



Trustworthy AI Tools for the Prediction of Obesity Related Vascular Diseases

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DELIVERABLE D7.2

COMMUNICATION AND DISSEMINATION PLAN

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1. INTRODUCTION

This deliverable defines the overall strategy and activities undertaken during, and beyond the duration of the AI-POD project. Deliverable 7.2 is a living document that provides a framework for the project's dissemination and communication activities. The core stakeholders and target groups for the communication activities are outlined, as well as dissemination objectives and strategies for these groups. The document will be regularly reviewed and updated during the project in order to reflect the project's progress and further fine-tune the outreach activities.

1.1 DEFINITION

For the purposes of this document, we define communication and dissemination as follows:

- **Communication**
 - **Promoting project and results:** Inform, promote and communicate your activities and results.
 - Targets multiple audiences beyond the project's own community (incl. media and broader public).
 - Engage with stakeholders, raise awareness, generate demand, show success of European Collaboration.
- **Dissemination**
 - **Making results public:** Describe and publicly disclose results, transfer knowledge, make results available for others to use.
 - Targets audiences interested in the use of the results: scientific community, industry, policymakers.
 - Maximise results' impacts, allow others to continue, advance the state of the art, make results a common good.

2. OBJECTIVES

The objectives of the AI-POD dissemination and communication strategy are to:

- Inform about and promote the project's objectives and key facts including information about its partners and funding source;
- Create awareness of and understanding about the project, its scope, and expected outputs and impact;
- Maximise the impact of project activities and results by spreading them widely among appropriate stakeholder groups and across different channels;
- Engage stakeholders during the project by collecting their feedback on selected topics and outputs to facilitate uptake of the project results;
- Demonstrate the relevance of the project outputs for patients, society, and the economy, and encourage political uptake paving the way for the project's exploitation activities.

3. STAKEHOLDERS AND TARGET AUDIENCE

To effectively communicate information about the project, we identified multiple stakeholders as part of our target audience. During the proposal preparation, an initial stakeholder mapping was performed and enhanced during the first project months. The identified groups will be targeted using tailored dissemination and communication approaches specific to each cluster. This ensures a customised presentation of the project, as well as relevant uptake by the target audience and will substantially increase the project's impact.

The target groups to whom we will disseminate results are:





- *Scientific community*: Researchers and scientists in the fields of medical AI, computational imaging, radiology, cardiology, etc. are important stakeholders with an interest in developing and validating AI tools and risk assessment models.
- *Clinician and healthcare professionals*: Clinicians such as bariatricians, cardiologists, radiologists, and vascular surgeons are involved in the treatment and care of obese patients. They are essential stakeholders since the AI-based risk score and clinical decision support system will assist them in making more informed decisions about diagnosis and treatment for cardiovascular diseases in obese patients.
- *Obese Individuals, patients and patient advocacy groups*: AI-POD targets patients diagnosed with obesity, obese individuals and those at risk of obesity-related cardiovascular diseases. These individuals are the primary beneficiaries of the project's outcomes. The mobile app and AI-based tools will help them monitor and manage their health better. Organizations representing the interests of obese individuals and patients at risk of cardiovascular diseases are stakeholders interested in the project outcomes, as they seek to improve the health and well-being of their constituents.
- *Policymakers and decision makers (at EU, national and regional level) incl. professional societies*: Public health officials and policymakers are stakeholders with an interest in reducing the economic burden of obesity-related cardiovascular diseases. Professional medical societies with a focus on cardiovascular health, obesity and medical technology are important stakeholders to disseminate and endorse the AI-POD findings and recommendations.
- *Regulatory bodies (national health authorities)*: Regulatory bodies will be targeted due to their roles in ensuring patient safety, efficacy, ethical compliance, data privacy, and quality control in healthcare to encourage the implementation of the proposed AI tools and solutions for cardiovascular disease prediction and management in obese populations.
- *Industry*: Mobile app developers, healthcare and MedTech industry are stakeholders with an interest in the opportunities for innovation, improved patient outcomes, and the development of advanced technologies and solutions for the prediction and management of obesity-related cardiovascular diseases provided by AI-POD.
- *General public*: The general public is an audience with an interest in the project's success, as it has the potential to improve public health and reduce the economic burden of obesity-related cardiovascular diseases, which can impact society as a whole.

