cancer Research and Awareness in Focus	To shed light on the latest advancements in colorectal cancer research and raise awareness about this critical health concern. This contributes as one of the joint virtual public events.	33
2	ICCS	E-Health4Cancer Erasmus	Conferences	05/04/2024	Thessaloniki, Greece and online	Implementation of Digital Tools for Oncological Quality of Care – Barriers and Facilitators	General presentation of the projects, with an emphasis primarily placed on the participatory co-design process with patients	
3	Technion	Danube Private University	Conferences	05/04/2024	Dürnstein, Austria	Symposium on Non-invasive Diagnostics		50
5	POLA	European Health Forum Gastein (EHFG)	Conferences	26-29/09/2024	Gastein, Austria	EHFG conference. Health systems in crisis. Countering shockwaves and fatigue	General presentation of the project and the impact on mental health	200
6	POLA	European Society for Medical Oncology (ESMO)	Conferences	20-24/10/2024	Madrid, Spain	ESMO Congress	General presentation of the patients' as end-users involvement in EU projects and how it influences national policies	200
7	UMINHO	TERMIS-AP	Conferences	10/16/2023 to 10/19/2023	Hong Kong	TERMIS AP 2023	Symposium organization and invited lecture (two participants)	more than 1000

Figure 1: Screenshot of dissemination registry

4.1.1 Publications

The conference and journal publications that have been published by M18 are presented in Table 5. Efforts to publish results in scientific journals will intensify in the next phase of the project as tangible results are generated. A selection of relevant journals to target is presented in D7.2.

Table 5 ONCOSCREEN publications until M18.

Type of publication	Title of publication/ conference details	Title of paper / presentation / dissertation	Author(s)	Partner org(s)	Date of publication	DOI / link
Peer-reviewed article	MDPI Diagnostics, 2023, 13, 3673.	Advancing Colorectal Cancer Diagnosis with AI-Powered Breathomics: Navigating Challenges and Future Directions	Ioannis K. Gallos, Dimitrios Tryfonopoulos, Gidi Shani, Angelos Amditis, Hossam Haick, Dimitra Dionysiou	ICCS, TECHNION	15/12/2023	https://doi.org/10.3390/diagnostics13243673
Peer-reviewed article	2023 IEEE International Conference on Big Data (BigData)	Neural Crystals	Karamintziou, S., Mavropoulos, T., Ntioudis, D., Meditskos, G., Vrochidis, S., & Kompatsiaris, I. Y.	CERTH	05/09/2023	2311.16111v2 (arxiv.org)
PhD Dissertation	N/A	OSINT data on the dark web. Collection and anonymization	De Pascale, D.	TLBG	In progress.	N/A

Peer-reviewed article	ACS Publications	Mobile Diagnostic Clinics	Baron R. and Haick H.	TECHNION	22/05/2024	Mobile Diagnostic Clinics ACS Sensors
Peer-reviewed article	29th European Symposium on Research in Computer Security	CRATOR: A dark web crawler	D De Pascale, G Cascavilla, DA Tamburri, WJVD Heuvel	TLBG	Currently under review	2405.06356 (arxiv.org)

4.1.2 Events

The 11 events where ONCOSCREEN has been (re)presented by project partners by M18 are listed in Table 6. The events include both virtual and in-person conferences and webinars. Audiences that have been reached through the events include industry and business partners, innovators, EU institutions, national authorities, civil society, citizens, research communities, specific end-user communities, and international organizations. It is estimated that the presentations that were given reached over 6000 viewers among these various groups.

Table 6 Events attended by ONCOSCREEN partners by M18.

No	Date	Name of event	Type of event	Partner org(s) involved	Presentation title if any	Location	Website / source
1	26/09/2023 to 29/09/2023	EHFG conference. Health systems in crisis: Countering shockwaves and fatigue	Conference	POLA	“General presentation of the project and the impact on mental health”	Gastein, Austria	https://www.ehfg.org/conference/programme-2
2	16/10/2023 to 19/10/2023	TERMIS AP 2023	Conference	UMINHO	The role of biomaterials and biofabrication of in vitro model	Hong Kong	https://ap2023.termis.org/
3	20/10/2023 to 24/10/2023	ESMO Congress (Figure 11)	Conference	POLA	“General presentation of the patients' as end-users involvement in EU projects and how it influences national policies”	Madrid, Spain	https://www.esmo.org/meeting-calendar/past-meetings/esmo-congress-2023/programme

4	20/03/2024	Colorectal Cancer Research and Awareness in Focus	Webinar	CARRCO MM, Exus, IOB, ICMAT, ECPT	Multiple. Refer to link for details.	Online	https://youtu.be/cfuZecXnlNo?feature=shared
5	28/03/2024	Colorectal cancer awareness month	Conference	HSGO		Athens, Greece	
6	05/04/2024	Implementation of Digital Tools for Oncological Quality of Care – Barriers and Facilitators	Conference	ICCS	No name given, but description included: general presentation of the projects, with an emphasis primarily placed on the participatory co-design process with patients	Thessaloniki, Greece and online	https://www.kapa3.gr/en/e-health4cancer/
7	18/04/2024	Digital Precision Health Day 2024	Conference	VITO	N/A, poster session.	Mol, BE	https://oncoscreen.health/wp-content/uploads/2024/06/DPH-Day-Program-2024.pdf
8	25/04/2024 to 30/04/2024	WBC 2024 (Figure 40)	Conference	UMINHO	Key Note: Exploring digital light processing 3D printing for the production of villi-	Daegu, SK	https://wbc2024.com/

					crypt scaffold-on-chip to mimic the intestinal epithelium		
9	03/05/2024	Symposium on Non-Invasive Diagnostics (Figure 38)	Conference	TECHNION	Volatilomics for Non-Invasive Diagnostics: From Single Cells to Body Fluids	Dürnstein, Austria	https://www.dp-uni.ac.at/database/2024041011114073757.pdf
10	5/05/2024	E-Health4Cancer Erasmus (Figure 39)	Conference	ICCS	Implementation of Digital Tools for Oncological Quality of Care – Barriers and Facilitators	Thessaloniki, Greece and online	https://www.kapa3.gr/en/e-health4cancer/
11	14/05/2024	HaDEA InfoDay: EU Funding Programs for Health and Digital Transformation	Conference	Exus, ICCS and HADEA	Session dedicated to synergies across HE Cluster 1 and EU4Health/Cancer	Athens, Greece	HaDEA Info-Day: EU Funding Programmes for Health and Digital Transformation National Documentation Centre - EKT
12	25/05/2024 to 28/05/2024	TERMIS WC 2024 (Figure 42)	Conference	UMINHO	N/A	Seattle, USA	https://wc2024.termis.org/

Images from some of these events can be found in Annex B.

4.1.3 Media and multipliers

Media are an important audience in their own right, as well as being a multiplier and amplifier channel to reach other priority audience groups.

In Y1, a media contacts database was created by CARR. The database lists EU level, international and a selection of European and UK based media outlets and media contacts' names and email addresses. As this database contains personal data, it is not shared publicly.

Between M1-M18 two press releases were issued by CARR in collaboration with EXUS. The first one was on the [11th of January, 2023](#) to announce the launch of the project. The press release was called “€13m flagship EU project launches to introduce novel technologies for colorectal cancer screening”. The press release was shared with all partners and sent to media in January 2023. Partners translated and localised the press release and sent it out to local, regional and national media in their respective countries.

The second press release issued by CARR was on the [20th of March, 2024](#) to share the success of a cluster webinar held by ONCOSCREEN and DIOPTRA on the same day. The press release “On a mission to revolutionise CRC prevention and early detection, DIOPTRA and ONCOSCREEN Mission Cancer projects join forces” can be found in Appendix 1. Again, the press release was sent to all partners. In the upcoming phase of the project, where publishable results increase, the number of press releases will increase too.

A total of 3 media articles on ONCOSCREEN have been detected by M18. These are presented in Table 7. It is expected that the number of media articles on ONCOSCREEN will increase as the project progresses and more tangible results can be shared.

Table 7 ONCOSCREEN media articles.

#	Date	Media outlet	Title of piece	Link
1	26/08/2022	Irish Health Research Board (Figure 8)	Irish successes and new opportunities under the EU cancer mission	Irish successes and new opportunities under the EU Cancer Mission (hrb.ie)
2	31/10/2023	World Gastroenterology Association (Figure 9)	The Lithuanian Society of Gastroenterology Celebrates the 50th Anniversary of its National Meeting	ewgn-vol29-issue1.pdf (worldgastroenterology.org)

3	03/01/2024	Jerusalem Post	Technion Prof. Hossam Haick awarded three research grants to combat cancers	Technion Prof. Haick awarded three research grants to combat cancers - Israel News - The Jerusalem Post (jpost.com)
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4.1.4 Newsletters

The ONCOSCREEN newsletter provides regular updates on progress and results, past and upcoming events and collaboration with related projects. Announcements regarding the release of the newsletter were made on the ONCOSCREEN website where they can be accessed under News.

Two ONCOSCREEN newsletters have been produced by M18. They were issued through the LinkedIn to subscribers in December 2021 (M12) and April 2024 (M16). The [first newsletter](#) received 144 views and 22 reactions. The [second newsletter](#) received 180 views and 23 reactions. This number will increase in the upcoming stages of the project, by posting a newsletter every three months in order to hit the target.

Screenshots of these newsletters can be found below.

5. Communication achievements

This section describes how the communication strategy has been implemented between M1 and M18 and presents the main communication achievements to date. Section 4 **Error! Reference source not found.** then outlines the plans for M19-48.

5.1. Overview of activities M1-M18

Communications activities have been continuous across all ONCOSCREEN platforms since the start of the project. The core activities include website updates, Twitter and LinkedIn posts, YouTube videos, newsletters, promotional material, branding, communications through events, and stakeholder engagement. Project partners have been actively involved in raising awareness about the project, by promoting it and engaging targeted audiences through selected channels using tailored key messages.

A communication registry (internal) is used to keep an up-to-date record of all completed and forthcoming communication activities. The registry is an interactive file that all partners can update on the ONCOSCREEN SharePoint. A representative selection of social media posts can be found below.

