



## **Deliverable 2.1 - Dissemination and Communication Plan**

**JA OriON – Grant Agreement Number 101127673**



Co-funded by the  
European Union

**Document Control Information**

Settings	Value
<b>Document Title:</b>	Dissemination and Communication Plan
<b>Project Title:</b>	OriON
<b>Document Author:</b>	IDIKA SA
<b>Project Owner:</b>	JA OriON consortium
<b>Project Manager:</b>	NIJZ
<b>Doc. Version:</b>	1.0
<b>Sensitivity:</b>	Public
<b>Date:</b>	30 April 2024

**Document Approver(s) and Reviewer(s):**

Name	Role	Action	Date

**Document history:**

Changes to this document are summarized in the following table in reverse chronological order (latest version first).

Revision	Date	Created by	Short Description of Changes

**Disclaimer:**

**Co-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 HaDEA. Neither the European Union nor the granting authority can be held responsible for them.**



**TABLE OF CONTENTS**

<b>1. EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>2. INTRODUCTION .....</b>	<b>3</b>
<b>3. PROJECT OVERVIEW .....</b>	<b>4</b>
3.1. General Objectives.....	4
3.2. Specific Objectives: .....	5
3.2.1. Specific Objective 1: Facilitating the Monitoring and Analysis of EBCP Implementation in Member States' Cancer Policy Frameworks. ....	5
3.2.2. Specific Objective 2: Conducting an Assessment of the Current Landscape of National Cancer Control Programs (NCCPs), with Particular Emphasis on Addressing Inequalities. ....	6
3.3. Consortium .....	7
3.4. Duration and Funding .....	8
<b>4. TARGETED AUDIENCE IDENTIFICATION .....</b>	<b>8</b>
<b>5. COMMUNICATION OBJECTIVES .....</b>	<b>9</b>
<b>6. COMMUNICATION CHANNELS .....</b>	<b>9</b>
6.1. Website.....	10
6.2. Forum.....	10
6.3. LinkedIn .....	10
6.4. Leaflet .....	12
6.5. Newsletters, webinars, press releases.....	13
<b>7. TIMELINE.....</b>	<b>13</b>
<b>8. MONITORING AND EVALUATION .....</b>	<b>14</b>
<b>9. RISK MANAGEMENT .....</b>	<b>15</b>
<b>10. CONCLUSIONS .....</b>	<b>18</b>
<b>APPENDIX 1: REFERENCES AND RELATED DOCUMENTS .....</b>	<b>18</b>

**TABLES INDEX**

Table 1: Dissemination Risk Management.....	15
---	----

**FIGURES INDEX**

Figure 1: Graphical representation of consortium members. ....	8
Figure 2: LinkedIn social media channel.....	11
Figure 3: LinkedIn visitor analytics.....	12
Figure 4: Timeline of WP2 Dissemination.....	14



## 1. EXECUTIVE SUMMARY

The dissemination strategy outlined in Work Package 2 of the OriON JA project focuses on crucial communication and dissemination activities aimed at informing, promoting, and engaging stakeholders. Key objectives include communicating the project's objectives, structure, and outcomes effectively, as well as disseminating scientific knowledge to specialist audiences. The strategy leverages a multi-faceted approach, with the creation of a dedicated website serving as a core element, supplemented by the use of social media for targeted outreach and engagement. Additionally, the strategy includes initiatives such as webinars and events to foster interaction among stakeholders.

Throughout the project's development phases, the dissemination strategy aims to establish a clear link between the JA methodology, structure, and outcomes, engaging all potential interested parties. This process will involve a step-by-step approach and ongoing dialogue with participants from Member States. The dissemination team will be supported by IT and communication experts, ensuring effective implementation.

All participants in the OriON JA project will contribute to dissemination and communication activities, targeting specific groups including policymakers, politicians, health professionals, and stakeholders. By empowering policymakers, influencing influencers, engaging health professionals, and involving stakeholders, the dissemination strategy aims to promote the establishment of the Cancer Inequalities Registry and advance its development and utilization.