4. DISSEMINATION AND COMMUNICATION PLAN

4.1 STRATEGY

To achieve the project's dissemination objectives, each activity will use the appropriate channel to ensure the messages reach the right audience. Dissemination channels range from scientific publications on recommended methodologies and emergent issues as identified by the project to general media for information intended for the general public.

To aid the execution of the dissemination strategy and correctly plan the dissemination and communication activities, the following list of questions can guide the selection of dissemination channels and shape the nature of the information that is disseminated:

- **What should be disseminated?**
 - Overall project information and expectations
 - Project achievements, such as:
 - project events
 - completion of tasks, work packages, deliverables or and milestones





- Project results, such as:
 - General summary of the results
 - Detailed information on the results
 - Methodology on how results were achieved
 - Best practices and information of how methods can be applied elsewhere
- **To whom do we need to disseminate this information?**
 - Relevant subset of stakeholders
 - General public
- **How does this information need to be disseminated?**
 - Via scientific publications in relevant journals
 - Via events, such as:
 - Presentations at national or international scientific meetings
 - Workshops
 - Online, live-streaming events
 - Via the project website
 - Via social media
 - Via newsletters
 - Via printed media such as:
 - Folders
 - Flyers
 - Posters
 - Via traditional media such as:
 - Press releases
 - Television
 - Printed advertisements or articles
- **When is the information disseminated?**
 - As soon as possible after completion
 - Through regular updates
- **How far does the information have to be disseminated?**
 - Local
 - National
 - European
 - International
- **What should the dissemination of this information achieve?**
 - Set goals for reach and impact
 - Measure performance indicators at specified intervals or times, such as:
 - Reach (e.g., number of visitors, views, or impressions)
 - Impact and engagement numbers (e.g., links, shares, open rates downloads, 'likes')

Based on this approach for defining the dissemination and/or communication activities, the consortium can identify the unique needs of each stakeholder group, and the subsequent activities will correspond to these needs, ensuring effective and efficient distribution of project information and a maximised impact.

4.2. DISSEMINATION AND COMMUNICATION ACTIVITIES

AI-POD's dissemination activities address one or more of the identified stakeholder groups and ensure that the dissemination objectives are achieved. Stakeholders will be targeted using tailored dissemination approaches. Specific dissemination material will be produced, and activities developed in cooperation with





all project partners. This ensures a customised presentation of project progress and results, as well as relevant uptake by the target audience and will substantially AI-POD's impact.

4.2.1. DISSEMINATION AND COMMUNICATION TOOLS AND CHANNELS

Provision of information to a wide range of target audiences is crucial to increase the project's visibility and ensure uptake of the project's outcome and that the envisaged impact is reached. To do so, several tools and channels will be exploited by the AI-POD consortium.

For example, channels provided by the European Commission will be leveraged for communication and dissemination activities. This includes:

- Research and Innovation Success Stories
- CORDIS
- The Horizon Magazine
- The Open Research Europe platform
- The Horizon Results platform

Furthermore, tools and services provided by the European Commission such as the Horizon Results Booster have also been identified for further potential communication and dissemination activities.

In addition, online magazines, newsletters, papers, and journals, as well as social media and other online and offline tools will be used to promote the project, project partners, objectives, and results. The dissemination measures will rely on the material (both electronic and print) developed by partners and implement the overall dissemination and communication strategies as outlined in this document.

4.2.1.1. Visual identity and branding guidelines

A visual identity for the AI-POD project has been developed to facilitate clear and consistent communication (cf. D7.1 Communication kit). All communication and dissemination activities have been and will be carried out building on this visual identity, including all print and digital media, ranging from report presentation templates, the project website, and newsletter templates to folders with background information, roll-ups, and scientific posters.

Branding guidelines on how to use the different elements have been developed (cf. D7.1). The project logo and visual elements are available to the entire consortium in different formats. The visual identity is in use on the project website, located at www.ai-pod.eu (cf. D7.9 Project website), as well as on social media platforms (Twitter and LinkedIn). Several document templates, including for PowerPoint presentations and Word documents have also been created on this basis.