5.2. Digital communication channels

5.2.1 Website

The ONCOSCREEN website (oncoscreen.health) serves as the central digital hub of dissemination and communication activities during the project lifetime, and social media channels amplify and multiply key messages, updates, and information published on the website. The website is a powerful dissemination tool and a key element of engagement with target audiences of the project. The project website incorporates the visual identity of ONCOSCREEN and the project branding as well as provides easy access to well-presented non-confidential information about the project. Images of the website can be found in Annex A below.

The project website has evolved and matured throughout the last 18 months of the project (and will continue to do so), and the process of updating and improving the website is continuous. News, updates, press releases and blogs are shared frequently on the page, with a steep increase of content being shared after M12, partially due to the convergence of several activities. The Living Lab page was also updated to reflect updates in the information regarding the Oncothons and will continue to do as the Oncothon's progress.

Over the course of the last 18 months, the website has had 404 unique pageviews, meaning that 404 users viewed the page for the first time. During the same period, the website generated 481 pageviews, which are total views (unique and repeat viewers combined). The Figure 2 below shows when these views occurred during this period.

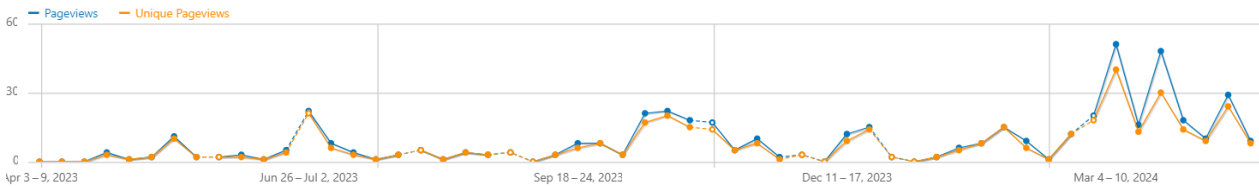


Figure 2 Visits to ONCOSCREEN website over time.

There are three clear spikes in usership, with the most impactful example of heightened and sustained usership being the recent month of March 2024. This can be attributed to CRC Awareness Month, that saw an increase in posts made on social media accounts which directed users to the website. There was also the launch of the living labs and oncothons, a steep increase in news and blog content published during this month, as well as a cluster webinar.

Website analytics from 3rd April 2023 to 27th May 2024:

- Page views:
 - Total page visits: 341
- Top 5 pages by views:
 1. Homepage
 2. Project partners
 3. Living lab
 4. News
 5. Contact us
- Top visitors by country:
 - Ireland
 - Germany
 - Greece
 - Spain
 - Netherlands

A map of where users concentrat can be found in Annex A below.

5.2.2 Twitter

The ONCOSCREEN [Twitter](#) account has experienced a growth since it was created in M2. Twitter primarily serves as a platform for raising awareness about the project and its progress among key stakeholders, interact and build relationships with them, disseminate project news and results as

well as interesting news in relevant fields. The banner of ONCOSCREEN's X account can be seen in **Error! Reference source not found.** below.

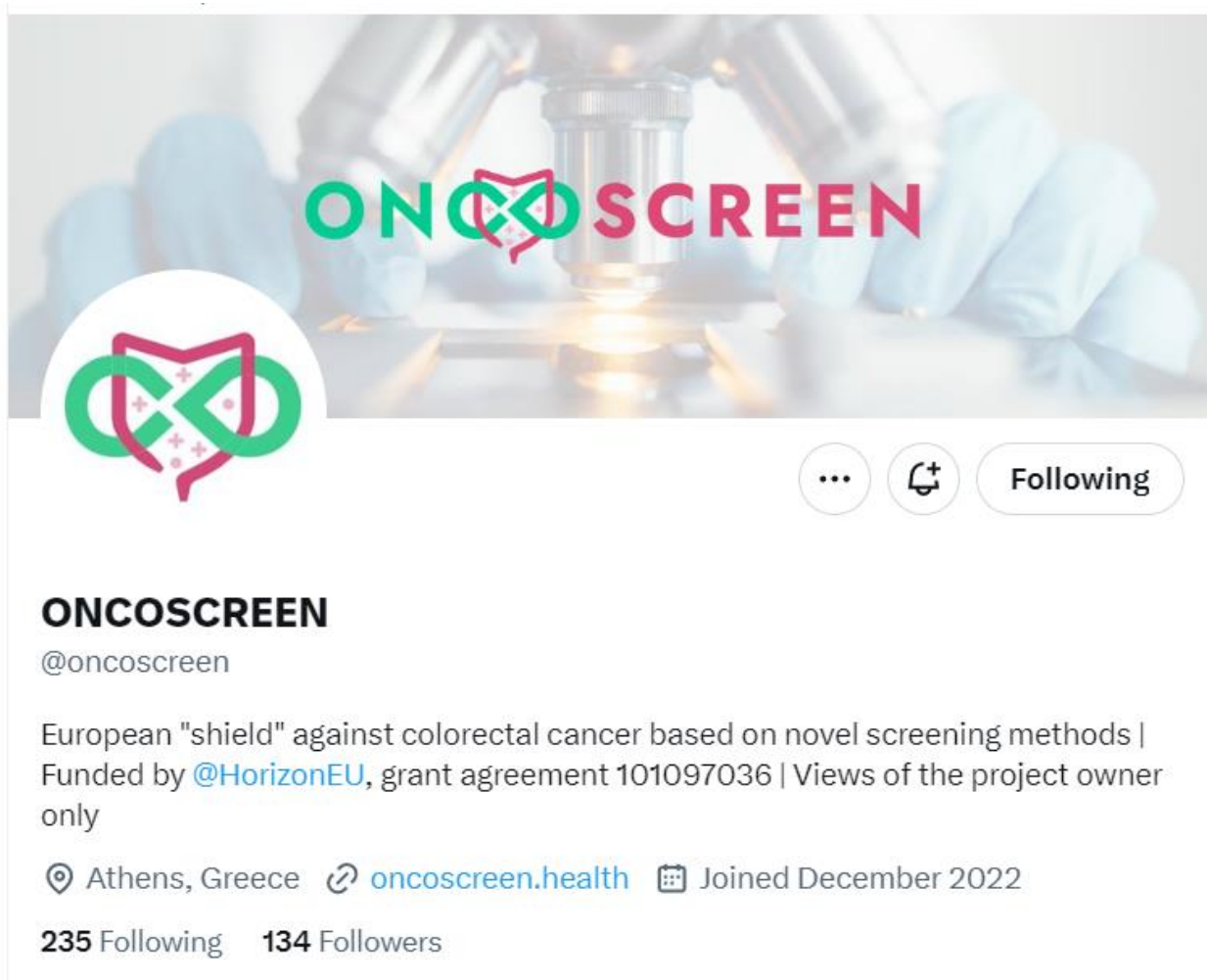


Figure 3 ONCOSCREEN X banner.

Twitter analytics December 2022 - 23 April 2024 (M2-M17):

- Number of Twitter followers: 134 (M17)
- Number of tweets: 197 (M17)
- Post Impressions: 8,558
- Post Retweets: 176
- Post Likes: 375
- Post Engagement Rate: 13.76%
- Top 3 posts by Engagement Rate:

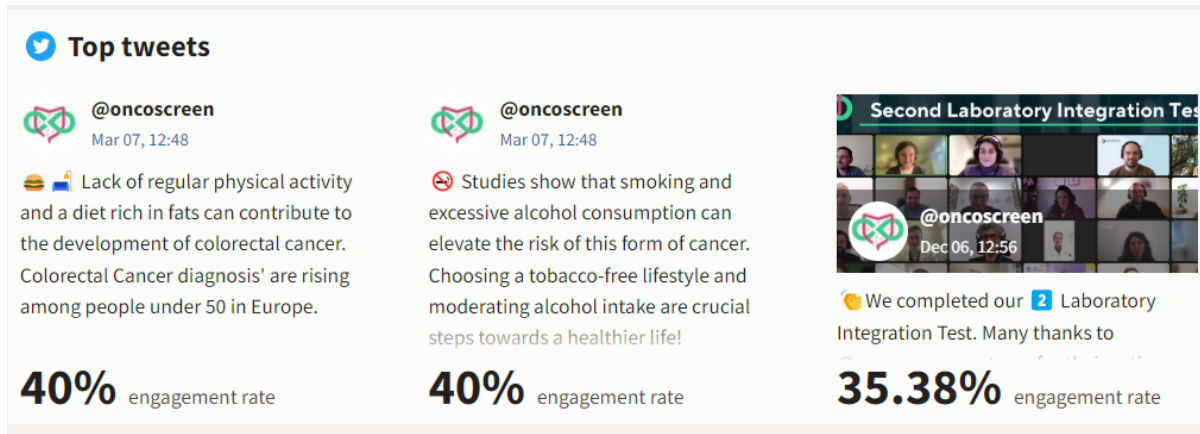


Figure 4 ONCOSCREEN top 3 X posts by engagement rate.

The KPI figure for social media followers combines those of X and LinkedIn, and while the combined figure at this reporting period doesn't meet the target, it is well on track to do so soon, with the steep increase in media output for the project coming up (with blog posts, videos, press releases, newsletters etc) as tangible project results begin to be released. ONCOSCREEN's Twitter post engagement is remarkably high at 13.76%. An engagement rate of more than 1% is considered high [2]. Twitter's engagement rate is calculated as the total number of engagements a Tweet receives divided by the total number of impressions on that Tweet. The first two posts with the highest engagement are those relating to lifestyle changes individuals can make to decrease their likelihood of getting colorectal cancer. This insight is one that will be taken into account during the upcoming period.

To understand and evaluate the overall performance of the ONCOSCREEN Twitter account, other factors, such as global trends in social media use and ongoing changes on the Twitter platform, should be considered. After the Twitter takeover by Elon Musk in October 2022, analysts and regulators have expressed multiple concerns regarding data privacy [3] and practices of moderating and managing content [4], which have impacted negatively public trust in the network. Furthermore, the 2023 trends indicate that the first-generation social networks, such as Twitter, struggle to retain audiences, while younger audiences prefer other networks. [5] Furthermore, in response to multiple global crises, there is an increasing trend of news avoidance, especially on such topics as disasters, emergencies, and MCIs.

