



# A novel Stratified Medicine Algorithm to predict treatment responses to host-directed therapy in TB patients

## DELIVERABLE

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## 1. Summary

This document shows the first approach to “Communication and Dissemination Plan” of the European Funded project SMA-TB, including the formulation of SMA-TB Communication and Dissemination strategy, and action plan for the first stage of the project.

Proper project communication and dissemination strategy is a key in order to ensure the maximum impact of SMA-TB project. The main goal of the planned activities is to increase the visibility of SMA-TB project and its results and outcomes among selected stakeholders and target groups, from local to European and international levels, in order to promote implementation and use of the project results (Exploitation, task 4.3 & Replication, task 4.4).

All partners of the consortium will contribute to SMA-TB communication and dissemination, according to their foreseen role and effort and using all available tools and channels.

This deliverable outlines SMA-TB communication and dissemination strategy in terms of identification and description of its key elements:

- The objectives (why, mission & vision)
- Overall strategy & Key messages (what)
- Target audiences (to whom)
- The tools and channels (how)
- Timing (when)
- The responsibilities for communication & dissemination
- The way to monitor and assess the impact of C&D activities
- Branding Guidelines

The present deliverable, Communication and Dissemination Plan, has been prepared by TES2A with significant input from LUMC (responsible for Dissemination Activities task), WHC & NCTLD in charge of local communication activities associated with Clinical Trials, and also IGTP, OUS and CNRS, in order to lay out the project’s approach to communication and dissemination during the first stage of the project.

This document will be updated on annual basis and function as a living roadmap that sets SMA-TB communication and dissemination priorities.



## 2. Annexes

### DISCLAIMER

The sole responsibility for the content of this publication lies with the SMA-TB project and in no way reflects the views of the European Union.



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## 1. SMA-TB MISSION AND AIMS

**SMA-TB Mission is:**

Generation of a medical algorithm to stratify patients for predicting the course of the disease and its response to the intervention, to be applied during clinical management to improve and personalize TB treatment.

**SMA-TB objectives are:**

- To evaluate in a CT the potential impact of aspirin (an anti-inflammatory HDT) as adjunct to standard therapy for drug sensitive (DS-) and MDR-TB. This potentially will reduce tissue damage, decrease the length of the treatment and the risk of bad outcomes.
- To identify and clinically validate host and pathogen biomarkers for further selection according to their relevance in terms of their ability to predict TB course and outcomes and response to treatment thanks to data science protocol.
- To generate a medical algorithm to stratify patients using network-based mathematical modelling for predicting the course of the disease and its response to the intervention, to be applied during clinical management to improve and personalize TB.



## 2. COMMUNICATION AND DISSEMINATION PLAN (CDP)

### 2.1 Goals and aims

The communication and dissemination aims are derived from the goals of the Project. The aim of SMA-TB Communication and dissemination activities is to effectively disseminate information of the objectives and activities of the project to main stakeholders and to communicate its outcomes and impacts to multiple audience including the media and the public. The objectives of SMA-TB CDP are the following:

- To develop an effective communication and dissemination strategy.
- To communicate and disseminate the SMA-TB activities and results during and after the lifetime of the project.
- To show how the project outcomes can help everyday lives of patients and their career and other responsible of TB management.
- To show how the project process and output are possible with the collaboration of different countries thanks to EC funding.
- To create awareness of TB disease and the usefulness of intervention strategies.
- To establish links stakeholders that can benefit of the outputs and outcomes of SMA-TB during and beyond the project
- To ensure widespread use and awareness raising of the developed project's medical algorithms and personalised TB treatment

### 2.2 Strategy

The communication and dissemination strategy for SMA-TB defines a consistent approach to key target groups and will be based on a target group analysis with support of the key stakeholders, including also language adaptation and content translation aiming effective local communication. The SMA-TB communication and dissemination strategy takes into account the diversity and multiplicity of target audiences by putting in place a user-centred approach. This implies considering the motivations and perspectives of each stakeholder group, while also for instance remaining sensitive to regional and cultural variations. The SMA-TB strategy, which is focused on addressing target groups on their own terms, is intended to provide inclusive and actionable information that catalyses systemic change.

In this strategy one of the major steps is to identify and segment groups which are ultimately affected or potentially interested in the results of SMA-TB project. The definition and segmentation of SMA-TB target groups will help to assess the appropriate type of participation of different stakeholders at successive stages of the strategy.

A key concern for communication in SMA-TB is therefore to render the information produced in the Project clearly understandable to patients and local communities, including policymakers, scholars, aging populations and minority groups. This is essential in order to ensure that the knowledge and innovation generated via EU funds reach their final beneficiaries. Communication in SMA-TB will therefore seek to effectively disseminate key and simple messages to TB patients and local stakeholders, beyond only research centres, clinical community and PHAs.