## 2. INTRODUCTION

The dissemination plan for OriON JA European project includes several key components to effectively communicate the project's objectives, outcomes, and impact to relevant stakeholders. Here's a comprehensive list of what it contains:

1. **Project Overview:** A brief overview of the project, including its title, objectives, consortium partners, duration, and funding sources.
2. **Target Audience Identification:** Identifies the primary and secondary target audiences for the project's dissemination activities. This includes policymakers, researchers, industry professionals, NGOs, public, etc.
3. **Communication Objectives:** Clearly defines the objectives of the dissemination plan. These include raising awareness, building partnerships, influencing policy, promoting uptake of project results.
5. **Communication Channels:** Identifies the most effective communication channels to reach each target audience. This includes the website, social media platforms, newsletters, conferences, workshops, webinars, and press releases.
6. **Timeline:** Presents an indicative timeline that outlines the dissemination activities over the course of the project. This includes milestones for major events, publications, and other key activities.
9. **Monitoring and Evaluation:** Defines metrics and indicators to measure the effectiveness of the dissemination activities. This includes website analytics, social media engagement, and expected audience reach. They will be used to regularly monitor and evaluate the progress against these metrics and adjust the dissemination strategy as needed.
12. **Risk Management:** Identifies potential risks and challenges that could impact the success of the dissemination activities and develop strategies to mitigate them.



By including these components in our dissemination plan, we can ensure that OriON European project effectively communicates its findings and engages with its target audiences to maximize impact.

### **3. PROJECT OVERVIEW**

The OriON JA project arises from a recognition of the pressing need to address cancer inequalities across Europe. With cancer affecting populations unevenly, there is a crucial imperative to establish a comprehensive Cancer Inequalities Registry. The establishment of a Cancer Inequalities Registry is a flagship initiative Number 9 of the Europe's Beating Cancer Plan (EBCP) and will identify trends, disparities and inequalities between European Member States (MS) and regions. The Joint Action on Contribution to the Cancer Inequalities Registry to Monitor National Cancer Control Policies (OriON) will support EBCP flagship initiative Number 9 to establish a Cancer Inequalities Registry to reduce cancer inequalities across the Union and thus contribute to the general objective of improving and fostering health in the Union. The aim of the OriON JA is to make available a mainly qualitative analysis of the national cancer control situation in the MS, including the state of play of implementation of the EBCP at national level as well as to make available data and insights on socio-economic inequalities to complement and enhance the analysis for the Cancer Inequalities Registry. The expected impact will be a reduction in measurable disparities in cancer prevention and care across the EU.

#### **3.1. General Objectives**

OriON JA aims to play a pivotal role in the advancement of an online platform, developed in collaboration with the European Observatory on Health Systems and Policies (OBS). This platform will comprehensively track the progress of health systems since the publication of the Innovative Partnership for Action Against Cancer (iPAAC) Joint Action (JA) Roadmap, alongside existing national cancer control policies. Envisioned to cover primary prevention, health promotion, cancer screening, diagnostics and treatment, and cancer care domains, the platform will serve as a dynamic repository of vital information.

The overarching objectives of OriON JA encompass several key aspects:

- Conducting a predominantly qualitative analysis of the national cancer control landscape within Member States (MS), including an assessment of Europe's Beating Cancer Plan (EBCP) implementation at the national level, ensuring comparability and frequent updates.
- Identifying and integrating evolving elements of the EBCP and National Cancer Control Plans (NCCPs) into the platform's planning and execution, capturing the evolving cancer control scenario across MS.
- Establishing and sustaining a network of expert institutions and country correspondents beyond the JA consortium members, encompassing MS both within and outside the consortium. This network will facilitate regular progress reviews across all EU MS and updates to the platform with progress indicators.
- Providing independent validation of reporting through routine review processes and the institution of external, expert, and peer review mechanisms.
- Supporting cross-cutting analysis of systemic factors enabling or hindering the implementation of NCCPs, contributing to the JA's work on identifying best practices and publishing relevant summaries and briefs.



- Generating annual country reports covering key EBCP areas, offering comprehensive insights into the cancer control landscape.
- Collaborating in the development of an evaluation framework to monitor EBCP implementation across EU Member States (MS).
- Working closely with existing initiatives such as the Cancer Inequalities Registry, as well as endeavours by the International Agency for Research on Cancer (IARC) and the Organisation for Economic Co-operation and Development (OECD), to maximize synergies and collective impact.
- Engaging in a collaborative effort with the OBS, leveraging associated partnerships, and involving correspondents from non-participating countries to enhance the development of the online platform. Expert input from these institutions will enrich surveys and deliverables with valuable insights and recommendations.
- Developing potential scenarios to facilitate the uptake of EBCP project outputs in cancer control and care within EU MS, fostering informed decision-making and policy implementation.

