REVERT

DELIVERABLE 7.1

REVERT website

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ABSTRACT

This dissemination and communication plan describes in detail the target groups for the REVERT project and the channels and content that will be used to reach them.

STATEMENT OF ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

DISCLAIMER

Disclaimer: The content of this Communication and Dissemination Plan represents the views of the authors only and is their sole responsibility; it cannot be considered to reflect the views of the European Commission. The European Commission do not accept any responsibility for use that may be made of the information it contains.

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1.   INTRODUCTION

Colorectal cancer (CRC) is among the most frequent causes of cancer deaths (https://seer.cancer.gov/statfacts/). About 50% of CRC patients with local or regional disease will develop distant metastases, while almost 21% of CRC patients have metastases already at the time of diagnosis, with a 5-year survival of 13.8% (https://seer.cancer.gov/statfacts/). The selection of the optimal first-line treatment therefore represents a crucial step in the therapeutic pathway of patients with metastatic CRC (mCRC), allowing a significant improvement in both the objective response rate (RR) and overall survival (OS) thanks to the development and combination of different drugs, both cytotoxic (fluoropyrimidine, oxaliplatin, irinotecan) and biological (cetuximab, panitumumab, bevacizumab).

In this contest, the REVERT project will address the specific challenge of understanding at the system level the pathophysiology of mCRC cancer in patients who respond well or poorly to therapies, in order to design an optimal strategy for mCRC on a case by case basis, with therapeutic interventions modulated according to the characteristics of the patient. As a result, REVERT will develop an innovative artificial intelligence (AI) based decision support system using the real world experience and data of experienced general hospitals operating in the EU health system, ultimately in order to develop an improved model of combinatorial therapy - based on a personalized medical approach - which identifies the most efficient and economical therapeutic intervention for patients with unresectable mCRC. This objective will be pursued through the construction of REVERT-DataBase (RDB) thanks to a large number of standardized biobank samples with related structured data and clinical databases (including known clinical and biological aspects, as well as new, potential prognostic / predictive biomarkers) from different important European clinical centers. The RDB, in turn, will be used to build a sophisticated computational framework based on artificial intelligence to evaluate its impact on survival and quality of life in a prospective clinical trial by testing new treatment sequences of available molecular drugs authorized for mCRC patients. In the end, the REVERT will also generate an EU- network among SMEs, Research Institutions, Clinical Centres and Biobanks focused on R&D in the field of AI-Health for the development of personalised medicine.

In this framework, the importance of timely and effective communication of project activities and results is inherent to the success and the overall impact of the REVERT project, so a well-developed dissemination strategy that specifically identifies and addresses the needs of project communication provides a solid framework for dissemination activities.

2. WEBSITE OBJECTIVES

The REVERT project website is www.revert-project.eu. The main objective of this tool is to share information, learning experience for visitors including slides and publications, give visibility to the project actions and results achieved and elicit feedback from the stakeholders. In principle, the site will have a public area and a private one.

The REVERT project website will be one of the most important dissemination and working tool of the project communication strategy. It will be an interactive and strategic contact tool, where stakeholders can find hypertexts and information, upcoming REVERT events, intermediate and final reports, layman reports, newsletters (and the possibility to subscribe for the newsletter) and any published article or communication material. The website will also contain information for the press and general public as well as job postings of the partners. Content and language will be carefully tailored according to the specific target audience.

The graphical design of the website will be developed in line with the REVERT project Corporate identity. It will contain:

- Static and descriptive pages (project description, partners description)
- Dynamic information pages (news, newsletters, job posting, contact details and dissemination materials such as electronic newsletter, press releases, working documents of the seminars, publications, white papers)
- A partners' dynamic dedicated section
- The Twitter and LinkedIn buttons to directly connect to the project's social media

2.1 Content of the website

All partners are regularly involved in the drafting of contents and updates contributing to the production of material for the website and other communication tools and will contribute to the development and execution of the strategy, on the basis of their specific areas of expertise and their respective countries.

Each WP leader and co-leader will encourage and support his/her team in the publication of at least one paper in lay journals or institutional newsletters and make them available on the project website:

- All published scientific articles, papers in lay journals, etc. will be open access on the project website
- Any other scientific and results dissemination from the project presented in scientific events like: posters, conference abstracts, oral presentations, etc. will be open access on the project website

2.2 Language of the website

The main information on the website, as for the other key dissemination tools, as the leaflet and brochure report, will be produced in English.