In implementing communication activities, SMA-TB will follow a two-step approach. First, it will deliver targeted messages to each stakeholder group through specific events, publications, etc. Second, it will aim to build bridges between diverse stakeholders from different backgrounds and representing varied interests (e.g. TB Patients, PHAs, Scientific and Clinical Community, related R&D projects, etc).

This second connection-oriented step will be implemented through specific activities (covered in sections 2.5 & 2.6 below), whereas the first will rely primarily on the communication products identified in section 2.9. The matrix is under construction and will be released in the C&D update, month 12.

### 2.3 Key messages

The project message is a sentence that should clearly and simply state what the project is trying to achieve, and which should be constantly communicated to target groups, for example by including it in projects' promotional material such as flyers, website, press releases, etc.

Sex and gender issues will specially be taken into account in all the communication activities.

The messages agreed within the project consortium are:

- **Providing TB patients with better quality of life.**
- **Develop a holistic approach to personalize medicine for TB and infectious diseases**



This key message will be modulated and tailored for each targeted audience. During the KOM meeting SMA-TB partners have defined the initial tailored messages for the following stakeholders' groups:

Stakeholders' group	Tailored message
EC	SMA-TB is an output driven project
TB & Infectious diseases patients, Local Communities, Patients' Associations, CABS	Providing TB patients with better quality of life;
TB patients, Local Communities, Patients' Associations, CABS	SMA-TB is recruiting patients for CT – improved TB treatment through HDT. Join us in TB Study.
Scientific community, clinical TB & Infectious Diseases community, Related R&D projects.	Develop a holistic approach to personalize medicine for TB and infectious diseases
Scientific community, clinical TB & Infectious Diseases community, Related R&D projects.	Building capacity for improved TB diagnosis and treatment.
Clinical TB & Infectious Diseases community	Building capacity for HDT in TB and Infectious diseases
Industry	Patients' stratification, new assays, new analytical approaches
Patients' Associations, PHAs and Policy Makers	Developing better and shorter TB therapy, better survival and quality of life.

Table 1: SMA-TB Tailored messages





## 2.4 Targeted Groups

For SMA-TB project fourteen (14) specific target groups have been initially identified. The target groups to be addressed are listed below:

- European Commission
- Scientific Community
- Clinical TB & Infectious Diseases Community
- TB Patients and their relatives & caregivers
- Patients' Associations
- Public Health Agencies
- Health & immigration Policies Makers
- Local communities
- Local communities in the third countries involved
- CABS and community actors
- General Public
- Related R&D Projects
- Scholars
- Industrial sector
- NGOs
- 

Targeted groups identification was based on who is ultimately affected or potentially interested in the results and outputs of SMA-TB project. Different audiences may view the project under different context; therefore, the initial targeted groups were segmented and four classes were created according to the interest and influence of stakeholders and are the following:

1. A wide range of potentially interested stakeholders (e.g. the public, scholars, local communities)
2. The clinical and scientific community
3. The policymakers and PHAs
4. TB patients, their relatives and caregivers, Patients' Associations, which are the most important target group of the communication and dissemination strategy of SMA-TB project.

Partners involved in the project, as well as SAB, will ultimately provide the opportunity to create and establish wide framework for the efficient communication and dissemination of project's outcomes.

Within the first stage of the project stakeholders' mapping correlated with SMA-TB partners networking will be done.



## 2.5 Communication activities

SMA-TB Communication Activities are initially defined for each target audience.

A list of SMA-TB communication activities has been added here below together with their target audience and the indicators which will be used to measure them:

