



ELISAH

*European Linkage of Initiative
from Science to Action in Health*

DISSEMINATION PLAN WP7-D7.2



ELISAH co-funded by
the European Union

Sistema Socio Sanitario
Fondazione IRCCS
Istituto Nazionale dei Tumori

Regione
Lombardia

Salut/ICO
Institut Català d'Oncologia



ERANKOLYTICS



ΕΘΝΙΚΟ ΚΑΙ
ΚΑΘΟΛΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ

IISPV
INSTITUT D'INVESTIGACIÓ
SANITÀRIA
PERE VIRGLI



UNIVERSITÀ
DEGLI STUDI
DI BRESCIA



CITTADINI
PER L'ARIA

SALUTE
ITALIA



European Network
of Cancer Registries



FECEC
Fédération Européenne
de Cancérologie

IDIBGI
Institut d'Investigacions
Biomèdiques
de Girona
Dr. Josep Torals

VERSION V.2 – Report of elaboration

PROJECT REFERENCE : 101128640
EU4H-2022-PJ-12

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VERSION CONTROL SHEET

- PROJECT SUMMARY

Project acronym	ELISAH
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Call	EU4H-2022-PJ-3
Topic	EU4H-2022-PJ-12 — Call for proposals on cancer and other NCDs prevention – action on health determinants
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- DOCUMENT CONTROL

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DISCLAIMER

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them."

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EXECUTIVE SUMMARY

As part of the development of the ELISAH project, a Project Web pages has been elaborated, which is summarized in this Deliverable 7.2 and will be updated during M12 of the project implementation. This document contains a summary of the design of the ELISAH visual identity and the different communication and dissemination activities that will be carried out or planned during the project. This document is complemented by Deliverable 7.1, which explains in more detail the content of the ELISAH website and the website itself (<https://elisah.eu/>).

1. INTRODUCTION

The ELISAH project aims to reduce the burden of breast cancer by acting on modifiable risk factors and involving NGOs and patient groups. It will develop different strategies that integrate structural interventions and individual health promotion, and the relationships between risk factors. The project is articulated around studying environmental pollution, the built environment, exposure to unhealthy nutrition, lack of physical activity, as well as alcohol and tobacco use.

The ELISAH project is designed to complement the Joint Action on 'Cancer and other NCDs prevention' – action on health determinants and aims to fill the gap between the vast number of published results, the lack of knowledge about the distribution of risk factors in the population and the need for research implementation to translate scientific evidence into population health improvement.

The communication and dissemination activities of this project will be developed in awareness campaigns to be able to spread the action and its results, as well as bring awareness to this important issue and the current unmet needs.

This deliverable outlines the steps that have been done in relation to the preparation of the dissemination plan which is part of the Dissemination and Evaluation work package 7 (WP7) and that it will be delivered completed during the twelfth month of the project's duration. The actions carried out includes the design of the ELISAH visual identity, the creation of the website, the implementation of the social media profiles and several other actions that are described throughout this document.

2. VISUAL IDENTITY

Level of dissemination: internal

The visual identity of the ELISAH project was chosen by a vote of its members from among different proposals presented (Annex 1).

Logo, colors, and fonts meant to appear in all the dissemination outcomes on this project, such as the website, social networks, leaflets, reports, etc. Therefore, the guide's purpose is to ensure consistency across all content created for the project.

3.1 LOGO CREATION

Level of dissemination: internal

Regarding the logo, the graphic part refers to the profile of a breast and the font was chosen to be stylized (Figure 1, Annex 2).

The logo pack also includes two different types of banners. One of the banners features the word ELISAH in a larger format while reducing the size of the project title "European Linkage of Initiative from Science to Action in Health". In addition, banners and logos are available in different formats: on white, black, or colored backgrounds.



Figure 1. ELISAH logo and banners

3.2 TEMPLATES

Level of dissemination: internal

The colors chosen for the visual identity are dark blue (#173e7d), red (#be1e2d) and black (#000000) (Figure 2, Annex 2).

	BLACK #000000 RGB= 0,0,0		RED #be1e2d RGB= 190,30,45		BLUE #19417d RGB= 25,65,125
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Figure 2: ELISAH HTML color codes

The fonts of ELISAH (free to use) are Bahnschrift SemiCondensed for the titles and Tahoma for the paragraphs. Calibri cursive for other text elements as caption (Figure 3). The three of them belong to sans serif typefaces families.