3. WEBSITE GRAPHIC DESIGN

The present document accompanies the REVERT online presence, which has been launched in project month 3. The website can be directly accessed using the URL www.revert-project.eu.

The project website is at the centre of the REVERT project's online communication strategy. As a dissemination tool, the project website provides an entry point for a variety of stakeholders such as patient group representatives, carers and practitioners, health sector professionals, policy makers, researchers and the scientific community, as well the wider public. Mindful of the different audience it attracts, the website's focus is on presenting the project and its work in a way that is appealing to all visitors. Accordingly, most attention is paid to conveying core contents in an attractive and comprehensive manner.

The page has been built on WordPress, an open source content management system, and uses a responsive layout thereby allowing seamless output on different types of user agents (e.g. mobile phones or tablets). It follows the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way. Figure 1 displays the current structure of the REVERT website as implemented at the beginning of the project.

Figure 1 - Website structure

www.revert-project.eu
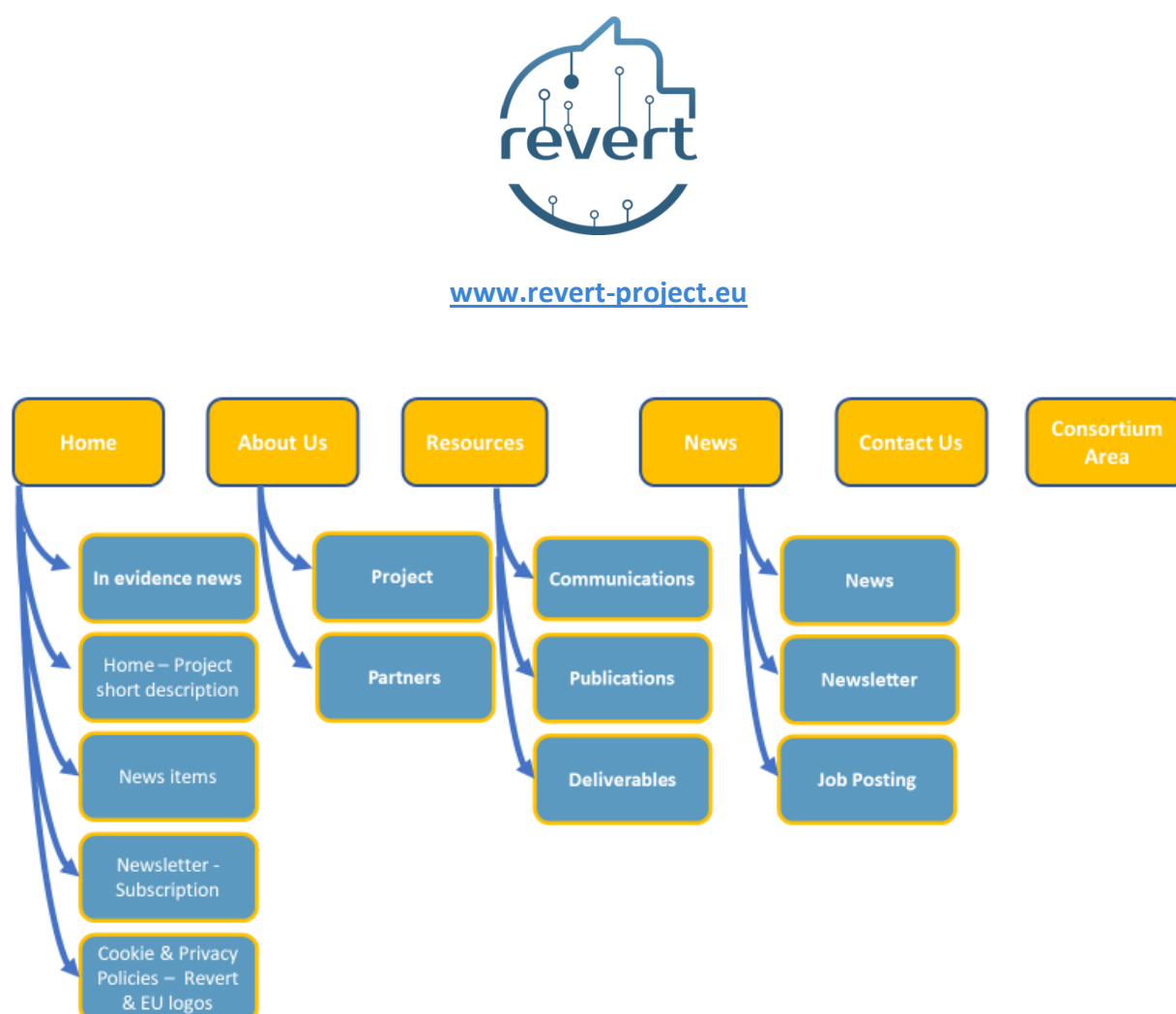
3.1 Home

Website visitors reach the REVERT homepage from where they are encouraged to further explore the website. A short introductory text about the project and its mission is given and visitors need to click through the dedicated sections of the website – a button directs them to the key section where further information about REVERT can be found. Further to this, a newsletter banner with a button has been included directing visitors to the newsletter registration form. The most recent three news items are also presented, thus regularly changing the appearance of the homepage, motivating visitors to further explore and return to the website. A fire-shot of the REVERT homepage is included below:

Figure 2 - Homepage
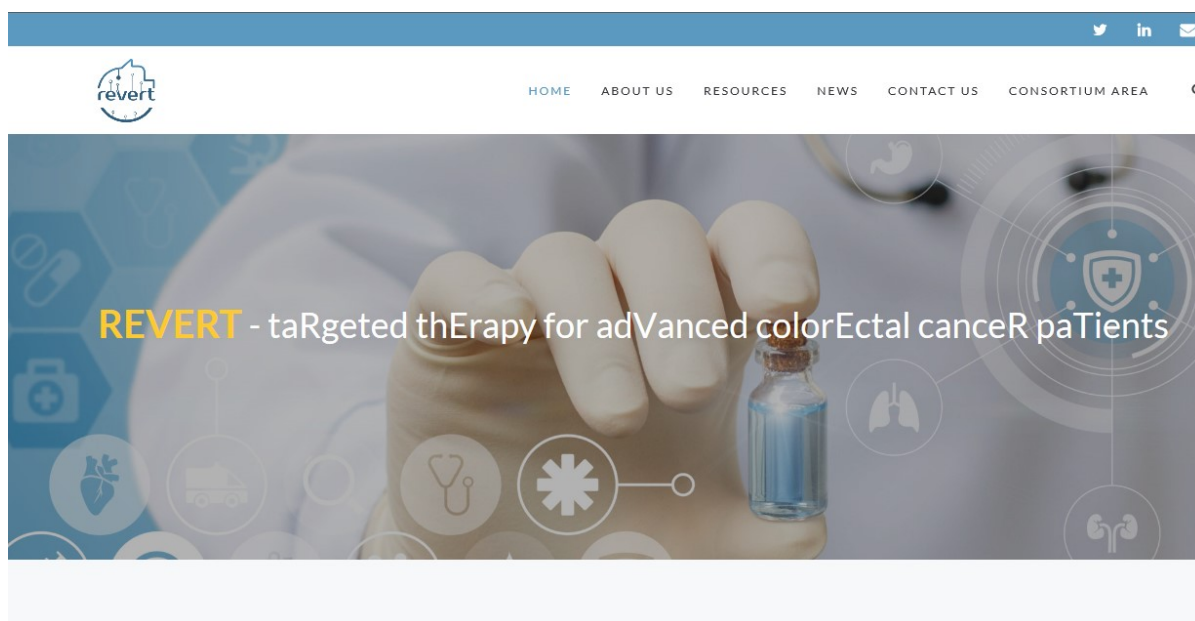
3.2   About us

The "About Us" Section includes:

- a "Project" section with a general overview of the project, encompassing its general and specific objectives.
- a "Partners" section where visitors of the website can explore the organizations forming the REVERT Consortium. Each Consortium partner is represented with an introductory text about the organization along with the logo and the staff pictures.

