D6.1 Dissemination and Communication plan

PRISM 2 – GA 101034377
Psychiatric Ratings using
Intermediate Stratified Markers 2

**WP 06 - Dissemination,
communication, exploitation
and training**

Lead contributor	Ligia Bohn & Alexander Schubert, ECNP (11)
	l.bohn@ecnp.eu
Other contributors	Martien Kas, RUG (1); Hugh Marston & Sarah Soetbeer, BI (13), Karin Eskenazi, CVB (12), Juliane Dittrich, concentris (9)

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V1	12.08.21	First Draft
V2	19.08.21	Comments
V3	27.08.21	Draft
V4	30.09.2021	Final Version

Publishable Summary

The Dissemination and Communication plan specifies the exploitation and dissemination activities to be implemented, in line with the terms and conditions of the Consortium Agreement.

This will be a dynamic document, periodically updated, to be used as an internal guide on how and when to effectively communicate on PRISM 2 activities and results. The aim is to produce all PRISM 2 communications in clear and accessible formats to ensure that we reach the different target groups. The dissemination and exploitation of the project and its results will be closely monitored and updated by the Impact and Innovation Board (IIB) whenever necessary.

D6.1 Dissemination and communication Plan

Project summary
The PRISM project aims to develop a quantitative biological approach to the understanding and treatment of neuropsychiatric diseases. The PRISM project aims to unpick the biological reasons underlying social dysfunction, which is a common early symptom of schizophrenia, Alzheimer's disease and major depressive disorder, and thereby addresses the lack of understanding of the root biological causes which is one of the reasons behind the dramatic slowdown in the development of new drugs to treat neuropsychiatric disorders.

PRISM 2 Communication and Dissemination Plan

ECNP, BI, concentris, RUG and CVB will work with all partners to identify their dissemination, and communication needs throughout the project, updating this document as required.
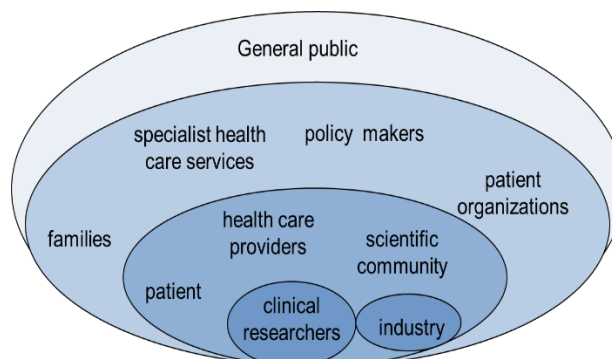
Stakeholders in PRISM 2

Definitions

In this we apply the following interpretation:

- **Dissemination** involves the transfer of scientific results to be used by others (most likely expert communities such as other scientists in academia or industry).

- **Communication** is a strategically planned process aimed at promoting the action and its results in particular towards lay stakeholders and the general public.

1. Internal Communications: PRISM 2 Work Packages

The **purpose** of our internal communications strategy is to ensure that:

- Partners are consulted appropriately, but not exhaustively, on matters relating to communications and dissemination.
- Partners have access to the resources they need for local communications.

Actions to support internal communications are:

1.1. To create mailing lists, using the concentris mailing list system, for the group as follows. These will ensure that internal communications always reach the right people. See Appendix 1 for a list of emails to populate the lists below at the time of writing.

Mailing list handler	Members
juliane.dittrich@concentris.de	WP leads and their PAs; project co-ordinator (RUG)
juliane.dittrich@concentris.de	Nominated communications contacts for each partner
juliane.dittrich@concentris.de	All staff, including WP leads, postdocs, technicians and students

1.2. To create an intranet site to allow the storing and sharing of non-confidential, non-sensitive materials such as study logos, press releases, template wording, draft deliverables, etc.

1.3. To complete a RACI Matrix to record who is Responsible, Accountable, Consulted and Informed about specific communications and dissemination tasks.

1.4. concentris will host regular online meetings for all WP leads and the project co-ordinator via GoToMeeting
    - Scheduled ideally in a fixed day and time, e.g. 3rd Tuesday of the month.
    - Announced by email with an Outlook calendar invitation and a separate email with agenda attached.
    - Documents ideally to be shared 48 hours in advance but can also be displayed using Screen Share during the meeting.

1.5. concentris will organise the annual General Assembly with the support of (local) consortium partners. These will change location each time, with the kick-off meeting being online via Zoom.

