

# Towards large-scale adaptation and tailored implementation of evidence-based primary cancer prevention programmes in Europe and beyond (PIECES)

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## Executive Summary

The Communication, Dissemination, and Exploitation Plan (D7.5) delineates the strategic framework for communicating the objectives, activities, and results of the PIECES project to a diverse range of stakeholders. This document serves as a comprehensive guide for consortium partners, ensuring a unified approach to communication, dissemination, and exploitation efforts throughout the project lifecycle.

The primary aim of this plan is to facilitate the clear, consistent, and effective dissemination of project outcomes, enabling their visibility, uptake, and impact across scientific, policy-making, healthcare, and public domains. By fostering collaboration, engagement, and dialogue with relevant stakeholders, the plan supports the PIECES project's mission to advance evidence-based primary cancer prevention practices and policies.

Recognizing the dynamic nature of the project, this plan is designed as a living document, subject to iterative updates and refinements on an annual basis. In doing so, this document not only guides the consortium's current activities but also lays the groundwork for the sustained impact of PIECES' results beyond the project's duration.





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# 1 INTRODUCTION

The communication and dissemination plan sets out a strategy to ensure that the project activities and outcomes achieve a wide outreach, especially with regards to relevant targeted communities, in a timely fashion, via appropriate methods, as well as identify potential contributors to the development, evaluation, uptake and exploitation of PIECES outcomes, encouraging a spirit of active participation. The dissemination and communication phases of the plan will specifically address needs, contents, audiences, and media.

All partners are considered ambassadors of the project and are encouraged and expected to be involved to different degrees in communication and dissemination efforts. Exploiting the partnerships of the PIECES consortium aims to better address their needs and demands and to co-create considering their feedback at key points of the project. Equally important is to create strong awareness of the project and its results, as well as to ensure that the knowledge and information gained can be made available to multiple target audiences at regional, national, European, and global level. Furthermore, the technologies, practices and guidelines resulting from the project will be communicated to the scientific and social community in the field, to further apply PIECES results.

This deliverable provides a preliminary overview of the main target groups and the relevant channels, tools and messages to be used to reach key audiences. PIECES Communication and Dissemination plan is then subject to iterative updates and refinements on an annual basis. In doing so, this document not only guides the consortium's current activities but also lays the groundwork for the sustained impact of PIECES' results beyond the project's duration.



## 2.1 Objectives

PIECES dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. The specific objectives forming the basis for the communication strategy are:

- Raise awareness among targets groups
- Expand the project's impact
- Engage stakeholders and target groups
- Influence public policies and practices
- Share knowledge

## 2.2 Overview of the Plan and Timeline

A three phases strategy will be built and thereafter periodically updated and adjusted as the project progresses. The chronology of the phases will be as follows:

- **Phase I – Broadcast and Communicate:** the first phase will focus on raising awareness and interest among key stakeholders on the opportunities of the project PIECES and the adapted PCP-IT toolkit to improve implementation and thus outcomes in the cancer primary prevention setting. A Stakeholder Mapping will be developed (D5.1 Stakeholder mapping – M9) to ensure the organized and effective engagement of key stakeholders in order to collect insights for the proper definition of PIECES requirements and concepts; Dissemination and communication materials will be prepared, including a project's website.
- **Phase II – Exploitation (Y2-Y3):** will focus on promoting Key Exploitable Results (KERs) with a view to clearly demonstrate the benefits of using the PCP- IT toolkit in the initial set of countries and contexts to implement interventions, and to foster collection of EBPs to support future exploitation of results. Key activities that will be carried during Phase II will include publications about project results, the organization of conferences, events, workshops, and participatory activities.



- **Phase III - Diffusion (Y3 and beyond):** will focus on promoting the final KERs developed, to stimulate broader scalability/replication of the approach to additional settings and countries, engaging new end-users and wider audiences. In this phase, a special focus will be done on the uptake of additional feedback on EBPs into the PCP-IT, highlighting the continuous improvement concept of the community-driven approach and ensure that project’s results will continue to be disseminated after project’s end. Specifically for this last phase, PIECES has assembled a work package (WP6 – Policy-level recommendations and sustainability). This WP will be in charge of digesting the project outputs in the form of policy-level recommendations and organising a high-level event in Brussels, ensuring the maximum reach between member states.