Channel	Indicators	Target audience
<b>One / way communication</b>		
<b>Press releases &amp; mentions in mass-media</b>	Number of press releases & number of downloads Number of mentions (articles, interviews, news) in mass-media newspapers, magazines, TV or radio programmes	Local communities / General public / Scientific community/ Clinical community / Public Health Agencies / health & immigration policy-makers
<b>SMA-TB videos</b>	2 videos	General public / TB Patients/ Scientific community/ Clinical community / Public health agencies / policy-makers
<b>Leaflets / roll-up stands / posters / electronic newsletter/ Factsheets</b>	100 leaflets / 10 roll-up stands / 10 posters / 9 newsletters / 4 Factsheets	General public / Scientific community/ Clinical community / Public health agencies / policy-makers
<b>Two / way communication</b>		
<b>Project website</b>	Number of yearly page visits (1000 visits /year) N° of posts/news in the SMA-TB web/blogsite (8)	General public / Scientific community/ Clinical community / Public health agencies / policy-makers / Patients' association
<b>Profiles in social networks</b>	Twitter, Facebook, Instagram, LinkedIn and Periscope Number of engagement / impressions (n=1500), KPI-16	General public / Scientific community/ Clinical community / Public health agencies / policy-makers
<b>Tools (short videos, surveys)</b>	Number of tools developed Number of annual mentions/impressions/engagements	General public / Scientific community/ Clinical community / Public health agencies / policy-makers /TB patients
<b>Public presentations/talks in public facilities (schools, libraries, museums)</b>	Number of public presentations/talks Number of attendances	Local communities / General population / Scholars / Patients and their relatives
<b>Meetings</b>	Number of meetings List of participants Minutes	Local communities in the third countries involved / CABs and community actors / Authorities / Industrial sector
<b>Open days, demonstrations and site visits</b>	Number of attendances Feedback	General population / Scholars / Patients and their relatives

Table 2: SMA-TB Communication Activities



## 2.6 Dissemination Activities

At the beginning, awareness on the project objectives and expected results will be generated addressing other research institutes, universities, EC-funded projects and other networks in the field of Infectious Diseases or other complementary fields as Respiratory Diseases. The aim here is to establish links with important stakeholders. During the whole project and beyond, key actors who can benefit from the outputs and outcomes of the project will be targeted. In order to disseminate the results to the right audience, we will execute our planned and concrete dissemination activities as detailed in the table below together with their aims, target audience and indicators to measure them (Table 3: Summary of SMA-TB Dissemination Activities).

Target audience	Aim	Dissemination activities & channels	Indicators
<b>Scientific community (infectious diseases and numerical modelling)</b>	<p>Ensure the scientific community is aware of the project.</p> <p>To contribute to gather proof-of-concept of the usefulness of common anti-inflammatories in TB treatment; to contribute to the identification of biomarkers correlating with treatment response, disease course and final outcome; to ensure the open-access share of the results of the project.</p> <p>Scientific publications of the project will allow other scientists to benefit from the project results and raise opportunities for them to contribute/links to other EU-funded consortia.</p>	<p>Scientific articles and abstracts / Participation of partners in scientific meetings and symposia / Invitation of key scientific leaders to the final workshop/ Website.</p> <p>The results of the RTD activities will be open-access published in the most valued, high-impact scientific journals in the field (Lancet Infectious Diseases, European Respiratory Journal, Nature journals, Clinical Infectious Diseases, Drug Resistance Updates, Journal of Infectious Diseases, Clinical Microbiology and Infection, Infection and Immunity, Plos One, PNAS, Antimicrobial Agents and Chemotherapy) and this will be a requirement in the CA.</p> <p>Partners commit to present the aim and objectives of the project, as well as the results of the RTD activities in a broad range of national and international scientific meetings and congresses. (MycoSpain, Taller de Tuberculosis, ERS Conference, ERC+, ESM Conference, UIATLD Conference, Bio Conventions, Keystone Symposia, UNION and TBScience, TBVI</p>	<p>Nº of open-access publications in high-impact scientific journals (n=5); KPI-11</p> <p>Nº of oral or written communications presented at national or international scientific meetings, congresses and workshops (n=12).</p> <p>Nº of project updates shared with the stakeholders (1/year)</p> <p>Nº of representatives of relevant stakeholders invited to participate to Annual Project meetings (n=4). KPI-17</p>



		meetings, BMGF meetings (CTVD) etc.	
<b>EU R&amp;D Projects</b>	To contribute to knowledge exchange and sharing (knowledge management) and to the use of the generated new knowledge and project outputs by others with same or similar objectives. The idea is to establish as many links as possible in order to multiply the impact of the projects with the same general scope.	We will use SMA-TB's partners & ESAB relationships to establish contacts with other H2020 projects, such as: INNOVA4TB, STriTuVaD, ARREST-TB, AMR-TB, CARE, REACH; TBVI; as well as well as other Worldwide Consortia working on a closely related topic, the Africa-Europe Host-Directed Therapies Network, MSF, StopTB Partnership and major stakeholders as the Bill and Melinda Gates Foundation.	N° of joint activities/year
<b>Clinical TB &amp; infectious diseases community</b>	Ensure the clinical community is aware of the project and the opportunities to benefit and contribute. To contribute to the training of multidisciplinary staff involved in the project. To contribute to gather proof-of-concept of the usefulness of common anti-inflammatories in TB treatment; to contribute to the identification of biomarkers correlating with treatment response, disease course and final outcome	All partners will contribute to ensure the multidisciplinary skills and educational training of all scientists involved in the project, especially the staff of the sites where the clinical trial will be performed. Channels: Scientific articles and abstracts / Participation of partner members in clinical meetings and symposia / Invitation of key clinical leaders to final workshop. / Specific trainings / Website / Social Media (LinkedIn)	N° of training/capacity building activities attended by the SMA-TB research teams (n=7),  N° of professionals trained (n=15) KPI-26
<b>Public Health Agencies</b>	Maximize dissemination towards this key target group, as they are the users of the SMA-TB stratification algorithms delivered by the project.	Networking activities / Website / Dissemination / materials / Videos/ Webinar / Social Media Publications / Key role of the End-Users Board/ meetings with major stakeholders at Public Health Agencies	N° of webinars (n=3)  N° of meetings with Public Health Agencies in 2 EU countries and 4 non-EU (2 in Africa and 2 in East Europe)
<b>Policy-makers</b>	Continuous interaction with policy-makers, informing them about	Networking activities / Website / Dissemination material / Promotional video /	N° of promotional videos (n=2) N° of meetings with