5.2.3 LinkedIn

The ONCOSCREEN [LinkedIn](#) page has increased its following steadily since it was created at the beginning of the project. The ONCOSCREEN LinkedIn page is primarily used to raise awareness about the project and its results and to engage relevant stakeholders.

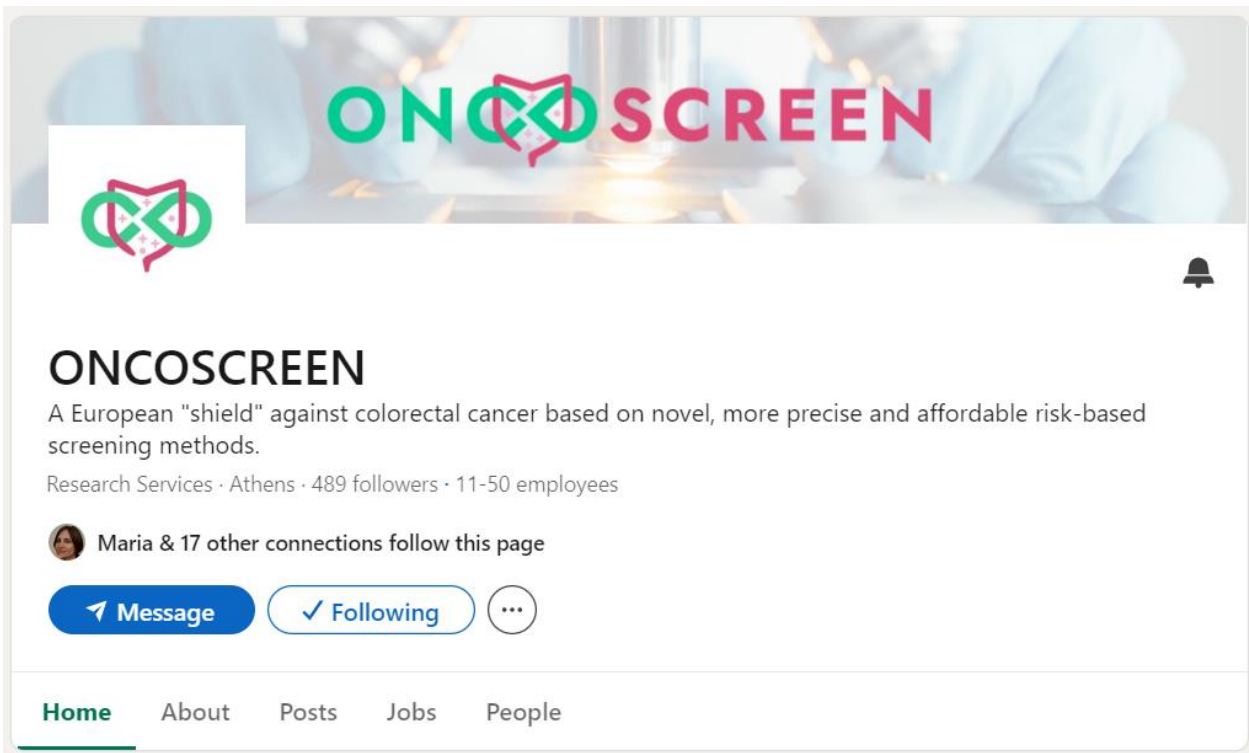


Figure 5: ONCOSCREEN LinkedIn banner.

LinkedIn analytics December 2022 - 23 April 2024 (M6-M17):

- Followers: 389 (M17)
- Page Followers and Visitors are in the industries of Research, PR & Communications, Information Technology & Services, Engineering, Operations, and more – audiences of high relevance
- Page Engagements (Reactions, Clicks & Shares): 1,748
- Post Impressions: 32,896
- Post Shares: 184
- Post Engagement Rate: 8.52%
- Top 3 Posts by engagements:

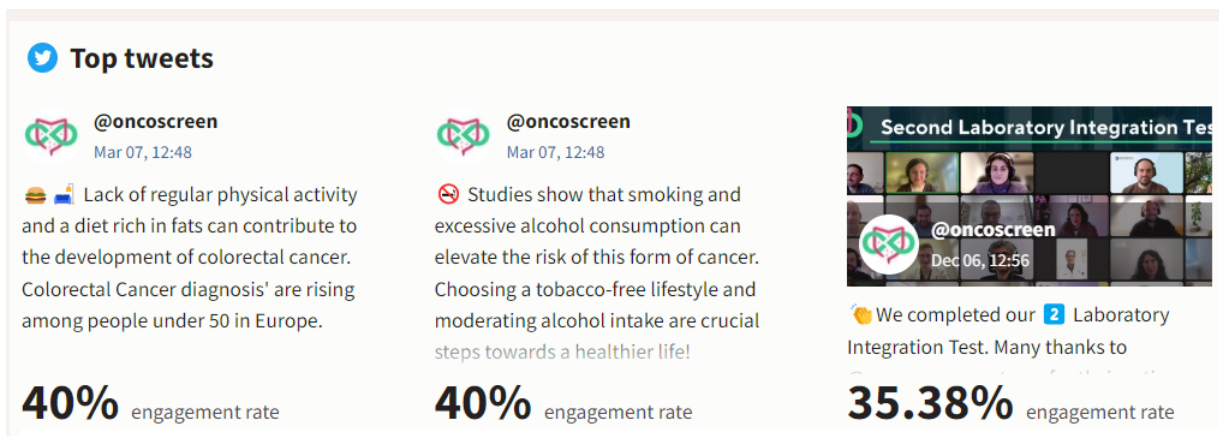


Figure 6 ONCOSCREEN top LinkedIn posts by engagements.

As stated above, the KPI regarding total social media followers at the end of M18 has not yet been reached. However, much like is the case with the ONCOSCREEN X account, the LinkedIn post engagement rate has been high at 8.52%. Along with this, post impressions and engagements are high. This indicates that the ONCOSCREEN content is seen by a significant number of people and is engaging and impactful.

5.2.4 YouTube

The ONCOSCREEN [YouTube](#) channel serves as an easily accessible platform for the project's audio-visual highlights. The ONCOSCREEN videos can be embedded in social media posts and newsletters for increased visibility. A branded ONCOSCREEN start and end card were recently designed to be used across all videos for visual consistency.

The ONCOSCREEN YouTube channel is currently being developed, with 4 videos posted. More video content will be produced in the upcoming period, as events begin to increase and thus the ability to create video content increases. Carr Communications also plans to host a virtual interview series, the videos for which will be shared on the YouTube channel as well as drive traffic to YouTube via the other social media channels to increase viewership and followers. Images of the first interview of this series can be found below.

5.3. CRC Awareness Month

Colorectal Cancer Awareness month took place in March. This was an exercise in raising awareness of the signs, symptoms and preventive measures that can be taken against CRC. It was achieved through the inauguration of the partner blog post series, increased social media content, and an online Cluster event. On social media, ONCOSCREEN shared informative videos, infographics, and research updates with different target groups to promote Awareness of CRC and the work that is being done within the project. Images of these posts can be found below.

5.4. Living Labs

The [Living Lab page](#) of the website has been developed periodically, coming into full development in time for the first Oncothon, which took place during CRC awareness month. Images of this page can be seen in Annex A (below). Other communication activities for the Living Lab includes a dedicated blog post to the activity, and several LinkedIn posts and Tweets.

Participation was somewhat low for the first Oncothon. This will be addressed by using a more open and qualitative approach to the next one, and include efforts with other cluster partners to getting more engagement.

5.5. Promotional Material

In this early phase of ONCOSCREEN, the development of promotional materials is ongoing. The banner for the project has been produced and is available to all partners on SharePoint to print for their events.

The development of further promotional material including an infographic with an overview of the ONCOSCREEN consortium, and main objectives is currently underway.

As noted in Deliverable 7.2, several templates (PowerPoint and Word) were created for the project. They are available to the partners to use via the ONCOSCREEN SharePoint. Every template integrates the Style Gallery, including font and colour palettes designed for ONCOSCREEN. The templates help with creating unified and professional looking documents and presentations. The partners can make use of the following templates for preparing their publications and presentations:

- PowerPoint Template
- Word Template for notes
- Deliverable Template (Word)

Examples of all can be found in deliverable annexes.

6. Clustering Activities

6.1. Dissemination through clustering, networking and knowledge transfer activities

Clustering, networking and knowledge transfer activities fall under Task 7.4 (M1-M48). The tasks involve result sharing, knowledge exchange, and joint initiatives with other EU-funded projects under Mission Cancer and the Horizon Health cluster four framework. The cluster with which ONCOSCREEN has been working is the “Prevention, Including Screening” cluster.

The activities included in this task were to collaborate in the creation of a [video](#) and [brochure](#) about the cluster, host 2 joint events, develop one joint white paper, and to host 8 meetings. In addition to this, the cluster was also tasked with developing its own social media channel and to produce regular content here.

