

IMI2 Project 101005122 - DRAGON

The RapiD and SecuRe AI enhAnced DiaGnosis, Precision Medicine and Patient EmpOwerment Centered Decision Support System for Coronavirus PaNdemics

WP10 – Dissemination and Communication

D10.3 Dissemination materials to promote in the community

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|------------------------------------|--|
| Lead contributor | #10 - European Respiratory Society (ERS) #11 - European Lung Foundation (ELF) |
| Other contributors | #7 Radiomics |
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| Deliverable type | Website, Report |
| Dissemination level | Public |

Abstract

A **new dedicated website** (<https://europeanlung.org/dragon>) has been developed by ELF and launched in early April 2021 in order to replace the temporary solution in place (see Deliverable D10.2) and meet the needs of the DRAGON project. The user-friendly website has a range of dedicated sections including a project overview and description of each Work Package, list of partners and their web links, list of publications, contact form for those who wish further information or would like to get further involved. This new, dedicated website reflects DRAGON's visual identify (e.g. images, colours) and complies with the IMI communications requirements (e.g. IMI/EFPIA logos, EU emblem, link to IMI website, disclaimer, acknowledgement of funding). Please see also screenshots in the Annex below.

In addition, a specific **LinkedIn account** was created for the purposes of DRAGON (<https://www.linkedin.com/company/dragon-imi-covid-19-project>). Since it was created in February 2021, there have been regularly 1-2 posts per week in order to start building a followers' base and keep the consortium informed of the latest developments. Please also see screenshots in the Annex below.

Moreover, further specific material was developed for communication purposes, including a **patient video**. The latter was developed by ELF for the purposes of the 1st DRAGON online consortium and is available on YouTube (<https://www.youtube.com/watch?v=17VzdNxY-TM>). Further patient videos as well as an introductory video for the project are planned later in the spring. A **lay summary** of the project has also been developed by ELF in order to present the project in an accessible manner to the general public; it is available via the website.

In parallel, a number of dissemination and communication activities have already been completed or are planned (please see hereunder under "Results"). As part of WP10, partners were reminded of tools available or under development as well as requirements (e.g. IMI communication requirements) during the consortium meeting held on 16-17 March 2021.

Methods

N/A

Results

The materials and tools developed to date have been used in a range of dissemination and communication activities, in close collaboration with different WPs. The Dissemination and Communication Plan (D10.1) is regularly updated (i.e. every few weeks) and helps to keep track of what has been completed as well as what is planned via the Excel MasterTracker (available in the DRAGON Teams environment).

During February 2021, in collaboration with WP2 and WP3, a dedicated dissemination campaign focused on DRAGON's initial models and outputs: myPatientCheck (WP2) based on the nomographs already available, as well as CAD4COVID (WP3), a rapid scalable radiological diagnosis tool using machine learning models. Dedicated articles were featured on the ERS newsletter (more than 110,000 subscribers) and [ERS website](#) (news section article, 397 views during the period 11 February to 8 March 2021). There was further promotion via social media (e.g. ERS social media, DRAGON LinkedIn, partners' social media). This helped to give visibility to the DRAGON project amongst healthcare professionals, one of the stakeholder community targeted by the project.

The launch of the new website and the videos in April 2021 laid the ground for a wider communication campaign to help further build the DRAGON's stakeholder community, particularly targeting the general public. The campaign based on the ELF newsletter and social media also included the factsheets on [COVID-19](#) in 22 languages and in Easy Read format. It also covered the survey (<https://www.surveymonkey.co.uk/r/COVID19Apps>) which was developed within Work Package 2 (WP2) and is available in 6 languages on the use of COVID-19 Apps during the pandemic. This aims to understand what people are looking for in these types of Apps and what may be the requirements for future pandemics.

Moreover, within DRAGON; the [COVID-19: State of the Art](#) event is planned on 29 April 2021. It is a full-day virtual event organised by ERS and dedicated to COVID-19 which will bring together a top-level faculty to share the latest advances, data and best practices relating to SARS-CoV-2 and COVID-19. It will have a strong educational component and consist of live presentations which discuss the disease, from basic science to the post-care of COVID-19 patients, with a focus on the increasing role of big data in the diagnosis and prognosis of the disease. A session dedicated to patients will also be included in the programme. This event will help raise awareness of DRAGON widely to a range of stakeholders, particularly healthcare professionals but also researchers and technology developers. It will help to showcase some of its initial and expected outputs through dedicated presentations by DRAGON partners (e.g. CAD4COVID, federated machine learning system) thereby helping to make the link between tools being developed and clinical practice. The resources from this event will be available for free after its completion through the [ERS e-learning website](#).