4.2.1.2 Acknowledgement and information on EU funding

On all material, electronic or printed (*conference presentations, publications, information material, media relations, social media, patent applications*), the EU emblem is displayed, and the EU funding is acknowledged. When displayed in association with other logos (*e.g., of beneficiaries*), the emblem is displayed at least as prominently and visibly as the other logos.

4.2.1.3. Project Website

The AI-POD project website, located at www.ai-pod.eu, offers information about the project and its results to an international audience. The set-up of the website was finalised by month 3 (D7.Project website).

The AI-POD website features a modern, responsive design following the aforementioned visual identity and branding guidelines. The responsive nature ensures that the website can be accessed not only from a computer, but also works well on mobile devices such as tablets and smartphones. The design is in line with, and completes, the visual identity of the project.





The website presents the project's overall aims and objectives and gives information on each work package and how it contributes to the overall goals of the project. A news section with updates informs visitors about the latest project developments, its progress, and related events.

The website will also be extended with project partner presentations. Detailed profiles with links to the partners' websites, and a short interview and description of their work will be added as further information in upcoming updates.

All future, non-restricted deliverables and reports, press items and other dissemination material will be made available to download on the website. A list of scientific publications will also be made available with links to open access publications or copies in repositories.

To monitor the traffic on the AI-POD website, MATOMO Analytics has been installed and will serve as valuable tool to inform and tailor dissemination and communication activities.

The website will evolve in course of the project and be updated on a regular basis as the project progresses.

4.2.1.4. Social Media

In addition to the project website, an online presence for AI-POD is established on social media. Currently, this includes a Twitter profile and a LinkedIn page. The partners will use social media platforms, such as [X/Twitter](#) and [LinkedIn](#) to raise awareness and disseminate information.

Further promotion will be done via the partners' social media accounts to maximise reach. Social media activities will, where possible, tie in with relevant European or global events such as World Obesity Day (March 4), World Health Day (April 7), and World Heart Day (September 29), and certainly also with relevant health-related scientific events and congresses.

Templates for social media posts using the AI-POD design have been prepared. Examples for postings using the template can be seen below:



Templates for social media postings

4.2.1.5. Promotional Material

EIBIR leads the development of promotional material, with support from all project partners. Promotional material that will be developed includes a periodic digital newsletter, target-audience specific folders and flyers with relevant, general information about AI-POD, promotional posters, and a general presentation.

Partners will use institutional publications, such as annual reports, institutional newsletters, or internal and external websites, to disseminate information about AI-POD. Additionally, partners will prepare articles for publication in national newspapers, magazines, or websites.





Posters or roll-ups will be prepared for display at workshops, meetings, congresses, and conferences. These can be for promotional or informational use. Posters and roll-ups promoting AI-POD will be designed to be aesthetically pleasing and attract attention and contain only general information about the project. Informational posters will be used to summarise scientific findings and achievements. Both types of posters will be designed to fit the project’s visual identity.

All promotional material will include contact details of the publishing partner, the AI-POD project manager, and a link to the project website where further information can be obtained. All print files will be made available to the consortium via the project-internal file repository on Teamwork.

4.2.1.6. *Press and media*

Press releases about the AI-POD project will be issued and distributed at European and national levels. To attract media attention, press releases will tie in with important project or public events and will include information about specific project activities, milestones reached, or the publication of major deliverables. All press releases will also be available on the AI-POD website and disseminated on social media. Where appropriate, in addition to English-language press releases, the press offices of the partner institutions will also release versions in local languages.

A first press release was published in May 2023 marking the official launch of the project. The release has, for example, led to an announcement of the project in the online newspapers [Aunt Minnie](#) and on the platform [MyScience.org](#).

Partners will exploit their media contacts to promote the project. Through partner EIBIR, AI-POD has access to a list of over 250 dedicated international media contacts in the medical field and over 1,800 relevant scientific and industry contacts. Media contacts will be used to encourage news articles and interviews about AI-POD.