	project aims, progress, achievements and obtaining their feedback and project findings and recommendations.	Social Media / Publications / Direct contact with policy-makers through the project partners and the SMA-TB Advisory Boards (e.g. WHO specialists, ...)	Policy Makers in 2 EU countries and 4 non-EU (2 in Africa and 2 in East Europe), KPI-18
<b>Patients associations</b>	Ensure patient associations are correctly informed of the progress of the project in order to manage expectations appropriately.	Networking activities/ Website/ Dissemination material / Promotional videos/ meetings with the patients' working group linked to The European Respiratory Society and infectious diseases.	N° of meetings with community stakeholders to present and discuss the project at any stage (n=6).

Table 3: Summary of SMA-TB Dissemination Activities

The project’s findings, outcomes and results will be presented at relevant events and conferences, such as the American Thoracic Society, the World Conference Union against Tuberculosis and Lung Diseases, the American Society for Modelling, TBScience meetings, amongst others. An annual workshop will be organized (at years 2, 3 and 4) within the Congress of the Tuberculosis Investigation Unit of Barcelona (<http://www.uitb.cat>). WP1,2,3 results will be presented at the annual congresses organized by the International Union for Tuberculosis and Lung Diseases (<http://www.theunion.org/what-we-do/conferences/world-conference-on-lung-health>).

In order to maximize SMA-TB impact, we will also target scientific events focused on infectious disease in general, such as Clinical Infectious Diseases Conference, and the European Respiratory Society Meeting.

Final SMA-TB workshop will be organized at the end of the project, M52.

To conclude, a final exhibition and workshop will take place in Barcelona by the end of the project M52, where the final project results will be disseminated to a broad audience, which will include experts from the research (simulation and clinical sites), public authorities, policy-makers and other relevant stakeholders as well as International Organizations, NGO and TB Patients Associations.

## 2.7 Communication and dissemination channels

- **Project website**

The SMA-TB project website will be the project’s main point of reference to obtain information on:

- Description of the project, its objectives and its expected impact and benefits.
- The project progress, including reports and intermediate results.
- The project participants and contact information of each of the members.

In order to increase communication impact, SMA-TB’s website will be attractive and user friendly. The website will give access not only to the project members but also to worldwide experts. It will be updated on a continuous basis and will also contain an intranet section to help and coordinate the activity of all partners and the communication within the project. All the



partners will include information to the SMA-TB in their websites with a link to the SMA-TB website.

The project website, designed by IGTP is already on-line since M2 of the project, February 2020, <http://www.smatb.eu>

- **SMA-TB Project Social media channels**

Furthermore, dedicated pages in the most relevant social networks (Twitter, Facebook, Instagram, LinkedIn & Periscope) were created to promote the project results and to create a network of interest around the project.

Twitter: @smatbproject

Instagram: @smatbproject

Periscope: @smatbproject

Facebook: SMATB

LinekdIn: SMATB

In addition, all the Communication Units of the Partners will use their social media to promote the SMA-TB among their social media followers.

At the beginning of the project TES2A & LUMC, with the support of the partners will identified all the projects, institutions, NGO and/or International organization that SMA-TB social media will follow with the aim that in the near future those institutions follow also SMA-TB.

- **Project boards (ESAB & EAB)**

The involvement of the project advisory bodies will be an additional means of disseminating the project's findings. In particular, the Annual Meeting with ESAB will be an occasion to gather input from the board members, while also providing them with feedback on the project, which they can then disseminate via their own network and channels.

