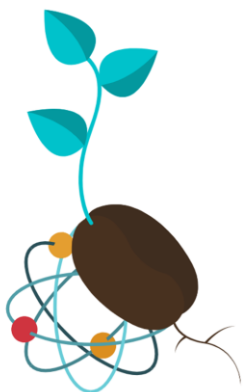


**DELIVERABLE 5.1
DISSEMINATION
STRATEGY AND
COMMUNICATION PLAN**



SEEDS

VERSION V5

VERSION CONTROL SHEET

- Project summary

Project acronym	SEEDS
Grant Agreement	101006251
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Topic	SwafS-31-2020
Type of action	RIA (Research and Innovation Action)
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Duration	24 months
Coordinator	Fundació Institut d'Investigació Sanitària Pere Virgili (IISPV)

- Document control

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Work Package related	WP5. Communication, dissemination and exploitation
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DISCLAIMER

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ABBREVIATIONS

CoR	Gemeente Rotterdam
CS	Citizen Science
D	Deliverable
EC	European Commission
EU	European Union
EMC	Erasmus Universitair Medisch Centrum Rotterdam
HUA	Charokopeio Panepistimio
ECSA	Verein Der Europaeischen Burgerwissenschaften - ECSA E.V.
IISPV	Fundació Institut d'Investigació Sanitària Pere Virgili
KPIs	Key Point Indicators
M	Month
SEEDS	Science Engagement to Empower Disadvantaged Adolescents
STEM	Science, Technology, Engineering and Mathematics
SWAFS	Science With And For Society
UN	United Nations
UOE	University of Exeter
V	Version



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Figure 1. The SEEDS project logo.



EXECUTIVE SUMMARY

Science Engagement to Empower Disadvantaged Adolescents (SEEDS) aims at fostering science interest, literacy and STEM (Science, Technology, Engineering and Mathematics) education, by raising the health understanding, also pursuing the empowerment of youth in an extreme citizen science based on the participation of leader' adolescents in all the research process: identifying adolescents barriers and necessities for having a healthy lifestyles, designing a community-based public intervention for adolescents of low-socioeconomic areas and with stakeholders participation, interpretation of the data and dissemination to community.

The role of targeted and clear communication and dissemination is fundamental to the success of any project. Stakeholders in academia, industry, government, journalists, non-scientific publics and beyond should hear relevant information about the project at the right time and understand how it influences and relates to their work or interests. This document is the first deliverable 5.1 of WP5 towards these aims, which is led by ECSA, the European Citizen Science Association. It presents the target audiences and messages/narratives that the project will create for partners to promote health education, STEM literacy and citizen science amongst teenagers and stakeholders, with an underpinning action plan to achieve this.

1. INTRODUCTION

Empowering teenagers to educate themselves in their health and to engage with STEM is a subject that connects many of the United Nations (UN)'s Sustainable Development Goals¹ and is more urgent than ever during a Global Pandemic where there has been so much disruption to formal education and to teenagers' home lives. To ensure the SEEDS project achieves this goal, a clear Dissemination and Communication Strategy is necessary to reach the target audiences in a meaningful and efficient way. This document therefore sets out the following for the project:

- Key Point Indicators (KPIs) to ensure communication and dissemination targets are met to maximise the reach of the project outcomes and associated policies.
- Tools and Communication guidelines for all partners to help them identify and take advantage of opportunities.
- Campaign strategy to disseminate and promote the SEEDS project phases, results and policies to different target audiences

This plan will be reviewed every four months to ensure it is relevant and fit for purpose, with the flexibility to modify it based on analysis of the KPI data outlines in the Monitoring section.

2. DISSEMINATION PLAN AND CAMPAIGN STRATEGY: DESCRIPTION

2.1. Key messages and Target Audiences

2.1.1. Target Audiences

Teenagers aged 13-15 are the main target group of SEEDS. They will be reached directly via connections with community groups and schools. This project will be led by teenagers to design tools for health education and so they will play an active role in every stage of the project, supported by PhD student trainers and ambassadors (some of teenagers with a very active role, leading the intervention of SEEDS).