Thus far, the [video](#) and [brochure](#) have been created, one [joint event](#) was hosted (by ONCOSCREEN and DIOPTRA), regular meetings have been held, a [LinkedIn page](#) was recently established with a roster for producing content which includes all partners, and published its first [newsletter](#). CARR also acted as the rotating chair for three of the D&C cluster meetings. An image of the landing page of the joint LinkedIn page can be seen below:

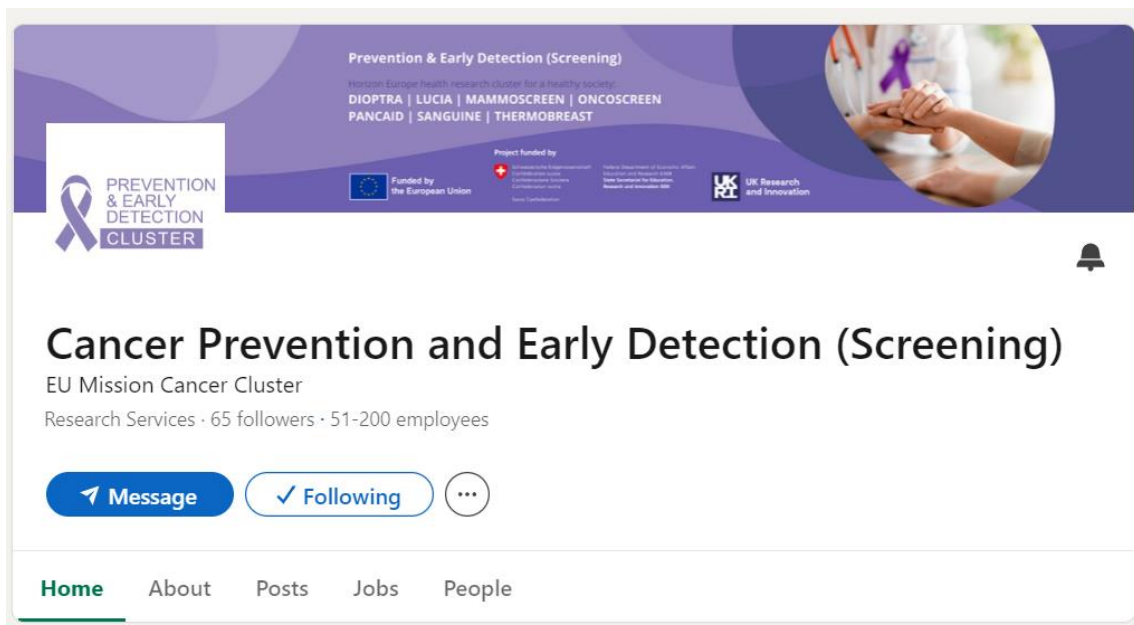


Figure 7 Prevention and Early Detection (Screening) LinkedIn page.

The task has been very active up to M18, and the close collaboration with the cluster is set to continue throughout the project.

6.2. Annual Cluster Conference

The cluster also holds an annual conference for all of its members, and this year, ONCOSCREEN hosted it in Rhodes, Greece on the 14th of June. Last year this conference was hosted by LUCIA in San Sebastian, Spain in September. The aim of this meeting, in line with the overarching objective of the cluster itself, was to see where opportunities for cross-pollination or collaboration might lie. The meeting started with each project presenting their latest developments and discussed the progress each is expected to make in the upcoming year.

Following this, several key topics were highlighted, including Research and Innovation (including Policy Making recommendations), Data Management Plan Harmonisation, addressing Inequalities, Citizen Engagements, and Joint Communication and Dissemination. Each project covered one of these areas, providing a status update of their own work, followed by an open discussion on where new opportunities lie, and next steps for working together to achieve the cluster's goals. A picture from this meeting can be found in Annex B, **Error! Reference source not found..**

7. Next Steps

As the project enters its next phase, it moves into a new, more results-focused phase of dissemination and communication activities. The development of the ONCOSCREEN tools and solutions will now enter a more intensive phase, which will include testing and validation activities and production of training materials. In these terms, the consortium has opted to make a more intense focus on the communication activities during the second half of the project, going along and in parallel with the clinical trials. This new phase will create new opportunities for impactful dissemination. CARR is also going to establish a way to closer monitor partners on reaching targets. All project partners will need to intensify their efforts to meet ONCOSCREEN's ambitious dissemination and communication targets. The numbers will be monitored periodically and results will be reported in internal reports and the forthcoming deliverable D7.7 in M48.

7.1. Timeline of activities M-19-M48

The continuous activities described in the previous sections will continue to be carried out in M19-M48, including the annual CRC awareness month campaign. The availability of results will go hand in hand with intensified results-focused dissemination efforts involving all partners. The impact will be maximised through a broad range of activities including increased media outreach through press releases, communication with other projects in the field of cancer prevention and screening, fostering network activities, and uptake of the results. These activities have been summarised in Table 8 Timeline from M19-M48 below.

Table 8 Timeline from M19-M48

Activity	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30	M 31	M 32	M 33	M 34	M 35	M 36	M37	M38	M39	M40	M41	M42	M43	M44	M45	M46	M47	M48
Website updates																														
Twitter updates																														
LinkedIn updates																														
YouTube updates																														
Newsletters																														
Update to promotional material																														
Event attendance/hosting incl. planning																														
Submissions to publications incl. drafting																														
Annual review of website																														
Media contacts database update																														
Press release issued to media, media outreach																														
CRC Awareness Month																														
D7.7 Report on communication and																														

8. Conclusions

This deliverable has provided a detailed picture of the current dissemination and communication landscape surrounding ONCOSCREEN. This report builds on D7.2 Communication, dissemination and exploitation plan (M6), and it will feed into D7.6 Dissemination and communication activities (final version) (M48). This report has presented the dissemination and communication achievements up to M18. It has listed impactful activities that have been carried out, including events, publications, clustering activities, media outreach and digital communications. The performance to date has been measured and analysed against the agreed KPIs. The next steps have been outlined and an indicative timeline has been presented for activities between M19-M48, including the annual CRC awareness month campaign. This report demonstrates that the project is well on track to meet its dissemination and communication objectives. The project results that are generated are being effectively and systematically disseminated, which facilitates exploitation and take-up of the results by end-users. However, consortium partners need to intensify their efforts over the next period given that the project results get more mature and ready to be disseminated and the clinical trials will call for participation. Communication and Dissemination KPIs will be closely monitored and in case that a target is at a risk, corrective actions will be made for compensating the missing with another activity. Strong emphasis will be given towards the joint dissemination and communication activities of the Prevention & Early Detection (Screening) Cluster.

9. References

- [1] Regulation (EU) 2021/695 of the European Parliament and of the Council of 28 April 2021 establishing Horizon Europe – the Framework Programme for Research and Innovation, laying down its rules for participation and dissemination, and repealing Regulations (EU) No 1290/2013 and (EU) No 1291/2013.
- [2] Adobe. (2022). Your guide to social media engagement rates. Learn target engagement rates for Facebook, LinkedIn, Instagram, and Twitter. Retrieved 1 April 2024 from: <https://www.adobe.com/express/learn/blog/what-is-a-good-social-media-engagement-rate>
- [3] The Data Protection Commission of Ireland (23 December 2022). Data Protection Commission launches inquiry into Twitter concerning datasets. Available at: <https://www.dataprotection.ie/en/news-media/data-protection-commission-launches-inquiry-twitter-concerning-datasets>.
- [4] Adami, M. (17 May 2022). From Musk to Brussels: three leading experts on the future of free speech online. Reuters Institute for the Study of Journalism. Available at: <https://reutersinstitute.politics.ox.ac.uk/news/musk-brussels-three-leading-experts-future-free-speech-online>.
- [5] Newman, N. (10 January 2023). Journalism, media, and technology trends and predictions 2023. Reuters Institute for the Study of Journalism. Available at: <https://reutersinstitute.politics.ox.ac.uk/journalism-media-and-technology-trends-and-predictions-2023>.

Annex A: Screenshots


Newspaper Press Coverage


The screenshot shows the HRB Health Research Board website. The top navigation bar includes 'About', 'Funding', and 'Data collections & evidence'. A sidebar on the left lists various site sections like 'Blog', 'Press releases', 'Events', 'HRB email subscriptions', 'Communications team', 'Logo and use', and 'Health Research in Action'. The main content area features a 'News roundup' section with a 'Back to news list' link and a publication date of '19 September 2023'. The featured article is titled 'Irish successes and new opportunities under the EU Cancer Mission'.


Figure 8 Irish Health Board article


The EU Cancer Mission is a unique funding instrument created to find solutions to one of Europe's biggest health challenges. Irish researchers have been seizing the opportunities for international collaboration to deepen understanding of cancer and break new ground in prevention, diagnosis and treatment.

The Lithuanian Society of Gastroenterology Celebrates the 50th Anniversary of its National Meeting

- 

Goda Sadauskaitė, MD
Vilnius University
President of the Lithuanian Society of Gastroenterology
Lithuania
- 

Edita Kazėnaitė, MD
Head of the Centre of Hepatology, Gastroenterology and Dietetics at Vilnius University Hospital Santaros Clinics
Vilnius University
Lithuania
- 

Juozas Kupcinskis, MD
Head of Gastroenterology Department and Institute for Digestive Research
Lithuanian University of Health Sciences
Lithuania
- 

Limas Kupcinskis, MD, PhD
Full member of the Lithuanian Academy of Sciences
Lithuanian University of Health Sciences
Lithuania



Former president of LSG, Acad. Prof. Limas Kupcinskis; current President of LSG, Assoc. Prof. Goda Sadauskaite; former President of LSG, Prof. Algimantas Irnius; and former President of LSG, Prof. Jonas Valantinas.

LSG members. LSG members actively participate in different projects, including the International Research Project on Hepatitis B and C Epidemiology, "Polaris Observatory" (Coordinator: CDA Foundation, USA). LSG member Assoc. Prof. E. Kazėnaitė initiated and coordinated two projects supported by Vilnius University and Vilnius University Hospital Santaros Clinics: "Chronic Liver Diseases Genomic and Proteomic, These Diseases Pathogenetic Relationship with Other Abdominal Disease, Optimization of Therapeutic and Surgical Treatment" and "Assessment of the prevalence, interaction, use of health care services and medicines, and clinical completions of chronic non-infectious diseases in Lithuania."

On the 27th of October, the Lithuanian Society of Gastroenterology (LSG) convened its National Meeting to commemorate 50 years since its establishment. The event took place in Malfertheimer (Germany), covered a spectrum of topics, ranging from emerging trends in digestive health to cutting-edge research in gastroenterological disorders.

