

YOUNG 50

YOUNG 50 #Stay Healthy – Cardiovascular Risk Prevention

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First Communication & Dissemination activity report

Beneficiaries

Country	Name	Acronym
Italy	Azienda ULSS 6 Euganea	ULSS6 Euganea
Italy	Azienda ULSS 4 Veneto Orientale	ULSS4 V. Orient - ProMIS
Luxembourg	Ministère de la Santé	MOHLUX
Lithuania	Viesoji Istaiga Centro Poliklinika	Centro Poliklinika
Romania	Asociata Aer Pur Romania	AER PUR ROMANIA
Spain	Asociacion Instituto de Investigacion en Servicios de Salud	KRONIKGUNE

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EXECUTIVE SUMMARY

The focus of YOUNG50's Work Package 2 (WP2) – “Dissemination of the project” is to share the project's activities, learning, outcomes and results with health care and support organisations within the project partners and other stakeholders beyond the YOUNG50 consortium who are interested in future scaling-up and implementation of the YOUNG50 good practice.

This deliverable represents the 1st Communication and Dissemination activity report and is the main document outlining the communication and dissemination activities occurring in the first year of the YOUNG50 project, as described in Deliverable D2.3 (Communication and Dissemination Plan).

Overall, the dissemination activities during the first year of the project have been a slow achievement across the different channels used and the YOUNG50 project has already been able to reach a wide audience. In a nutshell, the activities carried out include:

- Production of dissemination material including the YOUNG50 leaflet, poster etc.
- Translation of dissemination material into the target languages of the pilot sites and of project partners to support local engagement activities;
- Production of dissemination and communication guidance material as well as several templates for internal use within the consortium;
- Circulation of the first YOUNG50 newsletter in a digital format;
- Launch of the YOUNG50 website;
- Launch of the YOUNG50 social media profiles and promotion of the project via these channels;
- Publication of interesting news related to the project achievements and related topics both on the project website and social media;
- Organisation and/or participation in events, at which the project has been promoted in presentations and networking sessions;
- Identification of relevant related projects, networks and initiatives with a view to establishing synergies and cross-dissemination activities in the upcoming project years.

1 INTRODUCTION

The “YOUNG50” project, co-funded by the Health Programme of the European Union, aims to adapt and export to Lithuania, Romania, and Luxembourg, the CARDIO50 – an organized cardiovascular risk screening programme for active prevention in fifty-year-olds, developed and coordinated by the Centre for Disease Control and Prevention of the Veneto Region of Italy.

The objectives of CARDIO 50 are to estimate cardiovascular risk among the 50-year-old population, identify persons with inadequate lifestyles, new cases of hypertension, hyperglycemia and hypercholesterolemia, activate an integrated model of assistance to help modify or reduce risk factors among healthy subjects, promote interventions to change unhealthy lifestyles, and increase knowledge and perceptions of CVD risks among the general population.

The implementation of YOUNG 50 is divided into 3 phases.

Phase1: assessing the feasibility of its implementation in each MS through a situation analysis and adapting the existing materials and IT tools to the local context with support from the Spanish partner.

Phase2: piloting the YOUNG50 Programme in selected regions or cities, with the involvement of health professionals and prevention programmes.

Phase3: evaluating the impact of the action and exploring its institutionalization.

Participating countries can benefit from dissemination of the programme since the needs assessment in these countries indicated a need for such a project. Countries can take advantage of transfer and scaling-up of innovative prevention models, including the use of information and communication technology. Expected outcomes are synergy among prevention programmes, inclusion of CVD prevention in Regional or National Health Plans, development of recommendations and Policy Guidelines. By the end of the project healthcare authorities and organisations across the EU will have the opportunity to utilise insights from YOUNG50 to facilitate implementation of the cardiovascular risk prevention model.

Dedicated dissemination and communication activities are to be pursued throughout the entire life cycle of the YOUNG50 project to achieve the widest possible impact in Europe (and beyond). This deliverable represents the 1st Communication and Dissemination activity report and outlines the dissemination and communication activities that have occurred in the first project year (M1-M12) of the project as described in Deliverable D2.3 (Communication and Dissemination Plan).

The report starts with chapter 1 with an overview of the defined dissemination objectives in the first project year. Chapter 2 then presents and describes the dissemination and communication channels, means and activities for year one, including digital platforms, promotional material, networks, projects and events YOUNG50 has been liaising with in order to raise visibility of the project during its first year of implementation. Chapter 3 outlines the dissemination activities for the next 6 and 12 months of the project.

