101005177 — COVID-RED

COVID-RED

WP6 – Communication, dissemination and stakeholder outreach

D6.1 Report describing an initial dissemination, communication and exploitation plan

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Document History

Version	Date	Description
V1.1	29.06.2021	Draft version 1
V1.2	07.07.2021	Draft version 2

Abstract

To optimize dissemination of the COVID-RED project's results and thereby to maximize the impact of COVID-RED, a communication and dissemination plan was developed (D7.10). This plan outlined the target audiences, communication channels, and key messages for COVID-RED. The adoption of this plan encourages the full use of available communication channels from the project. Furthermore, it should ensure quality and consistency of communication.

In order to align all parties on dissemination standards and present a strong external project's image, communication and dissemination activities will first focus on project presentation, after which the focus will shift to publishing our progress and community building. In support of these activities, specific materials have been developed to promote COVID-RED and to ensure that outputs have impact beyond the scope of defined project activities. These materials are described in this deliverable (D6.1).

Ultimately, a successful communication and dissemination strategy will help raise awareness and guide decision making for the early identification and management of Covid-19. Communication and dissemination materials, and where necessary key messages, will periodically be updated as the project progresses, particularly as feedback is obtained from key stakeholders and WP leads and co-leads, to ensure effective implementation.

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Introduction

In month 3 of the project (October 2020), WP7 coordinated the development of a report (D7.10) describing internal and external communication outputs

The purpose of the plan was to:

- Define target audiences, communication channels, and key messages for COVID-RED;
- Establish clear goals, objectives, and timelines for communication activities; and,
- Provide guidance to project participants for the development of communication activities and the preparation and use of materials.

This plan was intended to function as a foundation for the planning and execution of communication activities by members of the project in a professional and coordinated manner. Key messages for different audiences (stakeholders) relating to project deliverables and overall objectives were identified, and a matrix was used to map these to project timings, appropriate channels of communication, and the intended impact on stakeholders. The adoption of this plan encourages the full use of available communication channels from the project. Furthermore, it should ensure quality and consistency of communication.

High quality internal and external communication is key to the success of COVID-RED. The overall aim is to maximize the impact of COVID-RED by ensuring full use of available communication channels both within and outside of the project. Ultimately, a successful communication and dissemination strategy will help raise awareness and guide decision making for the early identification and management of Covid-19. Communication and dissemination materials, and where necessary key messages, will periodically be updated as the project progresses, particularly as feedback is obtained from key stakeholders and WP leads and co-leads, to ensure effective implementation.

In order to align all parties on dissemination standards and present a strong external project's image, communication and dissemination activities first focused on project presentation, after which the focus will shift to publishing our progress and community building. In support of these activities, specific materials have been developed to promote COVID-RED and to ensure that outputs have impact beyond the scope of defined project activities. These materials are described in this deliverable (D6.1).

The deliverable D6.1 is meant for reflecting the establishment of COVID-RED branding ideation, web development/hosting, social media strategy and style guides, communication tools/PowerPoint templates, content style guides and exploitation strategy.

Methods

To deliver an impactful communication and dissemination campaign for COVID-RED, a team of communication and exploitation specialists, including PR and social media managers, was assembled. They discussed and agreed on the following communication/dissemination objectives:

- Alignment on communication and dissemination strategy;
- Define a general plan, including goals, objectives and timelines for communication activities regarding the overall project (deliverable D7.10 – completed);
- Define a tailored communication and dissemination plan for the participant recruitment campaign; and,
- Based on previous work done in recruitment communication, define key message to improve participant retention.

Generation of a strong visual identity, communication package, and online representation for COVID-RED

A project logo has been developed with the aim to present a strong visual COVID-RED identity. This logo will be used on the public website, social media accounts, and other external outputs.

Figure 2. Project logo for COVID-RED

Besides the logo, communication materials such as general PowerPoint presentation (Figure 3) and poster infographics (Figure 4) have been developed, which can be used by consortium members to present the project at different occasions. The presentation will be kept up to date throughout the duration of the project and is available upon request.

Figure 3. PowerPoint Template slides for presentations related to COVID-RED

Figure 4. Poster infographics for COVID-RED presentation to large Dutch audience

In addition, WP3 and WP6 have developed a public website to serve as the project's showcase and main repository for communication materials. While participants-facing website is monitored and regularly updated by WP3, all WPs provide support to updating the general, expert-facing website, under the coordination of UMCU, the WP6 lead. The website is divided into several sections that provide an easy access to information for study participants, general information about the project, progress updates, partner presentations, news and social media outings. The website can be accessed here: http://www.covid-red.eu/.

Besides the website, WP6, in collaboration with WP3, has set up the Twitter account @*CovidRed* and the Instagram account @*covidredproject*. For recruitment purposes only, WP6 and WP3 have also set up an account on Reddit as *u/COVID-RED*. These accounts have been set up according to the European Commission (EC)'s guidance note on social media (04/2018). For the use of Twitter and Instagram, a policy was created which is attached in Appendix 1.