- **Partner owned channels**

SMA-TB will seek to build on existing experiences, networks, platforms and best practices, with attention on creating synergies with the research and innovation activities carried out by different partners involved and their networks. Each partner's webpage will be also link to the main project website and partners will be also asked to use their social media channels for SMA-TB dissemination purposes.

Within the first semester of the SMA-TB project the mapping of the partners' communication channels will be performed in order to give an overview of the potential dissemination reach.





- **Links with other projects**

As much as possible, SMA-TB will link up with other present and future H2020 or Horizon Europe projects. In particular we have already agreed a close collaboration with DRTB-HDT and MISTRAL project, funded in the same H2020 call as SMA-TB.

- **Academic journals (primarily open access)**

Open access peer reviewed journals with impact in the area of infectious diseases, as ones identified in Table 3: Summary of SMA-TB Dissemination Activities.

- **Open Research Data Pilot**

SMA-TB project has adhered to it to disseminate project results and findings.

## 2.8 Mass media (Getting into the mindset of the media)

The use of traditional (daily newspaper, magazines, radio and TV) is a key instrument to increase awareness regarding the SMA-TB project in local, national and international scale. Hence, it is critical to identify and approach media people that are relevant to the issues addressed by the project. Messages delivered from traditional media channels will be concise, avoiding clinical details and scientific terms, as they are indented to large, but not specialised audience. In this regard, the consortium agreed to focus the message on the following concept: “SMA-TB aims to improve the quality of life of TB patients.”

Along the lifetime of the project some 12 articles are expected to be produced for the general media.

## 2.9 Communication material

A project leaflet or infographic will be developed (M3), which will present the project main objectives and expected results at a glance. It will target a wide range of stakeholders and another leaflet will be created at the end of the project to present the results of the project. These documents will be created in a digital format that will allow to make a broad communication, but also 1000 copies of those will be printed. This tool will be the project’s identity card.

A six-monthly electronic newsletter will keep the interested organizations and general public informed of the project’s progress and results. The newsletter will work with fixed sections to improve recognizability. The newsletter will also allow further extending the project’s contact database, through the website subscription option. The project newsletter will also be available through the website.

An internal newsletter will be created for internal communication purposes each 6 months.

Two promotional videos will serve as a clear and attractive introduction to the SMA-TB project. A video will be used as a communication material and will be done in English with subtitles in Spanish, Russian and Georgian (subtitles improves the communication potential and the cost is very small).



The first video is planned to be produced by M4 and is conceptualized as a e-consent for TB-patients aiming their participation in SMA-TB CTs in Georgia and South Africa.

At the end for the project, during the Final Workshop, some interviews will be shoot in order to make a second video with the final results of the projects. This second final video will help to communicate the final results of the project as an excellence exploitation tool that can be used beyond the life of the project.

A series of short and not professional videos will be also shoot aiming communication of SMA-TB activities and achievements. These videos will be shared on SMA-TB social media channels.

## 2.10 Events

At this stage events identified for SMA-TB Dissemination are the ones enumerated in the Table 3: Summary of SMA-TB Dissemination Activities.

Participation of SMA-TB consortium in more wide audience events such European Research & Innovation Days, Women in Science or Science is Wonderful, addressing scholars, will be also considered.

## 2.11 Local Communities

On the local level, and aiming specifically local community, we plan to develop a standardised format and agenda for communicating and disseminating among local communities. This format and agenda will be customised depending on specificity of each local community and audience. Events will be recorded and widely spread on social media. The following details will be recorded from each of these events: Name and type of event, number of people attending, type of attendants (i.e. adults, scholars, etc.), location and country.

At this stage the planning activities are as following:

- **Spain:**

To establish in Barcelona a Community Board of selected people from different backgrounds and to meet in a public facility (a library, a public school, a book store, a civic center) and to talk with them about the project, its objectives, achievements and expected impacts, and how to maximise the communication. These events will be open to general public, anyone wanting to come and join us.

SMA-TB consortium will advertise and offer the schools and general public people to come and visit IGTP labs. For general public there will be a public call a year.

- **Georgia:**

Meetings with CAB members (yearly) aiming providing information on ongoing development in the study, aiming their feed-back.

Following the two-step approach of SMA-TB communication strategy, first we will deliver targeted messages to CAB members and afterwards seek their cooperation in communication with patients, compliance ect.





At a later stage for dissemination component, a joint meeting, which can be recorded and broadcasted in social and mass media, with Ministry of Education and Ministry of Health is planned, in order to share study results and evaluate SMA-TB impacts.

We also plan a project lecture series on World TB days.

