



Yeah!
Youth health from a
holistic perspective

Grant Agreement 101155977

Deliverable 10.1
Communication & Dissemination strategy

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Deliverable 10.1

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Executive Summary

This deliverable outlines the Communication and Dissemination (C&D) strategy for the YEAH! project, which aims to promote healthy lifestyles among European youth through co-created, evidence-based digital interventions. The strategy is designed to support the project's visibility, engagement, and impact across scientific, societal, and policy domains.

Key points:

- **Objectives:** Raise awareness, engage stakeholders, educate diverse audiences, influence health policy, and ensure sustainability through structured, multi-channel communication.
- **Target audiences:** Youth caregivers, educators, healthcare professionals, policymakers, researchers, NGOs, and the general public.
- **Core tools and channels:** A dedicated website, social media (LinkedIn, Instagram), biannual newsletters, press relations, and active participation in events and conferences.
- **Editorial approach:** Youth-friendly, inclusive, evidence-based content across all platforms, supported by a consistent brand identity and visual style.
- **Scientific dissemination:** Peer-reviewed publications, presentations, and interdisciplinary collaborations to enhance academic impact.
- **Implementation phases:** Structured over four main, with specific activities and outputs tailored to each stage.
- **KPIs and monitoring:** Quantitative and qualitative indicators track website traffic, social media engagement, event attendance, scientific outputs, and policy uptake.
- **Compliance:** All activities follow European Commission communication guidelines, with proper funding acknowledgment and use of the EU emblem.

Overall, this strategy ensures broad and effective outreach, reinforcing YEAH!'s role as a key actor in advancing youth health across Europe.

Overview

1. Introduction.....	10
1.1 Project Overview.....	10
1.2 Purpose of the deliverable	10
1.3 Involved Partners.....	11
2. Communication & Dissemination strategy for YEAH!	13
2.1 Outline.....	13
2.2 Brand Identity and visuals.....	14
Logo concept.....	15
Usage guidelines	16
Supporting graphics.....	17
Implementation across materials	17
Brand voice alignment.....	18
Tips for maintaining brand consistency.....	18
Templates	19
Compliance with EC funding guidelines	22
2.3 Core messages and audiences.....	23
Editorial line and guiding principles.....	23
Target Audiences	24
3. Tools and Channels	26
3.1 Website.....	38
Structure of YEAH! website	38
Planned Developments & Timeline	39
3.2 Social media channels	40
LinkedIn	40
Instagram.....	40
Guidelines	41

3.3	Newsletters.....	42
	Purpose and audience.....	42
	Format	42
	Content sections.....	42
	Distribution and engagement.....	43
	Visual and editorial consistency	43
3.4	Press releases.....	44
	Objectives	44
	Tools and Tactics.....	44
	Targeted Outreach	45
	Guidelines for Effective Press Relations.....	45
3.5	Scientific dissemination	45
	Conferences and events	46
	Best practices	47
	Leveraging existing partner communication channels	47
	Coordination and consistency	48
	Communication workflow for events.....	48
	Communication timelines for key deliverables and milestones.....	49
4.	Phases of communication and dissemination	50
4.1	Phase 1 (Month 1–3).....	50
	Objective.....	50
	Key Actions.....	50
	Results.....	50
4.2	Phase 2 (Month 4–18).....	51
	Objective.....	51
	Key Actions.....	51
	Expected Outcomes.....	51

4.3	Phase 3 (Month 19–45)	51
	Objective	51
	Key Actions	51
	Expected Outcomes	52
4.4	Phase 4 (Month 46–60)	52
	Objective	52
	Key Actions	52
	Expected Outcomes	52
5.	Indicators, monitoring, and evaluation	53
5.1	KPI	53
5.2	Monitoring and Archiving Strategy	53

Abbreviations

Accare	Stichting Universitaire En Algemene Kinder - En Jeugdpsychiatrie Noord-Nederland
C&D	Communication & Dissemination
CA	Consortium Agreement
CHU CF	Centre Hospitalier Universitaire De Clermont-Ferrand
COO	Coordinator
DMP	Data Management Plan
DPO	Data Protection Officer
EC	European Commission
ENS Rennes	Ecole Normale Supérieure De Rennes
ExCom	Executive Committee
FAIR	Findability, Accessibility, Interoperability, Reusability
FAQ	Frequently Asked Question
FLVS	Association Fleurbaix La Ventie Ville Santé
GA	Grant Agreement
GDPR	General Data Protection Regulation
GeA	General Assembly
GCU	The Glasgow Caledonian University
HaDEA	European Health and Digital Executive Agency
IISPV	Fundacio Institut D'investigacio Sanitaria Pere Virgili
ISGLOBAL	Fundacion Privada Instituto De Salud Global Barcelona
JYU	Jyv Askylan Yliopisto
KPI	Key Performance Indicator
NDA	Non-Disclosure Agreement
NGO	Non-Governmental Organization
PM	Project Manager
PMP	Project Management Plan
PMT	Project Management Team
PO	Project Officer
RENNES 2	Université Rennes II
SDU	Syddansk Universitet



Youth health from a
holistic perspective

Deliverable 10.1

SIAB	Scientific and Industrial Advisory Board
UBB	Universitatea Babeş Bolyai
UGA	Université Grenoble Alpes
UHEI	Ruprecht-Karls-Universität Heidelberg
UI	User Interface
ULB	Université Libre De Bruxelles
USMB	Université Savoie Mont Blanc
UTH	Panepistomio Thessalias
WP	Work Package
WPL	Work Package Leader



1. Introduction

1.1 Project Overview

Empowering children and adolescents to adopt healthy lifestyles while tackling health inequalities is crucial. Person-centred interventions have been developed to this end but face several challenges: they are often restricted to one specific actor of children's environment (teachers, parents, or peers) and rarely target several significant others simultaneously, they are often restricted to one specific behavior (e.g., physical activity) or life domain (e.g., school), their effectiveness may differ according to socio-economic or socio-spatial conditions, and they are rarely both largescale and personalized to individuals' needs. To address these challenges, and in line with the call, the ambition of YEAH! is to develop an **innovative personalized person-centred digital intervention** that: (1) promotes children (8-10 years) and adolescents' (14-16 years) **social interactions** with multiple actors of their environment, (2) targets multiple **health behaviors** (physical activity, sedentary behaviors, diet, sleep), (3) combines in a novel manner evidence-based knowledge of **optimal intervention features** (theory-driven approach), with co-creation with end-users and stakeholders (data-driven approach) to tailor the intervention to the local context and target group, and (4) relies on a state-of-the-art method of intervention development to rigorously measure and verify its impact, optimize its **sustainable implementation** in the community and its **equity**, and evaluate its cost-effectiveness. To do so, YEAH! will articulate interdisciplinary methods and concepts from psychology (health, social, developmental), public health, psychiatry, social marketing, geography, geomatics, environmental epidemiology, IT and computer sciences, statistics, physiology, and medicine, and on the participation of stakeholders (children and adolescents, parents, teachers, healthcare professionals, educators, local and national authorities).

1.2 Purpose of the deliverable

The **Communication and Dissemination Plan (D10.1)** has been developed by Université Grenoble Alpes (UGA) in close collaboration with all project partners. It has been submitted by Month 6, and will be updated at Month 30, and finalized at Month 60. This deliverable outlines the project's core messages, target audiences, dissemination channels, and key performance indicators (KPIs) to assess the impact of communication efforts. All consortium members actively contribute to ensure coherence with the project's scientific ambitions and societal relevance across local contexts.

This plan is part of **Work Package 10 (WP10)**, whose main objective is to communicate and disseminate the YEAH! project's research activities and results to a wide range of audiences and key stakeholders, with the overarching aim of increasing awareness and fostering engagement.

The dissemination strategy aims to inform, inspire, and connect with the following audiences:

- **Researchers and academic partners**, who will be kept informed of project milestones and scientific outcomes in a clear, accessible format;
- **Policy-makers and institutional actors**, who may use YEAH! findings to support evidence-based decisions in the fields of youth and public health;
- **Civil society stakeholders, including NGOs, educators, and youth organizations** who will act as multipliers by sharing messages and implementing tools developed through the project;
- **The general public**, particularly young people and their caregivers, who will be reached via engaging content published on the website, social media platforms, and public-facing events;
- **EU program officers and evaluators**, for whom the communication strategy demonstrates the project's commitment to visibility, impact, and transparency at both European and local levels.
- **Project communication officers**, both within YEAH! and across other EU-funded initiatives, who may draw on the project's approach for inspiration and best practices;

The **project website** and **social media** will be continuously updated with project news, upcoming events, and publicly accessible deliverables, and will serve as the central communication hubs throughout the project's implementation.