The website and social media outputs are regularly monitored, reviewed and updated by consortium members to maximize the impact among all the stakeholders. In this way, WP6 is setting the basis for successful uptake and implementation of COVID-RED results and methodologies. Additionally, WP3 recruited a Social Media Manager to coordinate social media messages received from participants and general public for the study and support the recently dedicated Facebook group created by the participants to channel the excitement over the study start.

The Social Media Manager was also tasked with providing social media intelligence on how to best create interpersonal communication with participants; offer insight into creating and scheduling contents for social media calendars; analyse social media campaign to better customize participation and retention targets

Generation of a media and social media strategy for recruitment

WP3 and WP6 have elaborated a media and social media strategy with support from UMCU communication team, to stimulate recruitment and retention.

Media strategy purpose

The primary intended results of strong media exposure are:
- Recruiting participants for the COVID-RED study; and,
- Keeping participants engaged and compliant throughout the study, thereby minimizing the drop-out rate.

In addition, the following secondary results are intended:
- General awareness of the COVID-RED study;
- Awareness of COVID-RED study among potential participants;
- Informing potential participants how to register and/or where to find more information about the study; and,
- Getting potential participants excited about participating in the study.

The media strategy is centred around the following key inputs:

- *Message to the media/social media*: By participating in this study, participants contribute to research into COVID-19, without significant changes to their daily life. Advantage for the participants includes possibly noticing a SARS-CoV-2 infection using the study app and the Ava bracelet before symptoms develop.
- *Angle:* The study should be presented as an important scientific investigation into SARS-CoV-2, but in understandable language for non-scientifically or medically educated persons (language level B1).
- *Agreed wording*: We use the word "participant" and not the word "subject" when referring to individuals who have enrolled in the COVID-RED clinical trial.

The intended recruitment and communication channels are:
- Invite existing cohorts to participate: Leidse Rijn Julius Gezondheidscentum (LRJG), ParkinsonNext,
- Link2Trials (social media campaign)
- Physically in the UMCU (posters, screens)
- Online UMCU internal (connect, newsletter)
- Online UMCU external (newsletter, social media, website)
- Online Julius Clinical (Yammer, LinkedIn)
- Online social media accounts for the COVID-RED study (Instagram, Twitter, Reddit)
- Medians (www.medians.com - an online platform for patient recruitment) : online website and news
- General (national) press (newspaper, TV)
- Unpaid Social media influencers

Media-related activities planned for communication campaign:

- Press release in Dutch
- Press release focusing on pilot study results from COVI-GAPP and its relationship to COVID-RED
- Recruitment campaign video with COVID-RED's Primary Investigator (PI), Diederick E. Grobbee, MD, PhD, FESC, Professor of Clinical Epidemiology, Distinguished University Professor of International Health Sciences and Global Health and Chief Scientific Officer at Julius Clinical Academic Research Organization.
- Interviews or anonymous anecdotes from consenting participants (preferably 2 participants per interview)
- Question & Answer (Q&A) log
- Photo material available from the wearable device manufacturer (Ava AG, Zurich, Switzerland)
- Study logo
- COVID-RED website and corresponding social media accounts

Generation of a publication strategy

WP6 has also elaborated a publication strategy, with support from UMCU and JCR communication team, to stimulate project promotion and reporting on progression, main milestones and project related topics.

The COVID-RED publication strategy should answer the following questions:
- What is the aim or objective of the project's publication strategy?
- Who is the target audience for this research?
- What is the correct channel to reach the COVID-RED audience?

Publication strategy aim

The primary intended results of COVID-RED publication strategy are:
- Defining adequate level and effort for scientific/non-scientific publications to raise and retain awareness about the project;
- Defining adequate publication plan throughout the lifetime of the project;
- Defining targeted scientific and non-scientific audiences; and,
- Defining appropriate publication channels.

In addition, the following secondary results are intended:
- Supporting the exploitation plan and sustainable strategy by electing channels and audience(s) that could support the project beyond its finalization; and,
- Emphasising study promotion by facilitating larger audiences' access to publications via prioritizing open access journals and promoting social media announcements

The publication strategy plan will be updated in real-time based on additional needs. At a minimum, it will cover:
- Scientific publications, including 1 fully published protocol, 1 publication invited for a revise and resubmit, and 1 publication in preparation;
- Communication to participants, including personalized retention/compliance emails, monthly newsletters, video messages, reminders to complete serology testing, and subsequent test results.

WP7 has also issued a publication policy, available in D7.1 *Project management plans* to describe the approval routing within the COVID-RED management structure before publication of any communication/dissemination activity. This publication policy - included as Appendix 2 of this

report – provides a user-friendly guidance to all project's partners and stakeholders and facilitate the dissemination of any project's communication content – including social media and media.

Target audience

Communication and dissemination activities are directed towards a wide range of internal and external audiences (stakeholders), including project participants (Table 1). Two-way communication is sought, with valued inputs coming from stakeholders.