Parents, Teachers and Head Teachers play a formative role in shaping teenagers expectations and experiences, so connecting with them will shape the potential for future generations to improve health education and engage in STEM careers.

Industry, Researchers, Governmental Departments – e.g. Youth, Education, Health and Associations e.g. Red Cross are all key stakeholders in the policy and implementation of projects like this, with a specific focus on their interests in deploying learnings from our work into larger national projects.

2.1.2. Key messages

- **Messages for Teenagers**
 - In Health and in Science, the sooner, the better.
 - The most prevalent chronic diseases are preventable by lifestyle modification.
 - You have the power and the expertise to change your life.
- **Messages for STEM Education stakeholders**
 - Interest in STEM can be raised by active and participative methods able to provide a meaningful direction in the involvement and participation (e.g., self-directed learning, peer-based methods, co-creation of research projects, etc.).
 - Health and Education are intrinsically related: improvements in Education are related to better health outcomes and vice versa.
 - Social Determinants of Health and, in particular, health inequalities play a major role in health outcomes.
- **Messages for Health and Science Education Professionals**
 - Citizen Science (CS) is a validated method for researching in a vast range of topics and well-tailored for researching Science education and Health literacy in the community.
 - CS research also contributes to empower communities and individuals.
 - Health education is a good vehicle for teaching sciences.

2.2. SEEDS' branding: logo and visual identity

All necessary source files including templates and logos are available to project partners in the shared workspace.

2.2.1. The SEEDS Project Logo

The SEEDS project logo is a small seed superimposed onto a representation of an atom.



Figure 1. The SEEDS project logo.

2.2.2. Dissemination tools: Website and social media

Dissemination will take place through various channels, with due consideration for the age restrictions currently in place by various social media providers, as well as active representation in the multiple languages of the countries involved in the project.

2.2.3. Website

The website is: seedsmakeathons.com

The SEEDS website will provide clearly marked subpages for further information for participants, journalists and stakeholders.

The SEEDS website will be designed for compatibility across multiple platforms and devices. It will be available in English, Spanish, Greek and Dutch. Social media sharing buttons will be available on relevant pages. The full website will be ready by July 2021, including translations into all relevant languages.

Accessibility will be considered throughout the design process.

2.2.4. Social Media

SEEDS currently has a Twitter account, [@SMakeathons](https://twitter.com/SMakeathons), and is currently exploring Facebook, Twitter, Instagram, TikTok, Twitch, Vimeo and Tumblr. The main objective across social media channels is to engage interactively with our target audiences to promote the project and to engage them with the respective key messages. The ambassadors will be engaged as feeders for the accounts. The accounts will be connected to the website. Ambassadors and other project participants will be invited to be regular feeders of our social media accounts and website blogs.

We will have a monthly plan with content and pictures that would be reviewed during the monthly WP5 meetings.

2.3. Dissemination materials

2.3.1. Factsheet

Factsheets for the teenagers and for journalists have been drafted and are provided in the **Annexes**. These can be used to quickly inform interested parties about the core aims and objectives of the SEEDS team, and also provide details about how to get further information.

2.3.2. Newsletter

Three newsletters will be published throughout 2021-2 (see Annex 5), highlighting key milestones and results from SEEDS to stakeholders and interested parties. All partners will contribute to content for this.

2.3.3. Press releases

Press releases will be used to inform on the project's public activities, milestones and results in order to get the attention at European, national, regional and local level. Each partner is encouraged to write press releases to promote and communicate about relevant events at a local level as well as to consider translating other partners press releases. Larger project press releases will be coordinated by the Consortium collectively. Good tips on press releases [can be found here](#)².