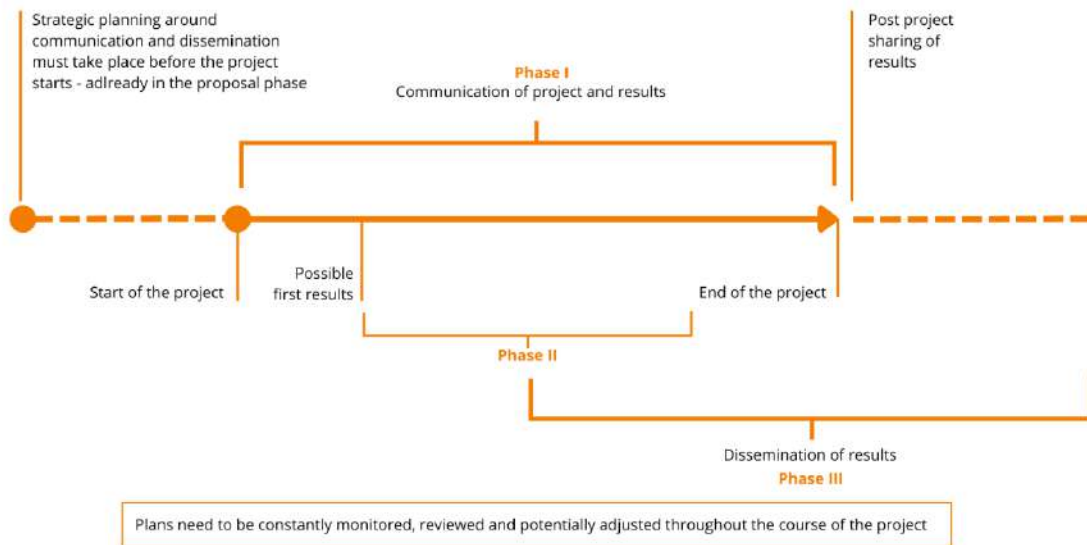


Figure 1. PIECES Communication and Dissemination Timeline



## 2 METHODOLOGY

### 2.1 Methods for Communication

The communication activities should promote the entire action, both the project itself and its ongoing activities and results, to a wider range of audiences, including the general public, traditional and social media. The aim is not only to demonstrate how the EU funding is being used and contributes to societal challenges, but also to take the opportunity for potential engagement of the public and build on the feedback arising from an open dialogue with particular audiences.

The communication activities will focus on following key messages:

- The PIECES project is an opportunity for Europe to improve the reach and effectiveness of primary prevention programmes
- The PIECES will likely contribute to the development and consolidation of implementation science in cancer prevention and will provide new tools that might be further applied in other clinical situations
- The PIECES project is expected to reduce not only cancer-related morbidity and mortality in the European Union, but also inequities in public health

PIECES Communications activities will unfold mainly, but not limited to, the following strategies:

- **Digital Platforms:** Development of an accessible project website and active social media presence to share updates, stories, and multimedia content tailored to diverse audiences
- **Public Events:** Organization of public seminars, webinars, and awareness campaigns to engage communities in cancer prevention efforts.
- **Visual Identity:** Creating consistent branding (logos, templates, and infographics) to enhance project recognizability across communication channels.





## 2.2 Methods for Dissemination

Dissemination and exploitation shall provide direct outreach to the main stakeholders and potential users of project results and outcomes, aiming to facilitate uptake and prospective use of the results. The dissemination methods target academic, clinical, and policy-making communities to foster evidence-based application of PIECES outcomes. These include:

- **Academic Publications:** Peer-reviewed articles, white papers, and conference proceedings to share findings and methodologies.
- **Collaborative Engagement:** Partnerships with EU Cancer Mission projects and participation in clusters and forums to share best practices and address collective challenges.
- **Stakeholder Reports:** Tailored reports to inform policymakers, healthcare providers, and industry partners about actionable insights and recommendations for implementation.