### 3.2. Specific Objectives:

OriON JA will confront the policies surrounding significant disparities and inequalities in cancer prevention and care both among and within European Member States (MS).

To fulfil OriON JA's overarching objectives, two specific objectives have been delineated:

#### 3.2.1. Specific Objective 1: Facilitating the Monitoring and Analysis of EBCP Implementation in Member States' Cancer Policy Frameworks.

This objective, intricately linked to the activities of Work Package 4 (WP4), aims to generate crucial insights into the adoption and execution of the Europe's Beating Cancer Plan (EBCP) within EU Member States (MS). A systematic and facilitated monitoring process of EBCP implementation will furnish invaluable information spanning prevention strategies, care provision, organizational dynamics, survivorship support, quality of life enhancements, and research endeavours across EU MS. Collaborative design efforts for the EBCP implementation framework seek to foster social capital, trust-building, and enhanced sharing of experiences and best practices among cancer policy entities, professional bodies, patient associations, and scientific communities across EU MS.

WP4's specific objectives encompass:

- Monitoring EBCP Uptake and Implementation in EU MS to identify areas for improvement, information gaps, and opportunities for mutual learning.
- Piloting the EBCP Monitoring & Evaluation (M&E) framework in three EU MS to validate the relevance and feasibility of OriON's approach.
- Maximizing the dissemination and impact of EBCP-generated knowledge and evidence, exploring the potential of advanced digital solutions.

Performance indicators include:

- **Process Indicator:** Monitoring EBCP Uptake and Implementation in EU MS, prioritizing data acquisition from EU MS and striving to involve six non-EU countries (Norway, Iceland, England, Scotland, Wales, and Northern Ireland).



- **Output Indicator:** Successful validation of the EBCP M&E framework in three EU MS, ensuring its applicability and effectiveness.
- **Outcome Indicator:** Establishment of a comprehensive online platform covering key policy domains across 33 EU and non-EU countries, updated annually.

*3.2.2. Specific Objective 2: Conducting an Assessment of the Current Landscape of National Cancer Control Programs (NCCPs), with Particular Emphasis on Addressing Inequalities.*

The landscape surrounding the formulation and implementation of National Cancer Control Programs (NCCPs), encompassing plans, strategies, and other pertinent national or regional cancer policy documents within European Member States (MS), is evolving rapidly. Maintaining an updated understanding of this European context holds paramount importance from various perspectives. To this end, a comprehensive survey will be conducted across MS to provide an overview and mapping of the current status of NCCPs and related cancer documents.

This mapping exercise will encompass several key elements, including the identification of currently active NCCPs and their respective end years, the presence of regional documents, and the extent of coverage of essential areas delineated in the European Guide for Quality NCCPs, as developed by the EPAAC JA (2011-2014). Additionally, a dedicated focus and subsequent analysis within the survey will delve into the realm of cancer inequalities. Based on the findings from the WP4 pilot and data availability, proposed actions will be formulated, with a robust discourse with key stakeholders across various forums leading to the tentative establishment of targets for mitigating inequalities.

Key stakeholders in this endeavour will include policymakers, NCCP coordinators, and national counterparts engaged in addressing cancer inequalities and other non-communicable diseases (NCDs). This is particularly pertinent for smaller Member States where such roles may overlap.

It's important to note that this project primarily concentrates on policy development and the evaluation, monitoring, prioritization, and alleviation of inequalities within NCCPs and other pertinent policy documents related to cancer. Direct involvement of patient advocates, representatives, or the broader public is not within the project's scope.

Performance Indicators:

- **Process Indicator:** Development and distribution of the survey to participating countries
  - **Target Value:** Distribution of a unified survey to 33 EU and non-EU countries, including Norway, Iceland, and the UK.
- **Output Indicator:** Collection of survey responses
  - **Target Value:** Attainment of responses from a minimum of 80% of participating countries.
- **Outcome Indicator:** Preparation of a comprehensive report and a scientific publication detailing the analysis of the current status of NCCPs, with a specific focus on addressing cancer inequalities.
  - **Target Value:** Production of one report and one scientific publication.