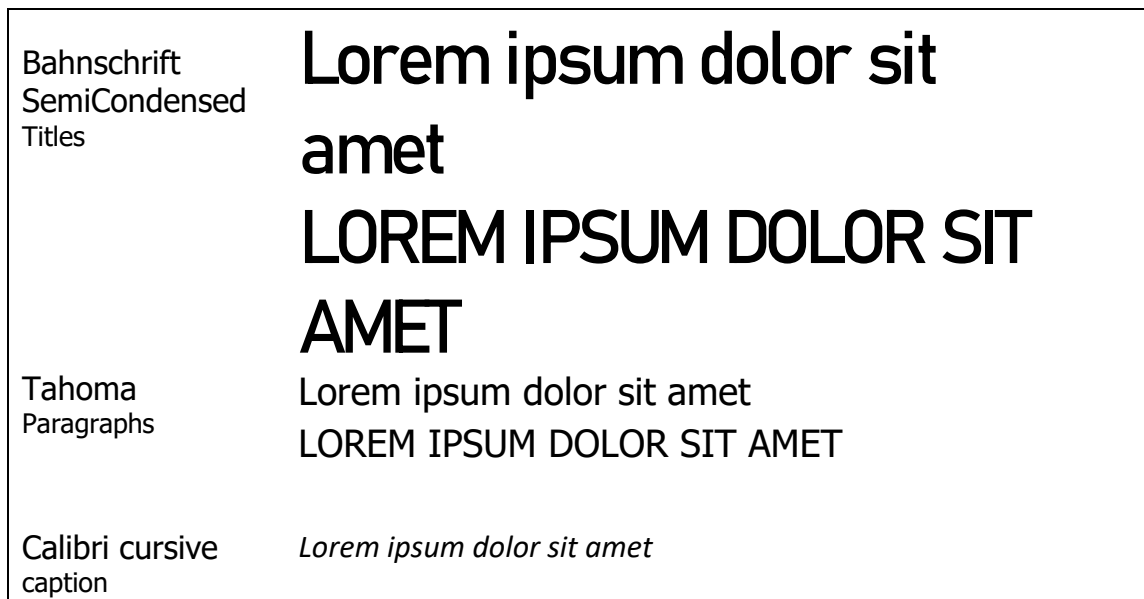


Figure 3: ELISAH fonts

Bahnschrift is a modern sans-serif font developed by Microsoft. It is designed to be legible on both screens and in print. Here are some typical features of the Bahnschrift font:

1. **Modern Style:** Bahnschrift has a modern and clean design, making it suitable for contemporary digital and print applications.
2. **Sans-serif:** Like other sans-serif fonts, Bahnschrift lacks serifs.
3. **Versatility:** It is a versatile font that adapts well to different sizes and contexts, from text on web pages to headlines and text in presentations.
4. **Legibility:** It was designed with legibility in mind, making it suitable for use in user interfaces, text documents, and other media

Tahoma is a sans-serif font developed by Microsoft. Tahoma is known for its clarity and readability, making it a popular choice for a variety of design purposes.

1. **Sans-serif Style:** Tahoma is a sans-serif font, which means it lacks the decorative strokes, or serifs, at the ends of letters.
2. **Clean and Modern Design:** Tahoma features a clean and modern design, making it suitable for various digital and print applications.
3. **High Legibility:** The font is designed with high legibility in mind, making it readable even at small sizes. This characteristic makes it suitable for use in user interfaces and documents with a lot of text.
4. **Versatility:** Tahoma is a versatile font that works well in different contexts, from body text to

Calibri is appreciated for its modern aesthetics, readability, and versatility in various design contexts.

Specifically, the following templates has been created (Figure 4):

- ELISAH PPT template
- ELISAH KICK-OFF PPT template
- ELISAH_DELIVERY template Word
- ELISAH_Template_Word



Figure 4. Captures of templates

Finally, in terms of visual identity, colors have also been defined to identify each of the WPs of the project. These colors are shown in Figure 5.

	INT - Milan MANAGEMENT AND COORDINATION		BLUE #6eaaf0 RGB= 110,170,240
	INT - CR Breast Cancer Risk Factor		YELLOW #f5f500 RGB= 245,245,0
	INT - EE + AOUPPA Breast Cancer High Resolution Study		GREEN #00af4b RGB= 0,175,75
	INT - RMN + PU Holistic intervention to society		PINK #f596ff RGB= 245,150,255
	CCCH - Frankolitics Action to reduce Health inequalities		RED #ff0000 RGB= 255,0,0
	NKUA Urban environment and breast cancer risk		GREY #c3c3c3 RGB= 195,195,195
	ICO - IISPV Disemination & evaluation		ORANGE #f08c00 RGB= 240,140,0

Figure 5: ELISAH HTML color codes of WP

In this sense, all the specific communication material for a different WP is prepared following this color palette.

3. WEBSITE

Level of dissemination: Public

The ELISAH project website is the most relevant communication and dissemination point. The website can be consulted at the following address www.elisah.eu and has been designed and implemented in collaboration with WP1 - Management and Coordination. The website has been developed by [LifeCharger Srl](#) and will be maintained and updated throughout the duration of project.