The stakeholder groups will be further differentiated and prioritized based on the results of Stakeholder Mapping, completed by WP6 from M1-M18 of the project in order to understand stakeholder needs and perceptions and align with project outcomes The Stakeholder Mapping will help gather insights from key stakeholders (regulatory, public health and governmental bodies, epidemiologists, healthcare workers, research organisations, etc), on their needs and perceptions, to help achieve project goals and deliver maximum possible value and impact to target audiences, and will ultimately feed all other work packages

Table 1. COVID-RED Target Audiences/Stakeholders

Audience/Stakeholder	Communication requirements
External	
Study participants	Specific requirements for participants in the study will be determined prior to recruitment. General requirements include being informed of project progress, including study protocols, major findings, and any changes to the study protocol.
Participants (including those with and those at risk for COVID-19)	Keep informed of project concept, progress, and outputs via relevant patient organizations (who may set up their own communication activities in which COVID-RED participates). Participants will also have direct access to publications, webinars, website updates,
Patient and disease specific organizations	Establish frequent, efficient contact with overarching patient and disease specific organizations to keep them informed of COVID-RED's progress, findings, and major project developments via publications, webinars, website updates
Health-care providers and clinical researchers	Keep periodically up to date on project progress through publications, public webinars, website updates,
Healthcare provider organizations	Keep periodically up to date on project progress through publications, public webinars, website updates, .
Members of Ethics board	Keep periodically up to date on project progress through publications, public webinars, website updates. Targeted communications re: specific outputs on ethical and related issues from WP8, including end of project report.
Healthcare payers/insurers	Keep periodically up to date on project progress through publications, public webinars, website updates, .
Industry research and development (R&D) key opinion leaders, pharma companies, and related institutions	Keep periodically up to date on project progress through publications, public webinars, website updates,
Funding and "parent" organizations	Fulfill submission requirements for deliverables as scheduled in the project DoA, as well as 'success stories' and impact of project outputs. COVID-RED to participate in communications and presentations to showcase IMI projects, including cross-funding call collaborations.
Media and general public	Keep periodically up to date on project progress through publications, public webinars, website updates.
Internal	
COVID-RED leadership and consortium management team	Need regular updates on WP activities and progress, including draft project outputs for review and approval. WP leaders to drive topics and identify potential interviewees or speakers for webinars and podcasts. Monthly all-hands for COVID-RED consortium members scheduled for duration of the project.

COVID-RED partners	Need to be updated on project activities and deliverables. Input sought from project partners on activities completed in the last quarter or where input from other WPs is needed. Project partners will update their own organizations on project activities and deliverables.
Incoming communications from stakeholders	COVID-RED project partners will use various channels to seek input from stakeholders. Planned activities include soliciting feedback on the study from participants and project outputs.

Channels to reach the target audience

As previously described in D7.10, communication and dissemination activities are directed towards a wide range of internal and external audiences (see Appendix 1. COVID-RED Target Audiences/Stakeholders). Two-way communication is sought, with valued inputs coming from stakeholders.

To communicate effectively with various target groups, communication channels and tools must be tailored to each group's needs and expectations. These channels and tools depend on the complexity, importance, and content of the intended message and should correspond to the respective audience's expectations. The list of possible communication channels and their descriptions are listed in Table 2 below:

Table 2. COVID-RED communication channels

Channel	Description
External	
COVID-RED website	The website is an important window into the project, housing original content generated by project partners.
Journal publications	To be developed and submitted by internal project partners. Links to publications, summaries of content (abstracts), and full manuscripts (where permitted) will be made available on the COVID-RED website, as well as publicized through COVID-RED's various social media channels.
Conference presentations	Abstracts for presentation be developed and submitted by internal project partners. COVID-RED will maintain a registry of project presentations on its website.
Press releases	Project members are encouraged to highlight major project events such as meetings, completion of key deliverables, presentations, and publications through press releases. All press releases need to be reviewed by COVID-RED project management to ensure that they are written in alignment with the project's key messages. All press releases will be made available on the COVID-RED website.
Internal	
Monthly consortium/Management meetings	A monthly opportunity for all consortium team members to meet virtually and discuss overall progress as well as WP developments.
Quarterly project meetings	A regular opportunity for all project partners to meet virtually and discuss overall project progress.

Project reports	Internal dissemination of project results and protocols for review and revision among consortium partners.
"Kick-off" meetings	A series of online meetings at project initiation to allow all partners to present and discuss their role and progress within the project.
Advisory Board meetings	A series of scheduled meetings with our external Advisory Board composed of specialised in the project's relevant scientific and ethical fields.

Results

In the first project period, WPs have achieved the following communication and dissemination of results:

- Aligned all parties on dissemination standards and presented a strong external project image, by generating a unified visual COVID-RED identity and online representation with the creation of logo, dedicated website and communication materials;
- Defined key stakeholders and audiences;
- Created a dedicated media campaign to support the recruitment of study participants. Here the project benefitted from the support of a public relations (PR) and media specialist from UMCU, who helped shape the key messages and target the right audience. Additionally, the Dutch national media helped spread the word about the recruitment campaign to a larger audience. The project also hired a large media company with several online platforms, magazines and newspapers to provide additional support during recruitment.
- Created appeal for the recruitment campaign, by conducting a series of news interviews and participating in prominent Dutch media initiatives (see Appendix 3 for details).
- Maintained a list of external media initiatives and organisations of relevance, including key contacts;
- Created and maintained effective communication messages for community building. In support of these activities, specific materials have been developed to promote COVID-RED and to ensure that outputs have impact beyond the scope of defined project activities. These materials are described in this deliverable (D6.1);
- Managed the COVID-RED social media community, by ensuring a strong presence on social media (dedicated Facebook groups, Twitter and Instagram feeds) and hiring a social media community manager.
- Developed a compelling retention storyline and disseminated key adherence messages, to ensure participants stay engaged despite an evolving pandemic and study environment. For example, sharing the importance of continued compliance with participants who may now have full vaccination against COVID-19 and for whom the algorithm may prove less accurate.
- Maintained statistics and feedback on the use, quality and impact of communications activities, for example website visits, Twitter 'likes' and feedback from participants themselves. These will be made available to the Management Board for evaluation of the the success and impact of communication activities.