1.6. concentris will plan the Steering Committees meetings to take place twice a year face-to-face or via telephone or web conference. One face-to-face meeting per year will be combined with the General Assembly meeting.

1.7. concentris will arrange the master classes for early career researchers to coincide with the annual General Assembly Steering Committee and the Scientific and Ethical Advisory Board meetings.

The link to the coordination team's work is ensured as Hugh Marston (BI) is a member in both committees.

2. External Communication: Website, Social Media & Press

The **purpose** of our website and social media strategy is to ensure that:

- The PRISM 2 project has a public-facing identity that inspires trust.
- Scientific discoveries have the widest possible reach.
- The PRISM 2 consortium is a force for good in the mental and physical health domain.
- External communications proceed efficiently without the need for excessive internal consultation.
- Individual sites have capacity to translate English-language communications for local use.

Actions to support website, social media and press strategy are:

2.1. To form a communication group with BI, CVB and ECNP to streamline the communications approach.

2.2. To identify a Communications Contact for each WP who will be the go-to person for queries such as checking scientific accuracy, posting with subject-relevant hashtags, etc.

2.3. To encourage making public engagement a standing item on the local team agenda of each WP, to remind them to discuss and share any news with concentris and the ECNP comms team.

2.4. To design a logo and provide it to partners in a range of formats.

2.5. To create a website hosted at concentris, with content sourced from all WPs and affiliated institutions. The website will showcase the project results in the form of abstracts and lay summaries of published papers and conference presentations, as well as links to news items and relevant events. General information about the consortium, PRISM 2 research objectives, and a list of partners can be found at the website as well.

2.6. To update the website at minimum six-monthly intervals, ensuring that the correct staff information and latest scientific developments are reflected.

2.7. To source and collate information from all WPs and affiliated Institutions that can be re-purposed for social media promotions without the need for back and forth approvals. Update this at six-monthly intervals.

2.8. To use specific social media channels to focus and maintain an active online presence drawing upon milestones, deliverables and developments as they occur (Twitter @IMI2PRISM2 and Facebook https://www.facebook.com/IMI2PRISM2). Social Media will

direct readers to the PRISM 2 website, where in-depth information will be available. When the topic is relevant, all partners will share PRISM 2 to their own channels to increase our reach.

2.9. To enable Communications Contacts to access the @IMI2PRISM2 Twitter account and post using project-specific guidelines (see Appendix 3).

2.10. To help partners to identify papers/points in the project that would be of interest to the media (ECNP). Press releases will be drafted in collaboration with partner's own press office. When appropriate, press releases will be uploaded to central databases such as AlphaGalileo (https://www.alphagalileo.org/en-gb/), to make research highlights visible and accessible for the media.

2.11. ECNP will produce a leaflet introducing the PRISM 2 project, that partners may translate into their own languages.

3. External Dissemination: Academics & Clinicians

The **purpose** of our dissemination strategy for academics and clinicians is to ensure that:

- PRISM 2 builds and maintains a reputation for scientific excellence and clinical relevance.
- Novel scientific discoveries reach interested academics, clinicians and therapy developers.
- Methodological innovations are disseminated to the research community.
- Increase the potential for uptake of PRISM 2 project outputs.

Actions to support dissemination to academics and clinicians are:

3.1. All partners to contribute to scientific publications in gold-open-access peer-reviewed journals and consider the journals that will best reach clinical researchers and pharmacologists. Preliminary results should be published as green open access (open access repository), while awaiting publication, unless the results are commercially sensitive.

3.2. All partners to give presentations at scientific conferences. These should be uploaded to an appropriate repository and a news item with link added to the PRISM 2 website.

3.3. All partners to promote new scientific discoveries and methods on both their own and PRISM 2 social media (see Appendices 2 and 3 for instructions) and website.

3.4. All partners to share PRISM 2 discoveries at academic / clinical events via academic symposia, and to make use of their own professional networks / meeting opportunities, to disseminate PRISM 2 results.

3.5. PRISM 2 will plan and curate conference events and presentations at the ECNP Congress aimed at (i) clinical researchers, (ii) basic researchers (iii) pharmacology researchers, (iii) other relevant EU and non-EU projects. These will highlight the utility of PRISM 2 results in future clinical research and biomarker development. These activities will also foster connections, so that projects can capitalise on a joint pool of results.

3.6. Project results will be disseminated at ECNP Workshops and educational events to continue the dialogue with the research and clinical community and promote the uptake of the PRISM 2 results in innovative research.

3.7. ECNP to compile a GDPR-compliant (consent based) mailing list of academics and clinicians who are interested in the PRISM 2 project.