4.2.1.7. *Congresses, conferences, and public events*

AI-POD will be represented at relevant national, European, and international congresses, conferences, and public events. Partners will attend meetings relevant to their expertise and role in the project and provide general information on the project and present (interim) results.

Examples of congresses or conferences where the results will be presented by the consortium members include:

Event	Target group	Date or frequency	Link or additional information
Meeting of the American Society of Bioethics	People engaged in all of the endeavors related to clinical and academic bioethics and the health-related humanities.	Annual	https://asbh.org/annual-meeting/bioethics-humanities-meeting





Event	Target group	Date or frequency	Link or additional information
Annual Meeting of the European Association of Cardiovascular Imaging (EACVI)	Cardiologists and Radiologists	Annual	https://www.escardio.org/Sub-specialty-communities/European-Association-of-Cardiovascular-Imaging-(EACVI)
Annual Meeting of the European Society of Cardiovascular Radiology (ESCR)	Radiologists and professionals with an interest in radiology, industry	Annual	https://www.escr.org
Belgian Association for the Study of Obesity (BASO)	Interdisciplinary health professionals cooperation in the treatment of obesity	Annual	https://belgium.easo.org
Conference on Health, Inference, and Learning (CHIL)	Medical imaging professionals, AI researchers, Healthcare professionals	Annual	https://www.chilconference.org
Conference on Neural Information Processing Systems (NeurIPS)	AI researchers, computer vision experts	Annual	https://neurips.cc
Czech Congress of Radiology	Radiologists and professionals with an interest in radiology, industry	Annual	https://www.crs.cz
DMEA	Healthtech industry	Annual	https://www.dmea.de
European Association of Centres of Medical Ethics (EACME)	Bioethicists	Annual	https://eacmeweb.com/





Event	Target group	Date or frequency	Link or additional information
European Conference of Computer Vision (ECCV)	AI, Computer Vision, Machine Learning, Image Analysis	Biennial	https://eccv2024.ecva.net
European Congress of Radiology (ECR)	Radiologists, researchers and professionals with an interest in radiology, AI, etc. clinical community, industry	Annual	https://www.myesr.org/congress
European Public Health Conference (EPH)	Interdisciplinary health professionals working in public health	Annual	https://ephconference.eu/
European Society of Medical Imaging Informatics (EuSoMII) Annual Meeting	Radiologists, data scientists and informatics experts, and other specialties that use imaging such as pathology, dermatology, and ophthalmology.	Annual	https://www.eusomii.org/
German Röntgen-Meeting	Radiologists and professionals with an interest in radiology, industry	Annual	https://www.drg.de/
Healthcare Excellence Through Technology (HETT)	Healthtech industry	Annual	https://hettshow.co.uk
Healthcare Information and Management Systems Society (HIMMS)	Healthtech industry	Annual	https://www.himss.org





Event	Target group	Date or frequency	Link or additional information
IEEE / CVF Computer Vision and Pattern Recognition Conference (CVPR)	Diverse technical community with interest in machine learning, deep learning, automated recognition, detection, categorization or retrieval in image and video data.	Annual	https://cvpr.thecvf.com
International Conference of Computer Vision (ICCV)	AI, Computer Vision, Machine Learning, Image Analysis	Biennial	https://iccv2023.thecvf.com
International Conference on Machine Learning	AI researchers, computer vision experts	Annual	https://icml.cc
MEDICA	Healthtech industry	Annual	https://www.medica.de/
Medical Image Computing and Computer Assisted Interventions (MICCAI) Annual Meeting	Medical imaging professionals, Computer scientists, AI researchers, data scientists, physicists	Annual	https://conferences.miccai.org/2023/en/
MIDL (Medical Imaging with Deep Learning conference)	Target audience are professionals of the deep learning in medical imaging community. Contributions are both methodological and application oriented.	Annual	https://2024.midl.io
Neural Information Processing Systems (NeurIPS)	Artificial intelligence, machine learning and data science community	Annual	https://nips.cc





Event	Target group	Date or frequency	Link or additional information
RSNA Annual Meeting	Radiologists, oncologists, technologists, and other professionals with an interest in radiology, industry	Annual	https://www.rsna.org
Swiss Congress of Radiology	Radiologists and professionals with an interest in radiology, industry	Annual	https://congress.sgr-ssr.ch
World Conference of Bioethics	The International Association of Bioethics (IAB) facilitates contact, networking and exchange of ideas and resources amongst those working in bioethics and related fields in different parts of the world.	Biennial meeting	https://iabioethics.org/

4.2.1.8. *Scientific publications and presentations*

AI-POD will publish its research results in high-ranking and relevant journals. We will, in particular, target the following journals for publication of results.