The following communication and dissemination plan is based on the resources allocated by YEAH!. To implement and coordinate the WP10, YEAH! has appointed a **Communications Officer working at 50%** of a full-time equivalent. In addition, the consortium has sought support from the European Commission's Booster service, which provided expert feedback and a structured review of this Communication and Dissemination strategy.

1.3 Involved Partners

YEAH! is built on a strong network of multidisciplinary partners, each bringing their expertise to ensure the project's success. The consortium includes:



- **Academic institutions:** leading universities and research centers specializing in public health, behavioral science, and digital health communication (UGA, USMB, UBB, SDU, GCU, CHU CF (hospital), UHEI, ULB, JYU, ENS Rennes, RENNES 2, ISGLOBAL and IISPV)
- **Non-governmental organizations (NGOs):** group dedicated to youth advocacy, health promotion, and community engagement (FLVS).
- **Industry partner:** company specializing in health technology, digital platforms, and science communication tools that enhance project dissemination efforts (CYIM, being considered for inclusion as beneficiary within the consortium, pending European Commission acceptance).



2. Communication & Dissemination strategy for YEAH!

2.1 Outline

Below is a concise summary of the **YEAH! communication and dissemination strategy**, placed at the beginning of the document to give a clear snapshot of how the project intends to reach its various audiences and achieve its objectives.

1. Brand identity and visuals

- Unified identity: YEAH!'s logo, color palette, and editorial tone underscore youth engagement, scientific rigor, and inclusivity.
- Consistency across materials: standardized templates ensure a cohesive look for presentations, pitch decks, and printed resources.

2. Core messaging and audiences

- Tailored messages: policymakers, NGOs, media professionals, and academic circles, all grounded in a friendly yet credible style.
- Editorial line: maintains clarity, empathy, and optimism, leveraging solid evidence to highlight opportunities for improving youth health.

3. Tools and channels

- Website (www.yeah-project.eu): serves as the central hub with SEO-friendly content, dynamic updates, and a user-friendly design.
- Social media: LinkedIn serves as the primary professional channel, while Instagram targets a broader, more general audience.
- Newsletters: periodic bulletins and visual data summaries keep stakeholders informed of milestones and results.
- Press relations: press releases, media briefings, and targeted outreach reinforce YEAH!'s visibility at pivotal stages.
- Scientific dissemination

4. Roadmap and timelines

- **Phase 1 (months 1–3)**: establish brand identity, finalize branding assets, set up web and LinkedIn page, and issue an initial press release.
- **Phase 2 (months 4–18)**: support the theoretical and conceptual development of the project by disseminating key ideas, frameworks, and background research through targeted content and expert engagement. Set up Instagram page.
- **Phase 3 (months 19–45)**: accompany the intervention phase with stakeholder-focused communication, including tailored messages for

participants, partners, and local actors actively involved in the implementation process.

- **Phase 4 (months 46–60):** promote the dissemination of research findings, produce policy briefs, and organize a final event to encourage the uptake and long-term impact of YEAH! outcomes.

5. Indicators, monitoring, and evaluation

- KPIs: cover quantitative targets (e.g., site traffic)
- Tracking and repository: quarterly reviews, dashboards for real-time data, and a centralized archive (ShareDocs) for all communication proofs and materials.

6. Compliance with EC funding guidelines

- Acknowledgement statements: inclusion of the EU emblem and Grant Agreement references on communication materials.
- Official disclaimers: clearly distinguishing project statements from official EU positions.

By articulating tailored messages, a strong and coherent visual identity, a multi-channel dissemination strategy, and clear, measurable goals, the YEAH! project aims to effectively engage a wide spectrum of audiences – from young participants and families to researchers, public health professionals, and policymakers. This structured communication and dissemination strategy is designed to accompany the project throughout its 60-month duration, supporting its scientific and practical ambitions at every key stage: from the introduction of its conceptual framework, through the implementation of person-centered interventions, to the promotion and long-term uptake of its results. In doing so, YEAH! seeks not only to raise awareness about youth health inequalities, but also to foster behavioral change, institutional support, and the integration of evidence-based strategies into policy and practice.

2.2 Brand Identity and visuals

A **consistent and recognizable visual identity** is important for strengthening YEAH!'s brand presence. Drawing on the project's core values – youth engagement, scientific rigor, and inclusivity – the logo and design elements reflect a modern, dynamic spirit while maintaining a professional tone.

The main objectives of YEAH! are collaboration, mutual aid and social ties, as well as the well-being and personal development of teenagers, thanks to digital innovation. All these ideas are represented in the YEAH! logo. Indeed, the shape of the Y refers both to a cheerful character, and to the representation of a tree, showing growth and evolution. We can see

the shape of a chat bubble bringing out the social side, community, connection. The digital side is shown by the set of dots forming the tree.

Logo concept

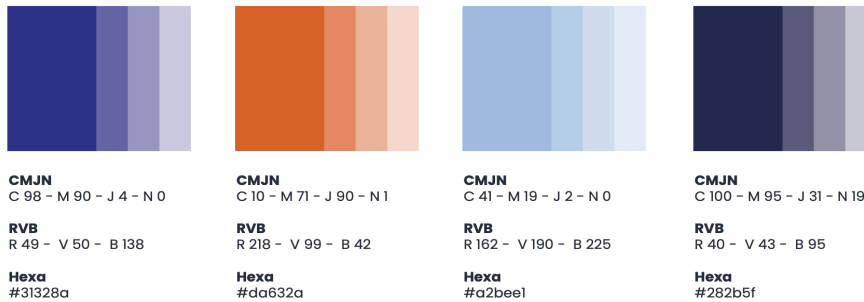
- **Symbolism:** the YEAH! logo represents forward motion and connectivity, hinting at collaboration between young people, researchers, and policymakers. The design integrates simple, rounded shapes to convey openness and inclusivity.



- **Typography:** a clean, sans-serif font ensures readability and a contemporary feel. Primary use is in black or white, with accent colors for highlights. The typography used for the logo is Mochiy Pop One. This emphasizes the ideas of youth, happiness and activity. For body copy on communication media, we use a typeface that's easier to read, while retaining a rounded, soft feel, like "Poppins", and offering a wide choice of variations (light, regular, italic, bold, etc.).



- **Color palette:** based on the provided brand guidelines:
 - Primary color: A modern blue to showcase the rational and sober side of science.
 - Secondary color: Orange, with its variations, offers touches of dynamism and movement.
 - Complementary color: Blue variations to provide lightness and enhance readability.



Usage guidelines

1. Minimum size and clear space:

- The logo should maintain legibility in both digital and print formats. A recommended minimum width of 2 cm (print) or 200 px (digital) preserves clarity.

- Surround the logo with clear space equal to at least half its height to prevent crowding.
- 2. Color variations:**
 - Full-color version: best suited for white or light backgrounds.
 - Reversed version: white logo on a teal or dark background for strong contrast.
 - Monochrome version: black or white when color printing is unavailable or limited.
- 3. Prohibited alterations:**
 - Distorting, rotating, or skewing the logo.
 - Changing approved colors or rearranging design elements.
 - Applying drop shadows or other effects that compromise legibility.

Supporting graphics

- **Icons and illustrations:** simple line-based icons echo the logo's rounded forms. Infographics should use the approved color palette for a cohesive look.
- **Photography:** where appropriate, feature images of young people in authentic, everyday contexts to reinforce YEAH!'s youth-centric mission.
- **Shapes and patterns:** light circular or wave patterns may be used for backgrounds, tying in with the logo's sense of fluidity.

Implementation across materials

- **Print collateral:** flyers, posters, brochures, and business cards must incorporate the YEAH! logo in an unobtrusive but visible manner. Use color blocks sparingly to maintain a clean aesthetic.
- **Digital content:** on the website, social media, and newsletters, ensure the logo is placed in the header or footer. Adhere to contrast guidelines so text remains legible.
- **Presentations:** slide decks should begin with a title slide featuring the logo, project tagline, and relevant brand elements (colors, fonts, shapes). Maintain consistent slide layouts (see section Templates below).

