



Join Us to Optimize Health Through Cohort Research

Deliverable 6.3: Plan for communication, dissemination and community building

Version 1.0

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Abbreviations

CS board(s)	Citizen Science Board(s)
D	Deliverable
M	Milestone
PLUS	Bialystok PLUS
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

Summary

This deliverable conceptualizes the three key areas of WP6: communication, dissemination and community building understood also as engagement. This deliverable contains an action plan in three defined areas based on previously or simultaneously created project documents, i.e. "D1. Events", "Milestone 6.1 Joint concept of communication and dissemination strategies developed for the citizens science board" and "Milestone 6.2 Concept of communication and dissemination strategy both in online and offline environment". It is the result of conceptual work of entities involved in the implementation of WP6 and working meetings of other consortium participants. This plan is a working document that will be improved in the course of the coming months to adopt the form D.4 "Communication and dissemination strategy" by the end of October 2021, which will be the final report. Before describing a plan proposal for the three defined areas, the overall understanding of our approach will be presented once again, using information from the already delivered project products in the form of Milestones and Deliverables.

1 Communication, dissemination and community building – from deficit to dialogue

As it was presented in the Milestone 6.1 “Joint concept of communication and dissemination strategies developed for the citizen science board”, the three basic elements of the communication strategy are inseparable from each other and should be treated complementarily when describing them. Community building (engagement), communication and dissemination interact with each other and the synergy of activities within the individual components may lead to the achievement of the objectives of the entire project.

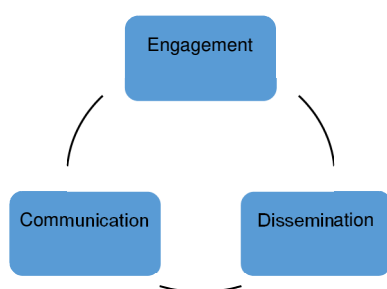


Figure 1. Relations between engagement, communication and dissemination

Our initial strategy for communication within the project, and more specifically WP6, was to apply marketing achievements regarding the hierarchy of communication effects (Fig. 2). Our initial assumption was that people needed to first be made aware of the project and be provided with information regarding the topics that would be investigated within our platform before they would be motivated to engage in the co-creation process. However, through internal dialogue between the consortium partners, we are developing a common vision that broadens our previously held ideas about engagement and are moving towards a more holistic view on science communication, also incorporating the principles that underlie the crowdsourcing methodology into our strategy. Figure 3 outlines the differences between the frameworks that we previously adopted (left pane) and that we hope to incorporate into our communication strategy and in the project overall (right pane).

In the approach we want to develop, participants are not seen only as recipients and spreaders of information (the good news), but also as critical agents, who actively participate in knowledge making and share their questions, concerns, insights and experiences (“collective intelligence”) and thus contribute to more robust scientific research. The concept of co-creation involves a more active role of citizens. It would mean that we work together in the context of a mutual learning process. We are not only interested in disseminating results, but also in listening to questions, experiences and concerns, which will allow us to make our work and outcomes more relevant for society. We see participants not only as recipients, but also as partners in knowledge co-creation, who provide inspiration, information, and critical feedback. In short, we aim to move beyond traditional marketing

and advertising strategies and opt for genuine co-creation via crowdsourcing. The community is not a target but a partner. Thus, our approach becomes more inclusive and interactive, as the methodology of crowdsourcing requires.

This document delineates our evolving perspective on communication, moving from a linear, deficit-based model to a more holistic, dialogue-based model of engagement. We begin by outlining the strategy we had envisioned in the beginning of the project, and finish by describing our ambitions of implementing a participatory and deliberative strategy of communication in the JoinUs4Health project.



Figure 2. Hierarchy of effects model based on Lavidge, R.J. & Steiner, G.A. (1961), "A Model for Predictive Measurements of Advertising Effectiveness", Journal of Marketing 25(6), 59-62.