2.3.4. Events

This project is running during the COVID-19 pandemic, and so the practicality of running and/or attending events will be risk assessed on a rolling basis by the Consortium. It is likely that many events will be held online. An events log has been established and partners will update this throughout the project. Partners will actively seek and share opportunities to present the SEEDS work, in line with the protocol outlined in the Project Management Handbook.

The Focus Groups, Makeathons, and Interventions are all good platforms to promote the project and its activities. Partners will also attend external events to showcase the results. In each case, it is expected from every partner to disseminate relevant information about organised or attended events using the Project Plan and to use this opportunity to be active on social media.

2.4. Teenage Engagement

The SEEDS partners will seek to directly platform and amplify the voice of the teenage citizen scientists throughout the project where possible.

A key event will occur in 2022, where the SEEDS consortium will collaborate with ECSA/EU-Citizen Science and other partners in a Youth event for Citizen Science. This will directly platform

the voices of teenagers involved in various citizen science projects across Europe and will raise their profile amongst the community. It will also ensure that we centre the experience and expertise of teenager citizen scientists.

There is a clear opportunity to build research interests in the project and for the teenager scientists via platforms such as the below, which provide different targeted ways to communicate results by and to teenagers specifically. Partners will actively seek and share these ideas and opportunities throughout the project.

- [Frontiers for Young Minds](#)³.
- [Youth STEM Matters Journal](#)⁴.

3. DISSEMINATION PLAN AND CAMPAIGN STRATEGY: ACTION PLAN

3.1. Communication Plan

The communication plan will centre on the delivery of a series of campaigns on the topics of general health, health education, STEM and citizen science, as well as promoting the overall project. The first six months (M1-M6) will focus on highlighting the project to the community informally whilst the website is built and translated. Subsequent campaigns in M7-24 will be aligned, where possible, with key results or events in the project. Participation in the campaigns will be shared by all partners and will be supported by close cooperation with the partner's institutions and press departments. There will be a strong emphasis on ensuring SEEDS is promoted not only across different countries, but also in different languages.

3.2. Partners main actions

Partners will use a broad range of tools and methods to reach various interested parties and communities. The importance of achieving the right tone for the relevant audience is a core point that has been understood by all partners. Regular meetings will be held to discuss successes, opportunities and challenges for our communication goals. Partners will log interactions and successes in a shared document.

3.2.1. Partners' Social Media Accounts

Each post from the main SEEDS account should be short and use clear and concise language. A good tool for checking language is the [Hemingway App](#)⁵, as recommended by the Simple English Wikipedia project. The use of relevant photos or videos is more likely to increase interactions and engagement, so is strongly recommended. All posts should include alt text for images or videos:

- [Instagram help](#)⁶
- [Facebook help](#)⁷
- [Twitter help](#)⁸

All partners should be tagged – the associated accounts are named in the **Annexes**.

Use relevant hashtags to help spread the work further, but limit to a maximum of three to ensure the text is readable.

Tag SEEDS when using your own account.

Share press articles published on the project in local media

Share the project's press releases, e-newsletters, the videos, the toolkit and policy recommendations on your own accounts

3.2.2. Press releases

Partners should send out press releases to their contacts and make sure that the relevant local, national and international press receives the message in collaboration with their institutional press department.

3.2.3. Events

For each project event: Focus Groups, Makeathons, Interventions and more, local organisers should implement the following communication tasks: Each partner and third party must use branding that was created by the project and that is available in the shared workspace. Partners will ensure they have permission to share photos or videos with appropriate teachers or guardians before sharing on social media or with other partners. The participants (ambassadors and other adolescents) and also their parents or legal representatives will sign an informed consent before starting their participation in the project, authorizing or not the sharing of photos or videos about themselves or their son/daughter.

All events should be announced on the SEEDS website and social media as well as partners websites and social medias.

Tweet during the event.

Take high quality pictures during the event, when possible, and share with all Partners via the shared workspace.

3.3. Partnerships with relevant networks

Table 1. Partnerships with Networks.