A range of templates is already available on ShareDocs, the collaborative platform of the project (see file *Templates*). If a more specific template is required, requests can be made to the Communications Officer. The aim is to encourage the use of reusable and adaptable materials, rather than creating separate content for each event or partner. Before

developing new assets, please check ShareDocs for existing resources, or reach out to the Project Management Team.

Brand voice alignment

- **Friendly yet authoritative:** reflecting the brand's dual focus on scientific integrity and youth outreach.
- **Dynamic but professional:** a nod to innovation without sacrificing credibility.
- **Inclusive:** language and visuals should speak to diverse audiences, mirroring the project's emphasis on equity.

Tips for maintaining brand consistency

1. **Centralize assets:** store logo files, templates, and style guidelines in a shared repository accessible to all consortium members.
All these documents are available in ShareDocs 01_Project_Management > 03_Communication_Tools_and_Activities.
2. **Training and onboarding:** provide partners with a concise "communication kit" to ensure uniform application across multiple countries and communication channels. This communication kit includes all project-related logos (EC logo, project logo), graphical chart for the use of the logo YEAH!, EU acknowledgment, EU disclaimer, PowerPoint template, deliverable template, meeting minutes and a general presentation of the project.
3. **Periodic reviews:** Brand usage will be reviewed **twice a year** to ensure consistency, correct any deviations, and update materials as needed. These reviews will be based on metrics collected through social media platforms and web analytics tools such as Matomo. They will also serve as key moments to reassess the main objectives and priorities of the project's communication and dissemination strategy, in light of current developments and evolving project needs. The review process will be carried out in collaboration with the Project Management Team to ensure that communication efforts remain aligned with the overall project direction.

By adhering to these logo and visual identity guidelines, YEAH! enhances its visibility and reinforces the project's core messages, making all communication materials immediately recognizable and aligned with its overarching goals.

Templates

To maintain a polished and cohesive look across presentations and documents, YEAH! provides some standard templates:

1. Conference and meeting template (PowerPoint)

- Designed for events ranging from internal consortium discussions to external conferences.
- Features the official YEAH! logo, color palette, and font styles.
- Includes optional slides for agenda, speaker introductions, data visualization, and Q&A.



2. General Presentation template

- A comprehensive overview of the YEAH! project, suitable for high-level briefings, partner introductions, and potential stakeholders.
- Offers key figures (e.g., project timeline, funding details, target audience breakdown), strategic milestones, and crucial deliverables.
- Incorporates a section for highlighting the project's core messages, impacts, and scientific underpinnings.



Both templates adhere to the YEAH! visual identity guidelines, ensuring brand consistency. They also streamline communication efforts by providing preformatted slides and design elements, making it easier for partners to present the project in a unified, professional manner. All files can be found in the project ShareDocs (*01_Project_Management > 03_Communication_Tools_and_Activities > 03_Templates*).

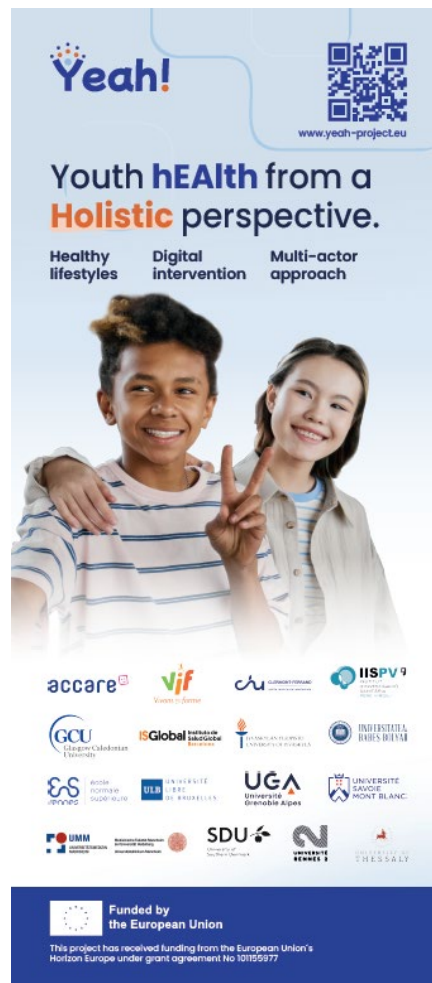
3. Flyer

- A compact, visually engaging summary of the YEAH! project for distribution at events or via digital channels.
- Highlights the project's goals, key facts, consortium members, and contact information.
- Designed for both print and screen use.



4. Roll-up banner

- A vertical banner designed for visibility at in-person events (e.g., conferences, workshops, public presentations).
- Features the project identity, tagline, core objectives, and visual branding.
- Easily transportable and reusable across events.



5. Virtual background templates for video conferencing

- Two branded background options available for Zoom, Teams, and other platforms.
- Include subtle use of the logo, color palette, and project motifs.

Enhance visual consistency and professionalism during online meetings or public webinars.



Compliance with EC funding guidelines

All communication and dissemination activities within the YEAH! project must comply with the European Commission's official communication guidelines. These rules ensure **transparency, consistency, and proper acknowledgment of EU support** across all project outputs.

As part of this obligation, **all dissemination materials** – including presentations, policy briefs, videos, reports, and the project's website – must include:

- **The EU emblem**, displayed in accordance with the Horizon Europe branding requirements (placement, size, and color).



- **The official funding acknowledgment statement:** *"This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No. 101155977."*
- **A disclaimer**, to clarify that the project content does not reflect the official position of the European Union: *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."*

To ensure visibility and clarity, these elements should appear **prominently**, ideally near the YEAH! logo or in the footer of documents and webpages.

Furthermore, in multilingual communication, **accurate and consistent translation** of these statements is required to preserve legal and editorial integrity.

By strictly following these guidelines, the YEAH! project not only **meets contractual obligations** set by the European Commission but also **reinforces its credibility** as a publicly funded research initiative committed to transparency and excellence.

2.3 Core messages and audiences

To maximize impact, YEAH! employs a well-defined editorial line that goes beyond simple information delivery. This editorial strategy ensures that all communications are cohesive, culturally sensitive, and aligned with the project's overarching mission of promoting youth health. Below is an expanded overview of the editorial approach, followed by refined message examples for each audience.

Editorial line and guiding principles

1. Voice and tone

- Inspiring and supportive: messages should motivate action by highlighting success stories, potential solutions, and real-life benefits. Use an uplifting, empathetic tone that resonates with youth and encourages dialogue.
- Authoritative yet accessible: while content is grounded in robust scientific evidence, it must remain understandable and relatable to non-expert audiences.
- Culturally adaptable: given the EU's diverse cultural and linguistic landscape, language should be inclusive, respectful, and easily translatable.

2. Brand personality

- Forward-looking: emphasize innovation, growth, and the transformative potential of YEAH!'s research.
- Collaborative: invite stakeholders to be co-creators of change, fostering ownership and shared responsibility.
- Empowering: position YEAH! as a catalyst for positive action, encouraging people to take steps toward healthier lifestyles and better policies.

3. Content structure

- Evidence-based storytelling: frame scientific data within relatable narratives, showing how complex research findings translate into tangible benefits for young people.
- Clarity and brevity: prefer concise sentences, simple vocabulary, and bullet-point summaries to highlight key points.
- Visual reinforcement: wherever possible, use infographics, short videos, and other creative assets to illustrate data or highlight success stories.

4. Adaptation across channels

- Website: scientific watch, popularization of studies relevant to the project by the project itself
- Social media: short, engaging posts with visuals or infographics. Use hashtags related to youth health, mental well-being, and EU initiatives.
- Formal reports and policy briefs: structured, data-driven content that presents findings and recommendations in a professional format.
- Workshops and events: interactive presentations, real-life case studies, and group discussions.

Target Audiences

YEAH! targets a broad spectrum of stakeholders, each playing a unique part in amplifying the project's results. Recognizing these distinct groups enables customized communication tactics that maximize engagement and effectiveness.