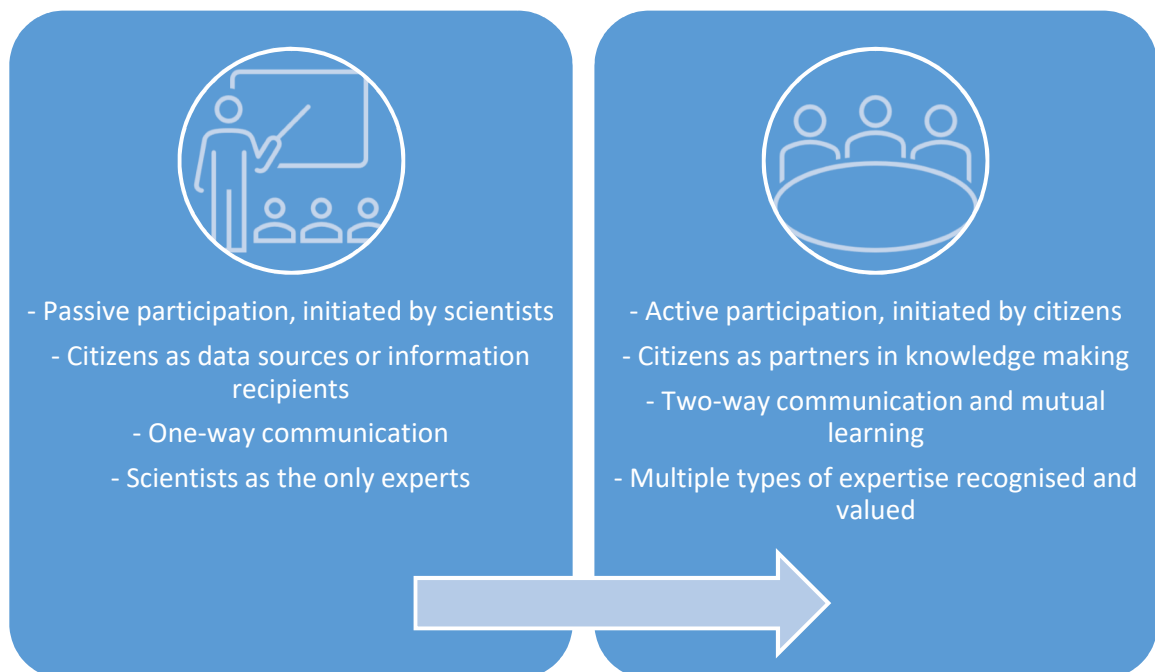


Figure 3. Shifting frameworks on communication from a deficit framework (left) to a dialogue framework (right)

Another important feature of our approach is to increasingly train community members so that they themselves can take on core roles within the platform such as becoming team facilitators, reviewers of submissions etc. Representatives from any RRI group (not just professional scientists) can undergo basic training to take on core roles and associated responsibilities as part of the platform. The advantage of this open recruitment process is that members from different RRI groups and strata of society can engage in the knowledge making process. We expect that this approach enhances the effectiveness of engagement, dissemination and (science) communication as people may more readily express themselves when interacting closely with community members. Furthermore, translation of outputs into lay language is enhanced by directly engaging stakeholders from the respective target group(s).

2 Phases of planning, execution and evaluation of communication and dissemination strategy

The strategy of communication and dissemination, combined with building a community, will be implemented on the basis of the classical phases of its planning, execution and evaluation.

Planning:

Phase 1 - Identification of the target segment, i.e. the group of recipients of the message

Phase 2 - Determination of the desired response, in other words, the answer to the question: what behaviour of recipients after receiving the message is considered by the sender to be desirable

Phase 3 - Choosing the form of the message, i.e. formulating the content or creating the right image

Phase 4 - Choosing the medium, i.e. communication channels like social media, press title, TV or radio station appropriate for the target segment

Phase 5 - Selecting the features of the object, i.e. the product or the company, which should be pointed out to the recipient of the message

Phase 6 - Gathering feedback, e.g. from market research, to check the effectiveness of communication.

3 Participants needs versus brand image and symbology

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 consumer's 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 social stratum. We need to fulfil certain social roles – to meet social expectations. Identity needs represent sociological aspects e.g. what kind of person is the platform users?

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 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?



Figure 4. Participants needs versus brand image and symbology.

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 a series of workshops such as 'Brand Sprints' with the use of projection techniques; a creative

workshop using the design thinking methodology. On this basis, an initial communication strategy was developed, but also based on the insights from the workshops, a symbology was developed, i.e. what emotions and values the brand will provide to the co-creators and recipients of the project. The symbology was reflected in the visual identification including the brand - project logotype, selection of colours and fonts (See appendix).

4 Target groups and segmentation

From the beginning of writing the project proposal, we have made a priori segmentation based on the marketing experience of the consortium members. On this basis, six disjoint groups have been extracted, which will be the key co-creators and recipients of the project. They are presented in Figure 3. The size of the segments is now preliminary and will be verified after launching the platform and related promotional and marketing activities encouraging representatives of individual segments to co-create the project. The grey ellipses and arrows inside represent the process of increasing involvement in each of the segments in the following years of the project. People who will be involved in the co-creation of the project will both recruit new representatives of the segments, but will also participate and create dissemination materials, thanks to which the "base" of individuals informed about the project will grow systematically.

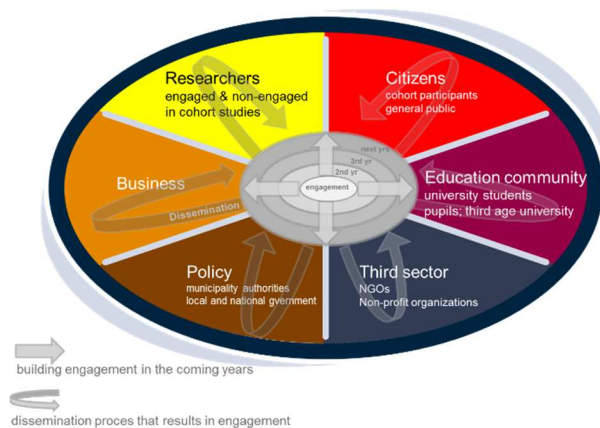


Figure 5. Model of building engagement and dissemination of results amongst societal groups

The increase in interest and devotion is well illustrated by the consumer funnel, which clearly combines the stages of the recipient's awareness of the brand - the project. The increase in interest and devotion is well illustrated by the consumer funnel, which clearly combines the stages of the recipient's awareness of the brand - the project. The cardinal goal of marketing activities in the first phase will be to gain the highest possible awareness rate, because only people who know about the ongoing project can gain further knowledge about it, like it, target their preferences and beliefs to finally become part of it.