3.8. ECNP to circulate periodic news briefs with content specifically targeted at academic and clinical readers.

4. External Communication: Lay Stakeholders

The **purpose** of our dissemination strategy for stakeholders is to ensure that:

- The PRISM 2 project outputs are communicated to lay communities and stakeholders to support societal impact.
- Information relevant to the lives of people with mental illness reaches them in a form that is respectful and useful.
- That policy-relevant information reaches policy-makers in a format that is accessible and useful to them.

Actions to support dissemination to stakeholders are:

4.1. ECNP to compile a GDPR-compliant (consent based) mailing list of stakeholders (including policy-makers, third sector, individuals with lived experience) who are interested in the PRISM 2 project.

4.2. Partners to write lay summaries of scientific papers/ methodological innovations, which will be uploaded to the PRISM 2 website. All partners should contact Juliane Dittrich (juliane.dittrich@concentris.de) when they have material available which can be made into a lay summary.

4.3. All partners to proactively seek opportunities to publish on PRISM 2 and on the broader topic of mental/physical health in popular science media e.g. The Mental Elf blog, The Psychologist magazine, The Conversation, etc.

5. External communication: General Public

The **purpose** of our dissemination strategy for the general public is to ensure that:

- The PRISM 2 project provides an opportunity for increasing public engagement with science – to engage, inform, interact and support societal change.
- The PRISM 2 consortium contributes positively to the reputation of their host institutions, in their local community.

Actions to support dissemination to the general public are:

5.1. Consult other partners on their needs and assist them in creating high-quality materials.

5.2. Encourage creative activities at science festivals and public events in the EU, and providing supporting materials, as opportunities arise.

6. Stakeholder OUTREACH

The **purpose** of stakeholder outreach is to:

- Establish a connection between PRISM 2 and multiple potential users/groups that will benefit from the project's impact.
- Receive advice on the best way to disseminate and communicate the project results.

Actions to support stakeholder outreach include:

6.1. Arrange regular stakeholder meetings during annual PRISM 2 General Assemblies aimed at multiple audiences such as:

- clinical researchers
- biomarker developers
- specialist health care services in CVD and mental health
- health care authorities
- patient organisations

6.2. Establish a mechanism for stakeholder outreach to interact with the other project partners.

7. Extensions: participatory research and policy development

The **purpose** of participatory research and policy development is to:

- Generate knowledge that can directly inform policy relating to health data science.
- Incorporate the views of people with lived experience of the relevant health conditions into the PRISM 2 output.

Actions to support participatory research and policy development include:

7.1 Use existing data to inform communication and dissemination goals.

7.2 Design, deliver and disseminate research that meets the policy and impact goals of the consortium.

8. Exploitation: Industry & Policymakers

The **purpose** of our exploitation strategy is to:

- Highlight relevant results from the PRISM 2 project to relevant industry leaders and policymakers.
- Feed PRISM 2 results into activities such as future research, clinical practice, commercial products/processes/services or the standardisation of activities (as is appropriate).

Actions to support exploitation are:

8.1 PRISM 2 consortium will form an Impact and Innovation Board (IIB), chaired by the co-ordinator, comprising a mix of junior and senior members of PRISM 2 from academia/SMEs and EFPIA, as well as representatives of clinical staff, ECNP, and patients and family

organisations. In addition, WP2-leads (SBG and CVB) will join the board to ensure data sustainability and the correct application of standards for open or confidential data, respectively.

8.2   The IIB together with ECNP will be responsible for designing a structured plan for dissemination and communication and to oversee the exploitation of programme results by monitoring the steps being taken.

8.3   Together with the COOR-team it will oversee the comprehensive internal and external dissemination of project results and knowledge.

8.4   Importantly, prior to every GA meeting, every site PI of PRISM 2 will be interviewed about his/her plans for dissemination in the coming year, and whether IP will have to be protected. Meetings.

8.5   The IIB will meet once per year face-to-face during the GA-meetings and whenever required.

8.4   ECNP will arrange booths/exhibitions at meetings to disseminate PRISM 2 results to industry.

TASk summary

All of these items are 'continuous' throughout the project (i.e. M1-48).