Through all these activities, the aim is also to help build an active and dynamic stakeholder community around DRAGON (one of the goals of WP2). Further tools (e.g. videos) and activities are planned as part of WP10 and other WPs in the future thereby providing opportunities for dissemination and promotion (e.g. Stakeholder roundtable planned in early summer 2021 within WP2, ERS virtual Congress in September 2021, COVID conference in late 2021 or early 2022, etc).

Discussion

N/A

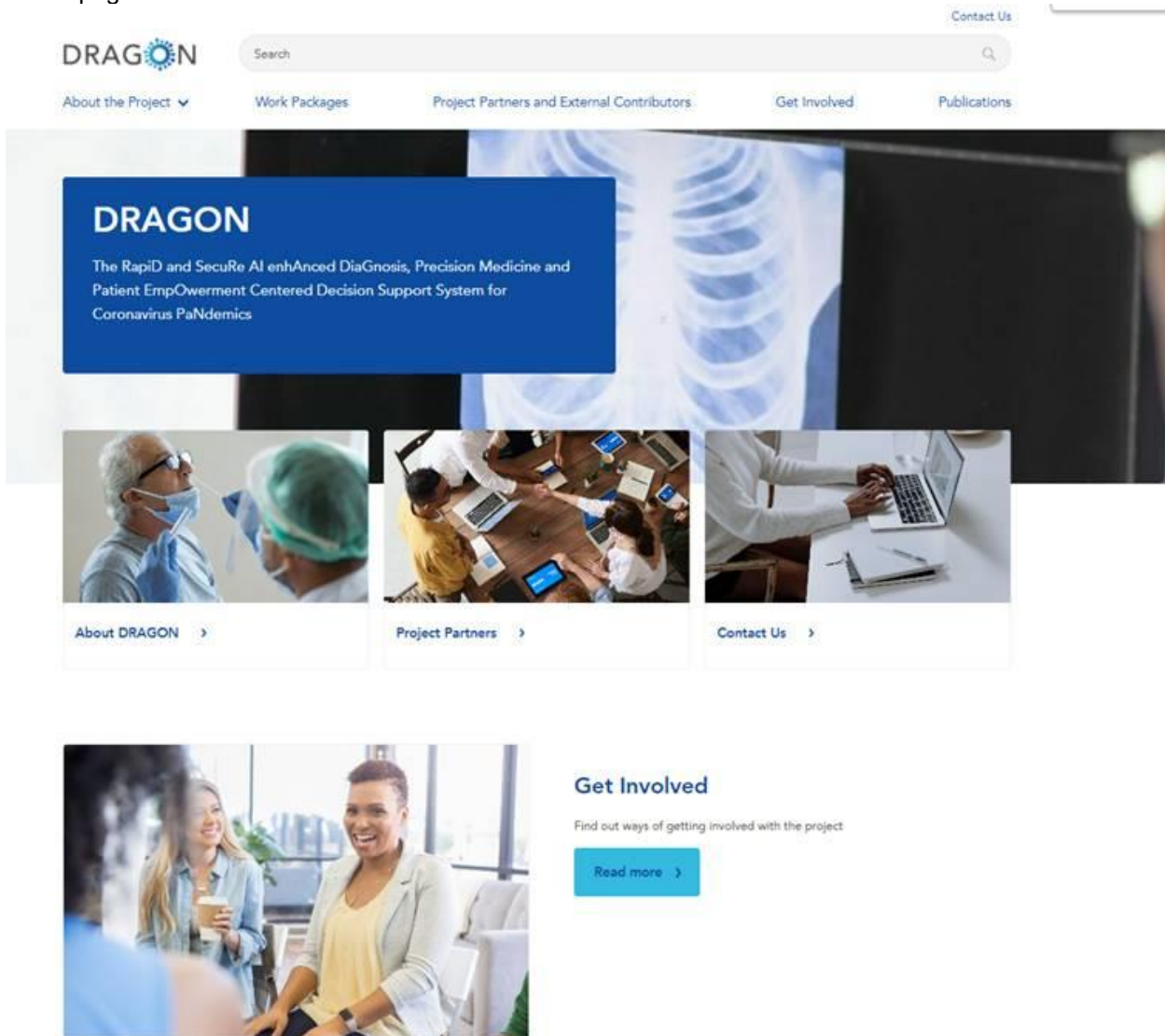
Conclusion

A new website was launched in spring 2021 and specific tools developed (e.g. patient video, LinkedIn DRAGON page, lay summary) as part of D10.3. These tools, along with visual material already developed specifically for the project (D10.2) and the Dissemination and Communication Plan (D10.1) as well as the Publication Policy (D10.4) lay the ground for DRAGON's dissemination and communication activities and ensure a coordinated approach across the consortium as well as a common identity.