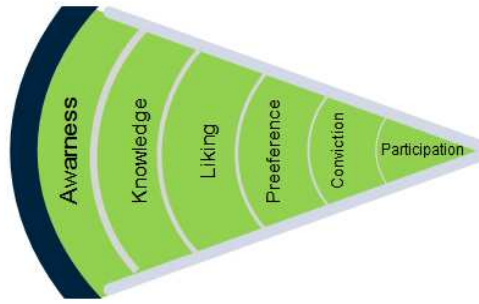


Figure 6. Marketing participants funnel

With the help of RRI and crowdsourcing specialists from the consortium, efforts will be made to take into account the opinions of co-creators from the very beginning of creating tactical and strategic communication activities. Finally, when the theoretical understanding of communication, dissemination and community building process was drawn, the Figure 6 presents communication channels that will be used to acquire and retain recipients and participants.

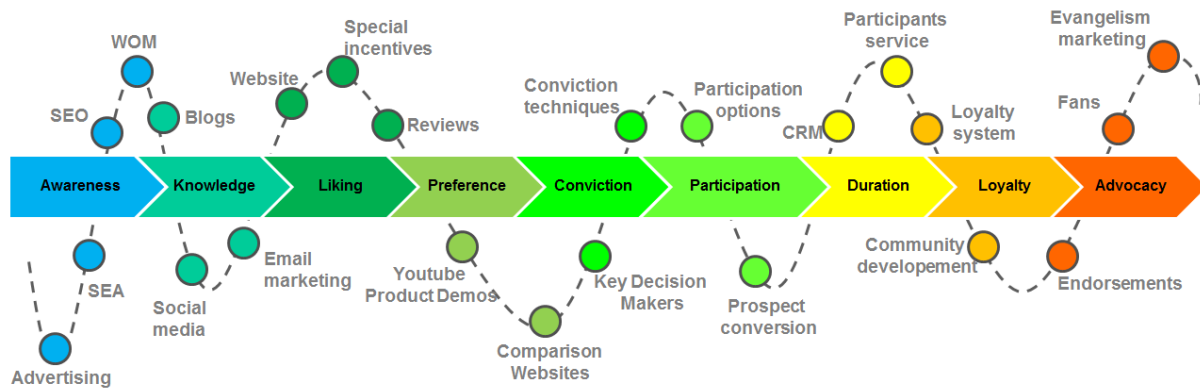


Figure 7. Marketing funnel - presentation of the participant journey

5.1 In-depth segmentation: personas

A priori segmentation allowed us to extract six key segments of co-creators and recipients. However, each of the designated segments may also have its own fractions, which we developed during workshops carried out using the "Brand Sprint" methodology. Thanks to the applied method, an extended sub-segmentation was made and twelve idealized personas were designated, along with a description of how to reach them, how to activate them and, based on what online and offline tools and events, to effectively acquire them as co-creators. A detailed description of the profiles is included in M6.1. "Joint concept of communication and dissemination strategies developed for the citizens science board". The table below contains synthesized information about them.

Table 1. A synthetic list of personas along with an indication of their online activity, activation methods and events.

NAME OF PERSONA	ONLINE ACTIVITY:	WAYS OF ACTIVATION	EVENTS
RESEARCHER / PHYSICIAN	<ul style="list-style-type: none"> • social media, • Google • university websites • email 	<ul style="list-style-type: none"> • 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 JoinUs4Health mechanism 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • social media • Google • email 	<ul style="list-style-type: none"> • building awareness of the project and platform across all online and offline channels • newsletter • easy contact for access to information 	<ul style="list-style-type: none"> • 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
MEDICAL FIELD SPECIALIST	<ul style="list-style-type: none"> • social media • Google • university websites, • email 	<ul style="list-style-type: none"> • building awareness of the project and platform across all online and offline channels • newsletter • user-friendly data analysis (possibly ready-to-print resources, e.g. a leaflet) 	<ul style="list-style-type: none"> • 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

NAME OF PERSONA	ONLINE ACTIVITY:	WAYS OF ACTIVATION	EVENTS
TEACHER / EDUCATOR	<ul style="list-style-type: none"> • social media • Google • email 	<ul style="list-style-type: none"> • building awareness of the project and platform across all online and offline channels • handouts • webinars • newsletter 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • social media • Google • email • school / university intranet 	<ul style="list-style-type: none"> • building awareness of the project and platform across all online and offline channels • user-friendly data analysis • webinars • newsletter 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • social media • Google • email 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • social media • Google • email 	<ul style="list-style-type: none"> • building awareness of the project and platform across all online /offline channels • positioning of key phrases on Google • user-friendly data analysis 	<ul style="list-style-type: none"> • activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)

NAME OF PERSONA	ONLINE ACTIVITY:	WAYS OF ACTIVATION	EVENTS
		<ul style="list-style-type: none"> guidelines: "if you have symptoms / are in an age group.... - then think about getting tested" newsletter 	
PERSON NOT INTERESTED IN THE HEALTH-RELATED ISSUES	<ul style="list-style-type: none"> social media Google email 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> activities piloted in Bialystok (quadruple helix workshops, research café, Science and Health Festival)
JOURNALIST	<ul style="list-style-type: none"> social media Google email 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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)

5.2 Initial capital - cohort members from the segment “Citizens”

At the time of launching the JoinUs4Health platform (see the JoinUs4Health Platform section), initial capital is required in the form of people interested in co-creating science. Although tactical activities related to building awareness of the project and the platform will be carried out simultaneously, according to RRI and the applied crowdsourcing methodology, the intention will be to involve both, people participating in cohort studies and people without a historical link to the cohort. Cohort participant already have an emotional bond to the activities of institutions governing cohort studies (Ship, Bialystok Plus, Rotterdam Study; see Table 2).