### 3.3. Consortium

The consortium for the OriON JA project comprises the following organizations:

1. Nacionalni Institut Za Javno Zdravje [Slovenia] - Coordinator
2. Onkoloski Institut Ljubljana [Slovenia] [Affiliated Entity]
3. Sciensano [Belgium] [Beneficiary]
4. Hrvatski Zavod Za Javno Zdravstvo [Hungary] [Beneficiary]
5. Ministry Of Health of The Republic Of Cyprus [Cyprus] [Beneficiary]
6. GR Ministry of Health [Greece] [Beneficiary]
7. Ilektroniki Diakyvernisi Koinonikis Asfalis Ae [Greece] [Affiliated Entity]
8. Orszagos Onkologiai Intezet [Hungary] [Beneficiary]
9. National Cancer Registry Board [Ireland] [Beneficiary]
10. Istituto Superiore Di Sanita [Italy] [Beneficiary]
11. Moh Ministero Della Salute [Italy] [Affiliated Entity]
12. Nacionalinis Vežio Institutas [Lithuania] [Beneficiary]
13. Ministry For Health - Government of Malta [Malta] [Beneficiary]
14. Stichting Integraal Kankercentrum Nederland [Netherlands] [Beneficiary]
15. Norwegian Institute of Public Health [Norway] [Beneficiary]
16. The Ministry of Health of The Republic Of Poland [Poland] [Beneficiary]
17. Institutul National De Sanatate Publica [Romania] [Beneficiary]
18. Narodne Centrum Zdravotnickych Informacii [Slovakia] [Beneficiary]
19. Fundacion Para El Fomento De La Investigacion Sanitaria Y Biomedica De La Comunitat Valenciana [Spain] [Beneficiary]
20. Consejeria De Salud Y Consumo De La Junta De Andalucia [Spain] [Affiliated Entity]
21. Fundacion Publica Andaluza Progreso Y Salud M.P. [Spain] [Affiliated Entity]
22. Socialstyrelsen [Sweden] [Beneficiary]
23. Sveriges Kommuner Och Regioner [Sweden] [Affiliated Entity]



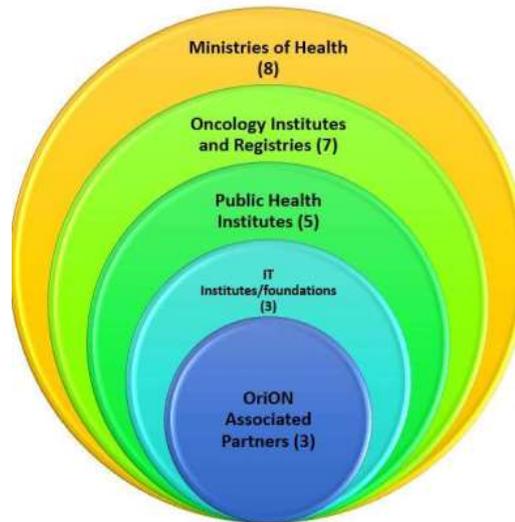


Figure 1: Graphical representation of consortium members.

### 3.4. Duration and Funding

The project is scheduled to last for 24 months, commencing on January 1, 2024. The breakdown of activities within each work package (WP) is as follows:

- WP1 Coordination: Spanning from Month 1 (M1) to Month 24 (M24).
- WP2 Dissemination: Operational from M1 to M24.
- WP3 Evaluation: Conducted throughout the entirety of the project, from M1 to M24.
- WP4 Sustainability and Implementation: Involving support for monitoring and analyzing the implementation of the Europe's Beating Cancer Plan (EBCP), covering the duration of M1 to M24.
- WP5 Analysis of Developments in NCCPs: Engaged from M1 to M24 for continuous assessment and analysis of National Cancer Control Programmes (NCCPs).

The budget allocated for the project amounts to **€1.249.999,68** Euros, with the European Union providing a contribution of **€999.999,47** Euros.

## 4. TARGETED AUDIENCE IDENTIFICATION

The dissemination team will receive support from IT specialists, communication experts, and social media managers. Every participant in the OriON JA will actively contribute to the dissemination and communication endeavours. The dissemination strategy will particularly focus on the following target groups:

a) **Policymakers/Influencers:** This entails empowering the establishment of the Cancer Inequalities Registry, targeting relevant ministries, governmental bodies, university departments, and researchers.

b) **Politicians at various levels and media representatives,** alongside other relevant sectors of interest.



c) **Health Professionals:** Addressing scientific aspects pertinent to the development of the Cancer Inequalities Registry.

d) **Stakeholders' Audience:** Promoting the Registry's development and garnering support from diverse entities such as patient advocacy groups, specialized institutions, oncology hospitals (both public and private), healthcare professionals, patient organizations, non-governmental organizations (NGOs), and pharmaceutical companies.