- BMC Medical Ethics Clinical Chemistry
- BMC Medical Informatics and Decision Making
- Clinical Chemistry and Laboratory Medicine (CCLM)
- Czech Radiology
- European Heart Journal
- European Journal of Radiology
- European Radiology
- European Radiology Experimental
- IEEE Transactions on Medical Imaging
- IEEE Journal of Biomedical and Health Informatics
- Investigative Radiology
- Journal of Bioethical Inquiry
- Journal of Cardiovascular Computed Tomography
- Journal of Medical Ethics
- Medical Image Analysis





- Nature Communications
- Nature Machine Intelligence
- Open Research Europe
- Radiology
- Radiology: Artificial Intelligence
- The Lancet Digital Health

4.2.1.9. Suggested communication and dissemination channels

The project partners will make use of their established contacts and communication and dissemination channels to reach stakeholders. In addition, where appropriate, partners will also contact National Contact Points and relevant national government agencies or public bodies with information about the project.

The following established network contacts are available to members of the AI-POD consortium:

Channels	Description	Target group	Method
Austrian Roentgen Society	Professional Society of Austrian radiologists	Radiologists and professionals with an interest in radiology, industry	Relevant results and outputs will be shared in relevant meetings, online and by e-mail. AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.
Austrian Society of Artificial Intelligence	Austrian national organisation to foster AI research and development	Computer Scientists	Relevant results and outputs will be shared in relevant meetings, online and by e-mail. AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.





Channels	Description	Target group	Method
<p>BioLago Network</p>	<p>BioLAGO is the largest cross-border healthcare network in the four-country region of Lake Constance (Germany, Switzerland, Austria and Liechtenstein). The network links business and science for innovation and addresses the high-tech sectors of the healthcare industry: medical technology, diagnostics, bioinformatics and pharmaceuticals including personalized medicine, often referred to in the literature as the 4Ds of medicine: Devices, Diagnostics, Data, Drugs & Therapy.</p>	<p>Scientific community and other medical professionals; clinicians (bariatricians, cardiologists, radiologists, and vascular surgeons); industry (mobile app developers, healthcare, medtech)</p>	<p>Relevant results and outputs will be shared online, in communications to partners and customers, during conferences and invited lectures.</p>
<p>Brightfish network</p>	<p>BF has an extensive network of developers, medtech companies, semi-governmental organisations that work on ehealth and other healthtech projects. Our customers are located all over Europe and range from pharma companies to local CROs</p>	<p>Industry (mobile app developers, healthcare, medtech)</p>	<p>Results will be shared online in communications to partners and customers, during conferences and invited lectures.</p>





Channels	Description	Target group	Method
Deutsche Röntgengesellschaft	Professional Society of German radiologists	Radiologists and professionals with an interest in radiology, industry	Relevant results and outputs will be shared in relevant meetings, online and by e-mail. AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.
EIBIR Member network	EIBIR's network includes more than 80 clinical, research and industry members in the field of biomedical imaging research and related fields.	Radiologists, medical scientists, researchers and clinicians, industry	Relevant results and outputs will be shared online upon publication, and periodically in the EIBIR annual report and newsletters.
EIBIR Shareholders	EIBIR's 11 shareholder organisations are: CIRSE, COCIR, EANM, EFOMP, EORTC, ESMRMB, ESPR, ESTRO, EuSoMII, EFRS, ESR	Radiologists, medical scientists, researchers and clinicians, industry	Relevant results and outputs will be shared online upon publication, and periodically in the EIBIR annual report and newsletters.
European Association of Centres of Medical Ethics (EACME)	The European Association of Centres of Medical Ethics includes about 60 centres accros Europe.	Scientific community and other medical professionals	Results will be shared in the online periodic newsletter and during an annual conference.
European Association for the Study of Obesity (EASO)	EASO is a federation of professional membership associations from 36 countries.	Scientific community (obesity specialists, physicians, health care practitioners, and public health practitioners)	AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.





