



## **Join Us to Optimize Health Through Cohort Research**

Joint concept of communication and dissemination strategies developed for the citizen science board

### **Milestone M6.1**

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## Glossary

CS board(s)	Citizen Science Board(s)
D	Deliverable
EC	European Commission
M	Milestone
ME group(s)	Monitoring and Evaluation Group(s)
NEXT	Third cohort of the SHIP project
PLUS	Bialystok PLUS
RRI	Responsible Research and Innovation
RS	Rotterdam Study
SHIP	Study of Health in Pomerania
WP	Work package

## Partner abbreviations

EUR	Erasmus University of Rotterdam
EMC	Erasmus Medical Centre
MUB	Medical University of Bialystok
SocLab	Fundacja Soclab - Laboratorium Badań i Działań Społecznych
UMG	University Medicine Greifswald
UwB	University of Bialystok, Social Science Department
WB	WhiteBits
S4P	Science4People

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## 1 Executive summary - about the milestone

This milestone (M6.1) is the first summary of the work of the JoinUs4Health team on communication and dissemination of results. Therefore, M6.1 sets the direction the consortium would like to follow when developing the project's Communication and Dissemination Strategy (D6.3, due in Oct 2021).

The aim of this document is to present a draft concept of possible marketing tactics tailored to individual groups of recipients, making up a coherent strategy in the future (D6.3). Feedback on this draft will be gathered from citizen science boards as well as academic and other societal stakeholders, both at the national and international level. The obtained feedback will provide a source of inspiration from outside the team developing this draft. Hence, this joint concept for citizen science boards is a working document developed for citizen science boards and other stakeholders to summarize our communication and dissemination plans developed so far, which in turn informs the effective implementation of Responsible Research and Innovation (RRI) and institutional changes.

The concept presented here was prepared with assistance of a team of specialists from the Whitebits marketing company with expertise in marketing, graphics, market research, advertising and social media profiling. The outputs are based on several workshops, both on-line, at which all work package leaders and representatives from Science4People and SocLab were present, but also on the basis of face-to-face meetings in Białystok, where the entities responsible for the implementation of WP "communication and dissemination" are concentrated.

## 2 Target population

The target population of the JoinUs4Health project includes cohort participants, citizens and other groups of actors in the study regions of the three cohort studies Study of Health in Pomerania (SHIP) in Germany, Rotterdam Study (RS) in the Netherlands and Bialystok PLUS (PLUS) in Poland.

Table 1 provides an overview of the start of these cohort studies and their sub-cohorts (SHIP: three cohorts; RS: four cohorts) and the number of cohort participants who took part in the medical examinations of the cohorts at least once.

Table 1. Overview of the three cohort studies implemented by the three JoinUs4Health partners UMG (SHIP), MUB (Bialystok PLUS) and EMC (Rotterdam Study).

Cohort study (no. of cohorts)	Country	(Sub-)Cohort	Start	Number of participants (as of 04/2021)
SHIP (3)	DE	START	1997	4,308
		TREND	2003	4,420
		NEXT	2021	0 <sup>a</sup> (4400)
Bialystok PLUS (1)	PL	PLUS	2018	888 <sup>b</sup> (4000)
Rotterdam Study (4)	NL	RS-I	1989	7,983
		RS-II	1999	3,011
		RS-III	2006	3,932
		RS-IV	2016	3,368
<b>Total</b>				<b>27,910</b>

<sup>a</sup> Examinations of SHIP-NEXT start on 17/05/2021 with the aim of enrolling 4400 new participants until 2026.

<sup>b</sup> Examinations of PLUS started in late 2019; currently 888 participants are enrolled out of a target of 4000 total participants.

### 3 Engagement, communication and dissemination - background and understanding

Engagement, communication and dissemination are closely interrelated activities (Figure 1), which are crucial for achieving our project goals. Therefore, they will be described together. Communication and its quality may significantly influence engagement. The number of people involved in co-creating science may determine

- a) the effectiveness of communication as a larger number of voluntary contributors increases the likelihood of producing results relevant for society and
- b) the scale of dissemination as dedicated users can share their excitement on scientific engagement with their peers, thus contributing to a wider distribution of the project's effects.