Discussion

The communication strategy outlined in this document will be regularly monitored, reviewed and updated to maximize its impact among all the stakeholders, in this way setting the basis for successful uptake and implementation of COVID-RED methodologies and results.

Where this document describes communication and dissemination activities focusing on project presentation, the focus will eventually shift to publishing our progress and results, community building, and ensuring the sustainability of project outputs beyond its grant-funded tenure. These additional activities will be described in D6.9.

As part of D6.9, WP6 will also develop an advanced communication analysis including a comprehensive study of issues affecting the communication activities with a particular emphasis on the context, challenges, and opportunities for the communication of benefits and challenges related to remote monitoring of COVID-19 and other possible pandemics at a European and global level. In addition, a COVID-RED ambassador will be appointed to represent the consortium in future educational and outreach activities.

Conclusion

The communication strategy outlined above will be regularly monitored, reviewed and updated to maximize the impact among all stakeholders, in this way setting the basis for successful uptake and implementation of COVID-RED results and methodologies. The results of this monitoring will be shared in D6.9, describing a final dissemination, communication and exploitation plan.

Appendix 1 - Social media policy

Target audiences + intent of messaging

Twitter

Focus: communication + dissemination of project progress, special focus on study progress. During study, the primary focus in (potential) study participants and most messages will be in Dutch. After the study this will shift more towards people interested in project results and dissemination, including people from industry, academia and other projects.

WHO	MESSAGE TYPES	LANGUAGE
1. Study participants, lay people interested in our study, press	1. Inform about global study progress 2. Motivate to join/stay in study (make people feel part of a community) 3. Inform about global project progress	Dutch, level B1
2. Interested people from industry/academia/other projects	1. Inform about project progress 2. Inform about study progress 3. Inform about publications, conferences where COVID-RED is presented, etc. (project dissemination)	English

Instagram

Focus: recruitment + retention

WHO	MESSAGE TYPES	LANGUAGE
1. Study participants, lay people interested in our study	1. Motivate to join/stay in study (make people feel part of a community) 2. Inform about global study progress 3. Inform about global project progress 4. Inform about specific instructions with regards to performing study procedures	Dutch, level B1, informal

Reddit

Focus: recruitment

WHO	MESSAGE TYPES	LANGUAGE
Study participants, lay people interested in our study	Motivate to join the study (make people feel part of a community)	Dutch, level B1, informal

Facebook group

Focus: recruitment and retention

WHO	MESSAGE TYPES	LANGUAGE
Study participants, lay people interested in our study	1. Motivate to join/stay in study (make people feel part of a community) 2. Inform about global study progress 3. Inform about global project progress 4. Inform about specific instructions with regards to performing study procedures	Dutch, level B1, informal

Approval procedures

Responsibility for the COVID-RED Twitter and Reddit [content lies with UMCU PMO. For posting/reposting of related content, consortium members can send suggestions to covid-red@umcutrecht.nl. An exception is made for Julius Clinical as CRO. Julius Clinical can post messages regarding global study progress and messages aiming at patient retention, without PMO approval.

Responsibility for the COVID-RED Instagram and Facebook group responses lies with Julius Clinical; no PMO approval is required for Julius Clinical before posting messages there.

PMO/Julius Clinical decide on case-by-case basis whether MT approval is needed.

In all cases, these guidelines from MT need to be considered:

If any party from COVID-RED is mentioned in the post, an approval request is needed.

No approval is required from IMI and the IMI acknowledgement does not need to be included in each post. The IMI acknowledgement is included in the bio of each social media account, where applicable.

Editorial ethics

Rigor, accountability, and transparency

- Before posting information, the content of the post is double-checked. For Twitter, the content is being checked with someone from PMO UMCU. For Instagram, the content is being checked with a Julius Clinical colleague.

Informed consent: reposting content by study participants

- On Twitter, we can like messages posted by study participants, but we do not retweet them.
- On Instagram, we can share posts by study participants in our story, but not as a post on our page. Before sharing posts on Instagram, we reach out to the person and ask for their consent before we share it in our story.
- On both Twitter and Instagram, we do not follow study participants, see follower policy below.
- On Facebook, we do not repost/reshare posts.
- On Reddit, we do not repost/reshare posts.

Anonymization and minimization of harm:

- Anonymization: We should, when possible, refrain from mentioning contact details or other personally identifiable information (PII) of participants in our social media messages

- Minimization of harm: When in doubt regarding how much data to disclose, always take the path that ensures the least potential damage to the participant(s).