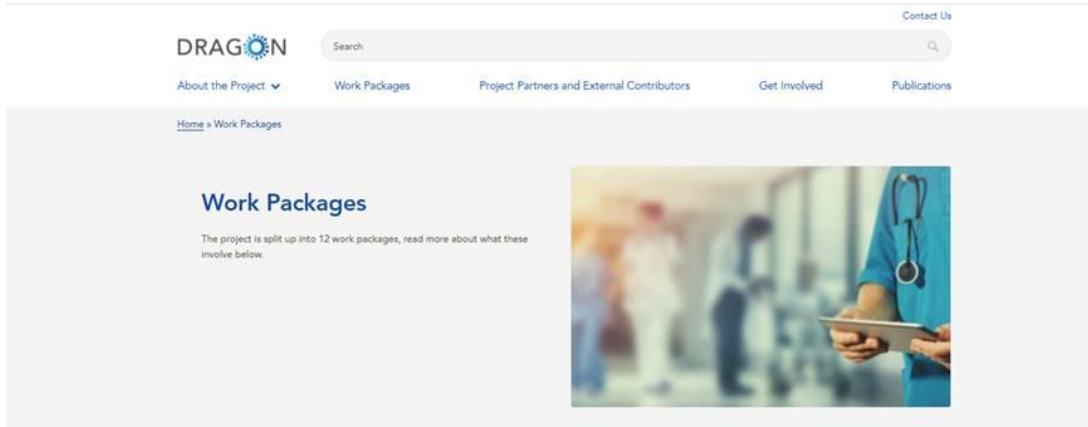
In parallel, a number of activities and events aimed at different stakeholders have been delivered or are planned by ELF and ERS in close collaboration with the consortium. Further tools, activities and events are planned throughout the project in order to maximise dissemination and communication opportunities, in line with IMI's requirements, as well as to build an active and engaged stakeholder community.

ANNEX I – SCREENSHOTS OF NEW, DEDICATED WEBSITE (<https://europeanlung.org/dragon>)

Home page with link to “Get Involved”



Pages dedicated to “Work Packages” and “Project Partners and External Contributors”

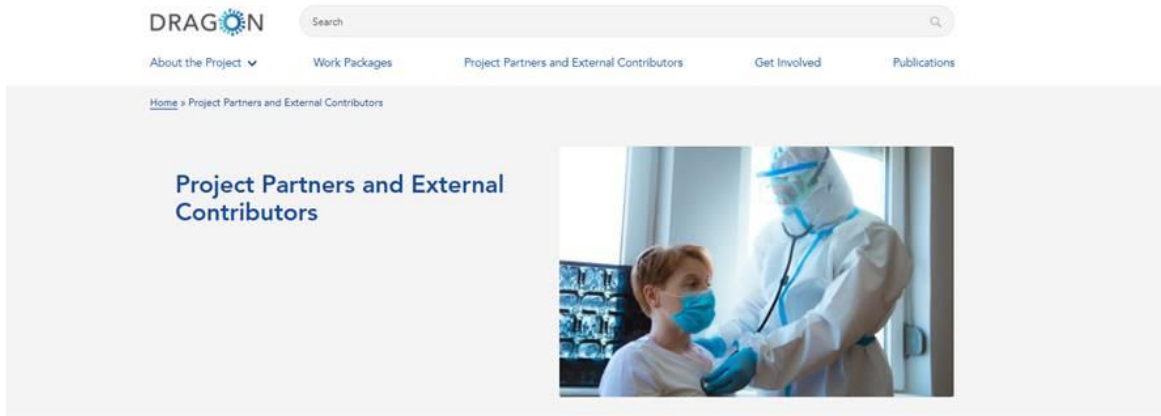
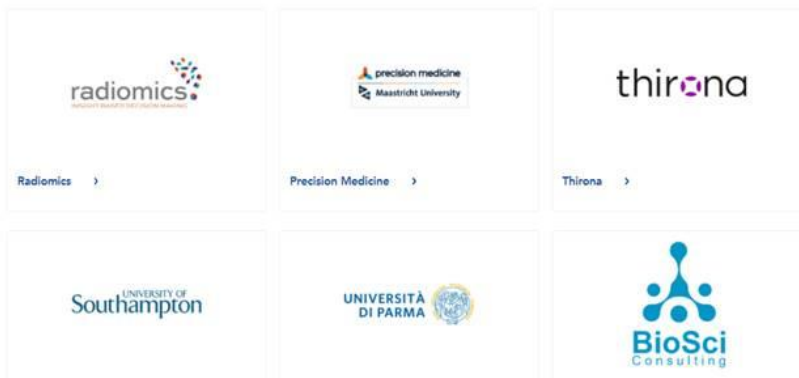