On the other hand, the greater the dissemination of project's results, the more people become aware of JoinUs4Health and possibly even overcome initial reluctance or concerns, thus leading to a larger "base" for recruiting participants.

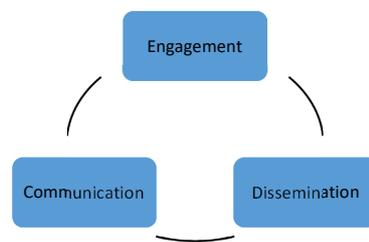


Figure 1. Relations between engagement, communication and dissemination



Figure 2. Hierarchy of effects model

Lavidge, R.J. & Steiner, G.A. (1961), "A Model for Predictive Measurements of Advertising Effectiveness", *Journal of Marketing* 25(6), 59-62.

Referring to the achievements of marketing sciences and the hierarchy of communication effects (Figure 2), we assume that individuals who already participated in medical examinations of one of the cohort studies will be more interested in the cohort's outcomes and thus more willing to become science co-creators in JoinUs4Health. Individuals who are no cohort participants must be reached with an interesting and important message via tailored communication channels to make them aware of and stipulate interest in the cohort studies, the JoinUs4Health project and science in general.

Since the Polish cohort Bialystok PLUS (PLUS) has only started in 2019 (888 participants to date) the cohort participant base is much smaller than in SHIP in Germany (8,728 participants since 1997) and the Rotterdam Study in the Netherlands (18,294 participants since 1989). Therefore, activities in each country at the beginning of the project are differentiated based on the individual's awareness of the cohort study in the region:

1. aware of the cohort study
2. unaware of the cohort study

The division, though seemingly trivial and obvious, implies far-reaching effects, which at the beginning allow determining the potential size of participants who want to contribute to science.

Since SHIP and RS start immediately at a higher level of "awareness" of cohort studies, these two cohorts have the appropriate "statistical mass" of people to build their recruitment strategy based on cohort participants and then, based on the "snowball" effect, increase the group of citizens joining the co-creation of science. Awareness will also be much higher in other social groups due to the long period of operation of the cohort studies in their study regions.

Based on indicators such as social capital and Gross Domestic Product, we can assume further similarities between German and Dutch societies and likewise the participants of SHIP and RS. Therefore, they both have a "higher" output base than PLUS at the beginning. Because PLUS has been operating for less than two years, this Polish cohort has a much lower level of awareness among all social groups and a much smaller number of participants to draw from. Hence, PLUS will focus more strongly on the general population in the study region.

The final communication and dissemination strategy will consist of several stages that will correlate with the main phases of the project (Table 2). Therefore, proper management of engagement through communication and dissemination of outcomes will be a key role. According to the social groups indicated in Table 3, each cohort study has slightly different priorities regarding the engagement of those entities in particular years of the project.

Table 2. Communication and dissemination stages based on project phases.

Project Phases	Communication stages and main goals	Communication goals details
I: Appraisal	1. building awareness 2. revision of strategy by citizens	Communication will concentrate on building awareness amongst societal actors to boost their knowledge about the project; citizen science boards and other representatives of social entities revise the communication strategy.
II: Design	1. spreading awareness and knowledge of the project 2. increasing engagement	Informative and engagement activities lie at the heart of the design stage.
III: Implementation	1. maintenance of awareness and engagement 2. results dissemination	Awareness among social actors has been built and communication is focused on maintaining it; focus now lies on increasing involvement and disseminating results produced by JoinUs4Health contributors, cohort studies and other engaging institutions.
IV: Transfer and transition	Sustainability based on: 1. 'snowball' effect 2. dissemination	The effects of communication have been achieved, the project is rooted in the minds of citizens; therefore the goals of the communication strategy in the last phase will be shifted to the sustainability through dissemination of results and strengthening of engagement. 'Snowball' effect: Participants, proclaiming positive encounters with JoinUs4Health, influence people from their surroundings

This will result in somewhat different priorities in the communication strategy aimed at activating these groups. Nevertheless, each communication activity will consist of several stages that will correlate with the main phases of the project. Still based on the effect hierarchy model, Table 2 presents communication goals, so that as many actors from societal groups as possible convert from the state of awareness of JoinUs4Health to the state of participation in JoinUs4Health. Figure 3 presents communication channels that will be used to acquire and retain recipients and participants, when the final communication strategy for building engagement and dissemination of results will be drawn (D6.3).