Posting/sharing policy

For each post we consider tagging consortium organisations and adding the following relevant hashtags to reach a larger audience (recommended to use a mix of 4 to 5 for each post):

#pandemic #coronaviruspandemic #Coronavirus #quarantine #staysafe #corona #stayathome #lockdown #covid #socialdistancing #stayhealthy #virus #covid19 #Coronavirus #quarantine #pandemie #covidred #trials or #clinicaltrials #wearabledevices #machinelearning #artificialintelligence

<u>Twitter - Julius Clinical / UMCU PMO</u>

We post tweets around:
- Global progress of the study (milestones) - Julius Clinical;
  - Recruitment milestones;
  - Milestones related to study duration (e.g., 'recruitment started 1 month ago', first patient out);
  - Messages focused on recruitment/retention (when relevant, similar to Instagram posts or referring to our Instagram account);
- Global progress of the project (milestones) - UMCU PMO;
  - Public deliverable reports (when shared on the COVID-RED website);
  - Updates from IMI regarding COVID-RED;
  - COVID-RED exposure in the press;
  - Articles or conference presentations published by the consortium; and/or,
  - Other general project updates;

Depending on the intended target audience (see Table 1 above), messages will be composed in either Dutch and/or English.

PMO retweets content that:
- Directly address COVID-RED (for example, from media/press accounts or participating organisations or partners); and/or,
- Address wearables and/or Covid-19 and are of interest to our target audience(s).

<u>Instagram - Julius Clinical</u> (JCR)

We post messages and stories that motivate people to join our study and, once enrolled, keep them participating in the study. The messages will be in Dutch.

With the initiation of the account, we will start with 4 or 5 posts. After that, we will start inviting participants and consortium partners to follow the account. We aim to make twice weekly posts. JCR will keep an Excel on completed and planned posts, available to other consortium members on SharePoint. If there is a potential timing conflict with a planned post from the PMO, this will be indicated as soon as possible by the PMO office.

We post messages and stories around:
- "Behind the scenes" (activities done for COVID-RED by Sanquin, Mailstreet, helpdesk, etc.);
- Background on the study objectives and data we collect (interview/short message from the PI or other COVID-RED researchers);
- Happy holiday messages;
- Tips and tricks on study procedures;

- Study facts: Did you know (Wist u dat?);
- Study statistics (compliance rates, demographics);
- COVID-RED exposure in the press;
- Recruitment milestones;
- Milestones of study duration ('recruitment started 1 month ago', first patient out);
- Messages focused on recruitment/retention;
- Re-post messages in which COVID-RED is tagged; and,
- Messages related to IMI funding or other IMI announcements.

After 2-3 weeks of initiation of the account, we will evaluate if we also want to make our posts with the COVID-RED account available as advertisement. We will check with Link2Trials to see if this conflicts with the Link2Trials campaign.

Follower policy
We can follow:
- All consortium members;
- All consortium organisations;
- All Advisory Board members;
- IMI;
- Other relevant research or IMI projects;
- 'Big' names in relevant industry/academia;

We do not follow:
- Individuals other than those mentioned above; in particular, this means we do not follow individuals participating in the study; and,
- News or media channels (i.e., the press).

When in doubt, check with the PMO.

Complaint policy
If people voice specific questions via social media, we will redirect them to our helpdesk (https://www.covid-red.eu/contact/).
If people post negative messages about COVID-RED in general on social media, we will ignore these unless they contain useful or constructive criticism. Should an escalation be necessary, JCR and PMO will discuss together how to proceed.

Appendix 2 - Publication policy

The COVID-RED consortium has previously published a publication policy as part of D7.10 *Report describing internal and external communication outputs.* This publication policy is annexed here for information.

1. Introduction

The Publication Policy describes the approval routing within the COVID-RED management structure before publication of any communication/dissemination activity. It is based on the following articles of the Grant Agreement and Consortium Agreement:

Consortium Agreement
7.4.3. Mandatory Messaging in connection with Results
7.5 Disseminations of results
7.6 Communications
Appendix 12 Communication Guidelines

Grant Agreement
Article 27.3 – Information of JU funding and support from JU members
Article 28 – Exploitation of results
Article 29 – Dissemination of results

2. Dissemination principles

Dissemination is the public disclosure of project results. The review is carried out by the General Assembly (GA). For reporting purpose, all dissemination is tracked by the PMO. Please provide the PMO (covid-red@umcutrecht.nl) with the final version of your dissemination.

2.1. Review process for articles, white/discussion papers and press releases

Please circulate your publication at least forty-five (45) days prior to planned submission to the other Beneficiaries through the Programme Management Office (PMO) by written notice: covid-red@umcutrecht.nl.

Each Beneficiary has thirty (30) Days after the initial circulation to object to the publication if its legitimate interest in relation to the publication would be significantly harmed (for details on grounds for objection, please refer to CA 7.5.5.2).

If no objection is received within 20 days following the first notification an e-mail reminder by the Beneficiary requesting the publication should be send to those who have not yet responded. If no objection is received within the 30 days the Beneficiary will be free to proceed with the publication, to the extent such Dissemination does not include or refer to Results or any Confidential Information of any other Beneficiary.