1.1 The Focus and Objectives of the First Project Year

During the first project year (M1-M12), Work Package 2 (WP2) focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that would result in the best, most effective promotion of the project at the local, national and European levels.

For the first year of project's implementation, the main objectives and strategy of the work plan were to:

- Design and launch the YOUNG50 website;
- Design and create the promotional material of the project (logo, overall brand presentation, newsletter, project leaflet, social media channels);
- Monitor the project website and social media profiles;
- Identify stakeholder groups for all project partners;
- Participate in events at national and European level to raise awareness and visibility for the project;
- Coordinate with partners to promote better engagement at local level and stronger involvement;
- Translate dissemination material into partners' languages to allow better engagement of local and regional stakeholder groups;
- Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives;
- Create internal guidance for appropriate communication of the project for partners to disseminate the project to local stakeholders.

1.2 Type of audience targeted

Addressing the target audiences is a crucial factor in the uptake and use of the results from the project. Targeting these audiences through appropriate dissemination means and communication activities is one of the main objectives of WP2.

The needs of the target stakeholders are at the centre of the YOUNG50 project's dissemination activities. Ongoing interactions are key to ensuring that feedback and evolving user needs are acknowledged and addressed in the most appropriate way throughout the life of the project.

As precisely described in YOUNG50 Deliverable 2.3 Communication and Dissemination Plan, targets groups were defined and subsequently divided into three major groups depending on their level of action:

1. The first target group represents the operational level and includes relevant stakeholders from both the health and digital sectors (public and private), such as practitioners, local associations, local governmental and nongovernmental sectors, researchers, social and healthcare professionals, managers of primary care and hospital services, managed care organisations and associations, hospitals, colleges and academics at EU, national, regional and local level. They are particularly relevant to promote better knowledge, skills and attitudes for healthy lifestyles and to broaden the use of clinical preventive services that are fundamental to preserving health, maintaining function and reducing health care costs and long-term care needs.

2. The second target group represents the political level, which includes high policy level national representatives/national policy bodies, policy makers, who are responsible for decisions in policy

making and policy implementation with regard to good health and cardiovascular disease prevention, at national and regional levels. These include high level national representative bodies as ministries of health, secretaries of state, public health bodies, etc. They are the key stakeholders to be involved in the project at regional, national and European level.

3. The third target group represents the population level and is formed by the EU population in general, particularly 50-year-olds. These are the ultimate beneficiaries of the actions and results of the YOUNG50 project.

The aim of the following table is to indicate which of the objectives listed in paragraph 1.1 are relevant for each of the targets considered.

Objectives	Target groups
Design and launch the YOUNG50 website	Stakeholders from both the health and digital sectors (Operational level) Local, regional, national and European policy makers (Political level) General population
Design and create the promotional material for the project (logo, overall brand presentation, newsletter, project leaflet, social media channels)	Stakeholders from both the health and digital sectors (Operational level)
Monitor the project's website and social media profiles	Local, regional, national and European Policy makers (Political level) Stakeholders from both the health and digital sectors (Operational level) General population
Identify stakeholder groups of all project partners	Stakeholders from both the health and digital sectors (Operational level) General population
Participate in events at national and European level to raise awareness and visibility for the project	Local, regional, national and European policy makers (Political level)
Coordinate with partners to promote better engagement at local level and stronger involvement	Stakeholders from both the health and digital sectors (Operational level) General population
Translate dissemination material into partners' languages to foster better engagement of local and regional stakeholder groups	Stakeholders from both the health and digital sectors (Operational level) General population

Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives

Local, regional, national and European policy makers (**Political level**)

Create internal guidance for appropriate communication of the project for partners to disseminate the project to local stakeholders

Stakeholders from both the health and digital sectors (**Operational level**)
General population

Table 1 - Objectives related to the target groups



2 DISSEMINATION AND COMMUNICATION ACTIVITIES CARRIED OUT IN THE 1ST YEAR OF THE PROJECT

This part of the document is intended to provide an overview of the dissemination tools, materials, channels created and activities performed by YOUNG50 partners in order to raise awareness and increase visibility of the project during its first year of implementation (M1-M12).

2.1 Visual identity

A common brand was created in M2 in order to transmit internally and externally an idea of global presence, a way of being and doing things, the values and strengths and in order to establish a strong and effective visual identity.

The establishment of a visual identity for the project at the very beginning included, first of all a logo design (Figure 1).