To ensure meaningful **communication, dissemination, and exploitation of its results**, the YEAH! project identifies and actively engages a diverse set of key audience groups. These groups are directly or indirectly involved in shaping youth health behaviors and will play a central role in the uptake and sustainability of the project's outcomes.

While youth were initially identified as a key target audience in the project's communication strategy, the materials specifically addressed to children will be developed within the framework of WP5, WP6 and WP7, where tailored approaches – in terms of tone, format and channels – will be implemented. For clarity and consistency, these child-focused communication actions will not be detailed here but will instead be fully addressed within the relevant Work Packages.

1. **Families and Caregivers:** Parents, guardians, and caregivers play a crucial role in supporting healthy lifestyle choices in the home environment. They are engaged both as facilitators of behavioral change and as co-creators of intervention content and delivery methods.

2. **Teachers and educators (working with children and adolescents in schools and extra-curricular settings):** Teachers, school administrators, and educators are key intermediaries in promoting health within school settings. They will contribute to the implementation of the intervention, its contextual adaptation, and the long-term integration of project tools in educational routines.
3. **Healthcare professionals:** Healthcare providers, psychologists, school nurses, and social workers serve as vital relays for health promotion messages and early interventions. Their expertise and networks will support both the scientific relevance and the dissemination of the project's outcomes.
4. **Local and National Authorities:** Policy-makers, municipal health departments, and ministries of education and health are essential stakeholders for ensuring policy alignment, scalability, and sustainability. Targeted outputs such as policy briefs and workshops will facilitate uptake at institutional and policy levels.
5. **Scientific and Research Communities:** Researchers in fields such as public health, psychology, education, environmental epidemiology, health economics, social marketing, geography, psychiatry, physiology and digital health are key audiences for the dissemination of scientific findings and methodologies. Open-access publications, conference presentations, and data sharing will support cross-disciplinary knowledge exchange.
6. **Civil Society Organizations and NGOs:** Youth organizations, community groups, and health advocacy NGOs can act as multipliers, supporting the reach of YEAH!'s messages within vulnerable or underrepresented communities.
7. **General public (i.e. civil society, citizens of all ages, gender and socio-economic status and/or background, local communities and civil society organizations):** Raising public awareness around youth health issues is crucial to societal change. The general public—including parents, community members, and youth allies—will be engaged through tailored campaigns, media coverage, and accessible project materials.
8. **Industrials stakeholders (Companies and organizations involved in the development, production, and distribution of digital health technologies, wellness products, and related services):** Their involvement can support the integration of evidence-based solutions into commercially viable tools, foster public-private collaboration, and enhance the technological transfer of project outputs.

To **maximize impact**, YEAH! employs a well-defined editorial line that goes beyond simple information delivery. This editorial strategy ensures that all communications are cohesive, culturally sensitive, and aligned with the project's overarching mission of promoting youth

health. Below is an expanded overview of the editorial approach, followed by refined message examples for each audience.

3. Tools and Channels

Based on the communication resources and capacities allocated within the YEAH! project, dissemination efforts will primarily focus on four key channels that offer both efficiency and broad reach:

- the **dedicated project website**, serving as the central hub for updates, resources, publications, and open-access outputs, and redirecting to the other channels;
- a **regular newsletter**, allowing for targeted engagement with stakeholders and continuous updates on project milestones;
- **LinkedIn**, to reach professionals, institutions, and policy actors in health, education, and research sectors;
- **Instagram**, to connect directly with parents, and the general public.

These channels were selected to ensure strategic alignment between content formats, audience preferences, and available human and technical resources within the consortium.

These actions reflect a deliberate effort to align our communication strategy with EU standards and to reinforce the long-term impact of YEAH!'s outputs. The Table 1 below outlines the communication strategy tailored to each audience group, detailing objectives, key messages, channels, and the tools and materials to be used.

Table 1: Communication Strategy by Audience Group

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
Parents & Caregivers	Increase health literacy, foster home-based behavior reinforcement	<ol style="list-style-type: none"> 1. Importance of role modelling healthy behaviors at home. 2. Guidance on creating a supportive environment conducive to healthy eating and physical activity. 3. Strategies for managing screen time and promoting alternative activities. 4. Encouragement to communicate openly with children about health-related topics and support their autonomy in decision-making. 	Parent-teacher meetings, newsletters, social media	Instagram carousels (e.g., lunchbox tips), newsletter tips & Q&A, Website guides: "Healthy Routines at Home"
	Support implementation, encourage ownership,	1. Importance of incorporating physical activity breaks and	Website, newsletter, social media (e.g., LinkedIn)	LinkedIn posts with teaching resources, Newsletter: classroom

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
Teachers and educators	promote evidence-informed practices	<p>promoting healthy snacks in the classroom.</p> <p>2. Strategies for integrating health education into the curriculum and addressing mental health and well-being.</p> <p>3. Guidance on promoting positive social interactions and fostering a sense of belonging among students.</p> <p>4. Encouragement to collaborate with parents and healthcare professionals to support students' holistic development.</p>		examples, Website toolkits, Pilot school best practice highlights
Healthcare professionals	Inform about intervention, encourage collaboration, integrate with care pathways	1. Importance of adopting a person-centred approach and involving children and adolescents in their care decisions.	Website, newsletter, social media (e.g., LinkedIn)	LinkedIn briefs on intervention design, Research updates in newsletter, Website protocols and FAQs

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
		<p>2. Strategies for conducting age-appropriate health assessments and addressing common health concerns.</p> <p>3. Guidance on communicating with young patients about sensitive topics, such as mental health and substance use.</p> <p>4. Encouragement to collaborate with other stakeholders and participate in multidisciplinary care teams to support comprehensive health promotion efforts.</p>		
<p>Local/National Authorities</p>	<p>Facilitate policy uptake, inform decision-making, ensure alignment with strategic agendas</p>	<p>1. Evidence-based interventions can inform strategic decision-making in youth health promotion and education.</p>	<p>Website, newsletter, social media (e.g., LinkedIn)</p>	<p>Policy briefs via LinkedIn, Strategy summaries on website, Impact metrics in newsletter, Case studies via LinkedIn & Instagram</p>

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
		<p>2. The project supports alignment with national and EU priorities, offering scalable and policy-relevant tools for local implementation.</p> <p>3. YEAH! fosters cross-sector collaboration, enabling authorities to integrate innovative, co-created solutions into existing frameworks.</p>		
<p>Scientific Community</p>	<p>Disseminate results, encourage interdisciplinary uptake, foster replication and scale-up</p>	<p>1. Importance of interdisciplinary collaboration and knowledge exchange in developing holistic health promotion interventions.</p> <p>2. Opportunities for research funding and collaboration within the field of digital health and youth health promotion.</p>	<p>Website, LinkedIn, scientific publications</p>	<p>Website & LinkedIn links to publications, Research digest in newsletter, LinkedIn posts: methods/results, Dataset access via website</p>

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
		<p>3. Strategies for translating research findings into policy and practice to promote population health and well-being.</p> <p>4. Encouragement to engage with stakeholders and end-users in the co-creation and implementation of innovative health promotion interventions.</p>		
<p>Civil Society & NGOs</p>	<p>Extend reach to target populations, support advocacy, mobilize local action</p>	<p>1. Importance of adopting healthy lifestyle behaviors for individual and community well-being.</p> <p>2. Opportunities for involvement in community-based health promotion activities and initiatives.</p> <p>3. Information on available resources and support services</p>	<p>Website, newsletter, social media (e.g., LinkedIn)</p>	<p>Advocacy toolkit via website, Instagram explainers, Newsletter spotlights on partners</p>

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
		<p>for promoting health and well-being.</p> <p>4. Encouragement to advocate for policies and environments that support healthy living and address social determinants of health.</p>		
<p>General Public & Media</p>	<p>Raise societal awareness, build public trust, highlight youth health issues</p>	<p>1. Importance of adopting healthy lifestyle behaviors for individual and community well-being.</p> <p>2. Opportunities for involvement in community-based health promotion activities and initiatives.</p> <p>3. Information on available resources and support services for promoting health and well-being.</p>	<p>Press releases, media partnerships, Website, newsletter, social media (e.g., LinkedIn)</p>	<p>Media kits & infographics on website or newsletter, Instagram stories and posts, LinkedIn posts on events</p>