Figure 3 - About Us – Partners page
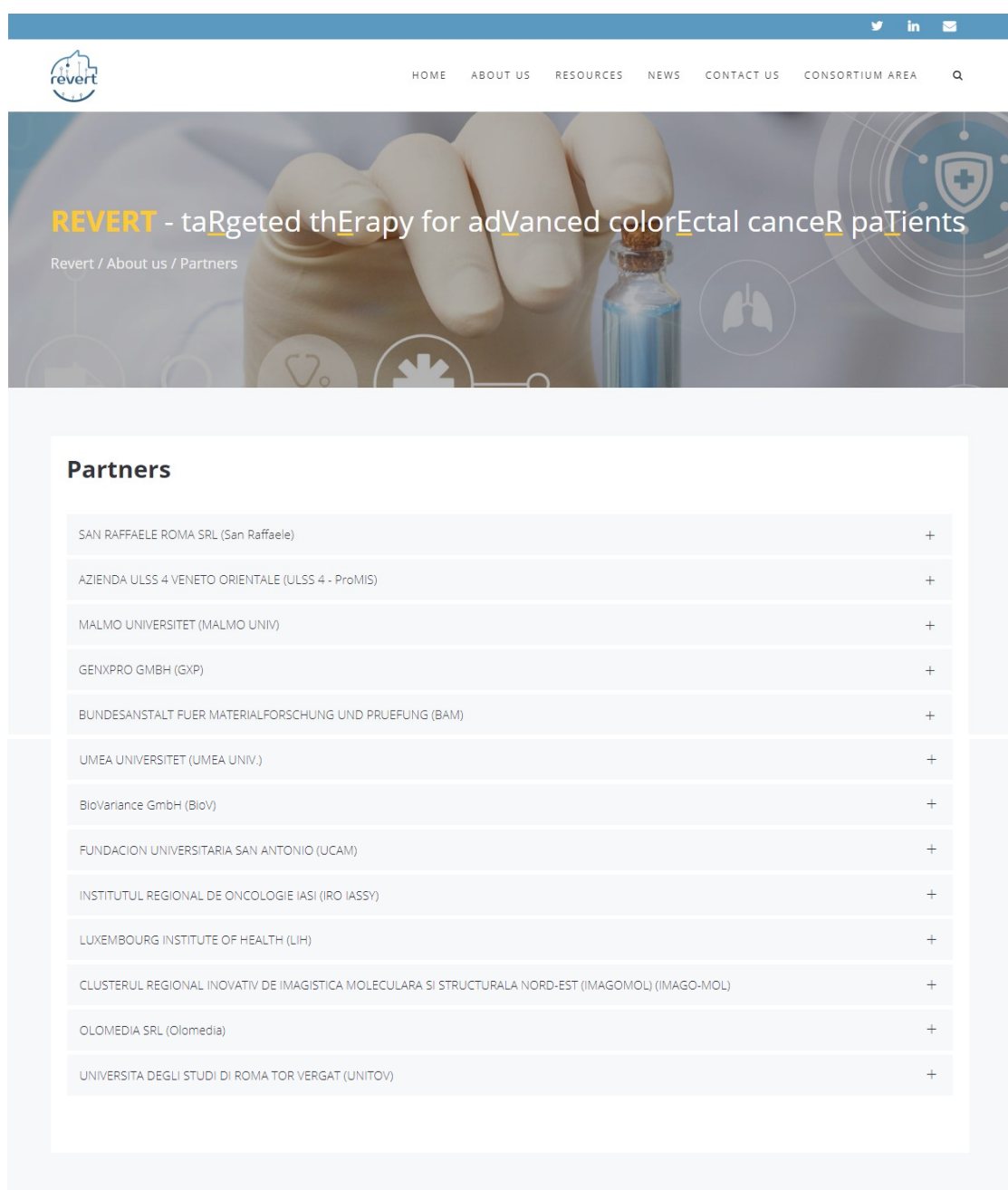
3.3 Resources

This section will be populated with different kind of information and materials downloadable in PDF format.

- "Communications" space will include online versions of communication and dissemination material produced over the course of the project (e.g. leaflets)
- "Publications" will contain available publications and scientific articles related to project results and white papers foreseen in the Grant Agreement

▪ "Deliverables" area will include all public deliverables produced once validated by the European Commission in order to make them available to stakeholders and to the wider audience.