Figure 1 - YOUNG50 project logo

In order to ensure a consistent appearance of the project, various templates have already been and will be professionally designed as the project develops, including: word templates for project reports, meeting agendas, minutes, news stories, and News Feed/Social Media messages, as well as a power point presentation template, a poster template, and templates for the project leaflet. A strong corporate design has an impact on the project members and improves the target groups' awareness of the project. It presents a professional image of the project and helps to increase its trustworthiness.

Strong visual identity has an impact on the project members and improves the target groups' awareness of the project. The project asks all partners to adhere to the brand for all YOUNG50 communications across the lifetime of the project.

2.2 Website

YOUNG50 project website was launched in project month 3 and can be directly accessed using the URL www.young50.eu. The website represents one of the most important dissemination, and working tools of the project communication strategy. It enhances interaction and dissemination,

being available anytime and anywhere, and gives access to enormous knowledge capital constantly in progress. The website provides an entry point for a variety of stakeholders such as patient group representatives, practitioners and health sector professionals, policy and decision makers, as well as the wider public. Visitors can gather information from the site when they need it rather than it being sent out to them.

The page has been built on WordPress, an open source content management system, and uses a responsive layout thereby allowing seamless output on different types of user agents (e.g. mobile phones or tablets). It follows the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way. Figure 2 displays the current structure of the YOUNG50 website as implemented at the beginning of the project.