Content Table

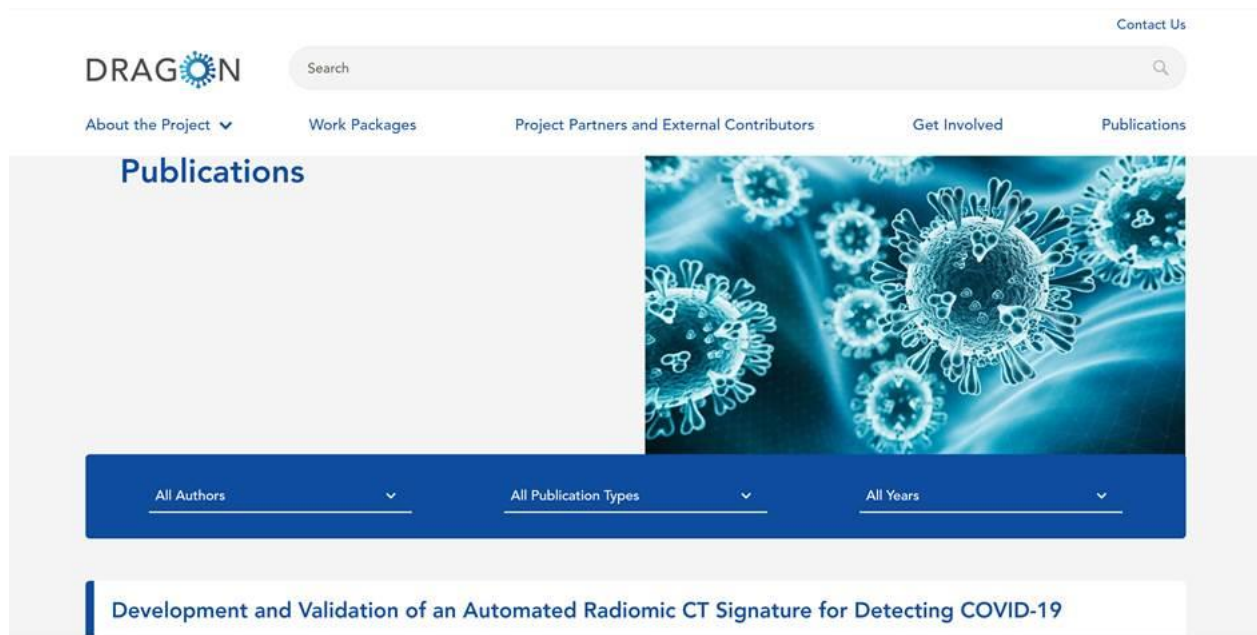
- WP1: Management
- WP2: Patient empowerment through decision support systems
- WP3: Rapid scalable radiological diagnosis
- WP4: Rapid scalable radiological prognosis prediction
- WP5: Privacy-preserved and self-adaptive imaging biomarker extraction
- WP6: Multifactorial analysis
- WP7: Technical development of federated machine learning system
- WP8: Fast track clinical studies
- WP9: Accelerated regulatory approvals
- WP10: Dissemination and communication
- WP11: Sustainability
- WP12: Ethics

WP1: Management

The aim of this work package is to ensure the conduct of an efficient and productive consortium project by facilitating cohesiveness across the consortium through a high level of interaction. This is meant to maximise the value of public/private partnership. This work package will also ensure that the governance of the project is followed and that the consortium adheres to ethics principles and manages the intellectual property produced.