Local/National Networks			
Spain	Greece	The Netherlands	The UK
Local schools	Local schools	Local schools	Local Schools
Councils	Councils	Local government (policy advisors, local prevention coordinators, local sport coordinators)	Local Council
Health and Education Department	Community centers	Neighbourhood organisations (sport clubs, preventive youth health professionals, local youth support organisations)	Local Community Hubs
Community centers		National Knowledge Institutes specialised in physical activity and nutrition	Sports Centres/Gyms
Sports centers		Science with relevant current research projects	Devon Partnership NHS Trust
Youth associations			Local Youth Groups
			UoE Dissemination and Communication team

4. MONITORING

Information will be registered using practical templates that will be shared with and used by all partners in the shared WP5 folder. KPIs defined below will be used to track the communication and dissemination activities carried out by the Consortium during the lifetime of the project. There will be monthly meetings to share and discuss results, and results will also be presented in the reports in months 10, 20 and 24 as discussed in the proposal. A short report will also be presented in every Consortium meeting for discussion with partners. This information will also be considered in conjunction with the evaluation data of the focus groups, Makeathons and Interventions from WP3.

Table 2. Dissemination and Communication Objectives, with Methods to achieve these and KPIs.

Dissemination and Communication objectives	Methods	KP1	KP2	KP3
Enhance the visibility of SEEDS aims, activities and results throughout the project	SEEDS off-line and online outreach Programme Delivery	Online outreach 35,000	Newsletter subscriptions 300	Number of schools participating 8
Promote the importance of health education and STEM literacy for teenagers	Messages and outputs disseminated via our channels and in schools	Online outreach	Number of students involved in various stages of SEEDS	
Engage our target audiences with the SEEDS content and activities.	Programme delivery, WP2 and WP3	Number of students reached 800/ Number of teachers participating 20	Number of families reached 1,000	Number of stakeholders engaged: 16 (4/country)
Run an effective and tailored D&C plan, maximising the impact of project results and policies	Meeting all the KPIs with tools and channels wisely used via WP5 and with the involvement of the consortium	Final report of WP5 in M24	Sustainability plan in place for legacy of the SEEDS project in M24	

The website statistics and social media interactions and data will be reviewed periodically and reported in the monthly WP5 meetings. Quantitative data like the number of followers, likes, post reaches, page views, time tendencies, posts success, geographical and impressions will all be considered. Any trends in the data will be explored further. The events log will be used to track data about events SEEDS partners have participated in or organised. This will be considered in combination with the number of publications and networking outputs, and partners will regularly

update these documents throughout the project. Reports on the reach of any media reports about the project will also be included.

ANNEXES

Annex 1. SEEDS Factsheets

Seeds Factsheet for Teenagers and their Families/Teachers

A draft version of the factsheet for the UK is provided below

What is SEEDS?

SEEDS is a research project aiming to improve health and science education for teenagers in Europe. We want to do this by listening to teenagers all over Europe and working with them to put their ideas into action.

What is the problem and why is it a problem?

Not all teenagers have access to the same opportunities or education when it comes to the importance of food, exercise and science. This means that many teenagers miss out on learning about simple ideas or actions to help them live a healthy life for longer.

Who is running SEEDS?

SEEDS involves 6 teams from 5 countries: Spain, Greece, the Netherlands, the UK and Germany. We work in public health, exercise, education and citizen science.

What will this project produce?

Teenagers will design activities to improve their health and activity. A group of teenagers will choose the best ideas to be implemented by improving health and science interest of their peers. Schools in Spain, Greece, the Netherlands and the UK will be implementing these activities for six months. We will measure the success of the project by asking the teenagers questions before and after the six months. All information collected will be anonymous and kept secure.

What is the duration of the project?

SEEDS runs for 2 years (2021-2022), but teenagers will be involved in various stages of the project for up to one year.

Where do I go if I have questions?