Volunteers recruited via the project to form the first working groups on the online platform will be engaged in facilitated exchanges and invited to express their opinion on planned marketing activities. The results of these initial interactions will be shared via various means including social media in accordance with the idea presented in Figure 3.

Table 2. 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 ^a (4400)
Bialystok PLUS (1)	PL	PLUS	2018	888 ^b (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
Total				27,910

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

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

5 Online Communication

The online activities during the project will include a number of actions that will seek to increase the effectiveness of communication, dissemination and community building (engagement). However, in order for them to be unified and integrated, the main axis of online activities will be:

- a) project website
- b) online platform

These are two sides of the same coin, closely related to each other and all tactical activities both in the online and offline environment will be aimed at redirecting the interest of the representatives of the previously described segments to the internet platform, indirectly via the website.

The online platform will constitute the "heart" and engine of the marketing activities in the project. Around it, the consortium's activities related to communication, dissemination and building engagement among the project's co-authors will focus.

All events regarding the platform will take place in close cooperation with the entities responsible for its creation and will be optimized for the final functionalities of the platform.

The levels of engagement reflected through the consumer funnel from awareness to participation will be realized on several levels and are intended to contribute to community building:

1. through online events using various forms of reaching potential co-authors of the project, but also to people who will only use the products of the working groups.
2. through offline activities aimed at redirecting potential contributors to the platform and online tasks.

To achieve the above assumptions, a dual strategy is envisaged:

1. persons recruited by co-creators (facilitators) will be directed to the platform after training in its use, rules and functionality at that time.
2. people recruited through online marketing activities (Facebook, Instagram, Youtube etc.) will be directed to the project's website, where an attempt will be made to convert potential co-creators from the level of awareness to the conviction level and finally to participation.

Table 3. List of online communication instruments

	Instruments	Description
1	Project website	<p>The so-called landing page will be an important element of building awareness among individual segments. The role of the website will be to capture the recipient's attention and familiarize them with the idea of the project and then redirect them to the internet platform. The website will also perform important marketing functions:</p> <ul style="list-style-type: none"> - image function: building a brand image in accordance with the adopted strategy - information function: building awareness and disseminating the effects of the project.
2	Online platform	<p>The role of the platform will be to retain the visitor and encourage him/her to: submit a research topic, become a facilitator and create a working group and/or join an existing working group. Like the project website, the online platform will perform image and information functions.</p>
3	Social media: Facebook, Instagram, YouTube, Twitter	<p>Social media will be the basic instrument dedicated to marketing communication, disseminating the effects of the project and building a community around the internet platform.</p>
4	Consortium members websites and social media profiles	<p>Consortium members' websites will support communication and dissemination of results by periodically posting project information, thus increasing online reach.</p>
5	Monthly newsletter	<p>A classic communication channel with an information function.</p>
6	Online press articles	<p>Online press articles presenting the effects of the project, thus increasing the reach and increasing the awareness of the recipients of the message.</p>

6 Offline Communication

Although, due to the optimization of the project budget, most of the activities have been planned online and will be focused around the online platform, in the case of Poland and the Bialystok PLUS cohort coordinated by MUB, a number of offline engagement activities are also planned, i.e. quadruple helix workshops with representatives of local community representatives and NGOs, Health Festival, research cafes for members of the third age university and secondary school competition workshops. Offline engagement activities are particularly important for building the community in Bialystok Plus as this cohort has only started in 2019, so that awareness of the cohort in the community is much lower than in SHIP and the Rotterdam Study. Hence, offline activities help building awareness and disseminating the effects.

In the other cohorts, no budget allowance has been assigned to offline activities. However, facilitators trained as part of JoinUs4Health can also create team exchanges in offline environments on their own accord and report outputs via the platform. Besides offline engagement strategies, all cohorts will also use offline dissemination tools through the instruments from Table 4. Thus individuals who have no internet access can still receive information about the project.

Table 4. List of offline communication instruments

	Instruments	Description
1	Radio advertising	Disseminating project activities through local radio stations. Free advertising that increases the reach and influences the awareness.
2	Press advertisement	Disseminating project activities through local newspapers. Free advertising that increases the reach and influences the awareness.
3	TV advertisement	Disseminating project activities through local TV channels. Free advertising that increases the reach and influences the awareness.
4	Outdoor advertising	Use of outdoor space on consortium members' buildings to display project information. In Białystok, it is planned to place a printed advertisement in the city center in a multi-storey car park informing about the ongoing project.
5	Press articles	Press articles presenting the effects of the project, thus increasing the reach and increasing the awareness of the recipients of the message.
6	Public Relations	Planned ongoing activities undertaken in order to gain and consolidate the good reputation of the project and to achieve mutual understanding between the consortium and its customers.
7	Marketing based on databases	Recruiting people for the project will be associated with a declaration regarding the possibility of sending marketing information to project participants. If they give their consent, participants prepared to engage in offline engagement activities can receive information about the project both online and offline instruments. Therefore, in Białystok Plus, lack of internet access will not be an exclusion criterion.