Figure 9 World Gastroenterology Association article

Website

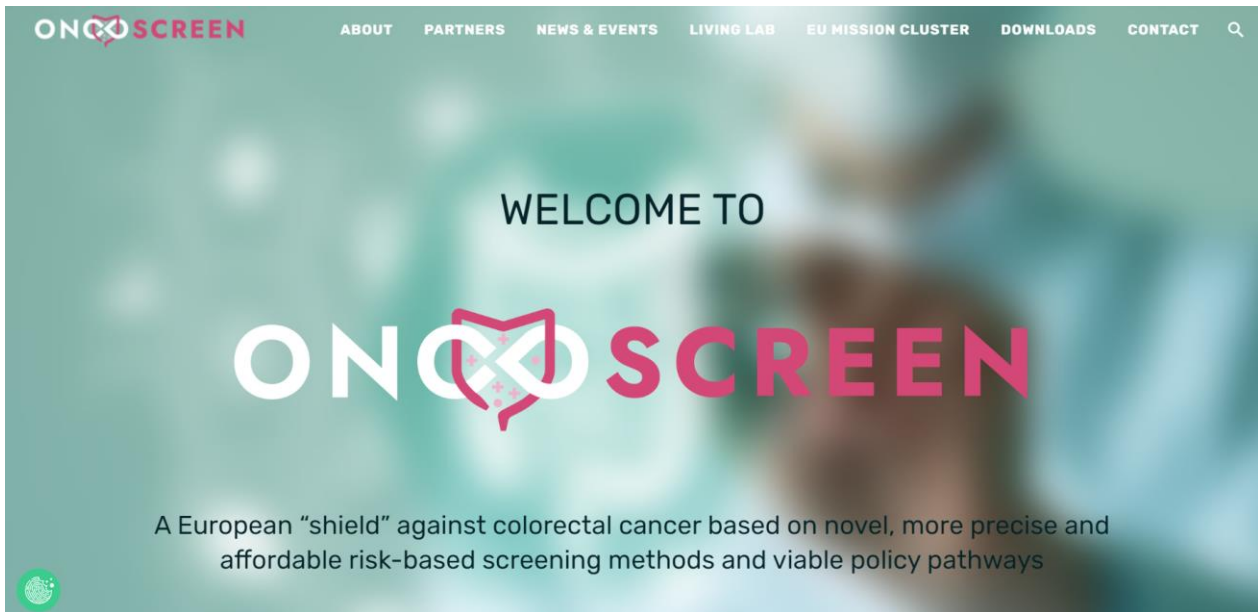


Figure 10 ONCOSCREEN website



Figure 11 ONCOSCREEN website

NEWSLETTER SIGNUP

To keep up-to-date with the latest developments in the ONCOSCREEN project, subscribe to our LinkedIn newsletter.

You can always unsubscribe at a later time if you change your mind.

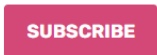


Figure 12 ONCOSCREEN website


FUNDING	ACKNOWLEDGEMENT	PRIVACY POLICY
 <p>Funded by the European Union</p> <p>The ONCOSCREEN is funded by the European Union's Horizon Europe research and innovation programme under grant agreement No. 101097036</p> <p><i>Views and opinions expressed are of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them</i></p>	<p>Numerous images used on this site are © of our partners and are used with permission. All rights reserved. No unauthorised reproduction permitted without written consent.</p>	<p>We believe your data is your property and support your right to privacy and transparency. To view our site's privacy policy, please click here.</p>

Figure 13 ONCOSCREEN website

Website Visitor Map

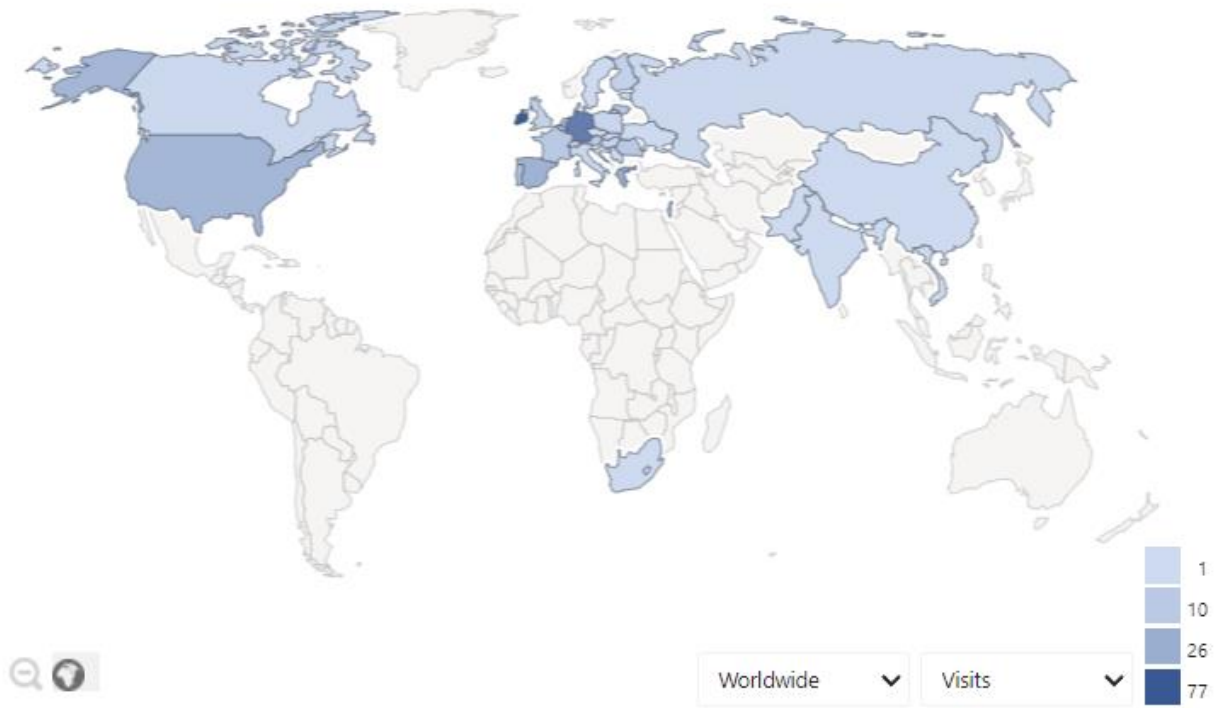


Figure 14 Website visitor map

Representative Social Media Posts



The image shows a screenshot of an X post from the account ONCOSCREEN (@oncoscreen). The post content includes a welcome message, a description of the project's goal, and a link to a thread. Below the text is a dark-themed graphic with the text 'WELCOME TO ONCOSCREEN' and a description of the project as a European 'shield' against colorectal cancer. The graphic also features the European Union logo and the ONCOSCREEN logo. At the bottom of the post, it shows the user 'HaDEA and 2 others', the timestamp '9:58 AM · Mar 1, 2023', and '974 Views'. The interaction bar at the bottom shows 1 reply, 4 retweets, and 12 likes.

ONCOSCREEN
@oncoscreen

Hello and welcome to ONCOSCREEN!

@oncoscreen seeks to develop new methods and technologies for colorectal cancer screening and its early detection.

Below is a thread [📖](#) outlining all you need to know about [#ONCOSCREEN](#) and what the project involves [👉](#)

WELCOME TO ONCOSCREEN

A European “shield” against colorectal cancer based on novel, more precise and affordable risk-based screening methods and viable policy pathways

Funded by the European Union

ONCOSCREEN

Funded by the European Union's Horizon Europe research and innovation programme under grant agreement No. 101097036. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