## 5. COMMUNICATION OBJECTIVES

The dissemination strategy formulated within WP2 of the OriON JA is designed to prioritize several critical communication and outreach initiatives:

1. Communicating the primary objectives, framework, and achievements of the OriON JA to stakeholders in a manner that informs, advocates, and involves relevant entities in leveraging the JA's outcomes. A pivotal aspect of this strategy involves establishing a website, which serves as the cornerstone of the JA's dissemination efforts.
2. Conveying scientific knowledge, insights, and findings to professionals and specialized audiences to apprise them of the JA's outcomes, facilitate their uptake, and offer guidance on their utilization. Social media platforms will play a pivotal role in disseminating this information effectively.
3. Facilitating engagement among targeted audiences through interactive platforms such as webinars and organized events. Throughout the JA's inception and developmental phases, the dissemination strategy aims to forge connections between the JA's methodology, structure, and findings with all potentially interested parties. This process will be initiated through a systematic, step-by-step approach and will continue as an ongoing dialogue with all stakeholders from Member States (MS) during the JA's implementation.

## 6. COMMUNICATION CHANNELS

The communication arsenal will include:

- social media platforms,
- stakeholder forums,
- online webinars,
- policy dialogues, among others.

Every message will be meticulously crafted through the collaborative effort of all Member States (MS), ensuring alignment with specific target audiences. This collaborative approach extends to determining language usage, content, timing of message dissemination, tone, style, and audience targeting, with input from MS representatives. These factors will form the foundation of the communication strategy. Furthermore, adherence to graphic identity and acknowledgment of EU funding will be rigorously maintained across all communication channels. While English will suffice for reaching most target groups, addressing local audiences in their native languages will enhance effectiveness. Consequently, certain documents will undergo translation into local languages to cater to diverse audiences effectively.

**Note:** As of the report's drafting, the website and forum are currently undergoing paperwork finalization with the subcontractor. This administrative process is expected to result in a 15-day delay. This delay is attributed to IDIKA SA, the WP2 leader, being a public non-profit organization subject to intricate subcontracting procedures mandated by Greek laws. Adhering to these regulations guarantees transparency standards for Greek citizens and is



enforced by the state. A distinct deliverable focusing on the website and leaflet will outline the progress made in these areas. This will be referred to as **Deliverable D2.4 – Project Website and Leaflet**.

### 6.1. Website

The website for the JA Orion will fulfil the following requirements:

1. Integration with the existing IDIKA website, ensuring full extensibility.
2. Provision of features to:
  - a. Disseminate project knowledge and results to project stakeholders and the scientific community. Stakeholders should be categorized, and the website should facilitate easy location of relevant information through different sections, search capabilities, classification options, etc.
  - b. Engage stakeholders by allowing them to subscribe to project newsletters, access communication channels (e.g., LinkedIn, Twitter), declare participation in events, and register for events through a connected registration system. The management team should have access to view all event registrations and export data in an editable format (e.g., Excel) for sending invitations.
  - c. Allow administrators to create announcements for project news or events.
  - d. Enable administrators to dynamically create new sections to add publicly available project deliverables (e.g., summaries or full documents).
  - e. Incorporate an electronic AI bot capable of answering simple questions and directing users to relevant content. For example, the bot should be able to provide information on project topics, the availability of content on specific thematic units, details of upcoming events, and instructions for event locations.

### 6.2. Forum

The forum for JA Orion should meet the following specifications:

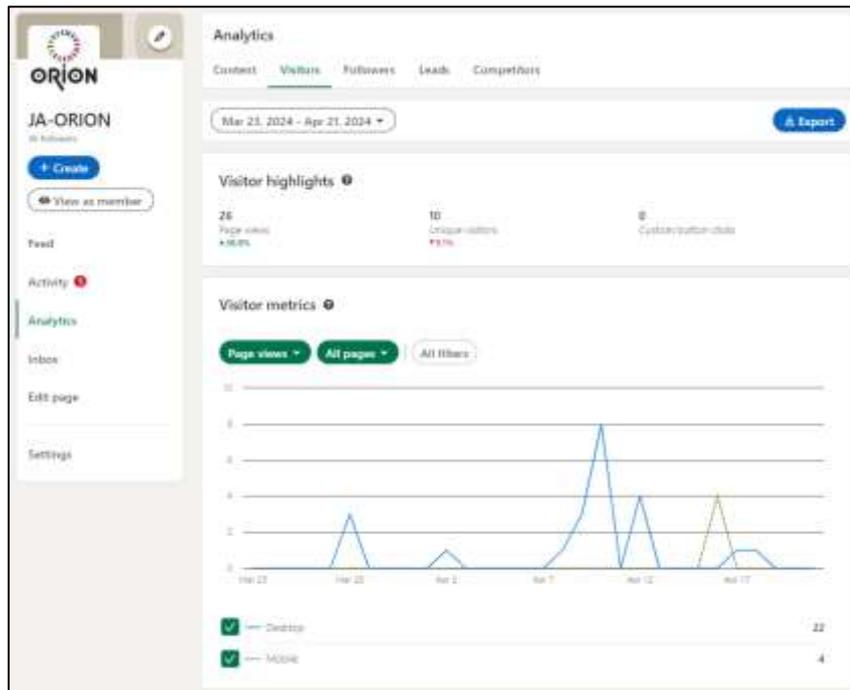
1. Integration within the new website (to be developed), accessible through a direct link, and fully extensible.
2. User management capabilities, including registration, editing, deactivation, and deletion, to be handled by administrators.
3. Users should have the ability to edit their personal information, such as identity details and interests.
4. Compliance with GDPR regulations, allowing users to request the sending or deletion of their personal data.
5. Incorporation of modern forum functionalities, including the creation of thematic sections and discussions, the ability to follow threads, register for notifications on topics or discussions, receive updates for new responses, establish a network of contacts, and engage in private messaging via chat.

### 6.3. LinkedIn

Since the project's inception at the kick-off meeting, we established a dedicated LinkedIn account for the JA Orion project, incorporating its logo and relevant hashtags for streamlined access to page announcements and news. To foster consortium member involvement, we







**Figure 3: LinkedIn visitor analytics.**

#### 6.4. Leaflet

Leaflet on two pages will be used in various contexts to disseminate information about the project and its objectives. Some common scenarios include:

1. **Conferences and Workshops:** Leaflet can be distributed during conferences, workshops, or other events related to the project. It will serve as handy tool for attendees to learn about the project's goals, partners, and outcomes.
2. **Stakeholder Meetings:** When engaging with stakeholders such as policymakers, industry professionals, or community representatives, the leaflet can provide a concise overview of the project's relevance and impact.
3. **Public Outreach Events:** Leaflet can be distributed at public outreach events, such as science fairs or community gatherings, to raise awareness about the project among the general public.
4. **Networking Opportunities:** During networking events or meetings with potential collaborators or funders, sharing the project leaflet can facilitate discussions and convey key information about the project efficiently.
5. **Online Distribution:** Digital versions of the leaflet can be shared on project websites, social media platforms, and email newsletters to reach a broader audience and enhance visibility.

Overall, the leaflet serves as a versatile tool for communication and promotion, helping to increase awareness, engage stakeholders, and showcase the project's achievements.



## 6.5. Newsletters, webinars, press releases.

Task 2.3, led by IDIKA SA with involvement from all partners, spans from Month 1 to Month 24. Its objectives are to disseminate project findings and arrange two stakeholder gatherings. These include a concluding online webinar aimed at a broad stakeholder audience and an in-person Stakeholder Forum in Brussels [organized by IDIKA SA and NIJZ] targeting key EU-level stakeholders.

Dissemination through newsletters and press releases will involve sharing project updates and achievements through these communication channels.

## 7. TIMELINE

The deliverables for the dissemination plan of the Orion Project are the following:

**D2.1 Dissemination and Communication Plan:** This is a document/report outlining the dissemination and communication strategy for the project. It includes details such as target audience, communication channels, key messages, and timelines. It's marked as public, indicating it's intended for widespread distribution.