The classic consumer funnel (see Figure 3) assumes that the number of users is relatively small compared to the number of people who are aware of the existence of the respective brand / service. In addition, awareness does not necessarily translate into purchase, use or participation. That is why at this stage it is extremely important to know how to convert aware people into participants.

Considering the fact that initially the group of 'apostles' (convinced cohort participants, who are believe that JoinUs4Health can generate benefits for society based on cohort research) involved in co-creating science will be relatively small, the strategy of engaging more people will be spread over all the years of the project and will assume two paths:

1. A gradual increase in the number of 'apostles' who will influence their environment and recruit new participants (grey circles on Figure 4).
2. Dissemination of results among social groups will result in synergy of activities and will direct the stream of interest towards the JoinUs4Health platform, thanks to which the number of participants or at least people following the effects of the project will increase (grey arrows on Figure 4).

Table 3. Dissemination goals and possible way to achieve them in three cohort studies.

Potential participant Behaviour	Hierarchy of Effect Model	Dissemination goals	SHIP	RS	PLUS
Cognitive (To think, to understand and remember)	1 - Awareness	Make the people aware	I. Awareness is already obtained among cohort participants. Need to build stronger awareness in the rest of societal groups		II. Small number of cohort participants. Need to build awareness in all societal groups
	2 - Knowledge	Make information about the project easy to find		I. common internet platform II. building interest in general population, but stronger emphasis on engaging cohort participants that would spread information further (word over mouth marketing) and direct the interest on the internet platform	III. Dissemination of information by engaging NGOs and education community that would direct the traffic from general public on the internet platform
Affective (To feel, to experience)	3 - Liking	Ensure that the participants or potential participants likes your product, if not, understand why and fix the problem	I. <b>All activities</b> concentrating on building knowledge amongst defined societal actors with usage of different channels of communication would <b>involve</b> those <b>societal actors representatives to ensure that created content could enhance liking attitude.</b> II. Liking will be built based on the presentation of socially important content - selected by social actors on the basis of knowledge obtained from solving problems reported by the citizens board, edited with their participation and attractively presented in individual communication channels. III. <b>Marketing indicators appropriate for each communication channel are used to measure, monitor and evaluate information content.</b> It would help to counteract immediately if liking amongst participants or potential participants drops down.		
	4 - Preference	Make consumers focus on the product	I. The participation of societal group representatives in the process of co-creating information will affect its attractiveness in the target groups. Constant evaluation tracking of the presented content will allow tailoring the means of communication that are the most attractive through which will affect individuals' focus on the product.		
Conative (Behave/ Action)	5 - Conviction	Create the desire to participate	I. By building knowledge about a project that addresses socially relevant issues for citizens II. By building a belief that knowledge based on the project together with citizens engagement is valuable and provides important insights for society as well as scientists. III. By creating an attractive rewards system based on the principles of gamification		
	6 - Participation	Make the societal actor participant	The strategy of building knowledge about the project and disseminating its results planned above will achieve two key effects: I. Expand the group of citizens joining the co-creation of science: from a small group of "apologists" of social change who will be involved from the beginning, through their impact on the environment, to rooting in social consciousness, which will change the attitude of other actors and cause that some of them joins the project. II. Build a group of recipients who regularly monitor the accomplishments of civil-science teams. Although they will not join in personally, there will be a change in their attitude towards science and more often, they will be interested in even submitting socially important topics to be solved.		