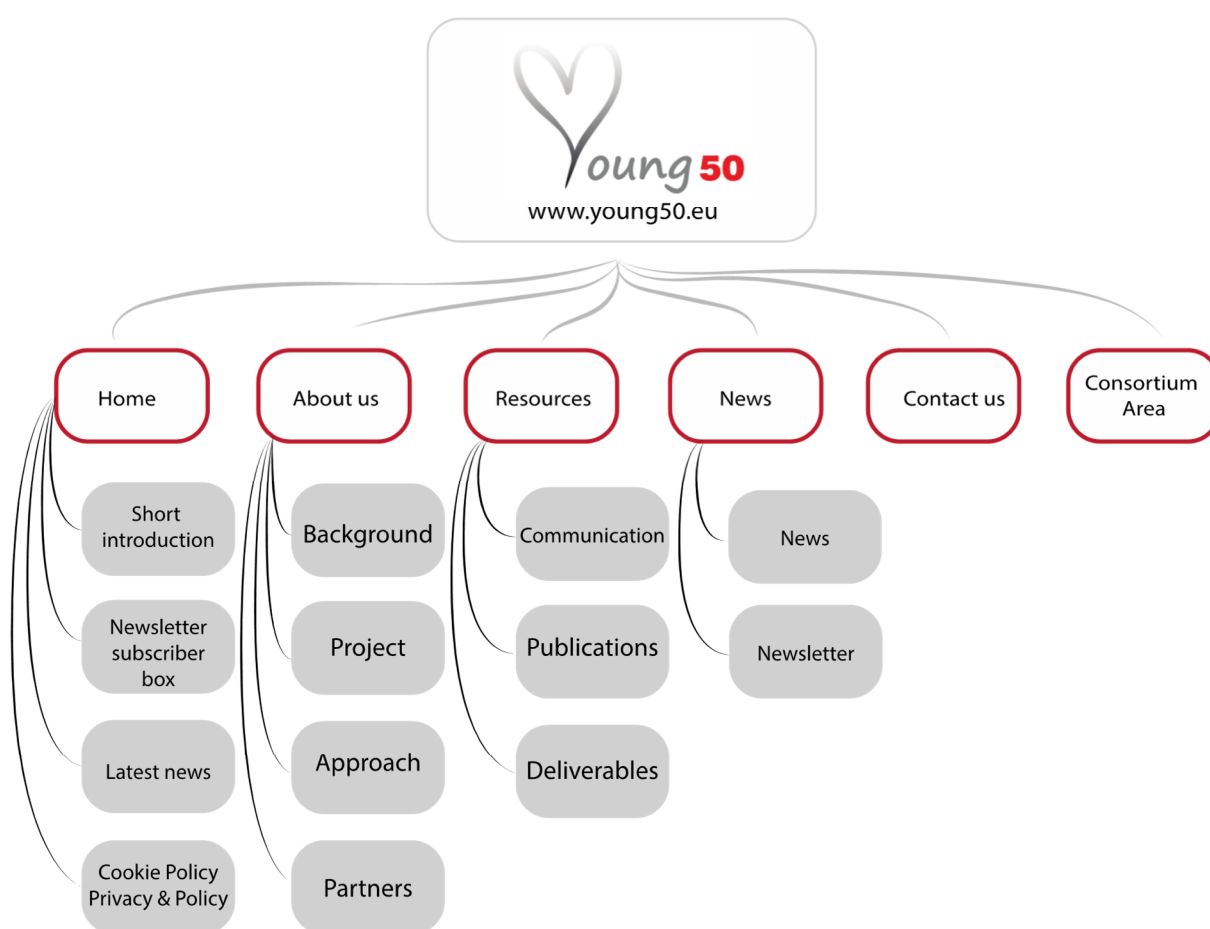


Figure 2 - YOUNG50 project website structure

During the first project year the main focus of the website as a dissemination channel has been on maintaining sustained interest in project activities among a broad audience. It has been regularly updated, where possible bi-weekly, with news items highlighting project objectives and activities, the publishing of the first YOUNG50 newsletter, as well as the first project leaflet summarising the project. The six most recent news items are always automatically presented on the homepage of the website, causing its appearance to change regularly thus motivating visitors to further explore

and come back to the website. In total, 11 news items have been published on the website in the first project year.

The “Resources” section has been implemented with downloadable web versions (PDF) of promotional material produced in the first project year, such as the YOUNG50 leaflet, of which versions translated into partners languages are also available on the project website. Publications and relevant public deliverables will be added to this section as they become available. Further to this, a free text search function has been included in the icon bar, allowing visitors to browse for keywords on the YOUNG50 website. The search function is intended to support users in targeting information relevant to them.

During the first year of the project, implementation of the “About us” section included a description of the background to YOUNG50, to inform the various categories of stakeholders and website visitors in relation to the context in which the project has been created. In addition, project objectives have been presented, as well as its holistic approach. Likewise, all actors of the consortium collaborated by supplying a brief presentation of their own organisation, in order to populate the website with partner profiles, to provide not only visibility for the countries participating in the project but also to inform interested website visitors about different local settings. For illustrative purposes, a screenshot of the partner profiles page is presented in Figure 3.





Partners

REGIONE DEL VENETO
ULSS6 EUGANEA

Azienda ULSS 6 Euganea [Azienda ULSS 6 Euganea]
ULSS 6 Euganea is the YOUNG50 coordinating partner. As an Italian Local Health Authority it provides health and social services to its territory which covers the province of Padua and a population of approximately 945,000 inhabitants. It includes 7 hospitals, Department of Prevention, Department of Addiction, Department of Mental Health, Department of Rehabilitation and circa 7.800 employees.

Azienda ULSS 4 Veneto Orientale [ProMIS]
ProMIS is an institutionalized Italian Network led by Veneto Region and involving 20 Italian Regions, as well as the Ministry of Health.
Promis has activated working groups on key issues with other national ministries (research, social, tourism, territorial cooperation), Agenas (National Health Agency), the Higher Institute for Health. It suppos all Italian regions in the management of European projects and it works in particular in all communication and dissemination activities.

LE GOUVERNEMENT DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Santé [MISA]
Under the authority of the Minister, the Directorate of Health leads actions to protect and promote health in Luxembourg. The Directorate is a public administration and its missions include: collecting and monitoring health data, developing preventive programs, assessing healthcare services, writing national plans on strategic issues, controlling healthcare providers, and more generally accompany the development of every national policy in the field of health in Luxembourg.

CENTRO POLIKLINIKA
Viestoji Istaiga Centro Poliklinika
Public institution Centro Poliklinika is one of the largest outpatient health care institutions in Lithuania. Today, the clinic is proud of the latest information technology and computer-based patient registration, medical work system, a laboratory that meets the highest European standards, department of day-care therapy and surgery, also the branch of clinic of nursing, palliative medicine and social services.
Centro poliklinika is the place, where we can always get help, advice, support, where our specialists are waiting to take care for our health, so that our lives are full, long and happy

aer pur
Asociata Aer Pur Romania [Aer Pur Romania]
Aer Pur Romania it is a NGO with over 25 years of experience in Public Health, Health Research and Advocacy. First, we were acting as a tobacco and air quality control at national and international level. Soon after that, Aer Pur Romania, with its multidisciplinary team, became partner for different Romanian and European entities in Public Health and Health Research.

kronikgunne
Asociacion Instituto de Investigacion en Servicios de Salud [Kronikgunne]
Kronikgunne is an Institute for Health Services Research that promotes and carries out management and organization research on health and socio-health services. Its scientific research programme is aligned with the policies of the Ministry of Health of the Basque Government, that pursue the continuous adaptation and transformation of the health system by keeping people at the center of the system and addressing the challenges derived from aging, chronicity and dependency. Kronikgunne is advancing in health policies and services evaluation, intervention models development, dissemination and the analysis of health services' change and implementation.