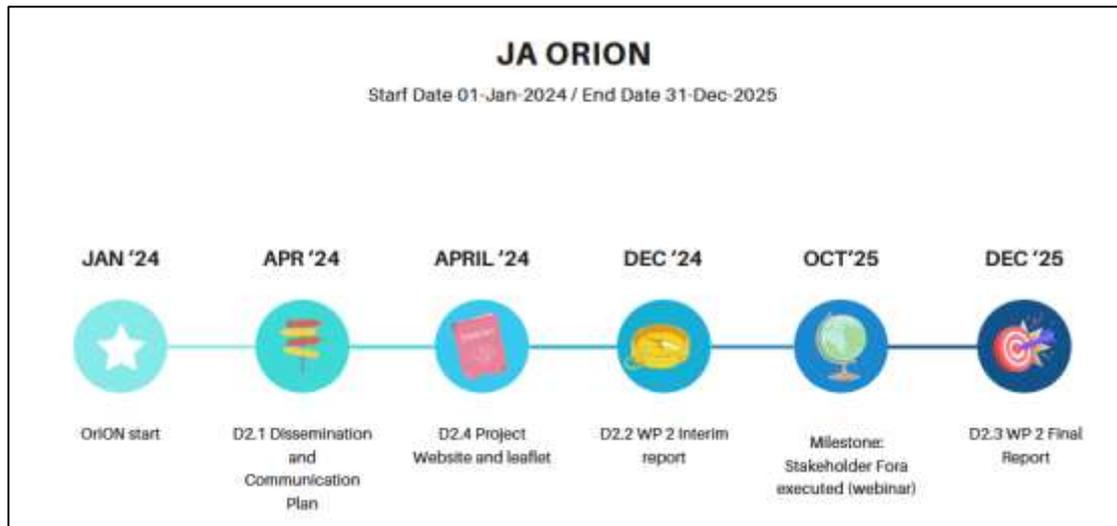
**D2.2 Interim Report:** This is a progress report for Work Package 2 (WP2) of the project. It provides an update on the work completed so far, any challenges faced, and plans for the remainder of the project. It's marked as public, suggesting it can be shared with stakeholders and the public to keep them informed about the project's progress.

**D2.3 Final Report:** This is the final report for Work Package 2 (WP2) of the project. It summarizes all the work done in WP2, including outcomes, achievements, lessons learned, and recommendations for future work. Being marked as public, it indicates that it will be shared with stakeholders and the public for transparency and dissemination of project results.

**D2.4 Project Website and Leaflet:** This deliverable involves the creation of a website, a forum and a leaflet for the Orion Project. The website serves as an online platform to provide information about the project, its objectives, partners, progress, and outcomes. The leaflet is a digital promotional material providing a concise overview of the project. Both the website and leaflet are marked as public, indicating they are intended for public access and dissemination.

These deliverables collectively aim to ensure effective dissemination of project information, progress, and outcomes to stakeholders, partners, and the wider public.





**Figure 4: Timeline of WP2 Dissemination**

## 8. MONITORING AND EVALUATION

For a European small project, especially one like the Orion Project, monitoring and evaluating dissemination activities is crucial for assessing the effectiveness of communication strategies and ensuring that project goals are being met. Here are some specific metrics that we defined for monitoring and evaluation:

### 1. Website and social media analytics:

- Unique Visitors [200 in 2 years]: The number of distinct individuals who visit the project website.
- Page Views [400 in 2 years]: The total number of pages viewed on the website.
- Time on Page [1 minute]: The average amount of time visitors spends on each page.
- Followers/Fans [80 followers]: The number of people following the project's social media accounts (e.g. LinkedIn).
- Likes, Shares, and Comments [200 interaction including all media platforms in 2 years]: The level of interaction with posts, indicating audience engagement.

### 2. Expected Audience Reach:

- Geographic Reach [3 countries at least]: The number of countries or regions where the project's message has been disseminated.
- Media Reach [3 at least in 2 years]: The number of media outlets that have covered or mentioned the project.

Regularly monitoring these metrics will allow the project teams to assess the impact of our dissemination efforts, identify areas for improvement, and make data-driven decisions to adjust the dissemination strategy as needed.



## 9. RISK MANAGEMENT

**Table 1: Dissemination Risk Management**

Critical risks and risk management strategy					
Risk No	Description	Impact	Likelihood	Work Package(s)	Proposed risk-mitigation measures
1	Graphic identity and leaflet. Consortium may request numerous design revisions, causing delays and impacting project timelines.	Medium	Medium	WP2	Establish clear communication channels with consortium to gather feedback and expectations upfront. Set realistic expectations regarding the number of revisions allowed within the project timeline.
2	Graphic identity and leaflet. Limited availability of skilled designers or resources may delay the graphic design process	Low	Low	WP2	Identify resource requirements early in the project and allocate sufficient time and budget for design activities. Consider outsourcing design work to reputable agencies or freelancers if internal resources are limited.
3	Stakeholder Fora executed. Technical glitches, such as poor internet connectivity, platform crashes, or audio/video issues, may disrupt the webinar proceedings and diminish participant experience	High	High	WP2	Conduct thorough testing of the webinar platform before the event to identify and resolve any technical issues. Have backup plans in place, such as alternative communication channels or pre-recorded presentations, to mitigate disruptions. Provide participants with clear instructions for accessing the webinar and troubleshooting common technical problems
4	Stakeholder Fora executed. Low turnout for the webinar and in-person forum may undermine the effectiveness of disseminating project results and engaging stakeholders.	Medium	High	WP2	Develop a targeted marketing and promotion strategy to raise awareness and generate interest in the events. Utilize multiple communication channels, such as email newsletters, social media, and partner networks, to reach the target audience. Offer incentives or benefits for participation, such as