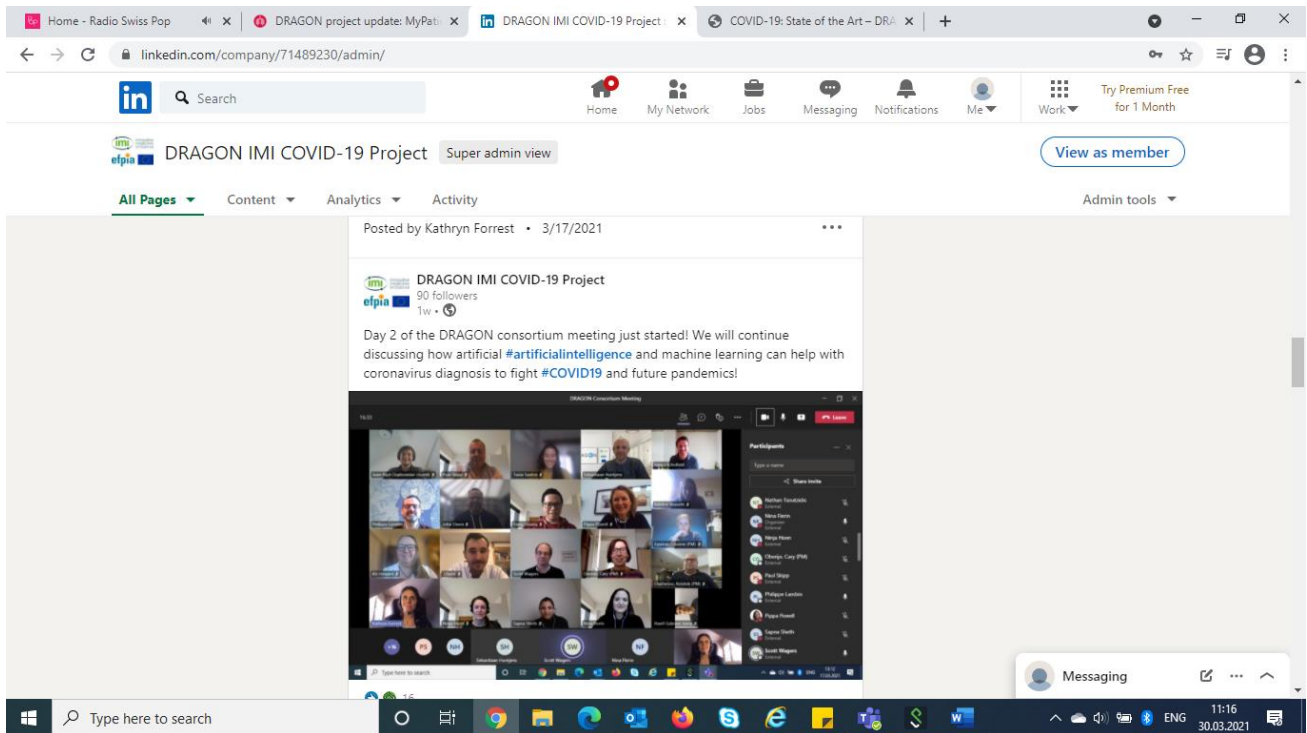
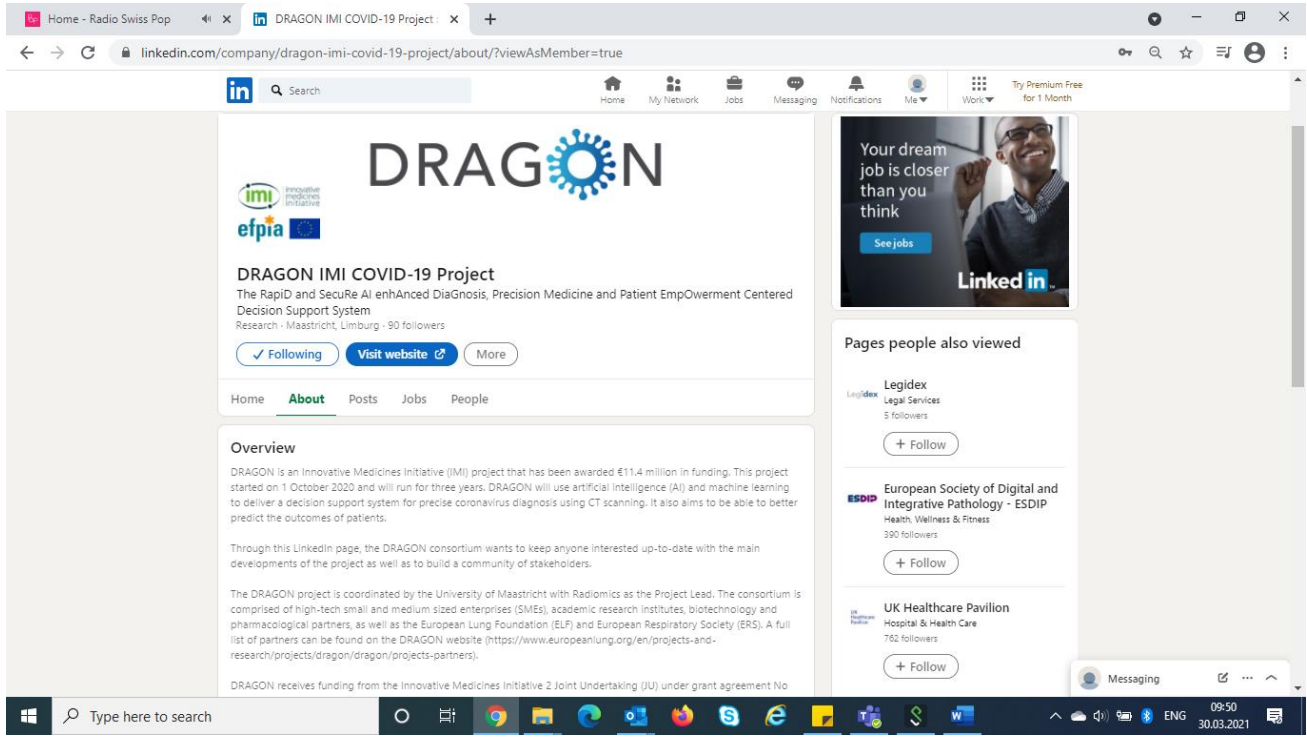