## 3 TARGET GROUPS

### 3.1 Stakeholders

The PIECES Communication and Dissemination Plan is based on a stakeholder analysis and mapping exercise to ensure that the project's objectives and outcomes are communicated and disseminated to all target audiences. PIECES WP5 is aimed at creating and updating a network of experts and stakeholders at different levels.

This information will be used to target dissemination activities and prepare the necessary advocacy steps to ensure the uptake of results.

### 3.2 Academic and Scientific Community

Researchers; Public health specialists and epidemiologists.

### 3.3 General Public and Civil Society

Healthcare users and citizen stakeholders with a specific interest in cancer prevention in the population.

### 3.4 Policy Makers and Associations

Healthcare delivery managers and healthcare service providers.

Country, regional and local decision- and policy makers

## 4 COMMUNICATION ACTIVITIES

The PIECES Communication and Dissemination plan aims to disseminate project activities and results widely. A variety of communication tools, including a project website, social media channels, newsletters and media coverage, will be used to maximize outreach to external stakeholders.

### 4.1 Website

The website of the project ([www.pieces-project.eu](http://www.pieces-project.eu)) will be used as the main repository of useful information. The platform will allow key stakeholders, policymakers and the media to access project resources, updates and findings. The website will also serve as a tool for generating content, where partners are welcome to contribute content and provide feedback on how it develops.



Figure 2. PIECES Project official website

The platform will contain:

- The project's mission, aims and structure (who are the partners and how is the work divided)
- Latest news updates and events announcements
- Contents resulting from project outcomes (scientific publications) will be published online as



soon as they become available

- A 'press area' on the website will provide briefing material and updates for the media use
- Social media links/buttons
- Contact details
- A link to access the ItFits-toolkit will be included on the website, together with detailed description and instructions for application and use and means for feedback reporting.

The website will act as a resource hub for research on topics relevant to PIECES, such as important updates on policy/research developments that have an impact on, or are of interest to, the focus of the project. The website will also include a section dedicated to the Prevention and Early Detection Cluster, which will briefly introduce the six EU-funded sister projects using a summarizing brochure.

## 4.2 Social Media

Twitter and LinkedIn will be the main social media channels used to communicate and disseminate, as all key stakeholders are represented there. Infographics, sharables and other visuals will be used to present PIECES activities, news and results.

A social media content plan will be developed around the key activities, objectives and outputs of the project. Content will not only focus on project-specific communication: relevant news articles on PIECES' main topics will also be shared across social media channels.

Social media content will include:

- Aims and objectives of PIECES
- Events, activities and news
- Project findings
- EU institution news
- Relevant cancer-related news
- Supporting relevant EU projects and sister projects from the Prevention And Early Detection Cluster



Social media platforms will be monitored to provide information on the number, sources, types of content and individuals promoting or disseminating project messages, in order to optimize and target communications to ensure maximum reach of any news or findings.



Figure 3. PIECES Project LinkedIn profile



Figure 4. PIECES Project Twitter/X profile



## 4.3 Printed media

Printed material will be produced in the form of factsheets and flyers explaining the project objectives and outcomes in accessible language, for distribution by partners at relevant events.

## 4.4 Newsletter

An attractive newsletter will be produced and sent quarterly to all stakeholder subscribers. This communication channel will ensure both communication and dissemination and will keep stakeholders up to date with the results of the project, other relevant events, publications, key policy developments, etc. The structure of the PIECES newsletter will consist of an introduction, a project update, news, events and also resources for further reading. The newsletter will follow the PIECES visual identity and format.



Welcome to the second issue of the **PIECES newsletter!** This is the second in a series of updates on the progress of the project, including results, events we have organised or participated in, and other ongoing related initiatives.