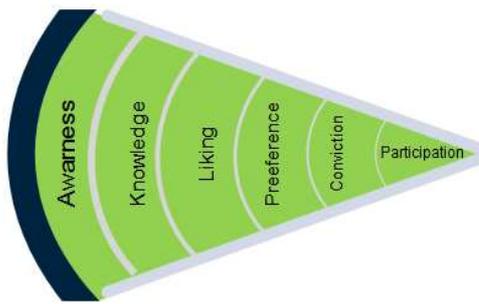


Figure 3. Marketing participants funnel

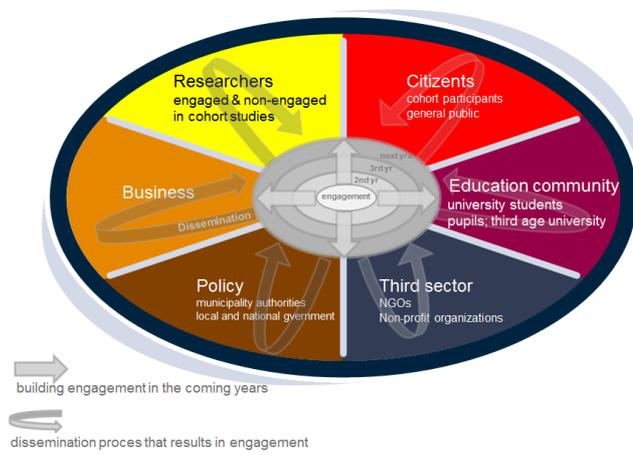


Figure 4. Model of building engagement and dissemination of results amongst societal groups

## 4 Translating theory into action

In order to plan an effective communication strategy, several key questions had to be answered on three different levels as an answer for participant needs (Table 4):

Table 4. Brand features and consumer needs

<b>BRAND</b>		<b>Characteristics</b>
1 What does the brand offer?	What is the consortium itself as a brand?	Product features
	What hypothetical problems does it solve?	
	What functional features does the platform have?	
	How will the landing page and platform look like?	
2 What does the brand communicate ?	What value does it provide to audiences / potential users? What are their behaviours - both offline and online?	Social values
	What homogeneous segments of brand users can be extracted from the general audience population? (personas)	
	What social values do they represent? What are our audiences? Whose opinions do we care about the most?	
	When, where and how do they use the product (brand). What are their needs, emotions, interests, limitations?	
3 What emotions does the brand provide?	What is its positioning in terms of image, brand personality and communicated emotions?	Symbology
	What kind of emotions does the brand provide for the users?	
	How the user feels while using the brand	
	How the brand emotionally satisfies the user	

Each brand refers to the different consumer's needs that can be defined on a couple of levels (layers). While creating a brand we need to take a look at consumer's needs at all its layers and provide a solution that responds to each of these layers.

**Functional needs** represent our rationality. Alone though they don't explain brand loyalty.

**Social needs** take us deeper. We are social animals with a strong need to identify with particular groups in our society – our peer group or our social strata. We need to fulfil certain social roles – to meet social expectations. Identity needs to represent our sociology e.g. what kind of person use the platform?

**Emotional needs** - At the core of consumer behaviour are emotional needs, what makes someone unique – their psychology. Perhaps it is a desire to feel safe and secure or alternatively to be seen as an intelligent, competent person. Whatever this need, it will be reflected in the brands they form relationships with. Emotional needs represent our psychology – how does it make us feel, what personality do we project to the world?

Bearing in mind the presented approach, we started working on defining the brand. Usually, in-depth marketing research is used for this purpose. But in our case, due to budget constraints, we had to implement a different methodological approach. Based on our experience, we have carried out two creative workshops termed 'Brand Sprints',

- Using the design thinking methodology to define personas - potential audience segments and
- Devoted to visual communication, taking into account the insights developed during previous meetings.

Below, we present the summary of the individual workshops in a chronological manner, enabling the reader to follow the developed concept of communication strategy.

## 5 Brand Sprint Approach

### 5.1. Design

A Brand Sprint is a workshop method that helps to turn ideas about the brand into a defined brand image. The Sprint is a series of exercises that are designed to quickly align leaders around a vision for their brand. Within the five-hour session, the participants cover the “why,” “how,” and “what” of the brand, starting with “the why” as the big reason we’re going to be successful or how we’re going to solve customers’ problems. The workshop was organized by WhiteBits on 16.02.2021 with partners from Poland responsible for WP 6 (UwB, MUB, S4P and SocLab).

The aim and scope were to develop the consistent understanding of the consortium as a brand.