3.1 WEBSITE CONTENT

The ELISAH project website has been designed and implemented with the intention of publicizing the project and its activities. The content of the site includes information about the objectives of the project and about the participating institutions and their members. It also aims to provide information about the activities and results that will be carried out during the project. Finally, it also includes an important part aimed at enrolling the participants of the intervention program that is being worked on by WP4 - Holistic Intervention to Society.

3.2 STRUCTURE

According to the information described in the previous section, the website is divided into 6 main sections and their sub-sections, which are as follows:

1. Home
2. Project
 - a. WP1 – Coordination
 - b. WP2 – Risk factors
 - c. WP3 – High resolution studies
 - d. WP4 – Holistic intervention
 - e. WP5 – Inequalities
 - f. WP6 – Urban environment
 - g. WP7 – Dissemination and evaluation
3. Consortium
 - a. Partners
 - b. Affiliated entities
4. Communication
 - a. Events
 - b. Newsletter
 - c. Project material
 - d. Public deliverables

e. Abstracts & Publications

5. Be involved

6. Contact Us

Each of these sections are described in more detail in the Deliverable 7.1.

On the other hand, the website also includes direct links to ELISAH profiles on social networks, as well as the Privacy and Cookies policies.

4 SOCIAL MEDIA

Level of dissemination: Public

Three social media profiles have been opened, on Facebook, X and LinkedIn. The same content is posted on each of them. The purpose of creating content for social networks is to give visibility to the project and the activities carried out. They will also be used to disseminate the results obtained throughout the project. Social media profiles are identified with the project logo and a brief description of its objectives.

In addition to the news and events that will be communicated through this channel, different series of posts have been planned to publicize ELISAH. Specifically:

Serie 1. Overall project information

Serie 2. WP description

Serie 3. Breast cancer information

Serie 4. Institutions

Serie 5. Breast cancer awareness month

Serie 6. Researchers

In Figure 6 you can see a sample of the different series and in Figure 7 the ELISAH profiles in the networks.



Figure 6. Sample of the different series

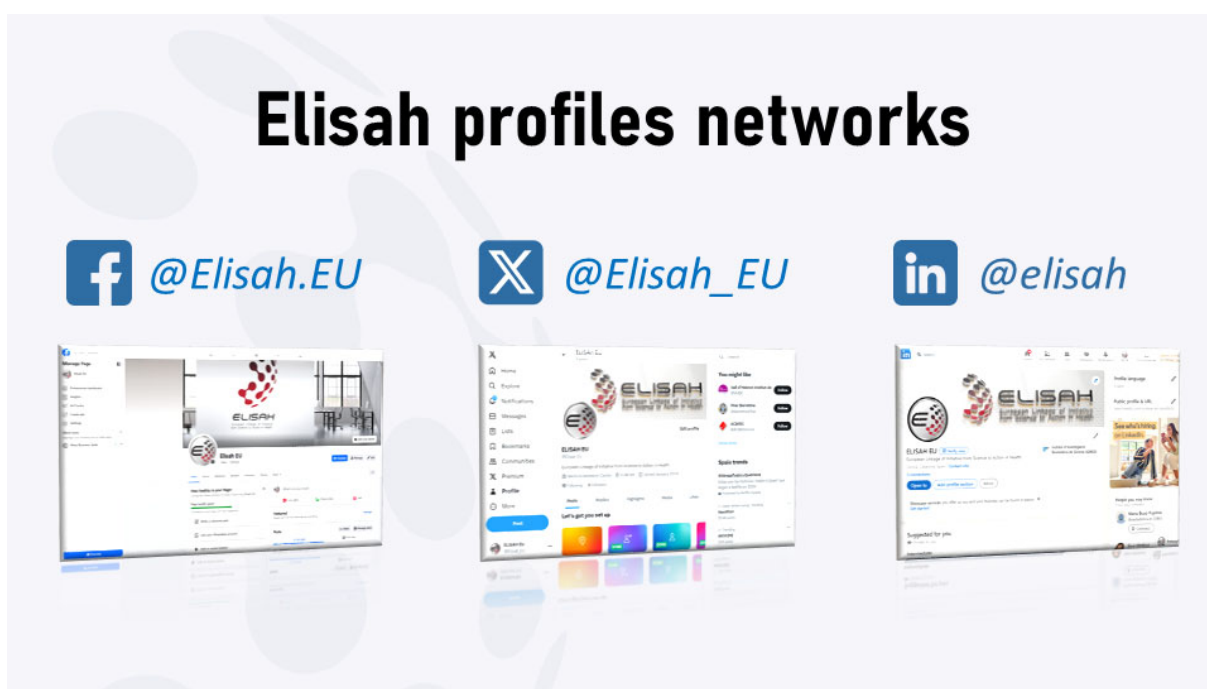


Figure 7. Social media profiles

5 NEWSLETTER

Level of dissemination: public

As part of the communication products proposed in this Dissemination Plan, it is envisaged to produce biannual newsletters containing the main information developed during the project.