Audience Group	Communication Objectives	Key messages	Channels	Tools & Materials
		<p>4. Encouragement to advocate for policies and environments that support healthy living and address social determinants of health.</p>		
<p>Industrials stakeholders</p>	<p>Inform industrial actors about the project’s goals and its relevance to innovation in digital health and wellness.</p> <p>Position the project as a source of validated tools and research-based solutions.</p>	<p>1. The YEAH! project provides a scientifically robust framework for youth health interventions.</p> <p>2. There are opportunities to align with EU health and digital transition priorities.</p> <p>3. The project fosters scalable, evidence-based innovations for youth well-being.</p>	<p>Newsletter, social media (e.g., LinkedIn), Website, Webinars</p>	<p>Policy briefs via LinkedIn, Strategy summaries on website, Impact metrics in newsletter, Case studies mostly via LinkedIn</p>

In addition to these primary channels, the YEAH! project also leverages key dissemination tools provided by the European Commission to maximise the visibility and exploitation potential of its results. The project is registered on the [CORDIS platform](#), ensuring that public information is accessible and can be featured in EC editorial content. Moreover, key exploitable outcomes will be highlighted on the [Horizon Results Platform](#), offering matchmaking opportunities with investors, policymakers, and other relevant stakeholders. To enhance the strategic reach of our dissemination and exploitation efforts, we have also solicited support from the [Horizon Results Booster](#), a free service funded by the European Commission. This collaboration aims to improve clustering with similar projects, refine our exploitation strategies, and potentially develop business plans for mature R&I outcomes.

Beyond these digital and institutional channels, the YEAH! consortium also plans to disseminate its findings and tools through **specialized scientific networks**, such as professional associations, learned societies, and research coalitions. We will also explore collaborations with **science mediation platforms** (e.g., Échosciences), and strengthen **cross-project communication** by engaging with other Horizon-funded initiatives (e.g., VIPP-STAR, PureMIND, EQUAL-LIFE, EAT2BENICE, IMPACT, SHARESPACE). Details are provided in Table 2 below. These efforts aim to foster synergies, increase reach within academic and practice-based communities, and maximize the relevance and visibility of project outcomes. In the coming months, we will identify shared objectives with these sister projects and set concrete targets for collaboration, for example, the co-organisation of joint seminars or webinars, the co-authoring of policy briefs or publications, or the development of aligned dissemination campaigns.

These actions reflect a deliberate effort to align our communication strategy with EU standards and to reinforce the long-term impact of YEAH!'s outputs.

Table 2: Planned Synergies and Collaboration with Related Projects

Related project/initiative	How we will connect to it
<p>Puremind Horizon Europe HORIZON-HLTH-2024-STAYHLTH-01-02-two-stage Sister project</p>	<p>Initial exchanges took place during the synergy event held on June 18 in Florence, where both projects shared their objectives and identified common ground. We plan to maintain this connection through joint activities such as knowledge exchange, best practice sharing, and participation in future joint workshops. We will also explore potential coordination of dissemination efforts at European</p>

Related project/initiative	How we will connect to it
	level, in line with Horizon Europe clustering recommendations.
<p>VIPPSTAR Horizon Europe HORIZON-HLTH-2024-STAYHLTH-01-02-two-stage Sister project</p>	<p>Initial exchanges took place during the synergy event held on June 18 in Florence, where both projects shared their objectives and identified common ground. We plan to maintain this connection through joint activities such as knowledge exchange, best practice sharing, and participation in future joint workshops. We will also explore potential coordination of dissemination efforts at European level, in line with Horizon Europe clustering recommendations.</p>
<p>IMPACT Erasmus + Programme GA 2016-3714/001-001 2017-19 Partners: UTH, UGA</p>	<p>The IMPACT project developed a training programme for physical education teachers aimed at promoting an empowering style to improve adolescents' physical activity in 6 countries. The training programme and the scales validated in IMPACT will serve as a basis of YEAH! intervention and scales validation (WP2, 3 and 4).</p>
<p>PAPA FP7-HEALTH GA 223600 2009-2013 Partners: UTH, UGA</p>	<p>The PAPA project developed a training programme for sport coaches to motivate youth to be physically active and improve their well-being in 5 European countries. The training programme developed in PAPA will serve as a basis of YEAH! intervention content (WP2 and 3).</p>
<p>HEALTH CASCADE Horizon 2020 MSCA ITN GA 956501 2021-2024 Partner: GCU</p>	<p>HEALTH CASCADE developed evidence-based co-creation methodology to make co-creation trustworthy and effective. This methodology will be used to co-create the YEAH! Intervention (WP2).</p>
<p>LABDA Horizon Europe GA 101072993 2023-2027 Partner: GCU</p>	<p>LABDA is a learning network for Advance 24-hour behavioral data analysis. The project develops novel analytic techniques and toolboxes (open source) for the analysis of body worn sensor data and behavioral data to improve</p>

Related project/initiative	How we will connect to it
	healthy behaviors. These techniques and toolboxes will be used to evaluate the effectiveness of the intervention on health behaviors measured by sensors (physical activity, sedentary behaviors, sleep) (WP4, 7 and 8).
EQUAL-LIFE Horizon 2020 GA 874724 2020-2024 Partners: ISGlobal, IISPV	EQUAL-LIFE is a flagship European exposome project that has assigned socio-contextual indicators to 11 European cohorts (including the cohorts ABCD, BREATHE and WALNUTS) and developed a harmonisation protocol for social and physical exposome indicators and child mental health outcomes. These 3 cohorts and the harmonisation protocol will be used for the exploitation of data in Task 1.3 (WPI)
LIFE-CYCLE Horizon 2020 GA 733206 2017-2021 Partner: ISGlobal	LIFE-CYCLE developed a harmonisation strategy by listing the domains of interest and generating a conceptualization of each domain based on scientific literature, expert knowledge and the available data in the cohorts (including WALNUTS cohort). YEAH! Task 1.3 (WPI) will build on the experience in the creation of the harmonisation strategy and the final report.
ATHLETE Horizon 2020 GA 874583 2020-2025 Partner: ISGlobal	ATHLETE is a flagship Europe-wide exposome project focused on the health and developmental effects of early-life exposome. It has developed statistical methods and approaches for analysing the effects of a wide range of exposures on physical and mental health that will be applied in Task 1.3 (WPI).
EXPANSE Horizon 2020 GA 874627 2020-2025 Partner: ISGlobal	EXPANSE is another European flagship exposome project on the cardiorespiratory effects of exposome. We will use the Europe-wide exposure maps, developed by this project, to (1) assign socio-contextual exposome indicators to the participating cohorts, and (2) develop the vulnerability maps in Task 1.4 (WPI).
INTERCAMBIO Horizon Europe GA 101137149	The new EU INTERCAMBIO project will promote mental and physical health of workers in changing work environments

Related project/initiative	How we will connect to it
2024-2028 Partners: ISGlobal, IISPV	due to climate change, implementation of new working practices, and among workers in green jobs. It will give feedback in relation of how to harmonize mental health variables and tools for the estimation of potential variables related to family characteristics and social-related exposome (WP1).
SHARESPACE Horizon Europe GA 10192889 2023-2026 Partner: RENNES 2	SHARESPACE aims at promoting collaborative interactions between humans and avatars, based on extended reality and virtual reality. The step-by-step methodology will be used to develop the backend infrastructure and frontend interface of YEAH! digital solution (WP3).
Eat2beNICE Horizon 2020 GA 728018 2017-2023 Partner: ACCARE	Eat2beNICE assessed the effects of nutrition and lifestyle on impulsive, compulsive, and externalising behaviors. We will use the results of the clinical trials to develop the YEAH! interventions (WP1).

3.1 Website

Our official website, www.yeah-project.eu, serves as the cornerstone of YEAH!'s digital presence. Aligned with the brand guidelines, it incorporates the project's color palette and typography to ensure a cohesive visual identity across all digital channels. It is designed to be user-centric, GDPR-compliant, and fully responsive, providing visitors with:

- Project information: clear, concise overviews of YEAH!'s objectives, research pillars, and consortium partners.
- News and updates: a dedicated section for announcements, upcoming events, blog posts on health topics, popularizing scientific articles and themes
- Visual consistency: header, footer, and UI elements echo the logo's rounded shapes, ensuring brand alignment. Photographs or illustrations feature young people in dynamic, real-world contexts.
- Accessibility and responsiveness: all pages are optimized for desktop, tablet, and mobile usage, adhering to best practices such as appropriate color contrast, alt text for images, and short loading times.
- SEO optimization: carefully chosen keywords, meta tags, and structured content to strengthen search engine visibility, plus regular updates to maintain a fresh presence.
- Privacy compliance: GDPR-friendly cookie management, transparent data collection forms, and a clear privacy policy.