HaDEA and 2 others

9:58 AM · Mar 1, 2023 · 974 Views

1 4 12

Figure 15 ONCOSCREEN X post

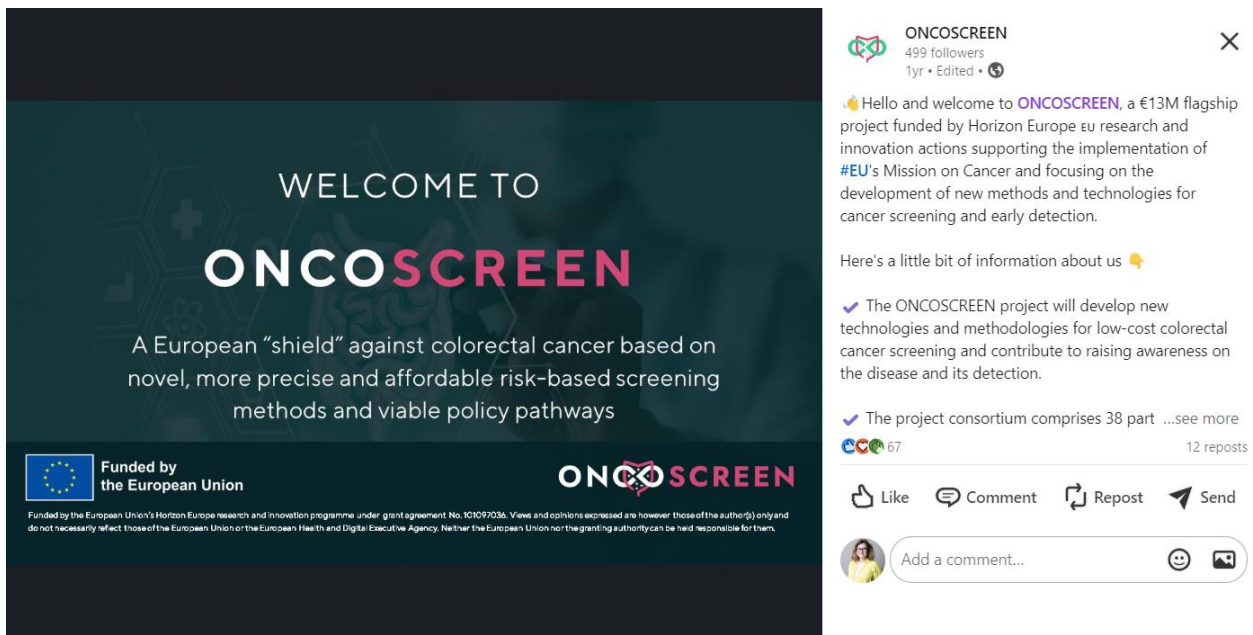


Figure 16 ONCOSCREEN LinkedIn post

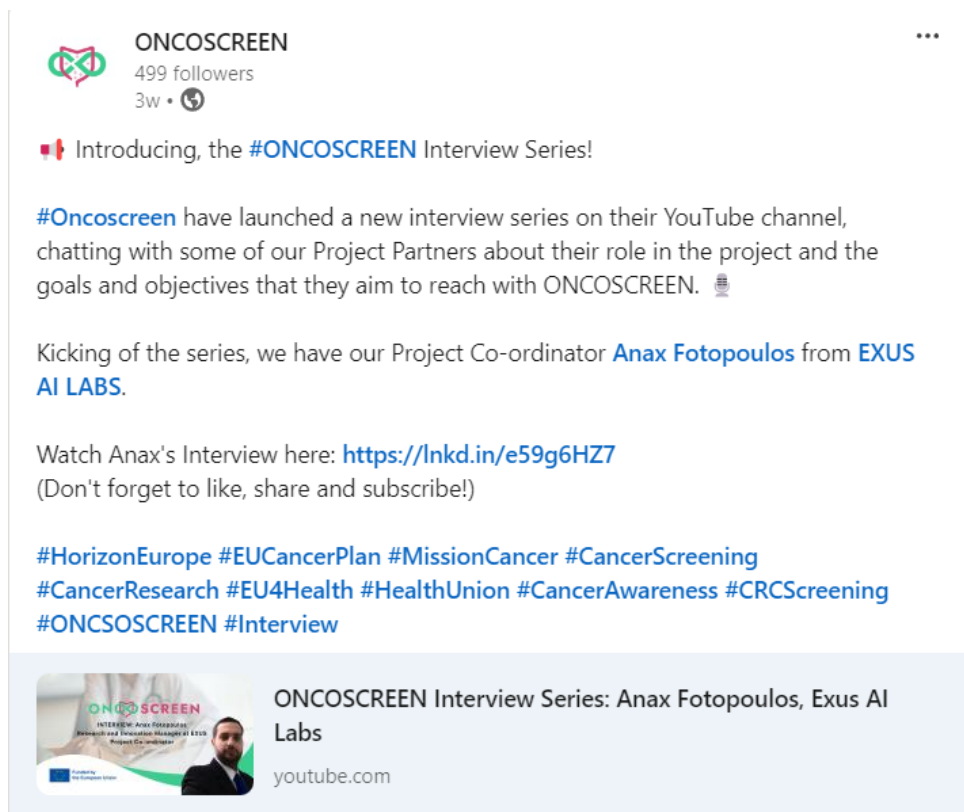


Figure 17 ONCOSCREEN LinkedIn post



Figure 18 ONCOSCREEN LinkedIn post

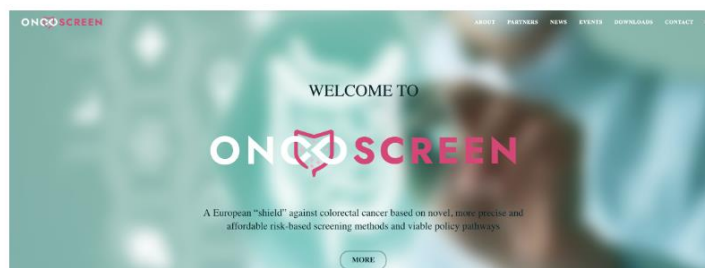


Figure 19 ONCOSCREEN X post

Newsletters

ONCOSCREEN Achievements of 2023

- Launch of the ONCOSCREEN channels:** Following close coordination and cooperation among the partners, the [ONCOSCREEN website](#) was launched in April 2023. The website features information about the project and its goals. It also includes profiles of all 38 project partners and their role in ONCOSCREEN. Plans to expand the website and its content are already underway and will be rolled out as the project advances in the coming months.

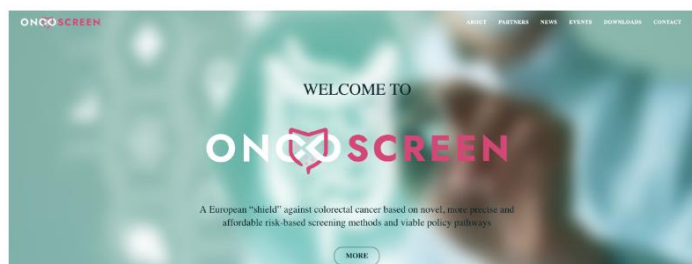


- Prepared the initiation package for the Phase A Clinical Study:** The ONCOSCREEN partners have initiated preparations for the Phase A Clinical Study. We have collected information about the study protocol and the necessary documentation to be submitted to ethics committees.
- Annual Meeting of the EU Cancer Mission Clusters:** ONCOSCREEN participated in the annual meeting of the EU Cancer Mission Clusters. The

Figure 20 ONCOSCREEN Newsletter 1

ONCOSCREEN Achievements of 2023

- Launch of the ONCOSCREEN channels:** Following close coordination and cooperation among the partners, the [ONCOSCREEN website](#) was launched in April 2023. The website features information about the project and its goals. It also includes profiles of all 38 project partners and their role in ONCOSCREEN. Plans to expand the website and its content are already underway and will be rolled out as the project advances in the coming months.



- Prepared the initiation package for the Phase A Clinical Study:** The ONCOSCREEN partners have initiated preparations for the Phase A Clinical Study. We have collected information about the study protocol and the necessary documentation to be submitted to ethics committees.
- Annual Meeting of the EU Cancer Mission Clusters:** ONCOSCREEN participated in the annual meeting of the EU Cancer Mission Clusters. The

Figure 21 ONCOSCREEN Newsletter 1

Upcoming Project Events

- The results of the first ONCOSCREEN hackathon (#ONCOTHON), which was held in March 2024.
- ONCOSCREEN will host the 2024 meeting of the Prevention and Early Detection (Screening) Cluster in Greece
- A series of interviews with ONCOSCREEN partners to learn more about the work they are doing. The series will launch with Interviews from Anax Fotopoulos, our Project Co-Ordinator and Sarunas Narbutas, Chairman of Youth Cancer and Europe.
- ONCOSCREEN runs an ongoing bi-monthly partner-led blog series. To find out more about the work each partner is doing, check in with the [News and Events](#) page on the ONCOSCREEN website.

Thank you for reading our second ONCOSCREEN newsletter!

We are eager to keep you informed about ONCOSCREEN activities and our commitment to advancing cancer screening technologies. You can subscribe to our newsletter to stay updated about the upcoming events in 2024. You can also help us reach more readers by sharing this post through your channels and tagging anyone who might be interested in learning more about ONCOSCREEN.

Best regards,

The ONCOSCREEN Team

Figure 22 ONCOSCREEN Newsletter 1

December 2023

Hello and Welcome

Welcome to the first edition of the ONCOSCREEN LinkedIn Newsletter series. ONCOSCREEN is an EU-funded Horizon Europe project that aims to advance innovative technologies for colorectal cancer screening. Our mission also involves raising awareness and encouraging citizens' active participation in cancer screening programmes.

Within our newsletters, you will find an overview of the latest news, events, and developments from the ONCOSCREEN partners. Additionally, we will provide insights into collaborative efforts with other projects, along with updates on cancer screening research.

This edition will look at the ONCOSCREEN project's highlights from 2023.

Introducing ONCOSCREEN

ONCOSCREEN is a European "shield" against colorectal cancer based on innovative, precise, affordable and risk-based screening methods and viable policy pathways. The ONCOSCREEN consortium includes 38 partners from 15 different countries. With its Pan-European dimension, the project combines expertise in several disciplines to deliver scientific results that promote awareness of colorectal cancer through advanced screening technologies.

Speaking about the ONCOSCREEN concept at a glance, Project Coordinator [Anax Fotopoulos](#) from [EXUS AI LABS](#) said:

Figure 23 ONCOSCREEN Newsletter 2

ONCOSCREEN Interview Series



Figure 24 ONCOSCREEN interview series

CRC Awareness Month Campaign

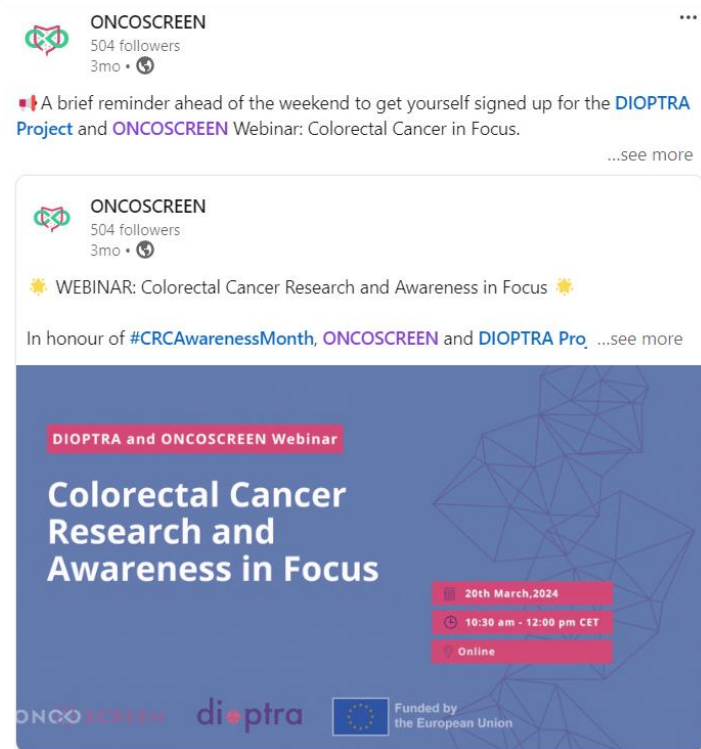


Figure 26 CRC Awareness Month post



Figure 25 CRC Awareness Month post

Dedicated Living Lab Web-Page



ONCOLOGICAL LIVING LAB. OPEN AND GENDER-BASED INNOVATIONS

The Oncological Virtual Living Lab is an open innovation ecosystem that fosters co-creation of innovative pan-European colorectal cancer (CRC) solutions. The Living Lab will incorporate lessons learned from the previous successful living labs in healthcare and collaborate with the ongoing CRC projects to organise four virtual hackathons. The Oncological Living Lab is a cutting-edge virtual platform, fostering innovative approaches to colorectal cancer (CRC) screening and early detection across Europe



Figure 27 Living Lab website page

THE ONCOTHONS

A series of four pan-European virtual hackathons, organised by Lithuanian University of Health Sciences as an EIT Health Hub, will bring together virtual teams of patients, creative and thought leaders, researchers and clinicians from different EU countries. The hackathons are designed around specific challenges, carefully crafted to address the pressing needs and emerging opportunities in the field of CRC. Guided by expert mentors and judges, the hackathons focus on developing practical, impactful solutions in CRC screening, with an emphasis on interdisciplinary collaboration. The outcomes of these hackathons aim to contribute significantly to the advancement of CRC screening technologies and methodologies, enhancing early detection and care.