### 5.2. Outcomes

**Exercise 1** Where do we want to be in 5, 10, 15 and 20 years?

**Aim** Drawing a 20-year roadmap helps us to think long-term of the brand/project.

Questions	Answers
Where do we want to be in 5 years?	The brand JoinUs4Health is recognized in three markets (Polish, German, and Dutch).
	We have managed to receive the funding required to support the active platform.
	The data on the platform is presented in a user-friendly and clear way. Increase awareness of JoinUs4Health to strengthen citizen science pool
Where do we want to be in 10 years?	General public starts taking advantage of the project’s effects and the data available. They recognize its worth.
	The project raises interest outside the medical world and an interdisciplinary platform comes to life. We are “top of mind” when it comes to health research (in our target groups).
Where do we want to be in 15 years?	The project and the platform attracts other cohort studies. A hub comes to life.
	The conclusions drawn from our data become the basis for building social policies of three countries. "Know-how to share" - we are the international benchmark for this type of research.
	The JoinUs4Health brand is recognized at the European level.

**Exercise 2** Why? How? What?

**Aim** Remind ourselves why our project exists and how is it important.

Questions	Answers
What	JoinUs4Health is a mechanism that involves society in the process of creating science.
	The mechanism is based on credible and up-to-date local data (thanks to the data collections conducted as part of the cohort studies).
How	The data / results are presented in a clear and friendly way on the web platform.
	We are in direct contact with the citizens and we benefit from their engagement and feedback.
	We exchange know-how between three countries.
Why	We want people to live better and healthier lives thanks to trust, understanding and engagement in science.

**Exercise 3** What are our three main values?

**Aim** Think about top values as these help us to prioritize the target for the brand.

Values	Answers
Credibility	Information is valuable only if it is credible. Quality of data, results, processes and tools are key for us.
Usability (comprehensibility / transparency / egalitarianism / attractiveness)	To take it a step further, we want to not only aggregate the data. We want research results to be available and understandable to each person and organization that finds it interesting. Therefore, we need to focus on usability in every aspect of our activity.
Engagement	We believe that the wide engagement makes JoinUs4Health unique. Engaging the society in making science, engaging businesses in the commercial application of the data and engaging politicians in better health management. This is also our engagement in the project.

**Exercise 4** What are our top audiences?

**Aim** Loosely defined potential target groups.

<b>Target groups</b>	<b>Description</b>
Citizens	Society in general Individuals who already participated or are invited to participate in cohort study examinations
Scientists	Engaged and not-engaged in cohort studies
Policymakers	Municipality authorities Local and national government Funders
Third sector	Non-governmental organisations Non-profit organisations
Education community	Primary and high-school students, university students, seniors (Universities of the Third Age)
Business	Commercial entities

**Exercise 5** What is the brand's personality?

**Aim** Develop personality sliders, which then define the attitude and style of the brand

Friend	1	2	3	4	5	6	7	8	9	10	Authority
Young and innovative	1	2	3	4	5	6	7	8	9	10	Mature and classic
Playful	1	2	3	4	5	6	7	8	9	10	Serious
Mass appeal	1	2	3	4	5	6	7	8	9	10	Elite
Conventional	1	2	3	4	5	6	7	8	9	10	Ground-breaking

1. We have to be an authority - this is a condition for the success of the project. At the same time, we want to build direct and open relations with different target groups.
2. We want to be perceived as a project that responds to the challenges of modern society and modern science. We build the "new" on "classic" foundations: reliable research, sources, analysis.
3. We always want to approach our tasks as they are - very seriously. However, in the process, when it is justified, we reach for tools typical of content marketing, storytelling, and gamification to build good relationships and engage the audience.
4. We want to be perceived as a project that implements ambitious activities, which is not "elite", but open and inclusive.
5. We want to be perceived as a project that brings new quality in implementing the RRI idea and has an influence on citizen science development in Europe.

## 6 Personas

### 6.1. Design

Personas are fictional characters, which are created based upon the research in order to represent the different audience types. Creating personas helps to understand our users' needs, experiences, behaviours and goals. It helps to recognise that different people have different needs and expectations, so it helps to create better solutions, messages, online (and offline) content and methods of activation for each target group.