Structure of YEAH! website

1. Home page: general presentation of YEAH!
2. Project: detailed presentation of YEAH!'s, coupled with an overview of funding and project timeline.
3. Partners: detailed presentation of YEAH!'s partner institutions
4. Research: detailed presentation the research areas, targeted impacts, and expected results
5. Media: presentation of YEAH! intended to media
6. News & Updates: articles, announcements, or blog-style updates, featuring short, shareable posts that align with YEAH!'s brand voice. This section also includes job opportunities related to the project, ensuring visibility for open positions within the YEAH! consortium.

7. Contact: interactive form for inquiries, ensuring user data is handled securely and in line with GDPR.

Through regular content updates and integrated social media feeds, the website functions as an evolving knowledge hub, guiding stakeholders and the wider community toward YEAH!'s mission of advancing youth health through evidence-based interventions and collaborative action. All design elements from color-block sections to typography choices are rooted in the official brand guidelines, thus providing a seamless experience and reinforcing YEAH!'s distinct identity across all digital touchpoints.

We plan to **make several visual and structural updates to the website** in the coming months. We aim to enhance its **authenticity** by integrating real photos rather than generic visuals, and by adding dedicated sections that showcase the WPs and introduce the researchers and partner organizations involved in the project

Frequency of posting: To ensure regular content flow and maintain engagement, we aim to publish **one article per week** on the project website. These articles will include science communication pieces and project-related updates. Whenever relevant, this content will be adapted and redistributed across other dissemination channels, such as social media platforms and newsletters.

Planned Developments & Timeline

Following expert recommendations from the **2.1 Dissemination Support Service of Booster**, a detailed **website development timeline for the upcoming year** will be created to strategically plan content and structural evolutions. Nevertheless, several enhancements are already foreseen from **M7 to M12**:

- **Expansion of the Research section:** it will provide detailed presentations of the WPs, including their specific objectives, the teams and individuals responsible within the consortium, and, where appropriate, direct contact information to facilitate collaboration and stakeholder engagement.
- **Replacement of generic visuals** with authentic photos, showcasing real project members and settings to reflect the spirit and reality of the project more accurately.
- **Regular updates in the News section** featuring early scientific deliverables, interview and relevant contents.
- **Publication of public deliverables** in a dedicated area for transparency and dissemination.
- **Integration of Call-to-Action buttons and engagement hooks**, such as "Sign up for the newsletter" and "Get involved", to strengthen audience interaction and conversion.

- **Addition of more clickable elements** (e.g., project key figures linking to dedicated content pages)
- **Creation of a new section dedicated to the project's advisory bodies**, including detailed presentations of the Scientific and Industrial Advisory Board (SIAB) and the Ethics Advisory Board (EAB), with profiles and information on their roles in guiding the project.
- **Event registration via the website:** All project-related events will include a dedicated page on the site, with clear details and an integrated registration form. This approach ensures centralized and GDPR-compliant data collection, while also feeding into our growing contact database for future communications.
- **Addition of testimonials from various stakeholders involved in or impacted by the project**, including researchers, parents, teachers, coaches, and, when possible, young participants themselves, to give a more human, relatable dimension to the website content.

3.2 Social media channels

Social media platforms are integral to YEAH!'s outreach, offering direct lines of communication to both professional and general public audiences. The project's social media strategy complements traditional communication efforts, amplifying the core messages and facilitating real-time engagement.

LinkedIn

- **Professional networking:** LinkedIn serves as the main channel for engaging policymakers, academic and research institutions, and industry stakeholders.
- **Content focus:** project milestones, policy briefs, event announcements, and calls for collaboration.
- **Posting frequency:** typically, once a week, with highlights on major achievements or upcoming conferences.

Instagram

- **Target audience:** professionals, and a broader public interested in health topics, parents...
- **Content style:** short, visually appealing contents (e.g., carousel) showcasing healthy lifestyle tips, behind-the-scenes of YEAH!'s activities, and interactive polls or quizzes, everything based on science.

Please note that the Instagram account has not been created yet, but it will be in the coming weeks.

Guidelines

1. **Consistent branding:** adapt visuals (headers, profile images) to each platform, maintaining the YEAH! color palette and logo. Shorten or reformat text while keeping the brand voice.
2. **Tailored messaging:** align content with audience interests. Professional updates on LinkedIn differ from light-hearted stories or reels, and on Instagram.
3. **Community engagement:** reply promptly to questions or comments, invite user contributions (challenges, testimonials), and host live events to maintain dynamic interactions.
4. **Monitoring & analytics:** track follower growth, views, shares, and comments to gauge content resonance. Use insights to refine posting schedules, content types, and audience targeting.

To assess the **reach and effectiveness of our communication efforts**, we will **monitor key indicators** such as follower growth, content views, shares, click-through rates, and user engagement across platforms. In the initial phase, we will implement both **Matomo** (an open-source, GDPR-compliant analytics solution hosted on our own infrastructure) and **Google Analytics** to track website and campaign performance. This dual setup will allow us to compare data accuracy, user behavior metrics, and privacy compliance between the two systems.

Based on the alignment and reliability of the insights provided, we will then choose the most appropriate long-term tool, with a **preference for Matomo**, provided its reporting proves sufficiently robust and consistent. These analytics will also inform adjustments to posting schedules, content formats, and audience targeting strategies, ensuring that our dissemination remains data-driven and responsive to audience behavior.

By establishing a **coherent presence** across these digital platforms, YEAH! extends its visibility beyond traditional channels, reaching diverse demographics, especially younger audiences, and promoting dialogue around youth health in an accessible, interactive manner.

Posting Frequency: Each publication on the website will be promptly adapted into tailored content for **Instagram and LinkedIn**, allowing the project to reach both professional and general audiences through platform-specific formats and tones. This cross-channel

strategy ensures wider visibility and reinforces message consistency across all communication touchpoints Based on the website posting frequency we aim to publish in these social media once a week.

3.3 Newsletters

The YEAH! newsletter is a key communication tool designed to keep stakeholders informed about project updates, milestones, and achievements. By delivering concise, relevant content directly to subscribers' inboxes, the newsletter helps sustain engagement and interest over the project's lifespan.

Purpose and audience

- Purpose: offer periodic highlights of ongoing research, upcoming events, and success stories related to youth health and project activities.
- Primary audience: project partners, policymakers, academic institutions, NGOs, healthcare professionals, and interested members of the public.

Format

- **Layout:** short introductory paragraphs, bullet points for quick reading, and prominent visuals (e.g., infographics, photos) that align with the YEAH! brand. It will likely be shared as a PDF embedded within an email. A standard template will be provided in the coming weeks.
- **Length:** aim for one or two pages of content (roughly 500 to 1000 words) per issue, ensuring each newsletter can be read in under five to ten minutes. The newsletter will also include direct links to the project website and other communication channels to encourage further engagement.

Content sections

1. **Opening message:** a brief welcome from the project coordinator or a highlight of the most significant recent development.
2. **Project updates:** new milestones, work package progress, preliminary findings, or collaborations formed (specifying who is eligible to join).
3. **Upcoming events:** conferences, webinars, workshops, and other opportunities to connect with YEAH! activities (specifying who is eligible to join).
4. **Spotlight:** focus on a partner organization, a success story, or a featured testimonial from young participants.

5. **Resources:** direct links to new publications, infographics, or relevant external articles.
6. **Call to action:** Encourage readers to attend an event (specifying who is eligible to join), share the newsletter with their network, or follow the project on social media platforms

Distribution and engagement

- **Mailing list** management will be built through direct invitations (existing partners, event participants), sign-up forms on the YEAH! website (will be implemented in the following weeks), and networking at conferences. Additionally, our contact database will be expanded through event registration forms directly integrated into the website, allowing us to grow and segment our newsletter audience in a targeted GDPR-compliant manner.
- **GDPR compliance:** we aim to provide an easy unsubscribe option, keep subscriber data secure, and obtain consent for mailing. This specific issue will be reviewed and clarified in the upcoming weeks.