7 Adapting the communication strategy to the country

Even at the conceptual level, we knew that each country has a slightly different initial capital in the form of the number of participants in the cohort studies and their general knowledge of the cohort studies. The Netherlands (Rotterdam Study) and Germany (SHIP) with their cohorts studied for several decades are in a much more favourable situation than Poland (Bialystok Plus), where the measurement takes less than 5 years (2017). Moreover, when looking at the data on the level of social capital measured, for example, by the declared membership in non-governmental organizations, Germany and the Netherlands significantly exceed Poland. Hence, bearing in mind the uncertain starting conditions in Poland, the initial community building efforts and more offline communication based on the organization of offline events such as the Health Festival, research cafes, and secondary school competition were intensified.

The table below, based on the Hierarchy of Effects model, presents the assumptions of communication for individual countries, especially in the initial phase of the project, when greater attention to achieving awareness is required in Poland.

Table 5. Communication goals on different stages of engagement.

Potential participant Behaviour	Hierarchy of Effect Model (stages of engagement)	Communication goals	SHIP	RS	BP
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 i. common internet platform and project website	ii. Small number of cohort participants. Need to build awareness in all societal groups	
	2 - Knowledge	Make information about the project easy to find	ii. emphasis on building interest through 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. All activities concentrating on building knowledge amongst defined societal actors with usage of different channels of communication would involve those societal actors representatives to ensure that created content could enhance liking attitude. 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, both digital and traditional.		

Potential participant Behaviour	Hierarchy of Effect Model (stages of engagement)	Communication goals	SHIP	RS	BP
Conative (Behave/ Action)	4 - Preference	Make consumers focus on the product	<p>II. Marketing indicators appropriate for each communication channel would be used to measure, monitor and evaluate information content. It would help to counteract immediately if liking amongst participants or potential participants drops down.</p> <p>I. The participation of societal groups 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 to tailor the means of communication that are the most attractive through which will affect individuals' focus on the product.</p>		
	5 - Conviction	Create the desire to participate	<p>I. By building knowledge about a project that addresses socially relevant issues for segments</p> <p>II. By building a belief that knowledge based on the project together with citizens is valuable, reliable and validated by scientists.</p> <p>The strategy of building knowledge about the project and disseminating its results planned above will achieve two key effects:</p> <p>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.</p>		
	6 - Participation	Make the societal actor participant	<p>I. 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.</p>		

8 Detailed plan for communication, dissemination and community building

Online and offline activities support project's communication and dissemination on every stage and in every field. We will develop and apply both online and communication and dissemination strategies to target different stakeholder groups (according to predefined segmentation and in-depth personas) based on the outcomes of the project and working groups. We envisage targeting not only main segments but also specific groups that may contribute to long-term sustainability of the project

including local authorities, entrepreneurs, businesses or start-up incubators. Online tools let us target even small, specific groups with great accuracy and measure results according to the KPIs (Key Performance Indicators).

We use different online tools on particular stages of the project development (from awareness to participation and advocacy) and to achieve particular goals related to: communication, information, education, building an image, supporting cohort studies awareness, encouraging people to engage, bringing them to the platform, promoting events etc. Basing on online marketing expertise we will answer each challenge with suitable online action, as we know that different target groups must be reached with an adequate, interesting and important message via tailored communication channels. We will use social media, copywriting, graphic design and advanced marketing tools to support project goals as well as particular goals of the consortium members.

What's more, we will also try to use the potential of people co-creating project contents throughout the project, but particularly during recruitment at the initial stage when volunteers are invited to develop or contribute to individual elements of the outlined action plan. At this stage, these are still theoretical assumptions, a kind of signpost of activities, which may change under the influence of emerging factors, i.e. suggestions from Citizens Science Boards, active working group members and platform users engaging via low-level interactions (e.g. submission of suggestions, revision of drafts etc.). The feedback from the recipients of the communication, dissemination and community building strategy, created at this stage, is extremely important to us. We will actively strive and encourage project contributors from individual segments to share their opinions, thoughts and insights regarding this strategy, so that it evolves from the classic form, where specialists develop all activities into a character, where active users co-create tactical activities.

Table 6. Plan for community building through online and offline communication

Table 6: Plan for community building through online and online communication				
Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
Researchers				
Engaged in cohort studies	Ask question (two-way communication)	Asking questions, polls, online questionnaires, helping scientists to collect additional information from cohort participants	✓	
		sample collection for new research projects; scientific tools validation	✓	

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
	Knowledge translation	Explaining topics to the public reviewing projects/data (comments) taking part in webinars, research cafes	✓	✓
		Explaining topics and research conclusions to the public through different online channels (creating content and promote via social media; emailing, platform)	✓	
	Rewarding system	Create rewarding pathways for university environment as a part of institutional change (not confirmed if applicable)		✓
	Citizen science board	Decision making	✓	✓
Non-engaged	interdisciplinary initiatives	reviewing research projects/questions	✓	
		give possibility to compare data form three cohorts, (if possible and gathering methodology was the same, If data from multiple cohorts are to be used, input from researchers of all cohorts is needed to indicate differences in methodologies) keeping the procedural path: submitting problem to 1) citizen science board and 2) scientific management board	✓	
		Informing about research, presenting studies results; invitation to collaboration in social media channels and the platform.	✓	
	knowledge translation	Local opening seminars and press conferences directed at building the widest possible interdisciplinary national network and presentation of project assumptions. Workshops to generate a list of potential topics that can be developed interdisciplinary based on ideas submitted from cohort participants and general public through workshops organized by NGOs	✓	✓
	citizen science board	Decision making?	✓	✓