In addition to the internal distribution of newsletters via e-mail and Zulip, a space will be provided on the website to host the newsletters. Once published on the website, they will be disseminated on the relevant social networks.

The newsletters will be created with the software Bee Free.



Figure 8. Capture newsletter

6 OTHER ACTIONS

5.1 Mail and Google drive

Level of dissemination: internal

To maintain internal communication, an email account has been opened with Gmail (elisah.eu4health@gmail.com), which allows the efficient sharing of documents among the ELISAH project participants. A folder system has been organized in Google Drive to allow easy access to deliverables, presentations, forms and other documents of interest.

5.2 Forms

Level of dissemination: internal

A form has been created for the members of the different WPs to communicate the activities, news, results or other information they wish to share on social networks and/or on the website (Annex 3). The aim of the form is to maintain a continuous and structured communication channel to know the activities of each WP to create content to share with the general public.

5.3 Leaflet

Level of dissemination: public

ELISAH leaflet is a flyer that provides a short summary of an ELISAH project's goals, objectives and WPs and will be used for a variety of purposes, including public awareness, and stakeholder engagement. The brochure will be available on the website and will be disseminated on the networks. The leaflet can be seen in Figure 9 and Annex 4.



Figure 9. ELISAH leaflet

5.4. Zulip tool

Level of dissemination: internal

In accordance with WP1, it was decided to use the Zulip tool to organize internal communication for the ELISAH project. The Zulip tool is designed to make communication more efficient.

Within the tool, different channels have been created to organize meetings, communications and internal discussions according to the different work packages (Figure 10).

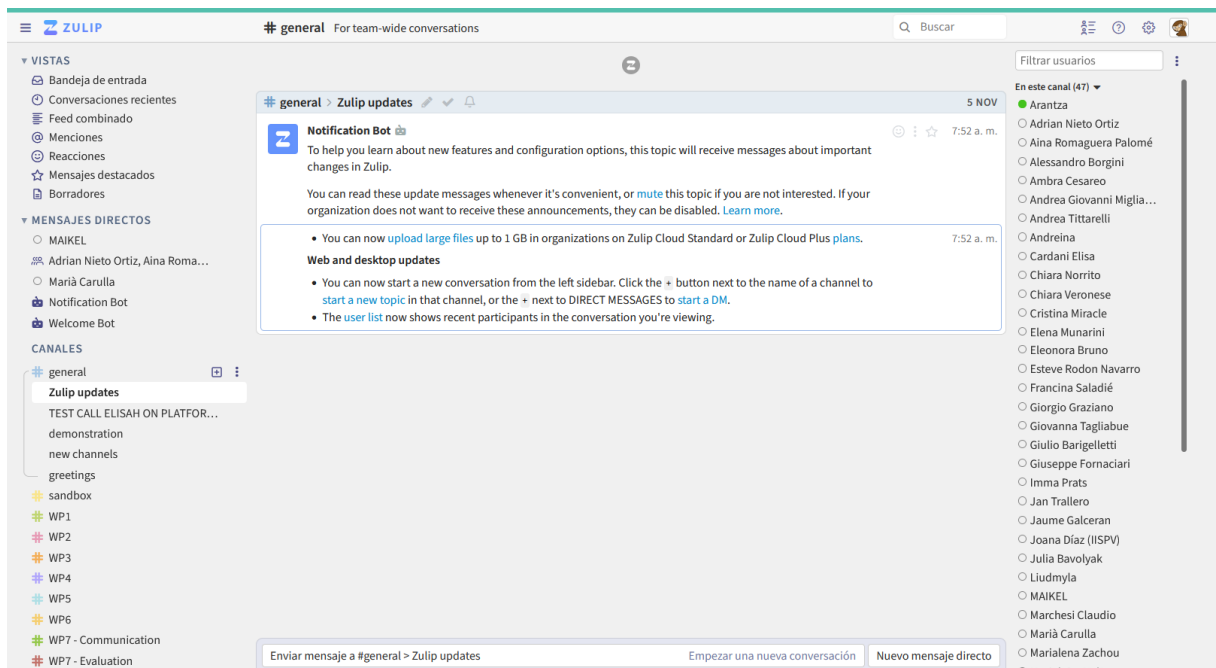


Figure 10. Capture of Zulip tool

ANNEXES

[Annex 1. Logo proposals](#)

[Annex 2. Visual identity design](#)

[Annex 3. Communication form](#)

[Annex 4. ELISAH leaflet](#)