The Personas Workshop was organized by WhiteBits (24.03.2021) with partners from Poland responsible for WP 6.

### 6.2. Outcomes

#### Researcher / physician



**A researcher** (in medicine, sociology, psychology, etc.) is searching for credible cohort results to use in the paper, conduct his/her own research, develop a new research method etc. If a working group has already done some work on a given topic, its members can apply for tailored cohort results in relation to their working group question.

Online activity: social media, Google, medical websites, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- clear communication about the nature of the research and the scope/rules of its sharing
- newsletter
- easy contact for information about the engaging in the JU4H mechanism

Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

### Person with a social-oriented goal



**A person needs to authenticate her/his assumptions or confirm her/ his actions, is looking for sources to write a project.** Organizations, companies, NGOs, policy makers, officials, councillors, community activists. A person is looking for conclusions and analyzed data.

Online activity: social media, Google, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- newsletter
- easy contact for access to information

Events:

- Kick-off meeting
- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform
- Information events organized by cohorts

### Medical field specialist



E.g., dietitian, physiotherapist - needs conclusions, recent and analyzed data that he / she can use consulting her / his patients.

Online activity: social media, Google, medical websites, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- user-friendly data analysis (possibly ready-to-print resources, e.g. a leaflet)
- newsletter

#### Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

#### Teacher / educator



**Planning and implementing educational activities** - searching for inspiration and/or handouts to conduct classes or educational projects.

Online activity: social media, Google, email

#### Ways of activation:

- building awareness of the project and platform across all online and offline channels
- handouts
- webinars
- newsletter

#### Events:

- Kick-off meeting
- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

#### College and high school student



**Implementing educational actions**, conducting their projects, e.g., a study on the most significant health challenges among the youth.

Online activity: social media, Google, email, school / university intranet

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- user-friendly data analysis
- newsletter

Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

### **Science enthusiast**



**Person interested in science - non-professional, non-scientist.** Interested in information about health, science, medical developments. Willing to get involved in research projects, participate in research.

Online activity: social media, Google, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- clearly presented forms of participation in the project
- user-friendly data analysis
- newsletter

Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

### **Person with personal health need**



Seeks information and guidance related to their health or the health of a loved one, such as a parent. Takes advice from "Dr. Google," but encounters a lot of unverified information and searches the Internet for reliable sources.

Online activity: social media, Google, email

Ways of activation:

- building awareness of the project and platform across all online /offline channels
- positioning of key phrases on Google
- user-friendly data analysis
- guidelines: "if you have symptoms / are in an age group.... - then think about getting tested"
- newsletter

Events:

- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)

## Person not interested in the health-related issues



**A person with no personal health needs (is not aware of any), no symptoms of any illness.** S/he does not actively seek health information, does not reach out for it. The challenge is to catch that person's attention, create the effect of "Oh, maybe I also have this condition! Why don't I get tested?"

Online activity: social media, Google, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- interesting, attractively presented information based on data from the project available in social media/media

Events:

- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)

## Journalist



**Journalists who are looking for socially relevant topics, but also catchy topics, trivia.** Also bloggers / influencers creating online content related to health, society, trends, civilization diseases, etc.

Online activity: social media, Google, email

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- user-friendly data analysis about new conclusions sent to a selected group of media representatives
- contact for the media available on the website / spokesperson
- availability of a person who can talk to the media

Events:

- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)

### **Participant Bialystok Plus / Rotterdam Study / SHIP**



A person has already participated in the study. S/he will be encouraged to return to the study due to the awareness of the developments as part of the JoinUs4Health project and the prestige (of the cohorts and the JoinUs4Health project) and due to a better understanding of what society can gain from population-based research. Also by the awareness of what the person will gain from the study: better awareness of their health.

Online activity: social media, Google / email, none (seniors)

Ways of activation:

- possibility to view the distribution of a small set of key parameters (e.g. body mass index, blood pressure, blood glucose). Person can possibly enter a value which is then displayed on top of the distribution to compare.
- special treatment as part of the JoinUs4Health project
- newsletter

Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

### **Invited Participant Bialystok Plus / Rotterdam Study / SHIP**



A person wants to check credibility of the population-based studies, dispel doubts: who backs the project, what the procedure is etc. It may be the person checking the details on behalf of his/her elderly parent invited to the study.