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
Citizens				
Cohort participants	Two-way communication	Interactive survey promoted via social media and email marketing, redirecting on platform site, aimed at generating a list of problems that the cohort participants would like to develop and building a group of participants willing to get involved in their solution	✓	
		Online campaign promoting the platform offering a possibility to communicate important health information of cohort participants (ie. new symptoms diagnosis, etc.).	✓	
		Researchers may provide information on new ongoing research projects.	✓	
General public	Information campaign on the project and goals	Online / social media campaign targeted to all populations of 3 cities, where cohort studies take place to build awareness of the project.	✓	
			✓	
		Online campaigns coherent with other communication activities via press, radio, television and all available communication channels.	✓	✓
		Dedicated online campaigns promoting events e.g workshops or Science & Health Festival in Bialystok.		
		Organizing the Science & Health Festival. It should gather all groups. The aim would be dissemination of knowledge about health prevention, dissemination of knowledge about the project, gathering opinions from various stakeholders, popularizing scientific knowledge.	✓	✓

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
	"fishing out" people interested in the subject of health, public health, social factors affecting health	Fishing by involving NGOs dealing with health and social issues. Joint workshops in which lists of problems will be generated using design thinking methods, thanks to which we will achieve double conversion of involvement: from involvement in workshops, through creating socially important problems to involvement in their solution at the project level.	✓	✓
	Two-way communication	Using online tools to encourage general public representatives to point out interesting topic/issue to be investigated/explained by researchers through the internet platform.	✓	
	Data comparison	The ability to compare on the platform specific parameters of the individual with the average data of panellists e.g. weight, blood pressure, frequency of preventive examinations.	✓	
Education community				
University students	Informing students about the implemented project	Building awareness, promoting the results of cohort studies and encouraging to engage via social media.	✓	✓
			✓	✓
		Building awareness through scientific circles	✓	✓
		Building engagement and commitment through courses materials based on the results of cohort studies placed on internet platform in repository		
	Student Research Groups (circles) at the cohorts	Online communication will support international collaboration between students, e.g FB Groups.	✓	
			✓	
		Using social media to communicate gamification rules (competition between teams from different cities/ universities/ countries) and results.	✓	✓

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
		Engaging groups of MSc in scientific projects (requires supervising and tutoring by researchers)		
	Through the possibility of teamwork with scientists and citizens	Collaborative teamwork on a research problem allows students to understand and feel the work of a researcher and perhaps influence the choice of this career path Joint publications that will enable students to become familiar with the scientific work procedure and perhaps prepare for doctoral studies	✓ ✓	✓ ✓
	Curricula	Implementation of citizen science education into the study programs	✓	✓
Pupils	Competition organized by the consortium	High School teams would compete regionally (Bialystok). They would be engaged into research projects - invented and conducted by themselves and assisted by facilitator. Pre-stage -submitting research protocols to be reviewed by jury (scientists), 1st stage - project presentations (collected data, verified hypothesis, conclusions), 2nd stage - international application of the results Using social media to recruit schools / teams, report process and communicate results.	✓ ✓	✓ ✓
	Lessons scenarios	Desiring lesson scenarios for schools at various levels as a part of health prevention classes and classes, e.g. biology / knowledge about society. The scenarios will be available on the internet platform.	✓	✓
	Summer courses?			

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
Third age university students	Lectures/seminars/classes	<p>Research café in Bialystok - meetings in small groups (previous assignment) with researchers for a cup of coffee and discussion - shortening the distance and generating the topics for the internet platform</p> <p>Although social media are seldom used by the majority of elderly people, we can communicate with younger generations to reach and engage their parents / grandparents.</p>	<p>✓</p> <p>✓</p>	✓
Third sector				
NGOs	Inviting NGO representatives to cooperate in reporting problems for investigation	<p>Building project awareness among NGOs sector, presenting benefits of active participation in the project (dedicated content, targeted online campaign)</p> <p>Online promotion of webinars/ workshops / other activities dedicated for NGOs.</p>	<p>✓</p> <p>✓</p>	✓
	Encouraging NGO representatives to be a link between the platform and general public representatives	Engaging NGO representatives to share results from working groups amongst e.g. research cafes participants	✓	✓
Policy makers				
Local governments	Quadruple Helix workshops	<p>Using online channels to presenting examples how based on the results, local governments can effectively implement solutions to improve the quality of life and health of residents.</p> <p>Online campaigns promoting citizen panels concerning health issues.</p>		

Group / Subgroup	Way of engagement	Activities	Communication form	
			online	offline
		Demonstrating that based on the results, they (local governments) can effectively implement solutions to improve the quality of life and health of residents. Methods of application, creating new projects →sustainability Citizen panels concerning the health issues e.g. health prevention, how to reduce the impact of poor air quality (smog) on the health of residents, what health policy we need in Poland and locally in Bialystok.		
	Participatory budget	Projects worked out in workshops to be voted as a part of participatory budget	✓	✓
Business				
Private companies	Consulting/advisory	Building awareness and promoting good practice on building a public-oriented communication strategy (taking into account various target groups). Media: targeted online campaigns.		