- **South Africa**

In Soweto site, on-site CAB team holds monthly meetings with other CAB members from the local community. We plan to present the SMA TB study to the CAB members at one of their meetings and listen to their thoughts and suggestions about the proposed study. After obtaining ethics approval these members will assist with identifying potential participants that we could recruit into the study. CAB members will receive yearly updates on the progress of the study, either as a presentation or general discussion with CAB leaders.

We will also approach the national and local department of health authorities to inform them about the study and gain permission to conduct research at clinics within our recruitment area. We will approach nursing staff at these clinics and explain our objectives and design of the study and how we can assist in the treatment of patients with TB. We could potentially use posters or pamphlets to inform people attending these clinics about the study (this would have to be approved by our ethics committee). Since both our sites are located within a public hospital complex, we will also communicate with hospital managers, physicians and hospital ethics boards to inform them of the study, gain approval to conduct the study and collaborate with them if we have any serious adverse events.

Study results will be disseminated to all parties involved in the study once the study is complete and results are available. This dissemination of results will be done by inviting participants and stakeholders to a meeting where we will prepare a presentation and answer any questions.

## 2.12 Capacity building activities

One of the key aspects of SMA-TB exploitation and the impact we aim to achieve is the capacity building for training and capacity purposes for TB & infectious diseases clinical community (Task 1.1).

Part of C&D Plan will be to disseminate this knowledge, in order to foster replication of SMA-TB capacity building model beyond the project.



### 3. Process and responsibilities

In order to ensure an efficient dissemination and communication, this document will establish an internal process to ensure a harmonious communication flow between partners and with the ESAB and EAB.

#### 3.1 Setting up the communication and dissemination Group

The first step will be the creation of a communication and dissemination group. All partners with an active involvement in task 4.1 *Communications activities* and task 4.2 *Dissemination activities* (more than 5 person months respectively) will be asked to appoint a communication / dissemination contact person. This will be the general group, to be addressed on all communication / dissemination matters. Bi-monthly conference calls will allow partners to exchange on the progress made on their tasks as well as inform the consortium partners on the upcoming communication / dissemination information.

To ensure a successful reach of all target audiences, sub-groups will be created based on the mapping of the partners' communication channels (see point 2.4). These sub-groups will be used to engage precise audiences e.g. researchers through the academic partners.

#### 3.2 Workflow

- Adding News and Events to the website: all partners will communicate their communications and dissemination activities and will directly submit news and events on the internal area of the SMA-TB website or send an email to TES2A.
- The news will then be checked by TES2A (Communication) or LUMC (Dissemination) before going on the website (IGTP).

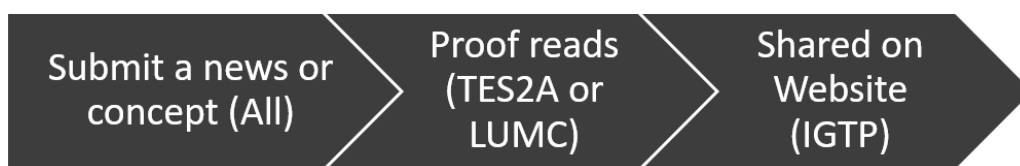


Figure 1: SMA-TB Communications process workflow.

- Social media: All News and Events published by partners on the website will be automatically shared on the project's social media accounts. All the partners will have access to social media accounts allowing them to post news directly. We will consider social media takeover by partners as a way of getting better access to the local context and offer extra capacity building, this will be done in particular when project events are taking place locally (e.g. local community workshops, etc.).



## 4. KPIs

SMA-TB Objective	KPI number	KPI name	KPI definition	Target
4	<b>KPI-06</b>	Capacity Building tools kit	Capacity Building tools kit issued	1
4	<b>KPI-11</b>	Open-access publication counts	Open-access publication counts in the top 10% and in 25% publications in the research area	5
4	<b>KPI-12</b>	Citation Impact	Citation Impact measured by number of citations, year on year, including % citations that come from articles in other fields.	10
4	<b>KPI-13</b>	Co-authored analysis	Co-authored analysis measured as % publications that are co-authored nationally, internationally, with industry and other disciplines.	20%
4	<b>KPI-14</b>	Number of dissemination activities	Number of dissemination activities year on year	5/year
4	<b>KPI-15</b>	Number of communication activities	Number of communication activities, year on year	12/year
4	<b>KPI-16</b>	Media citation analysis	Media citation analysis, measured as number of mentions of SMA-TB research, progresses and results in media (including social media)	1500
5	<b>KPI-17</b>	Stakeholders' representatives on SMA-TB governance bodies, committees and meetings	Existence of strategies policies and/or action plans engaging the stakeholders measured by number of stakeholders' representatives on SMA-TB governance bodies, committees and meetings	4
5	<b>KPI-18</b>	Meetings with policy makers	Number of regular meetings with policy makers, managers and/or decision makers	6
5	<b>KPI-19</b>	Resources devoted to stakeholder engagement (€),	Resources devoted to stakeholder engagement (€), year on year	11,500€/year
All	<b>KPI-26</b>	Education	Number of PhD, MSc, MD, nurses' specialists, social and health care workers and other education degrees; year on year.	15