Channels	Description	Target group	Method
European Society for Medical Imaging Informatics (EuSoMII)	EuSoMII is a dynamic, advanced society of medical imaging informatics professionals, publishing research papers, books, organising annual conferences, webinars. It has about 300 members.	ICT scientists, researchers and technologists Medical scientists, researchers and clinicians Decisions makers at Hospitals and Head of Departments Medical industry	Relevant results will be presented in congresses, workshops, and meetings as applicable depending on the topic/scope.
European Society of Cardiology (ESC)	The ESC is a world leader in the discovery and dissemination of best practices in cardiovascular medicine. The ESC unites over 100,000 scientists, clinicians and allied professionals across all cardiology subspecialties and career stages.	Decision-makers, scientists, clinicians, nurses and allied professionals working in all fields of cardiology	AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.
European Society of Cardiovascular Radiology (ESCR)	The European Society of Cardiovascular Radiology (ESCR) is a non-profit medical society dedicated to promoting and advancing cardiovascular imaging by offering Annual Scientific Meetings, workshops, webinars, as well as other scientific and educational events.	Radiologists, medical scientists, researchers and clinicians	Relevant results and outputs will be shared in relevant meetings, online and by e-mail. AI-POD results will be presented at congresses, workshops, and meetings as applicable depending on the topic/scope.





Channels	Description	Target group	Method
European Society of Radiology (ESR)	<p>The ESR has more than 130,300 members from 186 countries active in the field of radiology as clinicians and researchers.</p> <p>The ECR is the annual meeting of the ESR.</p> <p>On average more than 20,000 visitors from industry and the clinical and academic community attend the congress.</p>	<p>Radiologists and other medical professionals, medical scientists, researchers and clinicians, ICT scientists, AI researchers, technologists, industry</p>	<p>Relevant results and data will be shared in dedicated mailings. AI-POD findings will be presented at the ECR in dedicated sessions and/or at a dedicated booth</p>
International Society for Strategic Studies in Radiology (IS3R)	<p>The IS3R is a non-political non-profit organisation with the aim to encourage strategic studies exclusively and directly dedicated to promoting and coordinating scientific, educational, philanthropic, intellectual and professional activities in the field of radiology.</p>	<p>Radiologists and other medical professionals, researchers and clinicians, industry</p>	<p>AI-POD results will be presented at the society's biennial congress as applicable depending on the topic/scope.</p>





Channels	Description	Target group	Method
Medical Image Computing and Computer-Assisted Intervention (MICCAI)	<p>The MICCAI Society strives to be a leading international forum for medical image computing, computer-assisted intervention, and medical robotics. The multidisciplinary nature of these research fields brings together clinicians, bioscientists, computer scientists, engineers, physicists, and other researchers who are contributing to, and need to keep abreast of, advances in the methodology and applications of these fields.</p>	<p>Medical industry ICT scientists, researchers and technologists, engineers Medical scientists, researchers, and clinicians</p>	<p>AI-POD results will be presented in congresses, workshops, and meetings as applicable depending on the topic/scope.</p>
Radiological Society of Northern America (RSNA)	<p>The Radiological Society of North America (RSNA) is an international society of radiologists, medical physicists, and other medical professionals. It counts more than 54,000 members across the globe.</p>	<p>Radiologists and other medical professionals, researchers and clinicians, industry</p>	<p>AI-POD results will be presented in congresses, workshops, and meetings as applicable depending on the topic/scope.</p>
Swiss Society of Radiology (SGR-SSR)	<p>The SGR-SSR is a network of Swiss radiologists dedicated to upholding high standards in radiological care, supporting and teaching the next generation of residents, and supporting research and development through grants and events.</p>	<p>Scientific community and other medical professionals; Clinicians; Policy and decision makers; obesity-related professionals; regulatory bodies; industry</p>	<p>Abstracts and posters can be presented at annual conferences</p>





4.2.2. KEY MESSAGES

In order to create a high impact, the following main messages will be widely shared with the appropriate stakeholders on a regular basis using the above-mentioned channels and tools. Ensuing results will be disseminated as soon as they become available.