5	<p>Website and Forum. Technical issues such as bugs, server crashes, or compatibility issues across different devices and browsers may arise during website and forum development.</p>	High	Low	WP2	<p>valuable insights, networking opportunities, or continuing education credits.</p> <p>Conduct thorough testing throughout the development process to identify and address technical issues promptly. Use robust development frameworks and technologies with proven reliability. Engage experienced web developers who are proficient in addressing technical challenges. Implement version control systems to track changes and revert to previous versions if necessary.</p>
6	<p>Website and Forum. The scope of the website and forum development may expand beyond the initial requirements, leading to delays and increased costs</p>	Medium	Low	WP2	<p>Clearly define the project scope, objectives, and deliverables in the project plan. Obtain consortium approval for the scope before initiating development. Establish a change management process to evaluate and approve any proposed changes to the scope. Prioritize features based on their importance and feasibility to prevent scope creep</p>
7	<p>Website and Forum. Security breaches such as hacking, data leaks, or malware infections may compromise the confidentiality, integrity, and availability of the website and forum.</p>	High	Medium	WP2	<p>Implement robust security measures, including encryption, firewalls, intrusion detection systems, and regular security audits. Keep software and plugins up-to-date with security patches and fixes. Enforce strong password policies and access controls to prevent unauthorized access. Conduct regular vulnerability assessments and penetration testing to identify and address potential security vulnerabilities</p>



8	<p>Website and Forum. Low user engagement or participation on the website and forum may limit the effectiveness of communication and collaboration among project stakeholders.</p>	High	Medium	WP2	<p>Design the website and forum with user-friendly interfaces, intuitive navigation, and engaging features to encourage user interaction and participation. Facilitate discussions, knowledge sharing, and networking opportunities to foster a sense of community among users. Regularly monitor user activity and feedback to identify areas for improvement and address any issues promptly.</p>
9	<p>Website and Forum. Non-compliance with legal requirements such as data protection regulations (e.g., GDPR), copyright laws, or accessibility standards may result in legal consequences or reputational damage</p>	High	Medium	WP2	<p>Ensure compliance with relevant laws, regulations, and industry standards governing website and forum development, content management, and user data protection. Obtain necessary permissions or licenses for using copyrighted materials and third-party plugins. Implement privacy policies, terms of use, and cookie notices to inform users about their rights and obligations. Conduct regular audits and assessments to verify compliance with legal and regulatory requirements.</p>



## 10. CONCLUSIONS

The dissemination plan outlines strategies for effectively communicating the objectives, progress, and outcomes of the project. It identifies key stakeholders such as policymakers, healthcare professionals, researchers, patient advocacy groups, and the general public who will benefit from project findings and outputs. It aims to raise awareness about the project's objectives, promote understanding of its relevance and potential impact, and foster engagement among target audiences. It utilizes various channels including a dedicated website, forums, LinkedIn, leaflets, newsletters, webinars, and press releases to disseminate information effectively and reach diverse audiences. It also outlines a detailed timeline for communication activities, ensuring timely delivery of messages and alignment with project milestones. Furthermore, it establishes metrics and processes for monitoring the effectiveness of communication activities, gathering feedback, and assessing audience engagement to inform ongoing improvements. Finally, it identifies potential risks such as misinformation, stakeholder disengagement, or technical issues, and outlines strategies to mitigate these risks proactively.

By implementing this dissemination plan, the project aims to maximize its reach, engagement, and impact, ultimately contributing to improved cancer policy frameworks and national cancer control programs worldwide.

## APPENDIX 1: REFERENCES AND RELATED DOCUMENTS

ID	Reference or Related Document	Source or Link/Location
1	OriON Grant Agreement 101127673	Associated with document Ref. Ares(2023)7009887 - 16/10/2023
2		