We will update our website throughout the project: [*Website to be inserted once the domain is secured*]

Dr Chris Elphick is a teacher and researcher at the University of Exeter involved in the project. He is happy to answer any questions you have about the project: C.M.Elphick2@exeter.ac.uk.

General SEEDS Factsheet

A draft version of the factsheet for journalists is provided below

What is SEEDS?

SEEDS is a research project aiming to improve health and science education for teenagers in Europe. We want to do this by listening to teenagers all over Europe and working with them to put their ideas into action.

What is the problem and why is it a problem?

Not all teenagers have access to the same opportunities or education when it comes to the importance of food, exercise and science. This means that many teenagers miss out on learning about simple ideas or actions to help them live a healthy life for longer.

Who is running SEEDS?

SEEDS involves 6 teams from 5 countries: Spain, Greece, the Netherlands, the UK and Germany. We work in public health, exercise, education and citizen science.

What will this project produce?

Teenagers will design activities to improve their health and activity. A group of teenagers will choose the best ideas. Schools in Spain, Greece, the Netherlands and the UK will use these activities for six months. We will measure the success of the project by asking the schools questions before and after the six months.

Important Facts

The website of the project will be ready in June 2021. Media campaigns designed to promote early intervention in health and science education, as well as the opportunities within citizen science will be launched at the same time.

Annex 2. Partners list and Third Parties

Table 3. Partners involved in SEEDS, including Main Partners and Third Parties.

Main Parties			
Institute of Health Research Pere Virgili (ES)	University of Exeter (UK)	Harokopio University (GR)	City of Rotterdam (NL)
European Citizen Science Association (DE)	Erasmus Medical Centre (NL)		
Third Parties			
Maastricht University (NL)	Caritas Interparroquial de Reus (ES)	Departament de Salut, Generalitat de Catalunya (ES)	Regional Public Administration, Diputació de Tarragona (ES)

Annex 3. Partner's Dissemination Resources

This annex shows the information collected among the SEEDS partners about the different channels, opportunities and tools that each of the members of the SEEDS Project has in its own organization. Having this information is of great value to map precisely the routes we have to deliver our messages more effectively.

We consider 3 main stages of dissemination: Stage 1: Prior to and during the development of the Makeathons, Stage 2: Throughout the interventions and Stage 3: Disseminating the results of the interventions. For all stages, the target groups and the tools we will use would be more or less the same, but the contents we are communicating will be different. We will collect in this template the following information:

- A. Social media: Channels that each institution uses to disseminate their activities and contents
- B. Calendar of events that would be useful to participate/track/ follow, because of their impact and the presence of targeted publics
- C. Networks and alliances of each Partner: These alliances will facilitate the flow of the information
- D. Press and media contact + Key persons: It's also important to have a close relation with the local media, in order to communicate achievements and the potential impact in Europe's future research landscape.

This document constitutes a guideline for the dissemination activities that will be carried out in each country to spread the word about the project, raise awareness and create interest on the outcomes of SEEDS Project.

1. Institute of Health Research Pere Virgili

Contact person for dissemination purposes and email: International Projects Unit, upi@iispv.cat; Jordi Masana, jordi.masana@iispv.cat.

Table 4. Social Media Activities for IISPV.

Account	Name of account	Number of followers
Website	http://www.iispv.cat/en_index.html	
Twitter	@IISPereVirgili	826
Instagram	@Recerca_iispv	89
Linkedin	Institut d'Investigació Sanitària Pere Virgili - IISPV	191
Newsletter	Butlletí IISPV	165 opens 51 clicks

2. Erasmus MC

Contact person for dissemination purposes and email: Famke Mölenberg (f.molenberg@erasmusmc.nl)

Table 5. Social Media Activities for EMC.