- AI-POD pioneers the use of trustworthy AI to advance cardiovascular risk assessment.
- AI-POD aims to improve clinical insight and risk management for obese patients.
- AI-POD is committed to reducing cardiovascular disease risks in Europe’s obese population.
- AI-POD will establish a novel personalised AI-based risk score for CVD prediction.
- AI-POD will develop a Clinical Decision Support System (CDSS) for obesity that provides enhanced clinical information and significantly decreases clinicians’ workload.
- AI-POD will develop a user-friendly mobile app utilizing AI algorithms that will enable individuals to better understand and monitor their health more effectively.
- The AI-POD app will provide patients and individuals at risk with personalised recommendations for lifestyle modifications, exercise routines, dietary changes, or medication adjustments to mitigate cardiovascular risks.
- AI-POD empowers patients with innovative, trustworthy AI tools for health management and enhance health literacy.
- The AI-POD solutions will provide better risk assessment strategies for obesity, optimise clinical workflow, and have the potential to alleviate the burden of associated healthcare costs.
- AI-POD will demonstrate the potential and benefits and ensure the safety and efficacy of AI-based tools for healthcare.
- AI-POD aims to foster trust in AI solutions among healthcare professionals, patients, citizens, and stakeholders in industry and academia.

4.2.3. IDENTIFIED STAKEHOLDERS AND PROPOSED DISSEMINATION TOOLS AND METHODS

Tailoring of dissemination and communication activities to the needs of individual stakeholder groups is crucial to achieve and maximise the impact of the project. The table below provides an overview of why and how we intend to reach the identified stakeholder groups:

Target group	Details	Communication and dissemination methods
Scientific community	Researchers and scientists in the fields of medical AI, computational imaging, radiology, cardiology	<ul style="list-style-type: none"> - Scientific publications and posters - Open access data - End-user workshops - Training and teaching materials - Scientific meetings and conferences - Targeted dissemination material - Policy briefs and recommendations - Public website, social media and video animations





Target group	Details	Communication and dissemination methods
Clinician and healthcare professionals	bariatricians, cardiologists, radiologists, and vascular surgeons	<ul style="list-style-type: none"> - Scientific publications and posters - End-user workshops - Training and teaching materials - Scientific meetings and conferences - Targeted dissemination material (distributed by professional organisations acting as multipliers) - Public website, social media and video animations
Obese individuals, patients and patient advocacy groups	Civils society, patient organisations, and patients	<ul style="list-style-type: none"> - Patient focus groups - Participation in Stakeholder Board - Targeted dissemination material (distributed by patient organisations acting as multipliers) - Video animations on public website and social media - Public website, social media and video animations
Policymakers and decision makers, professional societies	at EU, national and regional level	<ul style="list-style-type: none"> - Policy briefs and recommendations - Cluster meetings and workshops - Participation in Stakeholder Board - Targeted dissemination material - Public website, social media and video animations
Regulatory bodies	National health authorities	<ul style="list-style-type: none"> - Public website, social media and video animations - Cluster meetings and workshops - Participation in Stakeholder Board
Industry	Mobile app developers, healthcare and MedTech industry	<ul style="list-style-type: none"> - Presentations at events of this stakeholder group - Targeted dissemination material - Participation in Advisory Board - Public website, social media and video animations
General public	European public	<ul style="list-style-type: none"> - Targeted dissemination material - Public website, social media and video animations - Awareness campaign through social and/or traditional media

4.3 PLANNED DISSEMINATION ACTIVITIES

Over the course of the upcoming months, work will continue on dissemination material and the communication kit, and the dissemination and communication plan will be kept up to date. The project website will be updated on a regular basis to include current activities and new results. The consortium will





continue to promote the scientific activities in presentations and on social media and work on the first project publications. Further project-related events will be planned as the project progresses.