### PROJECT UPDATES

As the PIECES project enters its **second year**, let's take a look at what we've achieved so far. The following objectives we set for the project have been achieved:

- To develop a comprehensive **repository** of evidence-based interventions for primary cancer prevention.
- To develop an evidence-based generic process for **adapting** primary prevention programmes to local settings without compromising their effectiveness.

Over the past few months, the PIECES consortium has been working on the development of the **PCP Integrated Implementation Toolkit (PCP-IT)**, which aims to guide and support users in the selection, adaptation and implementation of cancer prevention programmes.

At this stage of the project, we are finalising both the toolkit and its study protocol. The implementation sites are preparing to start the evaluation of the toolkit, which will be implemented and evaluated in 8 countries with different socio-cultural backgrounds and access to millions of people.

Stay tuned for further updates on the progress of the PIECES study and upcoming scientific results!

### LATEST NEWS



#### Cristina Martínez, new PIECES coordinator

This decision follows the appointment of the previous coordinator, Estève Fernández, as Secretary for Public Health in the Department of Health of the Government of Catalonia.

[Learn more](#)



#### PIECES PCP-IT: Who is it for and what are the benefits?

The toolkit we are developing aims to increase the impact of primary cancer prevention programmes. These are some examples of how implementers can benefit from it.

[Learn more](#)



#### First Prevention & Early detection Cluster meeting in Vienna

This meeting was an excellent opportunity for all



#### Highlights from the PIECES consortium meeting in Utrecht

This was an important step in discussing the

Figure 5. PIECES Project Newsletter



## 4.5 Brochure

A brochure will be developed to explain a complex issue understandably and engagingly. The brochure has been produced to serve as a complementary resource for distribution at events or local occasions. It will also be disseminated through relevant websites and social networks whenever deemed appropriate, and by email to potential stakeholders. Written in accessible language and produced with an eye-catching design, this communication material includes an introduction to the main objectives of the project.



Figure 6. PIECES Project Brochure

## 4.6 Media relations

Media coverage will be ensured throughout the project, as it is essential to reach the target audience and the interested public. A project press release will be drawn up and agreed to by all partners. Local copies of the press release in all project languages will be released by the media teams in each partner.

In addition, a ‘press area’ on the project website will provide updates and briefing material edited for media use (short, clear, easy to edit, highlighting benefits and impact). Existing networks of press contacts from both sport and health sectors will be updated on the material available every six months. Researchers will make themselves available for interview with the media when requested – this process will be facilitated by the media professionals in each partner institution. Media coverage will be tracked.



## 4.7 Seminars, Webinars and Dedicated meetings

Activities at major forums to reach out to various kinds of potential users will also be done, including training sessions that will be performed to enable new users' experimentation with the PCP-IT toolkit. These channels will prepare for the scaling-up of the project solutions and reach the desired deployment. Materials developed for these meetings will be available as well in the website.

## 4.8 Policy Recommendations

WP5 efforts will assure the recruitment of engaged advisors and stakeholders with a particular focus on public health will be identified, contacted, and briefed on the project and its potential. Policy Recommendations will be generated by the project team, in collaboration with stakeholders and other projects within the Cancer Prevention Cluster. The relation at policy-level will be ensured by WP6. Moreover, the project coordinators and partners have close links with WHO (Collaborating Centres for tobacco control in Spain and Germany, and HPV prevention in Spain) and collaborate with the EC and member states in several Joint Actions related to cancer prevention.







## 5 DISSEMINATION ACTIVITIES

### 5.1 Publications

PIECES partners have strong publication track records and will publish widely on the results of the research in peer review open access scientific journals relevant to the field of (a) implementation science (e.g., Implementation Science, BMJ Quality & Safety, Implementation Research and Practice, etc.), (b) oncology (e.g., Annals of Oncology, Journal of the National Cancer Institute, European Journal of Cancer Prevention, JAMA Oncology, etc.), (c) epidemiology and public health (e.g., American Journal of Public Health, Preventive Medicine, Frontiers in Public Health, BMJ Public Health, European Journal of Public Health, etc.), and (d) general medicine (JAMA, BMJ, BMJ Open, etc.). The participants of PIECES will disseminate the results as swiftly as possible, but not till after its protection is ensured and all other partners have been informed about the intention to disseminate, the content of it, and have been given a reasonable timeframe to object (if needed) to the intended dissemination.