Fast track: for articles, white/discussion papers and press releases which require a shorter review period, the following shortened review process is possible.

Please circulate your publication at least twenty (20) days prior to planned submission to the other Beneficiaries through the Programme Management Office (PMO) by written notice: covid-red@umcutrecht.nl. Inform the other Beneficiaries that you would like to have a quick turnaround referring to this fast track.

Each Beneficiary has ten (10) Days after the initial circulation to object to the fast track. If no objection to the fast track is received within these 10 days, it may be assumed that the fast track is agreed.

Each Beneficiary has fifteen (15) Days after the initial circulation to object to the publication if its legitimate interest in relation to the publication would be significantly harmed (for details on grounds for objection, please refer to CA 7.5.5.2).

If no objection is received within the 15 days OR as soon as all Beneficiaries confirmed their endorsement of the material under review, the Beneficiary will be free to proceed with the publication, to the extent such Dissemination does not include or refer to Results or any Confidential Information of any other Beneficiary.

If an objection is received within the review period mentioned above, the Beneficiary disseminating the publication will:

a) where protection of another Beneficiaries' own Results or Background would be adversely affected by the proposed Dissemination ☐ Extend the review period and delay the proposed publication for a period of at least twelve (12) months to allow the objecting Beneficiary to evaluate the patentability and/or to file a patent application for the objecting Beneficiary's Results or Background; and/or otherwise modify the publication as requested for patent reasons.

b) where the proposed Dissemination contains Confidential Information from the objecting Beneficiary Delay the Dissemination until the objecting Beneficiary's Confidential Information is removed from the proposed Dissemination;

c) where other legitimate interests of the objecting Beneficiary are harmed ☐ Enter into good faith discussions with the objecting Beneficiary on how to address the legitimate interests of the objecting Beneficiary, as the case may be, by amending the proposed Dissemination.

By exception, when a student would like to submit a university thesis based on the Results of the Project, the Management Team will have to be informed, and the final draft shall be submitted to the Management Team for review prior to submission to the university.

Beneficiaries may comment on the contents of the thesis **within sixty (60) Days** of receipt of the thesis in accordance with Clause 7.5.2 of the Consortium Agreement.

All appropriate measures ensuring confidentiality must be taken by the Beneficiary with which the student is associated to ensure protection of Confidential Information and/or patent protection of the Beneficiaries (For example via a non-disclosure agreement prior to receipt of the thesis).

Details of any publication and an electronic copy of the published version must be provided to the IMI2 JU within two months following publication. A copy of each publication needs to be sent to PMO (covid-red@umcutrecht.nl) for recording purposes. In addition, please mention to PMO if a publication on the COVID-RED website is desired.

2.2 Dissemination review process for abstracts, posters, presentations

Please circulate this type of dissemination at least 14 days prior to planned submission and/or the event to the Management Team (MT) by written notice to PMO.

The MT has 7 days to object. If no objection is received within 7 days following the notification of the requesting partner, the Beneficiary is free to proceed. Note that also other types of presentations, for example webinars et cetera, need to comply to the same process.

A list of GA and MB/PMO contacts can be found in Annex II and Annex III of this Project's Handbook.

2.3 Open access

Where dissemination concerns a peer-reviewed scientific publication, every author must ensure open access (free of charge online access for any user) within six months of publication.

The open access mandate comprises 2 steps:
1. Depositing publications in data repositories and provide access to third parties
2. Providing information about tools and instruments for validating the results in case relevant
More information about open access publications can be found here beneath 'Open Access to Scientific Publications, article 29.2 of the Grant Agreement.

2.4 Mandatory acknowledgement when communicating externally

1) All dissemination and communication activities should include a full project acknowledgement. In case of restricted space, partners are allowed to use an abbreviated version of the acknowledgement. The acknowledgement logos can be downloaded from the COVID-RED member area.

Full acknowledgement	The COVID-RED project has received funding from the Innovative Medicines Initiative 2 Joint Undertaking under grant agreement No 101005177. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme and EFPIA.
Abbreviated acknowledgement	This work has received support from the EU/EFPIA Innovative Medicines Initiative [2] Joint Undertaking COVID-RED grant n° 101005177.

2)In addition, it should be made clear in the text and layout that the communication reflects the author's view and that neither IMI nor the European Union or EFPIA are responsible for any use that may be made of the information contained therein. Therefore, please including the following statement in the acknowledgement section:

"The research leading to these results was conducted as part of the COVID-RED consortium. This paper only reflects the personal views of the stated authors."

2.5 Logos
All dissemination and communication activities and products must include all the project's logos:

Logos should be displayed in their entire and original forms, and, as stated in the Project's handbook, the COVID-RED logo should be depicted independent from the acknowledgement logos.

2.6 Authorship
For defining who is an author on a publication, we follow the ICMJE recommendations on who qualifies as an author: http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the- role-of-authors-and-contributors.html

It is strongly encouraged that the author team on each paper should reflect public and industry partners.