Already planned activities include:

Type	Title	Type of audience	Estimated no reached
Trade fair	MEDICA 2023	Industry	200
Participation to a conference	MICCAI 2023	Scientific Community (higher education, research)	1,000
Organisation of a workshop	Early-career scientific workshop on cardiovascular image analysis	Scientific Community (higher education, research)	50
Participation to a conference	European Congress of Radiology 2024	Scientific Community (higher education, research)	500
Participation to a conference	IS3R Biennial Symposium 2025	Scientific Community (higher education, research)	150

4.4 AI-POD KEY PERFORMANCE INDICATORS FOR DISSEMINATION AND COMMUNICATION

During the proposal phase, the project defined several key performance indicators (KPIs) for its communication and dissemination measures.

- 20 peer-reviewed publications in relevant scientific journals
- 30 presentations/posters at (inter)national scientific events
- 3 end-user workshops
- 1 policy brief
- 1 guideline/recommendation publication for clinicians
- 50 clinicians using the platform in year 3 of the project
- 1 set of training and teaching materials for all end users (English, German, Dutch, Czech)
- 5 targeted non-peer reviewed publications
- AI-POD is on the radar of decision-makers and professional societies (at least two professional societies involved in the stakeholder board and/or involved in workshops)
- 1 communication kit: Set of resources containing building blocks and elements for all communication activities, e.g., logos, graphics, website elements, basic slides, project summaries
- 1 awareness campaign for the general public and patients (coordinated messages to raise awareness of the project and its benefits through social and traditional media)
- 1 independent industry-representative in the External Advisory Board
- AI-POD is on the radar of regulatory bodies (at least 5 policy makers involved in workshops and/or included in the External Advisory Board)





- 2 focus groups for patient and citizen end users to collect feedback on user experience and functionality
- Attendance or organisation of 1 scientific meeting or event per year with the purpose of networking and liaising with other ongoing projects and networks on a national and international level.

During the first 6 months of the project, AI-POD has already achieved the KPIs of developing a communication kit (cf. D7.1 and D7.9) and of including a dedicated industry representative on the External Advisory Board (Dr. Christian Zapf from Siemens Healthineers).

4.5. MONITORING AND EVALUATION OF ACTIVITIES

To evaluate the activities carried out, the following key performance measures have been defined:

Activity/Tool	Performance measure
Website	<ul style="list-style-type: none"> • Unique visitors • Pages per visit
Social Media	<ul style="list-style-type: none"> • Impressions • Engagements (likes, comments, shares)
Printed material	<ul style="list-style-type: none"> • No of event attendees • No of copies distributed • Reach per item
Newsletter	<ul style="list-style-type: none"> • No of contacts • Open rate • Engagement rate (clicks)
Press release	<ul style="list-style-type: none"> • No of contacts • No of views • No of take ups
Presentations	<ul style="list-style-type: none"> • No of presentations • No of attendees
Publications	<ul style="list-style-type: none"> • No of publications • No of citations

4.5 NETWORKING AND SYNERGIES WITH OTHER RELEVANT PROJECTS AND INITIATIVES

In the course of the project, AI-POD will seek collaboration with other European projects and initiatives in the same or related field and establish connections to pursue networking activities and exchange knowledge. These activities also aim at maximising the impact and visibility of our project within the broader research community. Exchange of information and best practices with these projects will take place in jointly attended workshops or scientific meetings and events, through potential dedicated meetings and events, newsletters, and online dissemination activities. By actively engaging with and learning from other relevant endeavors, our project aims to foster collaborations and facilitate the transfer of knowledge across different initiatives, ultimately enhancing the overall impact and sustainability of our work. This strategy will ensure that the project's achievements, milestones, and outcomes are effectively disseminated to a wide range of stakeholders, including researchers, policy makers, and the general public.





5. CONCLUSION

As has been shown, the AI-POD project has established a strong and thorough plan for its dissemination and communication activities. The partners are actively engaged in dissemination activities and first steps have already been taken to promote the project during the first project months. A visual identity and online presence have been established. AI-POD will be presented at international scientific congresses and meetings, and information on the project was distributed via social as well as traditional print media.