#	Deliverable	Owner
T.1	Stakeholder analysis, dissemination planning and performance evaluation	ECNP, BI, RUG, concentris, CVB
T.2	Logo, website and corporate identity of PRISM 2	concentris, RUG, BI
T.3	Dissemination for scientists and medical community	ECNP, concentris, CVB, all
T.4	Communication to the public and to patient communities in Europe – reducing stigma associated with mental diseases	ECNP, BI, concentris, all
T.5	Identification and valorisation of intellectual property (IP) and exploitation opportunities	concentris, all
T.6	Training, and mentorship	concentris, ECNP, RUG, all

Deliverables summary

#	Deliverable	Action	Due date
D6.1	Dissemination and Communication plan	Report	Aug 2021 (M03)
D6.2	Go-live of updated public project website	Websites	Aug 2021 (M04)
D6.3	First electronic bulletin	Report	Dec 2021 (M04)
D6.4	Brochure to inform in brief about PRISM 2 participants involved in the clinical study	Pdf	(M04)
D6.5	Patient event	Report	May 2024 (M36)

D6.6	Video explaining new knowledge on transdiagnostic approach	video	May 2024 (M36)
D6.7	Summary report on major publications/findings	Report	May 2024 (M36)
D6.8	Summary report on the success of the chosen communication channels	Report	May 2024 (M36)
D6.9	Summary report on masterclasses	Report	May 2024 (M36)

Milestone summary

All of these items are 'continuous' throughout the project (i.e. M1-36).

#	Task	Lead	Involvement	Due (month)
32	PRISM2 Twitter account set-up	ECNP	All	01
33	Facebook account set-up	ECNP		01
34	Impact and Innovation Board formed	concentris	BI, CVB	03
35	Mentor-mentee pairing ready	concentris		05
36	Report on the success of the chosen communication channels 1	ECNP		12
37	IPR and dissemination plans for the next year gathered from PIs 1	concentris		12
38	1st master class/workshop at GA-meeting	concentris		13
39	Report on the success of the chosen communication channels 1 (ECNP)	ECNP		24
40	IPR and dissemination plans for the next year gathered from PIs 1	concentris		24
41	2nd master class/workshop at GA-meeting	concentris		25
42	IPR and dissemination plans for the next year gathered from PIs	concentris		35
43	3rd master class/workshop at GA-meeting	concentris		36

RACI Chart (Responsible, accountable, consulted, informed)

The key ongoing tasks from each section have been brought into the table below, to give some clarity regarding responsibilities within the consortium.

R = Responsible: The person who does the work to achieve the task. They have responsibility for getting the work done or decision made. As a rule this is one person.

A = Accountable: The person who is accountable for the correct and thorough completion of the task. This must be one person and is often the project executive or project sponsor. This is the role that responsible is accountable to and approves their work.

C = Consulted: The people who provide information for the project and with whom there is two-way communication. This is usually several people, often subject matter experts.

I = Informed: The people kept informed of progress and with whom there is one-way communication. These are people that are affected by the outcome of the tasks, so need to be kept up-to-date.

	Task and summary	Co-ordinator/Project Manager	WP leads	Steering Comm	Comms Contacts (all partners)	IIB
1.	**Internal Communications**					
1.1	Monthly online meetings	R&A	C	I	-	I
1.2	Annual project meeting	R&A	C	C	I	I
1.3	Meetings of Scientific Advisory Board, General Assembly and Executive Board	R&A	C	C	I	I
2.	**External Communications**					
2.1	Update website	A	I	R	C	C
2.2	Public engagement as standing item on local team meetings	-	R&A	I	I	-
2.3	Social media	-	C	A	R	C
2.4	Press releases	A	R	C	I	C
2.5	Opinion editorials and letters to the editor	A	R	C	I	C
3.	**External Dissemination**					
3.1	Scientific publications	A	R&C	I	I	C
3.2	Scientific conference presentations	A	R	I	I	I
3.3	Satellite events	A	R	C	I	C
3.4	Workshop for clinical researchers	A&R	C	R	I	C
3.5	Presentations to scientific networks, health care professionals/authorities	A	R	I	I	C
4.	**External Communications: Lay Stakeholders**					
4.1	Lay summaries of scientific papers	A	C	R	I	-
4.2	Use of animations, video	A	C	R	I	I