Account	Name of account	Number of followers
Website	https://www.publikehealthrotterdam.com/	Visits/month
Twitter	@ErasmusMCPH	479

3. City of Rotterdam

Contact person for dissemination purposes and email: Wilma Jansen (w.jansen@rotterdam.nl)

Table 6. Social Media Activities for CoR.

Account	Name of account	Number of followers
Website	https://www.rotterdam.nl/ https://onderwijs010.nl/	
Twitter	https://twitter.com/rotterdam/	86,782
Youtube	https://www.youtube.com/channel/UCdtX73uGb9stWFQTr0SfxEQ	2170
Facebook	gem.Rotterdam https://nl-nl.facebook.com/rotterdamlekkerfit	55,724
Instagram	gemeenterotterdam	54,800
Linkedin	https://nl.linkedin.com/company/gemeente-rotterdam	87,120
Newsletter	Letter Youth & Education https://www.nieuwsbriefrotterdam.nl/jeugd-onderwijs-010/aanmelden/ Articles Gezond010 https://gezond010.nl/artikelen/	

4. University of Exeter

Contact person for dissemination purposes and email:

Table 7. Social Media Activities for UOE.

Account	Name of account	Number of followers
Website	http://sshs.exeter.ac.uk/research/childrenshealth/	
Twitter	https://twitter.com/CHERC_UoE/	804

5. European Citizen Science Association

Contact person for dissemination purposes and email:

Dr Claire Murray, claire.murray@mfn.berlin / Tim Woods, tim.woods@mfn.berlin

Table 8. Social Media Activities for ECSA.

Account	Name of account	Number of followers
Website	ecsa.citizen-science.net / eu-citizen.science	Visits/month
Twitter	https://twitter.com/EuCitSci/ https://twitter.com/EUCitSciProject	3820/3654

Youtube	https://www.youtube.com/channel/UC-KXyw1Qg6fLrdoQ5lRc_zg 'ECSA - European Citizen Science Association'	200
Facebook	https://www.facebook.com/ECSAcommunity/	
Linkedin	https://de.linkedin.com/company/eucitsci	353
Newsletter	https://citizen-science.us3.list-manage.com/subscribe?u=d21c3d318d533a1a044504214&id=8068ba2936	

6. Harokopio University

Contact email for dissemination purposes: seeds@hua.gr

Table 9. Social Media Activities for HUA

Account	Name of account	Number of followers
Website	https://www.hua.gr/index.php/en/	
Twitter	@hua_gr	34
Facebook	https://www.facebook.com/HUA.uni	634
Instagram	https://www.instagram.com/hua.gr/	409
Linkedin	https://www.linkedin.com/school/harokopio/	2,546

Annex 4. Task List for SEEDS partners

Table 10. Task List for SEEDS partners.

Communication Tool	Lead and Contributors	Task	Timeline
Campaigns	All	Define content, collect information, contribute to content creation, contact relevant parties, promote.	M6-24
Newsletter 1	ESCA/all	Define content, collect information, set up a newsletter and distribute	2021
Newsletter 2	ESCA/all	Define content, collect information, set up a newsletter and distribute	2021-2022
Newsletter 3	ESCA/all	Define content, collect information, set up a newsletter and distribute	2022
Social Media	All	Follow the official SEEDS social media channels, share, like and comment	Always
Events Attended	All	Report events attended including event title, audience type, number of attendees and talk title/abstract (if relevant)	Always
Youth Summit	All	Support teenagers to apply to speak or attend, promote Youth Summit widely, attend Youth Summit.	



Annex 5. Guidelines and Resources for Social Media

As described above, partners are encouraged to actively engage with social media to promote the SEEDS project. There are many helpful guidelines published by the EU and other projects, but there is a particular emphasis on considering the guidelines and questions detailed by the EU in their [Social Media Guide](#)⁹.

The aim is to use social media smartly to maximise engagement and minimise time wasted. Clear and active messaging, in line with the project's aims and objectives are therefore critical. The use of video and photos, with alt text, is also encouraged in order to increase engagement with our content.

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