Table 4: SMA-TB Co&D Objectives and KPIs



## 5. Timeline

Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
4.1 Communication activities		4.1	4.8									4.2							4.9
4.2 Dissemination activities		4.1	4.8									4.2							4.9
Task	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
4.1 Communication activities						4.3													4.4&10
4.2 Dissemination activities						4.3													4.4&10
Task	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
4.1 Communication activities																			4.11
4.2 Dissemination activities																			4.11

Figure 2: SMA-TB C&D General Timeline

### 5.1 Activities planned for the 1<sup>st</sup> period

C&D Activity	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
First Draft of C&D Plan												
Stakeholders' mapping												
1st SMA-TB video: e-consent for CT												
1st press release												
SMA-TB Website												
SMA-TB Leaflet												
1st SMA-TB newsletter												
2nd SMA-TB newsletter												
1st SMA-TB internal newsletter												
2nd SMA-TB internal newsletter												
1st SMA-TB Factsheet												
Surveys												
SMA-TB meetings with local communities	to be scheduled											
Short videos	to be scheduled											

Figure 3: SMA-TB C&D activities planned for the 1st year



## 6. MONITORING AND EVALUATION

As WP leader, TES2A will be responsible for the monitoring of the communication and dissemination activities. All partners will be asked to fill-in a monitoring form integrated within IMPACT EVALUATION form (on-line, via JIRA) every 6 months. This input as well as information coming out from WP4 will serve as a basis to complete the consecutive “Reports on the communication and dissemination activities” due on months 18, 36 and 48.



## 7. Branding Guidelines

### 7.1 Logo

#### Spelling

As an acronym SMA-TB shall be written in capital letters

#### Versions

- Original

SMA  TB

- Dark

SMA  TB

- Coloured



- Monotone



## 7.2 Style Guide



### Text 1 (SMA TB)

---

Eb Garamond Regular

The quick brown fox jumps over  
the lazy dog

### Color 1

---



HEX: #3d3d3d  
RGB: 61, 61, 61

### Color 2

---



HEX: #ee7c0e  
RGB: 238, 124, 14





### 7.3 Folder



The folder contains the following content:

- Website: [www.smatb.eu](http://www.smatb.eu)
- Social media handles: @smatbproject (Instagram, Twitter, YouTube) and SMA-TB (Facebook, LinkedIn)
- Logos of partner organizations: IGTP, Oslo University Hospital, YES2A Europe Consulting, ANAXOMICS, Leiden University Medical Center, LIONEX, CRIS, WITS HEALTH CONSORTIUM, and a red circular logo.
- European Union funding logo and text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 847762."



## 7.4 Handbook

www.smatb.eu

  
@smatbproject SMA-TB

  
ANAXOMICS

  
Leiden University Medical Center

  
LIONEX

  
WITS HEALTH CONSORTIUM


  
LUMC

  
LUMC







This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 847762

7.5 Roll-up









A novel Stratified Medicine Algorithm  
to predict treatment responses  
to host-directed therapy in  
TB patients (SMA-TB)




[www.smatb.eu](http://www.smatb.eu)