	Task and summary	Co-ordinator/Project Manager	WP leads	Steering Comm	Comms Contacts (all partners)	IIB
	and other media to promote findings					
4.3	Popular science magazines	A	R	C	I	I
4.4	Meetings with stakeholders	A&R	C	R	I	C
5.	**External Communications: General Public**					
5.1	Needs assessment	I	C	A&R	I	C
5.2	Design outputs	I	C	A&R	I	I
6.	**Stakeholder Outreach**					
6.1	Stakeholder meetings	A&R	C	C	I	I
6.2	Stakeholder interactions with project members	A&R	C	C	I	I
7.	**Extension: Participatory Research and Policy development**					
7.1	Exploit opportunities from existing data	I	I	A&R	I	I
7.2	Design, deliver and disseminate research	C	C	A&R	I	I
8.	**Exploitation: Industry and Policymakers**					
8.2	Filing patents	A	R	I	I	C
8.3	Industry meetings	A	R	I	I	C
8.4	Booths at conferences	A	C	I	-	R
8.5	Interactions with policymakers	A	C	R	I	C
8.6	Communication & dissemination plan	A	C	I	-	R

Appendices
Appendix 1: People in each mailing list

Mailing list handler	Members	Initial list
juliane.dittrich@concentris.de	WP leads and their PAs; project co-ordinator (RUG)	
juliane.dittrich@concentris.de	Nominated communications contacts for each partner	
juliane.dittrich@concentris.de	All staff, including WP leads, postdocs, technicians and students	

Appendix 2: Communications contacts

Name	Job title	Institution	Email
Martien Kas	Project coordinator Academic	RUG	m.j.h.kas@rug.nl
Juliane Dittrich	Senior Proj. Manager	concentris	Juliane.dittrich@concentris.de
		LUMC	
Ligia Bohn	Senior Proj. Manager Communication	ECNP	l.bohn@ecnp.eu
Karin Eskenazi	Senior Director Communications	CVB	karin.eskenazi@cohenbio.org
Hugh Marston	Project coordinator EFPIA	BI	hugh.marston@boehringer-ingelheim.com

Appendix 3: Project-specific Twitter guidelines

Partners across PRISM 2will have access to the @PRISM 2 Twitter account, to ensure that everyone can post up-to-date information about the project.

ECNP will overall monitor the account but each post generator should monitor its own post and reply to comments of followers.

Please see below for guidelines on how to use this Twitter account.

What language should we use?

- We should direct our tweets at an audience of educated lay people – people who will understand common scientific concepts but may not be familiar with the details of the research area.
- Although many of our followers will be researchers it is important to make sure our Twitter feed is accessible to the general public.
- Tweets should be in English.

What we will/will not tweet

What we **will** tweet/retweet	What we **will not** tweet/retweet
Publications/output from PRISM 2 work packages.	Participant information.
Publications/output from other projects related to genetics of mental health and/Alzheimer disease, Schizophrenia, Major Depression, transdiagnostic, translational neuroscience, (digital) biomarkers, quantitative biology.	
News articles (from reputable sources) related to mental health.	General news articles including political opinions.
Videos/animations from partners YouTube channels.	
Pictures related to PRISM 2 (e.g. pre-approved images of researchers, research buildings, pre-approved images of events, free-to-use relevant online images).	Photos without permission. Photos not related to PRISM 2(e.g. pets, holiday photos).
Tweets from relevant conferences (using hashtags).	Acronyms or initialisms (e.g. write "Alzheimer disease" not "AD").
Tweets including relevant hashtags e.g. #MentalHealthAwareness	Swearing/bad language or aggressive language. Inappropriate language regarding mental health (see table below for tips).
(Approved) information about our researchers. This could include information about their background / personality, not just their research, if the individual approves it.	Identifiable information about our researchers.

Advice on language related to mental health

Mental health language **to avoid**	Mental health language **to use instead**
Committed suicide	Died by suicide
Suffers with mental illness/ is a victim of mental illness	Lives with a mental illness / has a mental illness
Schizophrenic/psychotic	Person with schizophrenia/psychosis
He is schizophrenic	He has schizophrenia
Substance abuse	Substance use disorder

Which Twitter accounts should we follow?

- Researchers working on PRISM 2
- Researchers working on genetics/mental health/ Alzheimer disease, Schizophrenia, Major Depression, transdiagnostic, translational, neuroscience, (digital) biomarkers, quantitative biology outside PRISM 2
- Funding organisations
- Relevant university departments

- Relevant public engagement organisations
- Relevant lived experience/service user groups
- Relevant charities
- Other accounts that are professional and relevant to PRISM 2

How should we engage with people who tweet directly and publicly to us?

- If the question is appropriate (even if it is critical), respond politely but concisely.
- If more information is requested, aim to signpost web information or invite an email exchange rather than sharing new content via Twitter.
- If the question is hostile or critical, try not to invite further debate on social media but instead invite an email exchange.
- If a polite response does not work, stop engaging with the person via Twitter.

Acknowledgement