Online activity: social media, Google, email, none (seniors)

Ways of activation:

- building awareness of the project and platform across all online and offline channels
- FAQ for participants (“Are my data safe?”)
- Easy access to practical information

Events:

- Meetings of the monitoring and evaluation groups and citizen
- Activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
- Seminars to introduce the platform
- JoinUs4Health conferences
- Events related to the platform

## 5 Visual identification

### Background:

#### Colour palette

Brand's visual identification is based on insights and is dependent on many factors: brand personality, target groups, goals, context etc. Based on the brand's personality (Brand Sprint outcomes), we want the design to represent energy, optimism, creativity. Through the project - and the design - we want to wake people up, engage them, induce reaction, change their attitude, change their life.

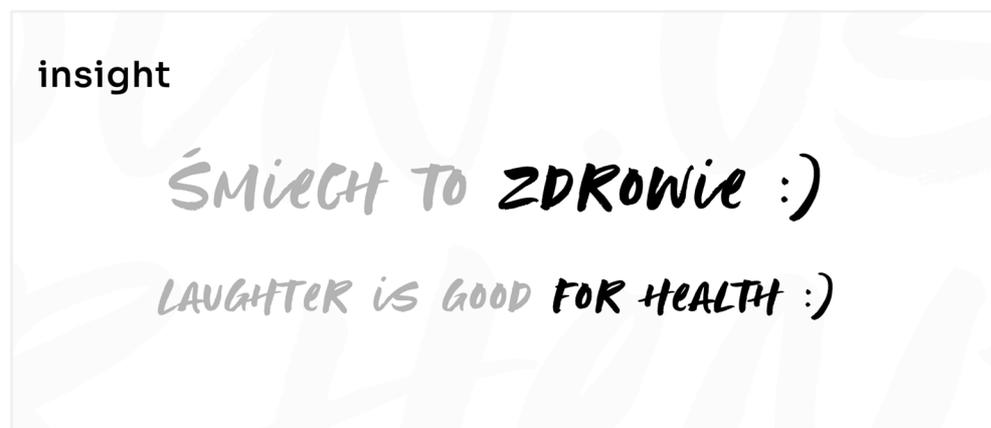
This is why we recommend **illuminating yellow** as the leading colour. Yellow is commonly used by lifestyle brands in communication addressed to the young audience. This is a trend we can use to help us achieve one of our main goals: engage young people.

Colour palette includes also **black** and **white** plus two complementary playful colours: **coral and vivid green**. Within this colour palette we can evoke different feelings, e.g. light/friendly - white&yellow, minimalistic/elegant - white&black, strong/alarming - yellow&black.

### Logo:

The logo is a combination of different components: fonts, sizes, shapes. It is full of energy and easy to recognize thanks to the characteristic “:-)” / “smiley”. We recommend "for" instead of "4" for better readability.

Insight: “Laughter is the best medicine.”



JoinUs4Health logo concept:



Colour palette:



Typography. Different fonts are for different purposes: headline, paragraph (website, leaflet), decor.



Decor font:



Project's structure:



Partner's / study logo + JoinUs4Health logo:



Assets:



Exemplary layouts for social media / information, study results - link to web platform:



Exemplary layouts for social media / key visual, information, call to action. In visuals including people's photos we will address gender aspects and diversity issues.



Exemplary layouts for social media: Data



## 6 Summary

The purpose of this document was to outline the concept of communication and dissemination strategy through:

1. defining the brand vision → brand sprint (Section 5)
2. defining segments of the target groups → personas (Section 6)
3. proposing a concept of visual communication that meets the needs of users and expresses the brand image (Section 5).

This draft will be presented to the citizen science boards in the three countries. Based on feedback received, we will proceed to the next stage of creating a communication strategy and dissemination by:

1. further working on the brand vision and extension of the emotional communication aspect including the final logo type, colours, fonts and different types of emotions tailored to specific segments
2. personalizing the communication tailored to the expectations of the final user segments.
3. taking into account comments regarding visual communication as part of the final version.