3.4 News
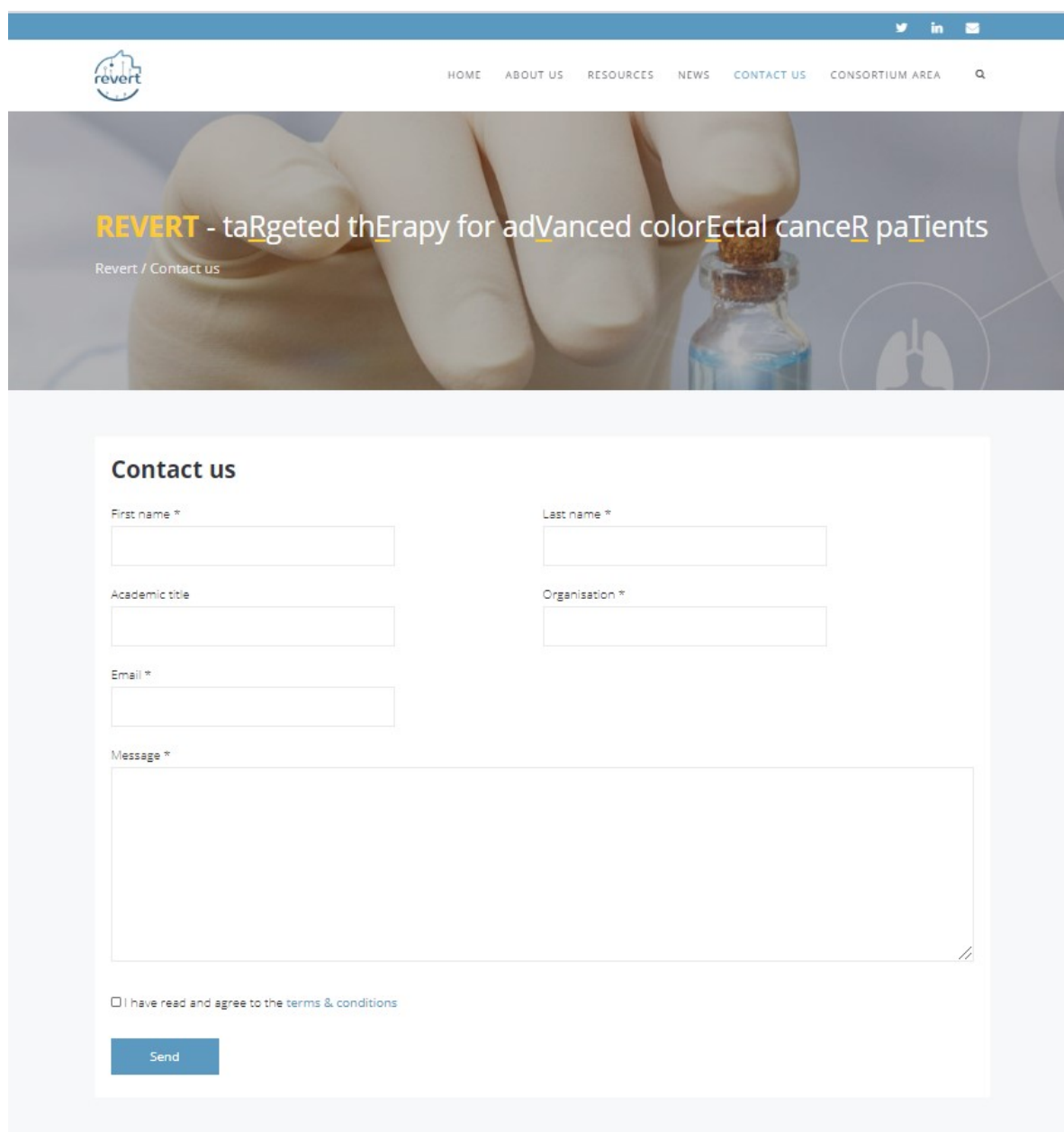
"News" section aim is to disseminate and spread information and news about REVERT and Colorectal cancer context.

▪ "News" section provides a feed of all the news items produced over the course of REVERT. The project will regularly publish online news relating to its own work and achievements, but also to that of project partners and newsworthy occurrences in the field of health promotion, prevention, oncology and health technologies. Partners are polled regularly to provide news items for the website. All news items are presented in a list view, each complemented with a short teaser and key visual. The three most recent news items will always be automatically presented on the homepage of the website (see Figure 2).

▪ "Newsletter" area will contain all the periodic newsletters shared among partners, participants, key stakeholders and their networks of affiliates. It will be possible to subscribe to the newsletter while accessing this area.

▪ "Job posting" will be dedicated for hiring experts, post-docs or PhD students in partner organizations. Each job position will be linked to the dedicated page created by the REVERT partner interesting in employing personnel.

3.5 Contact Us

This section offers the wider public the opportunity to contact the lead partner of the project by filling in a template, which includes name, surname, organization and email contact. In addition, there is a dedicated space for reporting a short message. A fire-shot of the REVERT "Contact us" page is included below:

Figure 4 - Contact Us Page

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 848098".