2.7 Procedure on theses or dissertations
The Managing Board (MB) will be informed on an on-going basis regarding the proposed contents of the thesis or dissertation and the final draft shall be submitted to the Managing Board (MB) for review prior to submission to a university. The Managing Board (MB) may comment within 45 days of receipt of the thesis or dissertation. The Managing Board (MB)will also decide whether additional approval is required by the General Assembly (GA) based on the thesis at hand. External examiners to the university may be requested to sign an agreement of non-disclosure prior to receipt of the thesis.

2.8 Internal review procedure
For administrative reasons, we kindly ask you to contact the General Assembly's main contacts and MT/PMO for the internal review procedure regarding peer-reviewed articles and other dissemination activities yourself.
Two email templates can be found below. The most recent contact list can be found in Project's

Handbook Annex II and Annex III.

If you receive an objection against publication, please forward it to PMO (covid-red@umcutrecht.nl). The Managing Board (MB) will discuss together with the objecting Beneficiary and the Beneficiary requesting dissemination how to best proceed, depending on the reason for objection as stated in the consortium agreement article 7.5.2.

2.9 Email templates

For publications:

Subject: COVID-RED: Manuscript for internal review

Dear COVID-RED consortium partners,
I am pleased to share with you this manuscript for dissemination review, titled: "<enter draft title>", which was written under supervision of <enter lead author>. The targeted journal is <enter journal>.

For your reference, the goal of the dissemination review is:
• Factual correctness of the information;
• No authors have been omitted;
• No patent issues are adversely affected;
• No confidential information of another Participant is disclosed;
• No proprietary information of a Participant (e.g. background or foreground) is published without consent.

Please note that you do have 30 days from now on <(enter final date)> to raise objections. If no response is gathered by the deadline, then approval for submission is assumed to be granted.

Please find attached the manuscript. Best regards,
<enter name>

For publications (fast track):

Subject: COVID-RED: Manuscript for internal review

Dear COVID-RED consortium partners,
I am pleased to share with you this manuscript for dissemination review, titled: "<enter draft title>", which was written under supervision of <enter lead author>. The targeted journal is <enter journal>.

For your reference, the goal of the dissemination review is:
• Factual correctness of the information;
• No authors have been omitted;
• No patent issues are adversely affected;
• No confidential information of another Participant is disclosed;
• No proprietary information of a Participant (e.g. background or foreground) is published without consent.

Please note that we would like to have a quick turnaround for the review of this manuscript. This means that you do have 15 days from now on <(enter final date)> to raise objections. If

no response is gathered by the deadline, then approval for submission is assumed to be granted.
If you wish to object to this short deadline, please inform us within 10 days from now on <(enter final date)>. If no response is gathered by this deadline, then approval for the shorter timeline is assumed to be granted.

Please find attached the manuscript. Best regards,
<enter name>

For posters, presentations, abstracts:

Subject: COVID-RED: <enter type of dissemination> for internal review

Dear COVID-RED Coordination Team,
I am pleased to share with you this poster/presentation/abstract for the conference <enter conference> for dissemination review.

For your reference, the goal of the dissemination review is:
• Factual correctness of the information;
• No authors have been omitted;
• No patent issues are adversely affected;
• No confidential information of another Participant is disclosed;
• No proprietary information of a Participant (e.g. background or foreground) is published without consent.

Please note that you do have 7 days from now on <(enter final date)> to raise objections. If no response is gathered by the deadline, then approval for submission is assumed to be granted.

Please find attached the <enter type of dissemination>.

Best regards,
<enter name>

3. Communication principles
COVID-RED has a dedicated work package, WP6, which is in charge of all external communication. WP7 has developed a communication guidance describing internal and external communication strategies that should be adhered to.

Appendix 3 – Selection of project's media campaign events during recruitment phase

When	What	Where	Who	Details
TBE July 2021	Article in newspaper VAPVisie – analysis	Article in newspaper VAPVisie – analysis	UMCU / Sanquin	Expected publication summer 2021
01-June-2021	Press release " Even before you've noticed, a smart-ass bracelet can warn you that you've contracted a corona infection"	Dutch regional newspaper	UMCU	Even before you have noticed, a smart-ass ... - Noordhollandsdagblad
14-May-2021	Online article "Research Uses Smart Bracelet For Diagnosis Covid-19"	https://www.icthealth.nl/	UMCU	Research uses smart bracelet for diagnosis COVID-19 - ICT&health (icthealth.nl)
14-May-2021	Online article "UMC Utrecht tests bracelet that detects symptoms COVID-19"	Press release	UMCU	UMC Utrecht tests bracelet that detects symptoms COVID-19 - Utrecht (nieuws.nl)
13-May-2021	Online article "Multimillion-dollar bracelet grant detecting COVID-19"	Online article	All	Multimillion-dollar grant for bracelet detecting COVID-19 - Skipr
24-Apr-2021	Online article	IMI website	UMCU	https://www.imi.europa.eu/news-events/newsroom/covid-red-seeks-volunteers-help-answer-key-question-can-digital-tech-detect
14_Apr-2021	Press release UMCU, UU and DUB about the COVID-RED study	University press release	UMCU	Still subjects needed for bracelet that can detect corona infection days earlier	Dub (uu.nl)
31-Mar-2021	Rick's TV appearance on COVID-RED	Dutch national television RTL Boulevard	UMCU	Nick Schilder guinea pig for corona bracelet: 'Was triggered'	RTL Boulevard