Visual and editorial consistency

- **Brand alignment:** use YEAH!'s approved color palette, typography, and logo placement. Maintain the project's friendly yet authoritative tone.
- **Responsive design:** ensure the newsletter displays properly on various devices (desktop, tablet, mobile).

By integrating a well-structured newsletter into YEAH!'s communication strategy, the consortium can regularly update diverse stakeholders on the project's evolving work, reinforce collaboration, and inspire broader participation in its initiatives. The newsletter will be written in **English** by default. However, depending on stakeholder needs, **translated versions may be considered** in the various languages of the countries involved in the project, to ensure accessibility and inclusiveness across all regions.

Posting Frequency: The YEAH! newsletter will be published **one to two times per year**, aligned with major project milestones and key developments. Each edition will provide updates on the project's progress and include direct links to newly published content on the website and social media platforms, ensuring cross-channel visibility and engagement.

3.4 Press releases

Press coverage is a powerful lever to enhance YEAH!'s visibility, build public trust, and engage institutional stakeholders. To maximize both scientific accuracy and media relevance, press releases will be developed collaboratively between researchers involved in the project and professional journalists or communication officers. This co-creation approach will ensure that content is tailored to the specific interests and audiences of targeted media outlets. YEAH! members can reach out the Communications Officer for help.

Objectives

- **Raise awareness:** Share YEAH!'s mission, progress, and achievements with a broad public audience, including non-specialists.
- **Build credibility:** Position YEAH! as a reference in youth health research by highlighting its scientific foundation and societal relevance.
- **Foster media engagement:** Encourage journalists to follow the project over time and promote in-depth reporting, interviews, or media partnerships.

Tools and Tactics

1. **Press releases and press kits:** Developed in co-production with researchers and communication professionals, press materials will include concise backgrounders, key messages, direct quotes from consortium leaders or youth participants, and branded visual assets (logos, infographics, B-roll video). Releases will be tailored to thematic media (health, education, youth, policy) and issued at key milestones: project launch, major findings, policy briefs, or flagship events.
2. **Media briefings:** Organized around important announcements, either online or in person, to facilitate direct interaction between journalists and YEAH! stakeholders. These sessions will promote better understanding and coverage of complex findings.
3. **Key messages and talking points:** Prepared in advance for all press interactions to ensure coherence and clarity. These will be regularly updated and fact-checked to reflect ongoing developments and align with YEAH!'s broader communication strategy.
4. **Strategic media partnerships:** Active collaboration with selected outlets will be pursued to feature project content in specialized formats (field reports, thematic dossiers, youth interviews), particularly in media covering public health, European research, or youth engagement.

Targeted Outreach

- **National and regional media:** To highlight local relevance and promote policy impact at the territorial level.
- **European and international press:** To connect YEAH!'s work with global health challenges and foster EU-wide awareness.
- **Sector-specific media:** Particularly in the domains of education, mental health, sport, and social innovation (e.g., The Conversation).

Guidelines for Effective Press Relations

1. **Relevance and timing:** Press releases will be issued when news value is clear and avoid unnecessary frequency.
2. **Clarity and accessibility:** Content will be kept short, evidence-based, and accessible, with attention to visuals and storytelling.
3. **Media assets:** Provide downloadable, rights-cleared materials and contact points for interview requests via a dedicated media section on the YEAH! website.
4. **Post-release engagement:** Monitor coverage, respond to inquiries, and maintain relationships with key journalists.
5. **Message alignment:** Ensure consistency with the project's tone, branding, and overall dissemination strategy.

Posting Frequency: **Press releases will be published** once or twice per year, **aligned with major project milestones or moments of public relevance.** Content will be adapted and coordinated with other dissemination channels to maximize reach and resonance.

3.5 Scientific dissemination

In addition to general communication, YEAH! emphasizes the scientific dissemination of its findings to shape best practices and inform policy developments.

1. **Peer-reviewed publications and conference presentations**
 - For this part, please refer to the Publication Policy
2. **Collaboration with research networks**
 - Cross-disciplinary: engage with sociologists, psychologists, data scientists, etc., who can provide additional perspectives on youth health.

- Shared databases: pool anonymized datasets or co-author multi-country studies with other Horizon Europe projects focused on health or youth engagement (e.g., shared materials in Zenodo).

3. Indicators of success

- Number of publications: peer-reviewed articles, conference proceedings, policy briefs (see on ShareDocs 02_WPs > WP9_10_Communication_and_dissemination > Publication Policy).
- Citation and impact: references in other scholarly works, policy documents, or guidelines.
- Invited talks: Invitations to speak at scientific or policy forums can signal growing recognition.

High-quality scientific dissemination ensures that YEAH! contributes robust evidence to academic debates, leading to more informed public health policies and practical interventions.

Conferences and events

Participating in conferences, symposia, and specialized events is integral to YEAH!'s dissemination strategy. These venues bring together researchers, policymakers, healthcare professionals, and youth-focused organizations, providing valuable opportunities to showcase progress, gather feedback, and forge new partnerships. The objectives are to:

- **Present research findings:** share results of YEAH!'s Work Packages, sparking dialogue and potential collaborations.
- **Enhance visibility:** highlight the project's scope, goals, and achievements in front of diverse, high-level audiences.
- **Stimulate cross-sector engagement:** connect with NGOs, industry leaders, and academic institutions that can help multiply YEAH!'s impact.

To identify relevant conferences and events, we will monitor the [Horizon Europe website](#) for upcoming opportunities and rely on the expertise of researchers who regularly present their work in key scientific and thematic fields. Their guidance will help us target events that align with the project's scope and ensure visibility within the most appropriate academic and policy-related communities.

Best practices

1. **Tailor content to the event:** use the YEAH! brand templates, but adapt the depth of scientific detail, tone, and visuals to each specific audience.
2. **Leverage networking:** encourage consortium members to schedule side meetings with potential collaborators, funders, or local governments. Distribute concise flyers or business cards. These contents can be created by the Communications Officer or directly by using existing materials on ShareDocs.
3. **Internal communication protocol:** To ensure consistent documentation and visibility of the project's dissemination efforts, all consortium members are requested to inform the **Project Management Team** whenever they participate in a conference, workshop, or public event related to YEAH!. This will allow the team to maintain a comprehensive record of activities, support reporting obligations, and amplify visibility through appropriate communication channels.

By strategically participating in conferences and events across Europe (and beyond), YEAH! solidifies its reputation as a leading initiative in youth health, fosters knowledge exchange, and cultivates long-term partnerships that can help sustain the project's influence well after its conclusion.

Leveraging existing partner communication channels

Beyond YEAH!'s own tools, every consortium member possesses communication channels that can significantly broaden the project's reach. By tapping into these networks, YEAH! can ensure that its messages resonate across diverse platforms and audiences:

1. **Partner websites and newsletters**
 - Encourage each institution or organization to publish periodic updates on YEAH!'s progress, linking back to the official site.
 - Include short news items, event calendars, and calls for collaboration in their existing newsletters.
2. **Institutional social media profiles**
 - Collaborate on cross-posting: share or reshare YEAH! content on university, NGO, or hospital accounts.
 - Coordinate hashtag usage so that posts funnel into a shared conversation around youth health (#YEAH!, #HorizonEurope).
3. **Internal publications**

- Many partners produce their own magazines, annual reports, or bulletins. Include a YEAH! corner featuring new research findings or success stories.
- Submit short articles or interviews with leading researchers from YEAH! to keep internal staff and stakeholders engaged.

4. Events and workshops hosted by partners

- Present the project during partner-led seminars, open days, or training programs, highlighting how YEAH! complements their strategic goals.
- Provide ready-to-use slides and Kakemono on ShareDocs (01_Project_Management> 03_Communication_Tools_and_Activities>02_Communication_Materials).