Figure 28 Living Lab website page

**ONCOTHON MARCH 2024:
IMPROVING PATIENT
EXPERIENCE**

The hackathon focuses on enhancing the patient experience in colorectal cancer care. It aims to innovate in areas of patient comfort, understanding, and support, improving the overall journey for those undergoing CRC treatment and care

DEADLINE – 19TH APRIL 2024

JOIN THE ONCOTHON: SUBMIT YOUR IDEA FROM OUR IDEAS POOL

Are you eager to participate in the Oncothon but still need to formulate your idea? Our Ideas Pool is brimming with innovative concepts waiting to be explored, developed, and transformed into groundbreaking solutions for oncology.

[+ CHALLENGE #1](#)

[+ CHALLENGE #2](#)

[+ CHALLENGE #3](#)

[+ CLICK HERE TO SELECT THE IDEA](#)

Figure 29 Living Lab website page

ONCOTHON PITCH DECK SUBMISSION AND REQUIREMENTS

We're thrilled to see your innovative ideas come to life at the Oncothon. To ensure a smooth presentation process, please follow these simple instructions for submitting your pitch deck:

SUBMISSION DETAILS

Step 1: [Register your idea by clicking on this form](#)

Step 2: Sent the Pitch deck Irina Kolomiets, Oncothon Coordinator

Email: irina.kolomiets@ismu.lt

PITCH DECK REQUIREMENTS:

Your pitch deck should include the following sections:

- + Problem Statement
- + Solution Overview
- + Market Analysis
- + Technology and Implementation
- + Team Overview
- + Design and Formatting:

Ensure your pitch deck is clear, visually appealing, and easy to read. Keep slides concise and maintain a consistent design theme.

Figure 30 Living Lab website page

THE PROCESS OF THE ONCOTHON



Figure 31 Living Lab website page


THE EVALUATION CRITERIA OF THE IDEAS

Present your ideas and let them be assessed on the following criteria, each with a maximum of 5 points:

- + PROBLEM AND SOLUTION
- IMPACT
 - + Describe the potential to make a significant and positive change in patient care or outcomes.
 - + Consider both the depth and breadth of the impact your idea could have.
- + NOVELTY
- + FEASIBILITY
- + SCALABILITY

Figure 32 Living Lab website page

ONCOSCREEN Materials



**Funded by
the European Union**

DX.X Deliverable Name

Horizon Europe – 101097036

Submission date: Mx

Due date: Mx

DOCUMENT SUMMARY INFORMATION

Grant Agreement No	101097036	Acronym	ONCOSCREEN
Full Title	A European “shield” against colorectal cancer based on a novel, more precise and affordable risk-based screening methods and viable policy pathways		
Start Date	1 January 2023	Duration	48 months
Project URL	https://oncoscreen.health/		
Deliverable	Dx.x: Title of deliverable		
Work Package	WPx- Title of WP		
Type		Dissemination Level	
Lead Beneficiary			
Contributions			
Authors			
Co-authors			
Reviewers			

Figure 34 ONCOSCREEN Word document

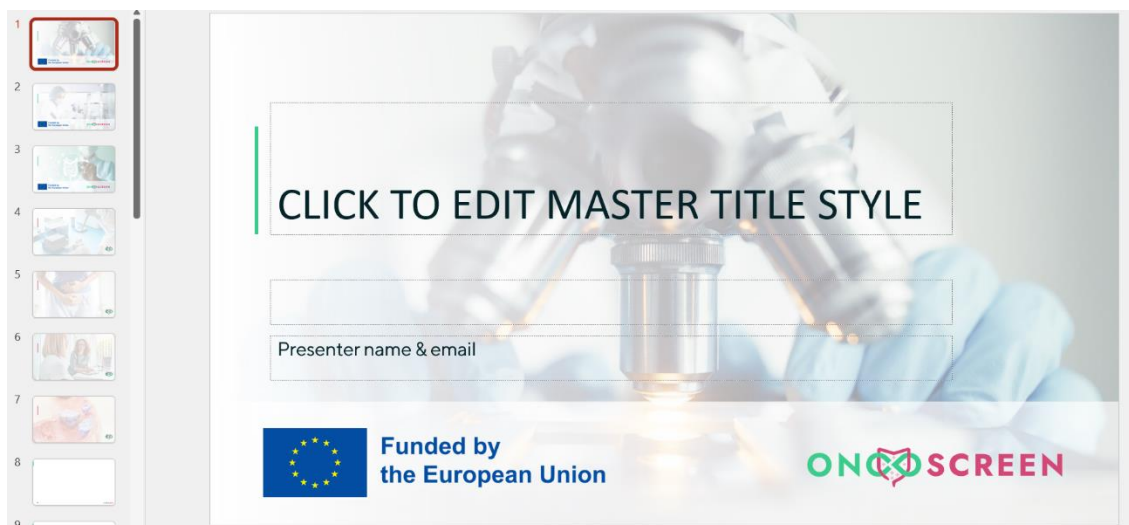


Figure 33 ONCOSCREEN PowerPoint presentation

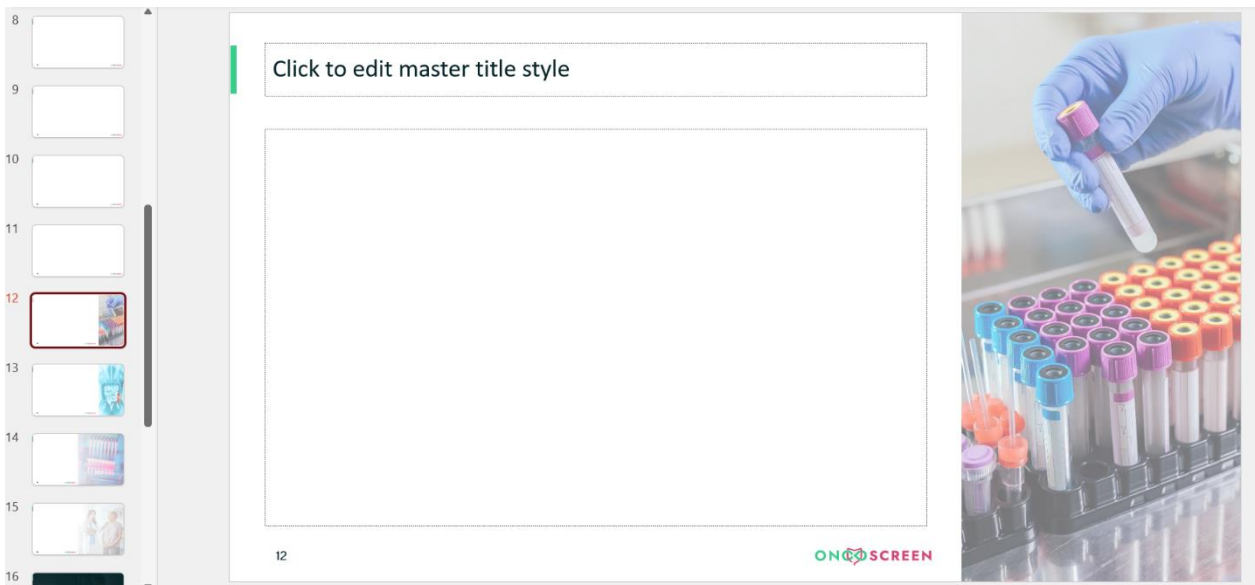


Figure 36 ONCOSCREEN PowerPoint presentation



Figure 35 ONCOSCREEN PowerPoint Presentation

ONCOSCREEN

A European “shield” against colorectal cancer based on novel, more precise and affordable risk-based screening methods and viable policy pathways

oncoscreen.health
[oncoscreen](https://www.linkedin.com/company/oncoscreen)
[@oncoscreen](https://twitter.com/oncoscreen)
[@oncoscreen](https://www.youtube.com/channel/UC...)

PROJECT PARTNERS

HORIZON-MISS-2021-CANCER-02-01
 Develop new methods and technologies for cancer screening and early detection

This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101097036. The sole responsibility for the content lies with the author. The European Health and Digital Action Agency and the European Commission are not responsible for any use that may be made of the information contained herein.