A Publication Policy document will be created to help establish a set of rules for publications and authorship in the PIECES project and to outline the decision-making processes. The PIECES publication policy will be designed to encourage scientific publications of all types, while maintaining the high quality of these publications and ensuring the legitimate interests of all PIECES Partners. This internal document will assure (1) a good publication strategy, (2) an honest authorship policy in line with ICMJE standards, (3) Compliance with the Contract to the European Commission (EC), and (4) Recording of all dissemination activities as mandated by the EC.

### 5.2 Events and Conferences

Partners will communicate the project methods and results at specialized conferences and congresses, such as the Annual Conference on the Science of Dissemination and Implementation, the meeting of the Society for Implementation Research Collaboration, or the Global Implementation Conference. Activities at major forums to reach out to various kinds of potential users will also be done, including training sessions that will be performed to enable new users' experimentation with the PCP-IT. These channels will prepare for the scaling-up of the project solutions and reach the



desired deployment. Project brochures, posters etc. will be produced and circulated at conferences, meetings, etc. The PIECES Publication Policy document will also serve for guidance and monitoring of the PIECES participation in events and conferences.

## 6 PROJECT BRANDING

A recognizable project identity with a logo and templates is essential for the branding of the project. The logo is simple, visually appealing and eye-catching. Several variations of the logo allow it to be used in different colors, so that it looks its best in any application. The colour palette used in the development of the brand is directly derived from the project symbol. Based on the logo and colour pallet selected for the project, templates were produced for text documents (Microsoft Word) and presentations (Microsoft PowerPoint). However, while the project may develop its own brand and identity, it will, at all times, use and give visibility to the European Commission visual identity in its promotional material.



Figure 7. PIECES Project logo

## 7 CANCER PREVENTION CLUSTER

Collaboration and joint dissemination of EU projects is essential to maximize their impact. The Prevention and Early Detection Cluster, which consists of the PIECES project and five other EU-funded projects, is a collaborative effort in which all members work together to extend the reach and impact of each other's research.

The cluster includes the following six (6) projects:

**Co-CAPTAIN.** Cancer prevention among individuals with mental ill-health: co-adapting and implementing patient navigation for primary cancer prevention.



**Cancer Prevention at Work (CPW).** Occupational health surveillance in the implementation of prevention of infection-related cancer.

**ONCODIR.** Evidence-based Participatory Decision Making for Cancer Prevention through implementation research.

**PREVENT.** Improving and upscaling primary prevention of cancer by addressing childhood obesity through implementation research-the PREVENT approach.

**4P-CAN.** Personalized CANcer Primary Prevention research through Citizen Participation and digitally enabled social innovation.

**PIECES.** Towards large-scale adaptation and tailored implementation of evidence-based primary cancer prevention programmes in Europe and beyond.

Each project will provide updates on the progress and plans of the cluster through their newsletters. The aim is to highlight the achievements and milestones of each project in the cluster and how they contribute to the overall mission. A common cluster hashtag has been created to be used in the social media activities of all projects. In addition, a summary brochure and a logo have been produced in line with the cluster's brand identity.



Figure 8. Cancer Prevention Cluster Logo



Figure 9. Cancer Prevention Cluster Brochure



## 8 CONCLUSIONS

This document is the first in a series of expected regular updates of the Communication and Dissemination Plan. The Communication Plan serves as an overview to be used for easier internal and external communication within the PIECES consortium. This first edition focuses on describing the elements that are significant for effective implementation of the communication and dissemination activities within the PIECES project; through continuous communication and dissemination support, the outcomes and activities of PIECES work packages and the entire PIECES community will be promoted towards a variety of different audiences.