@smatbproject SMA-TB

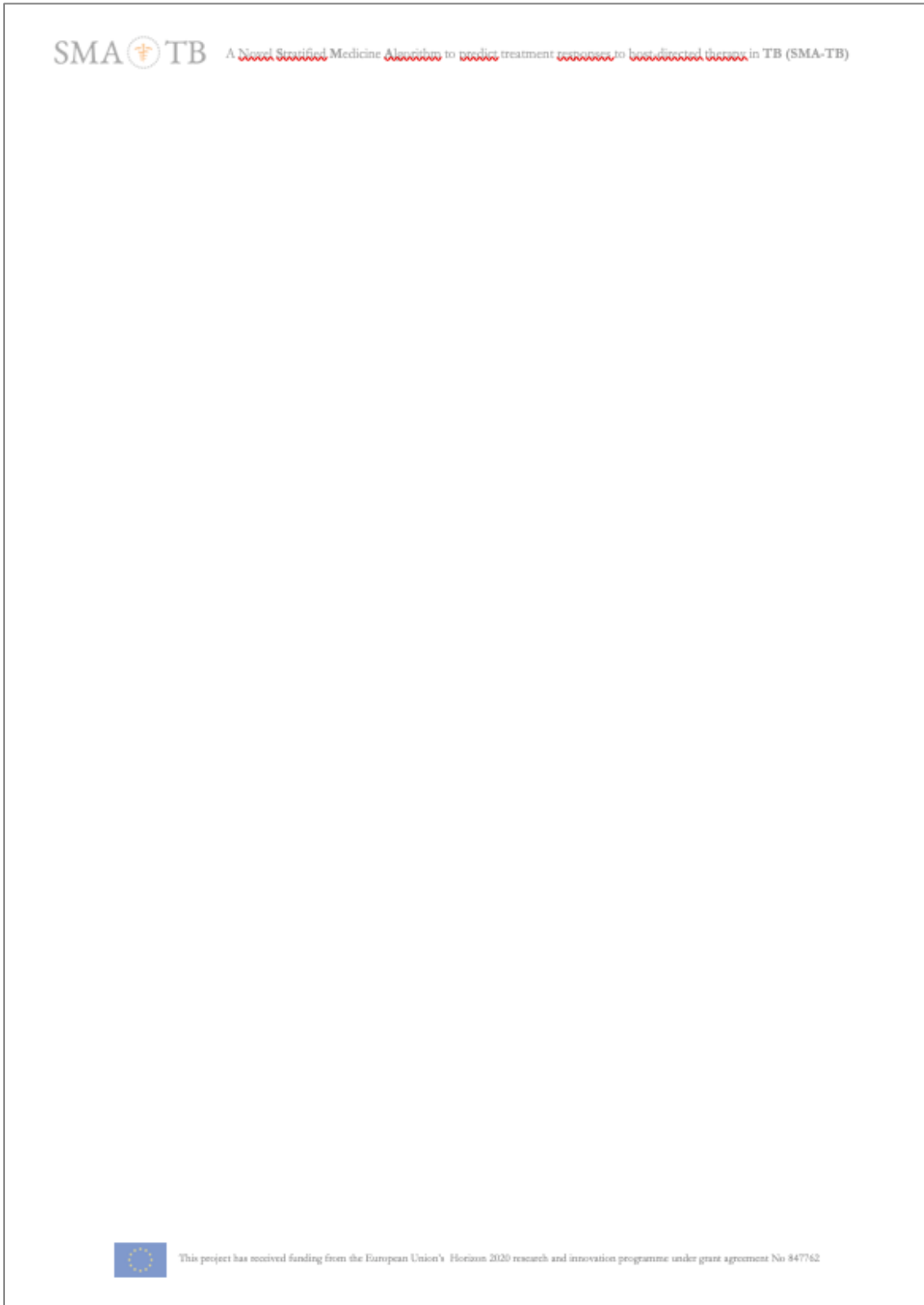


This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 847762



## 7.6 Templates

- Word template



PPT Template

# SMA TB

A novel Stratified Medicine Algorithm to predict treatment responses to host-directed therapy in TB patients

WP N°: Title

Partner's N°. Partner's name




 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 847762

SMA  TB

**Insert slide's title**

Insert text

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 847762 2



## 7.7 Social Media

### Accounts to link to



### Best practices

- Guidelines for twitter



Figure 4: SMA-TB Twitter account

- Always tag @smatbproject
  - Use visual elements to make the tweets more visible (pictures/video/GIFs/emojis)
  - Tag twitter accounts directly on the pictures you use to win space in your text
- Handles and hashtags to use:
    - @smatbproject
    - #SMATB
    - @EU\_H2020
    - #H2020



## 7.8 EU Funding Statement Rules

**When to use the Funding Statement → ALWAYS!**

Alongside the project branding, you must always integrate the EU branding



→ As agreed upon the Grant Agreement:

### 29.4 Information on EU funding – Obligation and right to use the EU emblem

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) Display the EU emblem and
- (b) Include the following text:

*“This project has received funding from the European Union’s Horizon 2020 research and development programme under grant agreement No 847762”*

Type of activity	EU Flag	Text	Disclaimer
<b>Communicati on activities</b>		This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 847762	The sole responsibility for the content of this publication lies with the SMA-TB project and in no way reflects the views of the European Union
<b>Exception: in case of limited space (business cards, roll-up)</b>		Funded by the Horizon 2020 Framework Programme of European Union	

*The text and disclaimer should be added with the flag at the end of each document.*

*See the word template as an example. In case of doubt, contact TES2A.*