Coordination and consistency

- A **shared editorial calendar** will be created to coordinate upcoming partner publications and social media campaigns, ensuring that YEAH! news and announcements are strategically aligned with relevant dissemination opportunities. To facilitate this, a dedicated document will be made available on ShareDocs. If a partner needs to plan and create a content, it can be supported by the Communications Officer
- **Brand alignment:** provide partners with official logos, templates, and brand guidelines to guarantee a cohesive look and tone (available on ShareDocs 01_Project_Management> 03_Communication_Tools_and_Activities).

By leveraging each consortium member's established communication pathways, YEAH! can efficiently scale its outreach, ensuring that key messages reach specialized audiences ranging from policymakers to local communities through trusted, familiar channels.

Communication workflow for events

We are developing a structured communication workflow for all events related to the YEAH! project, including scientific conferences, stakeholder engagement sessions, workshops, and public outreach activities. The goal is to ensure **consistent visibility, maximize participation**, and leverage each event as a communication and engagement opportunity.

Components of this event communication workflow include:

- **Pre-event communication and promotion:** Events will be promoted through dedicated event pages on the website, social media campaigns (LinkedIn), and dissemination through partner institutions' channels. Each event will be added to a public calendar on the website, with clear descriptions and registration details.

Announcements will follow a timeline to ensure early visibility (e.g. “save the date” posts 4–6 weeks in advance, followed by program highlights and speaker announcements).

- **Centralized event registration via the YEAH! website:** All registrations will be managed through integrated forms on the YEAH! website. These forms will include a newsletter subscription option, enabling us to grow our audience database in a GDPR-compliant manner and target communications more precisely in the future.
- **Live coverage during events:** Key moments of the events will be communicated in real time via social media, using live posts, visual content (photos, videos, quotes), and interactive features (polls, Q&A, stories). When relevant, hashtags and cross-tagging of partners and speakers will increase visibility and engagement.
- **Post-event follow-up and content dissemination:** After each event, a summary post will be published on the website and shared on social media. In addition, downloadable materials, such as slide decks, agendas, recordings (when possible), speaker bios, or visual highlights, will be made available online. This ensures that key content remains accessible and contributes to long-term project visibility.
- **Evaluation and reuse:** Feedback from participants (collected via post-event surveys when possible) will guide future improvements. Event content may also be reused across newsletters, blog posts, or as input for scientific dissemination when appropriate.

This structured and repeatable approach will allow the project to build momentum, reinforce its credibility, and ensure each event contributes to the wider impact and outreach objectives.

This workflow is currently under development and will be fully integrated into this Communication and Dissemination Strategy once finalized.

Communication timelines for key deliverables and milestones

As part of our commitment to proactive and structured communication, we are currently designing an **annual communication timeline** to support the dissemination of key project **deliverables** and **milestones**. While still under development, this timeline will become a core component of our communication and dissemination strategy and will be **updated annually** within this document to reflect progress and upcoming actions through to December 2029.

We plan to enhance visibility and engagement by organising **online public webinars** linked to major deliverables and milestones. These events will:

- Introduce the project, ideally including participation from the **Project Officer** and/or **Project Coordinator**;
- Feature presentations from WPLs and deliverable/milestone leads to explain ongoing research and preliminary findings;
- Be open to all stakeholders, including the **SIAB** and **EAB** members, to encourage scientific dialogue and external feedback;
- Serve as dissemination opportunities to present results to a broad audience.

Registration will be managed via the **YEAH! website**, allowing us to grow and segment our contact database for future communications and newsletters. This Communication and Dissemination strategy will be a living document, updated regularly to reflect the evolving timeline of deliverables and milestones throughout the duration of the project.

4. Phases of communication and dissemination

YEAH!'s communication activities unfold across distinct phases, each with specific objectives and deliverables. This phased approach ensures continuous momentum and adaptation to emerging findings or feedback.

4.1 Phase 1 (Month 1–3)

Objective

Establish a strong and coherent brand identity and ensure initial visibility across relevant audiences.

Key Actions

- Develop a clear **visual and editorial identity** (logo, color palette, tone of voice).
- Create **core communication assets** (templates, pitch decks, infographics).
- Launch a **project website** and a **LinkedIn page** to anchor digital presence.
- Publish an **initial press release** to announce the project via institutional and professional channels.

Results

- A professional, recognizable **brand image**, developed through a graphic charter, logo, and templates (Task 9.1 Visual identity and project presentation materials, achieved at M3)

- An **online presence** established via a website, LinkedIn account, and soon an Instagram page (Task 9.2: Communication channels and Deliverable 9.1 Project website and LinkedIn page)
- The sharing of content with the **press release** (published on February 17, 2025)

4.2 Phase 2 (Month 4–18)

Objective

Support the theoretical and conceptual development of the project by disseminating key ideas and engaging with experts.

Key Actions

- Share **foundational frameworks and background research** in accessible formats (articles, expert interviews, infographics).
- Keep the website and LinkedIn page regularly updated with **educational content**.
- Launch and manage an **Instagram page** to reach a broader, more visually engaged audience.
- Host or participate in **webinars, talks, and academic events** on the project's core themes.

Expected Outcomes

- Improved **public understanding** of the project's scientific foundation.
- Greater **visibility within academic and social innovation networks**.
- An emerging **community of ambassadors and engaged experts**.

4.3 Phase 3 (Month 19–45)

Objective

Support the implementation phase with targeted communication for participants, partners, and local stakeholders.

Key Actions

- Develop **tailored messages** for each audience (youth, educators, policymakers, community actors).
- Produce **practical tools** (local newsletters, explainer videos, quick-start guides).
- Showcase early findings and stories from the field through **short, engaging formats** (testimonials, posts, visual storytelling).
- Ensure **regular communication with implementation partners**, particularly those involved locally.

Expected Outcomes

- Increased **engagement and motivation among field actors**.
- Stronger **ownership of the project** by participants and communities.
- Ongoing **visibility of operational progress and results**.

4.4 Phase 4 (Month 46–60)

Objective

Promote the project's final results, support knowledge uptake, and ensure a long-lasting legacy.

Key Actions

- Produce **policy briefs** tailored to decision-makers and institutions.
- Write and share **accessible research summaries** for broader audiences.
- Organize a **final dissemination event** bringing together stakeholders, policymakers, researchers, and citizens.
- Amplify the results through **targeted media campaigns**, social media, and specialist publications.

Expected Outcomes

- Integration of **YEAH! recommendations into policy and practice**.
- Enhanced **institutional and academic recognition** of the project.
- A **sustainable legacy** through transferable tools and compelling narratives.

By mapping out these stages, YEAH! ensures a structured dissemination process that balances consistency with flexibility, responds to the project's evolving nature, and culminates in lasting impact on youth health policy and practice.

5. Indicators, monitoring, and evaluation

5.1 KPI

To further enhance clarity and measurable outcomes, YEAH! can refine its Key Performance Indicators (KPI) to include specific targets and timelines. These objectives ensure each communication and dissemination activity remains ambitious yet achievable.

- **Website traffic:** aim for 12 000 visits by M60.
- **Newsletter performance:** 1 000 followers by M60
- **Social media reach:** increase LinkedIn and Instagram followers by 1000 at M60. Engagement rate (likes, shares, comments...): aim for 4% engagement rate by M60 (4% is the mean engagement rate for both Instagram and LinkedIn)
- **Press:** participations in at least 15 events by M60
- **Scientific dissemination:** more than 10 (at least 3 partners) publications in relevant peer-reviewed journals by M60. Participations in at least 15 events by M60. Shared research data, materials and publication in [Zenodo](#) and [HAL](#) through the life of the project.

Tracking and repository: quarterly reviews, dashboards for real-time data, and a centralized archive (ShareDocs) for all communication proofs and materials.

5.2 Monitoring and Archiving Strategy

To ensure traceability, accountability, and continuous improvement of the communication and dissemination activities, the YEAH! project will implement a comprehensive monitoring and archiving system. This includes **quarterly internal reviews** to assess performance against predefined KPIs, as well as **real-time dashboards** to track key metrics across digital platforms (e.g., reach, engagement, visibility). All communication outputs and supporting documentation – including press releases, social media content, event materials, visuals, and internal reports – will be systematically stored in a **centralized and secure repository (ShareDocs)**. This system will facilitate internal coordination, support reporting obligations,



Youth health from a
holistic perspective

Deliverable 10.1

and ensure that all communication actions remain compliant with EC funding and visibility guideline.