	study with Influencer Nick Schilder			
29-Mar-2021	Online article "Ava to Test Fertility Tracking Bracelet for COVID-19 Detection"	Femtech.live	Ava	https://femtech.live/ava-to-test-fertility-tracking-bracelet-for-covid-19-detection
26-Mar-2021	Press release "Corona news: hospitals to vaccinate vulnerable patients"	Dutch regional newspaper	UMCU	https://www.omroepbrabant.nl/nieuws/3364710/coronanieuws-ziekenhuizen-gaan-kwetsbare-patienten-vaccineren
26-Mar-2021	Radio brief on Skyradio	Dutch national radio station	UMCU	RTV Monitor
26-Mar-2021	Radio brief on NPORadio	Dutch national radio station	UMCU	https://www.nporadio1.nl/fragmenten/nieuws-en-co/30f72a53-954a-4b9d-97a6-560a0840cc40/2021-03-26-armband-als-vervanger-voor-coronatest-hij-kan-tot-wel-twee-dagen-eerder-het-virus-opsporen
26-Mar-2021	Online article "Ava to commence trial of fertility tracker for COVID-19 detection"	Medical Device Network	Ava	https://www.medicaldevice-network.com/news/ava-fertility-tracker-devic
24-Mar-2021	Online article "Fertility tracking sensor bracelet enters trial to detect COVID-19"	Medical Plastics News	Ava	https://www.medicalplasticsnews.com/news/medical-plastics-device-news/first-provider-based-design-and-3d-printing-facility-for-cus/
24-Mar-2021	Online article "Peloton's M&A flurry, fertility wearables for COVID-19 detection and more digital health news briefs"	mobihealthnews	Ava	https://www.mobihealthnews.com/news/pelotons-ma-flurry-fertility-wearables-covid-19-detection-and-more-digital-health-news-briefs
24-Mar-2021	Online article "Ava to start clinical study of	NS Medical Devices	Ava	https://www.nsmedicaldevices.com/news/ava-fertility-tracking-bracelet-covid-19

	Fertility Trackign Bracelet in detecting COVID-19"			
23-Mar-2021	Online article "Ava's Covid-19 Early Detection Feature is Now Out of the Lab and on Your Wrist"	Gizmodo	Ava	https://gizmodo.com/avas-covid-19-early-detection-feature-is-now-out-of-the-1846528302
23-Mar-2021	Online article "In the clinic for March 23, 2021"	BioWorld	Ava	https://www.bioworld.com/articles/505095-in-the-clinic-for-march-23-2021
23-Mar-2021	Online article "Ava Announces Launch of First Clinical Trial Evaluating Effectiveness of Its Fertility Tracking Sensor Bracelet in Real-time, Pre-Symptomatic Detection of COVID-19"	Press Release	Ava	https://www.prnewswire.com/news-releases/ava-announces-launch-of-first-clinical-trial-evaluating-effectiveness-of-its-fertility-tracking-sensor-bracelet-in-real-time-pre-symptomatic-detection-of-covid-19-301253681.html?tc=eml_cleartime
26-Feb-2021	Study published on Dutch research website Medians: Overview of medical examinations (medians.com)	Online article	UMCU	N/A
26-Feb-2021	Posters distributed within UMCU	Physical campaign	UMCU / JCR	N/A
26-Feb-2021	Posters and flyers distributed to general practitioners of LRJG (5 practices)	Door-to-Door campaign	JCR	N/A

26-Oct-2020	Online article	IMI website	UMCU	https://www.imi.europa.eu/news-events/newsroom/fertility-tracker-could-be-repurposed-spot-early-covid-19-cases
28-Aug-2020	News brief "A bracelet that detects corona: will this Utrecht invention become the weapon in the fight against the virus?"	Dutch national newspaper https://www.ad.nl/	UMCU	A bracelet that detects corona: will this Utrecht invention become the weapon in the fight against the virus? | Utrecht | AD.nl
28-Aug-2020	Online article "Bracelet that detects corona in you before you have symptoms: is this the egg of Columbus?"	https://www.destentor.nl/	UMCU	Bracelet that detects corona in you before you have symptoms: is this the egg of Columbus? | General | destentor.nl
28-Aug-2020	Online article "Sports watch new weapon against corona: wearable tells who is sick"	Dutch News RTL Nieuws	UMCU	Sports watch new weapon against corona: wearable tells who is sick | RTL News (rtlnieuws.nl)
28-Aug-2020	Online article "Bracelet UMC Utrecht already measures covid-19 infection before you notice it yourself"	https://innovationorigins.com/	UMCU	Armband UMC Utrecht meet al besmetting met Covid-19 voordat je het zelf merkt - Innovation Origins
26-Aug-2020	Youtube video "Je smartwatch weet eerder dan jij dat je ziek bent: hoe kan dat?"	Youtube video	UMCU	Je smartwatch weet eerder dan jij dat je ziek bent: hoe kan dat? - YouTube
26-Aug-2020	News brief	Dutch News RTL Nieuws 19:30	UMCU	