Page dedicated to “Publications”



The screenshot shows the DRAGON website's Publications page. At the top left is the DRAGON logo. To its right is a search bar with the text "Search" and a magnifying glass icon. Further right is a "Contact Us" link. Below these are navigation links: "About the Project", "Work Packages", "Project Partners and External Contributors", "Get Involved", and "Publications". The "Publications" link is highlighted. The main content area features a large blue-tinted image of several coronavirus particles. Below the image is a dark blue filter bar with three dropdown menus: "All Authors", "All Publication Types", and "All Years". At the bottom, a white box contains the title of a publication: "Development and Validation of an Automated Radiomic CT Signature for Detecting COVID-19".


SCREENSHOTS - LINKEDIN DRAGON PAGE (<https://www.linkedin.com/company/dragon-imi-covid-19-project>) & SAMPLES OF POSTS



Home - Radio Swiss Pop | DRAGON project update: MyPat | Post | Feed | LinkedIn | COVID-19: State of the Art - DRAGON

linkedin.com/feed/update/urn:li:activity:6778227906746318848/

NetApp Lösung entdecken - Jetzt in 5 Schritten erfahren, welche Lösung am besten zu Ihnen passt. Ad ...




DRAGON IMI COVID-19 Project
90 followers
[View full profile](#)

DRAGON IMI COVID-19 Project
90 Followers
1w · 🌐

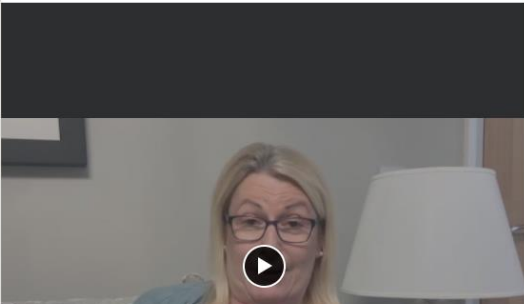
Thank you to all who presented and participated in the 1st consortium meeting of the #COVID19 DRAGON Innovative Medicines Initiative (IMI) project this week.

The meeting was opened with a video and Q&A with Helen Parks, who filmed her experiences of having COVID-19 last year. You can now watch the video here.
<https://lnkd.in/d3u6tkV>

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https://www.linkedin.com/jobs/trk=consumer_jobs_global_fallback

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DRAGON IMI COVID-19 Project
90 followers
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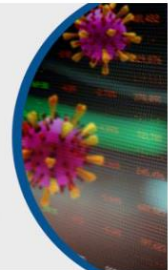
Registration is now open for this online event as part of the DRAGON Innovative Medicines Initiative (IMI) project: <https://lnkd.in/dw6e78s>

ERS DRAGON

COVID-19: State of the art
29 April, 2021 – Online

A full-day virtual event dedicated to COVID-19 featuring live presentations covering the latest advances, data and best practices relating to SARS-CoV-2 and COVID-19, with a focus on the increasing role of big data in the diagnosis and prognosis of the disease.

Chairs: Professors Christopher Brightling and Eva Polverino



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