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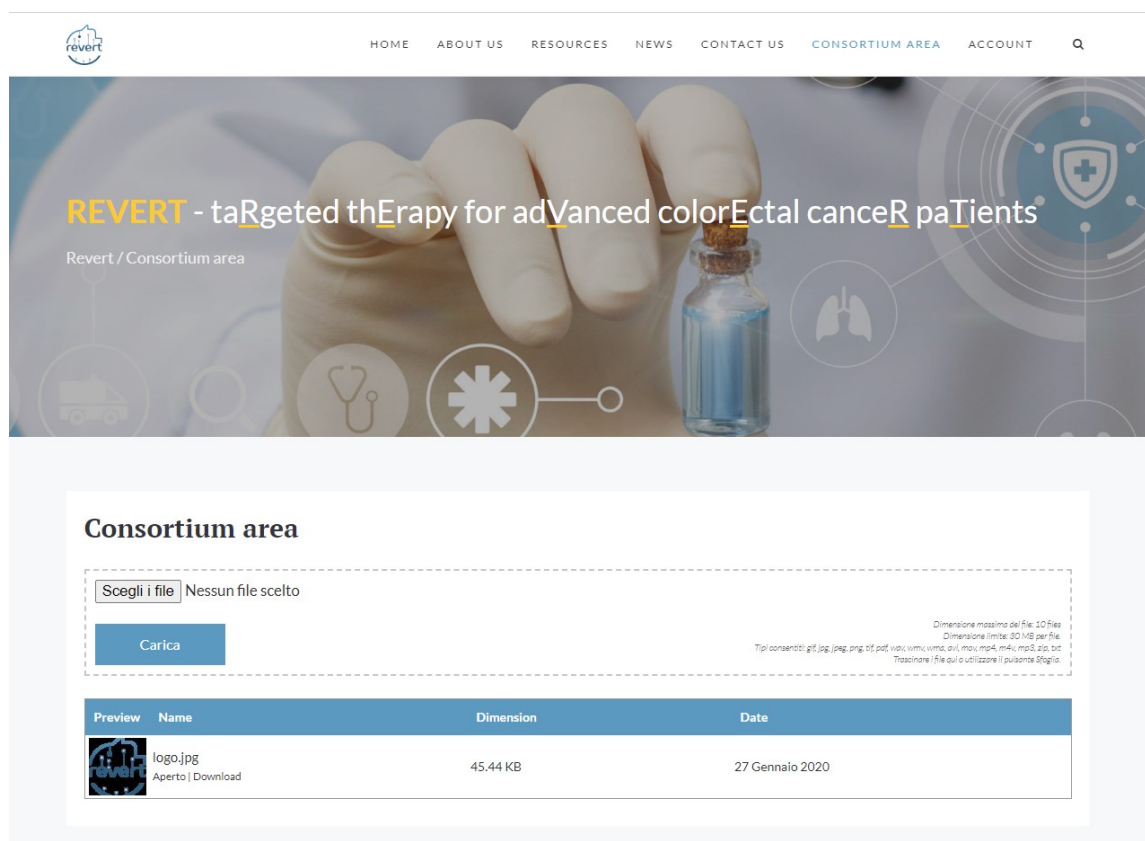### 3.6 Consortium Area

Each partner can directly update and contribute to the content's definition of the website, thanks to a password-protected reserved area. In this way, each partner can upload the final version of the deliverables produced.

For illustrative purposes, a partner profile image is reported below:

Figure 5 – Consortium Area

4.   OUTLOOK

Since the project will produce several tangible outputs over its lifetime, the website will be updated and amended when feasible. In general, the website will be managed and updated continuously throughout the project. The structure of the site is flexible, so that new pages can be added or existing pages can be renamed or removed easily.

The following additions are currently envisaged to be implemented in the upcoming project months:
- Downloads such as info material, public deliverables and publications will be made available
- "Contact us" section will be implemented with all the partners and affiliates contact, logo and staff pictures

4.1 Dissemination of the website

The project website should be visible in any communication and dissemination tool, for example at the end of emails, to invite stakeholders or to send information to the media.

All partners will promote the REVERT project website by putting the link in their institutional home page and are invited to have a dedicated section for the REVERT project on their own institutional websites and in their national language. This will present the project, upload the main results reached locally and promote local events. They will be responsible to set it up and to update it regularly. The dedicated section should have a link to the official website.

Moreover, national and regional websites on similar topics will be approached to be linked to the REVERT project website, in order to enhance the dissemination of the REVERT project's results.

End of Deliverable 7.1