Figure 37 ONCOSCREEN banner

Annex B: Images from events



Figure 39 E-Health4Cancer Erasmus event



Figure 38 Symposium on Non-Invasive Diagnostics

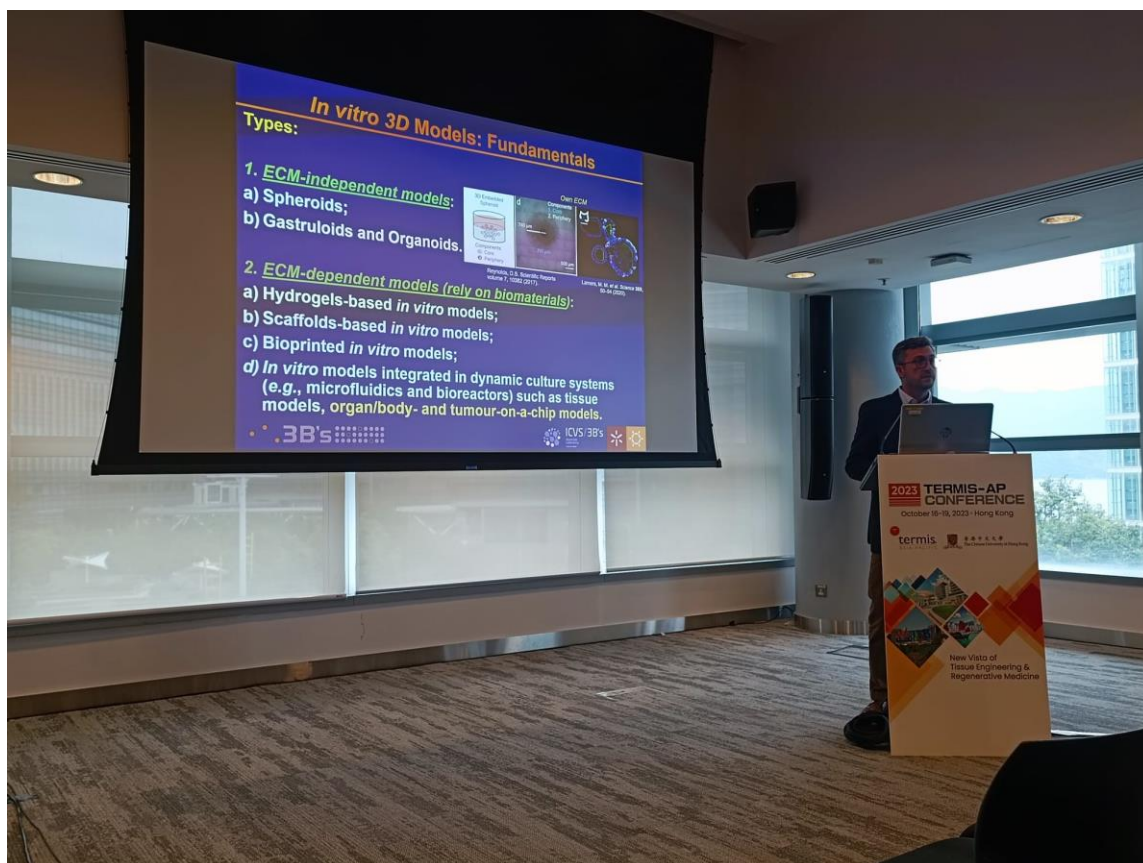


Figure 42 TERMIS AP 2023



Figure 41 ESMO Congress with YCE and POLA Participation

HADEA InfoDay EU Funding Programmes for Health and Digital Transformation

ONCOSCREEN Participated at the [HaDEA InfoDay](#) EU Funding Programmes for Health and Digital Transformation, held at the Ministry of Digital Governance in May 2024 with the presence of Mrs. Marina Zanchi, Director of European Health and Digital Executive Agency, HaDEA and Mr. Stéphane Hogan Head of Unit for Health Research, HaDEA. The event was organized by the Ministry of Digital Governance, National Contact Point for Digital Europe, the EKTgr, National Contact Point for HorizonEU, the Ministry of Health, National Contact Point for EU4Health, and HaDEA. Senior officials from the European Health and Digital Executive Agency (HaDEA) and DG CONNECT of the European Commission presented the Digital Europe Program, Horizon Europe, Connecting Europe Facility, and EU4Health. They explained the key features, differences, and synergies between them, presented the open calls, and provided guidelines for creating consortia, tips and best practices for successful funding proposals. The National Contact Points—the Hellenic Ministry of Digital Governance, the EKTgr and the Greek Ministry of Health—presented their services to Greek researchers and organizations.



Figure 43. Mr. Stéphane Hogan Head of Unit for Health Research, HaDEA highlights ONCOSCREEN

Furthermore ONCOSCREEN participated in the Session dedicated to synergies across HE Cluster 1 and EU4Health/Cancer. The event agenda can be found here <https://www.ekt.gr/el/events/program/30142>

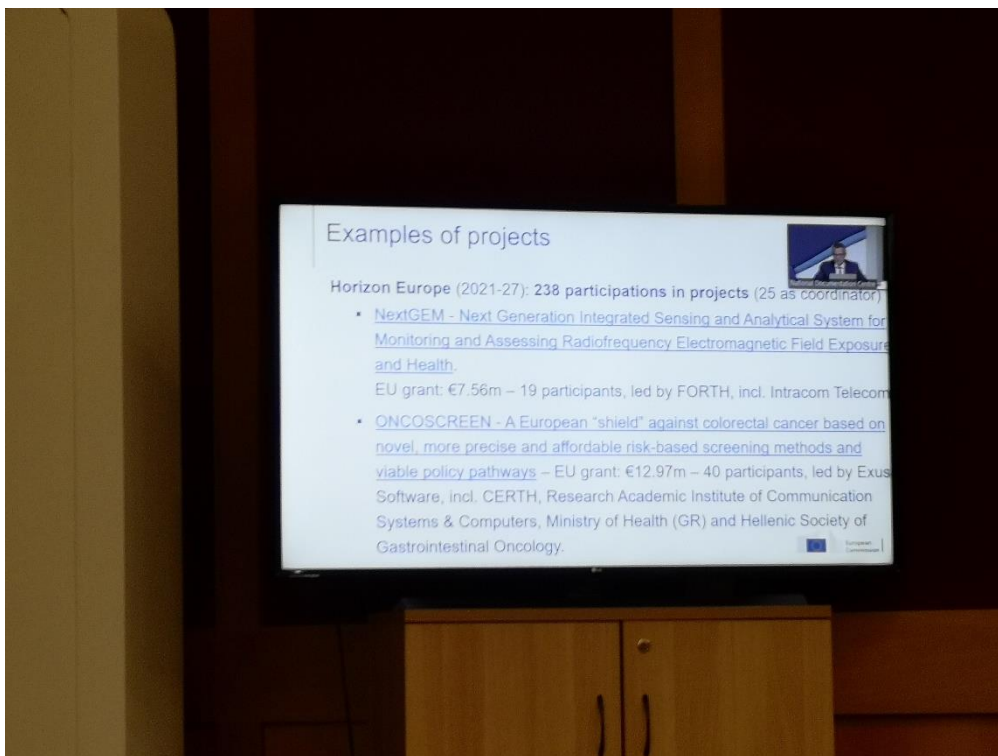


Figure 44 Reference to ONCOSCREEN from the Presentation of Mr Stephane Hogan (HADEA)



Figure 45. The project coordinator of ONCOSCREEN Mr. Anaxagoras Fotopoulos thanks Mr. Stephane Hogan (HADEA) for his reference to ONCOSCREEN

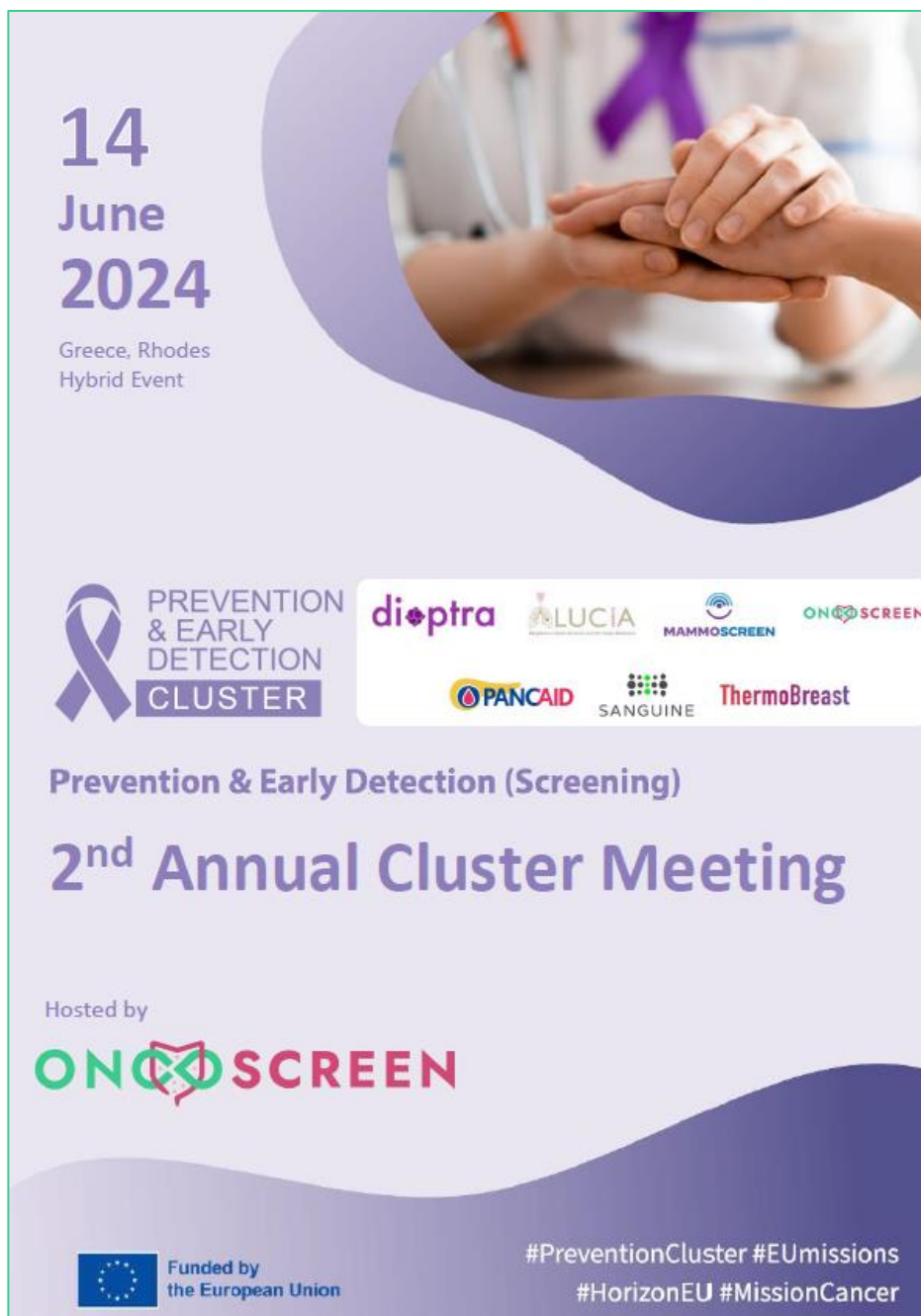


Figure 46. Poster of the 2nd Annual Prevention and Early Detection (Screening) Cluster meeting



Figure 47. ONCOSCREEN Project Coordinator Mr. Anaxagoras Fotopoulos presents the session Citizen Engagement during the 2nd Annual Meeting of the Prevention & Early Detection (Screening) cluster.