Promoting events using internet / social media has a direct impact on how successful that event is, especially for brands without established recognition, like JoinUs4Health on an early stage. Every event - both online and offline - should be treated as an individual project with its own goals, tools and strategy under the umbrella of an overall JoinUs4Health communication strategy. Nevertheless, every event (and the project itself) can benefit from the following steps:

- **Announcement on the platform** / List of events / in advance with the basic details: name, date, location, speakers, rules of participation etc.
- **Attractive event title** - relevant to the target group (scientists / politicians / students)
- **Visual identification** - relevant to the topic, title, target group, consistent with the brand book.
- **Event page** within the platform structure with easy URL, that can be used in different media channels to promote the event
- **Registration form** - we build an email list to communicate with the participants and that we can use to promote following events.

- **Unique video for the event** - video-invitation by the main guest / organizer / or video recorded during the previous edition in case of a cyclical event.
- **Inform media** - press release
- **Engaging partners** to promote the event - consortium members and other institutions, people, speakers etc. should receive full information about the event to share it in their communities online and offline.
- **“Event” on Facebook** - a “must-have” in online event promotion is using the brand’s social media accounts. Not only to invite people to join the event, but also to share updates, to engage participants (e.g ask them to propose questions or topics for the panel) , attract followers to the FB site and build community.
- **Promote event with social media ads** - targeted to specific groups, leading to Event site
- **Incentive to leave an email address** - prepare valuable report, summary, research results to share among participants via email after the event (building email database)

Appendix

Logo:

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

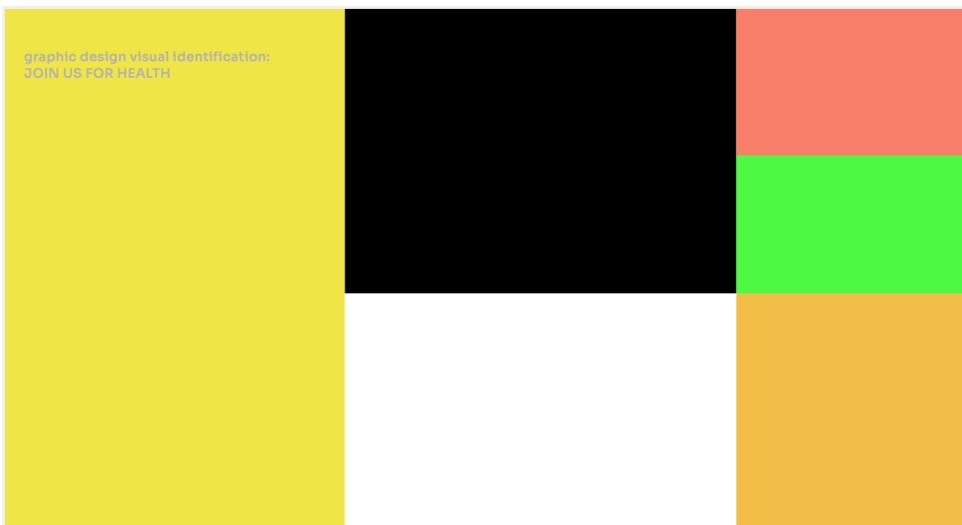
Insight: “Laughter is the best medicine.”



JoinUs4Health logo concept:



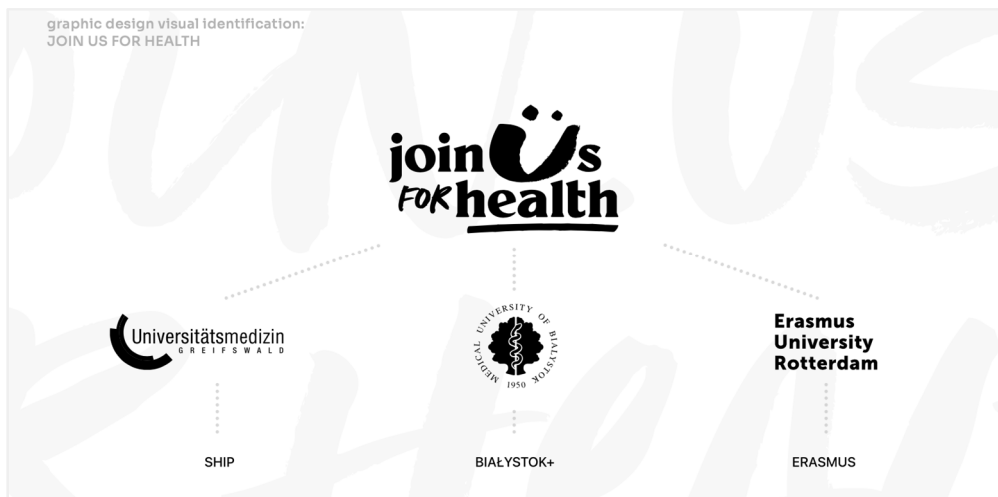
Colour palette:



Decor font:



Project's structure:



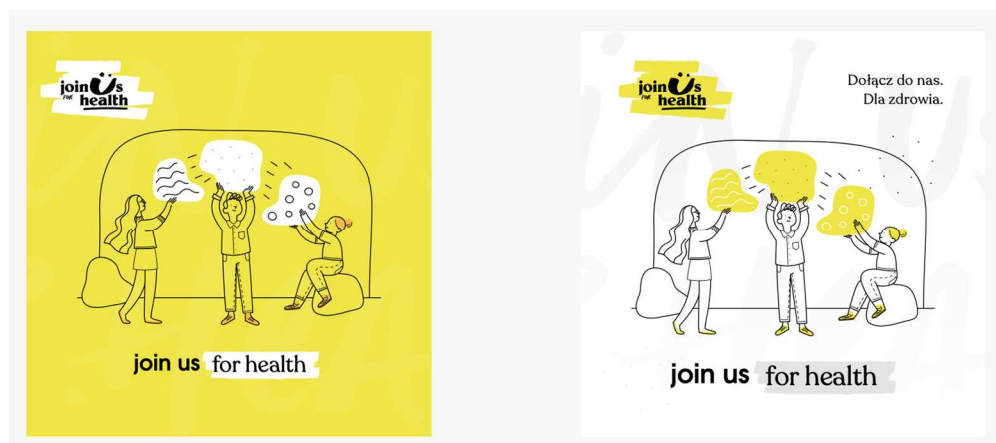
Partner's / study logo + JoinUs4Health logo:



Assets:



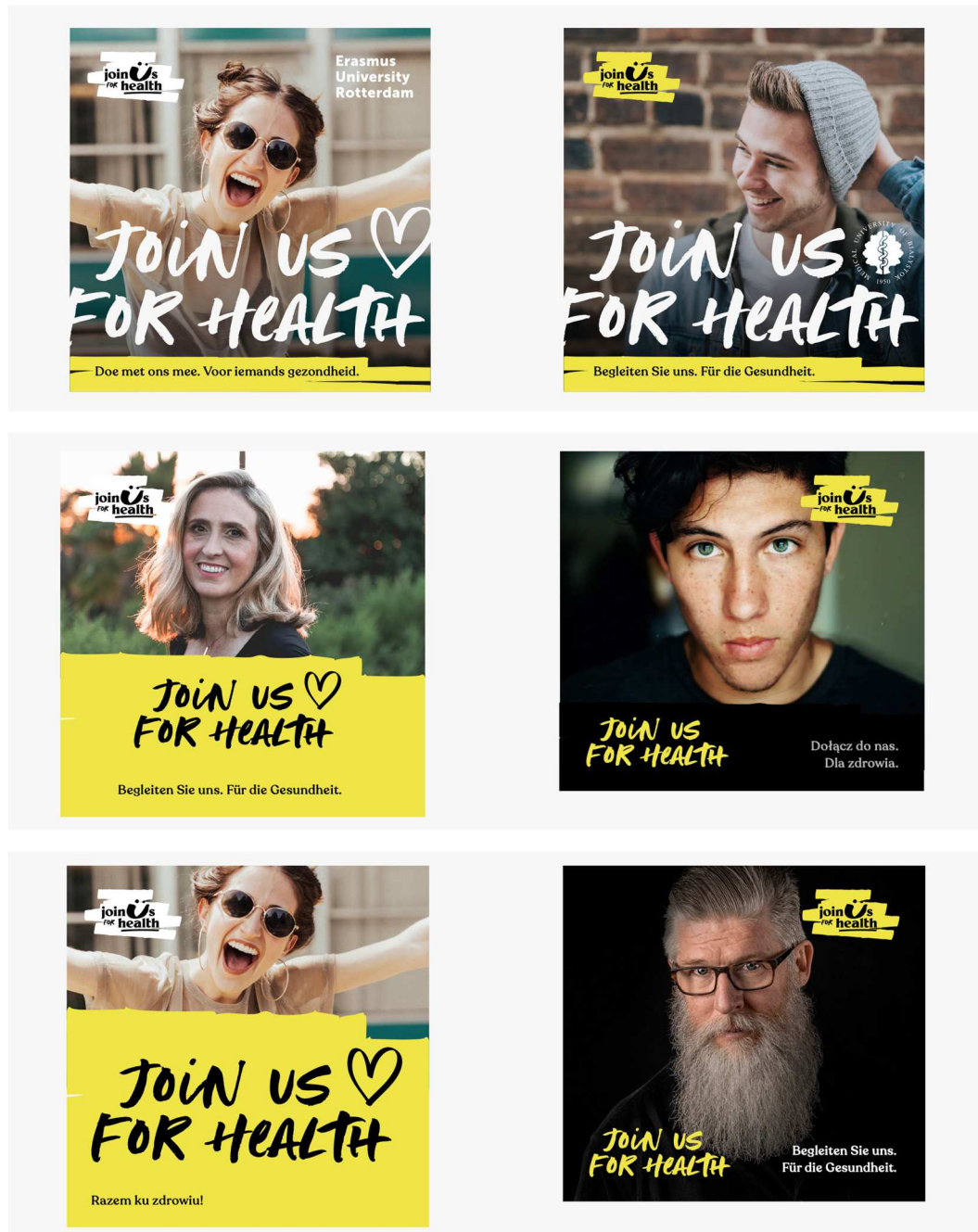
Exemplary layouts for social media / information, study results - link to web platform /:



graphic design visual identification:
JOIN US FOR HEALTH



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



Exemplary layouts for social media: data.

Mieszkańcy Białegostoku
chorzy na **nadciśnienie**
tętnicze.