REGIONE CAMPANIA
Campania Region (affiliate to ProMIS)
Regione Campania (www.regione.campania.it/) is involved in the YOUNG50 project through the Directorate General for Health Protection and Coordination of the Regional Health System (DG04), responsible for the planning and organization of the Regional Health System. It manages the regional hospitals network and the territorial services, coordinating and planning the digital health interventions, and integrates its activities with research and innovation organizations focusing on prevention programs.

REGIONE CALABRIA
Calabria Region (affiliate to ProMIS)
The Department of Health Protection and Health Policies of the Calabria Region is the most important institution in the regional health system. It currently consists of 13 different sectors. The mission of the Department is the health care of all citizens through primary, hospital and preventive care.

Figure 3 - Partner profiles page

The update of the website content, layout and design will be ongoing throughout implementation of the project.

Statistical data on traffic volumes and visitor information for the website is gathered via the analytics tool *Google Analytics*. Details are presented in the table below.

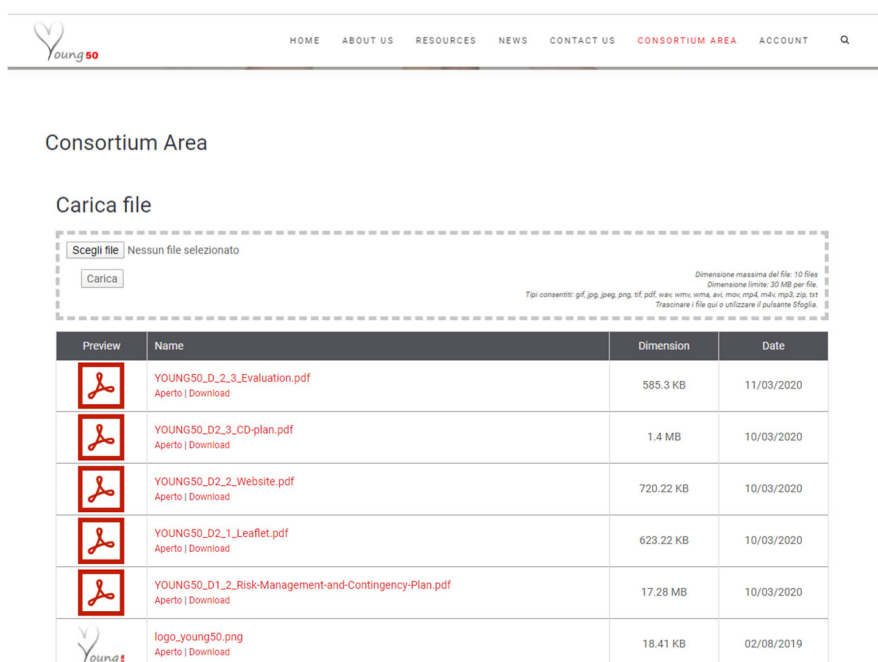
YOUNG50 Project website – general results

<i>Field</i>	<i>Data</i>
<i>Number of visits</i>	<i>753</i>
<i>Number of pageviews</i>	<i>2781</i>

Table 2 - Website statistical data

In the period from 1 July 2019 to 31 March 2020, the official YOUNG50 website attracted almost a thousand visits, generating around 3000 pageviews.

Furthermore, a specific Consortium Partner Reserved Area was established by M6 with the main purpose to better disseminate the final version of deliverables among the partners. Starting from this point, credentials have been created for each partner, who can use them to enter and directly upload and download documents. During last March 2020, six final versions of deliverables were uploaded by ProMIS. A fireshot of the YOUNG50 Consortium Partner Reserved Area is included below:









Preview	Name	Dimension	Date
	YOUNG50_D_2_3_Evaluation.pdf Aperto Download	585.3 KB	11/03/2020
	YOUNG50_D2_3_CD-plan.pdf Aperto Download	1.4 MB	10/03/2020
	YOUNG50_D2_2_Website.pdf Aperto Download	720.22 KB	10/03/2020
	YOUNG50_D2_1_Leaflet.pdf Aperto Download	623.22 KB	10/03/2020
	YOUNG50_D1_2_Risk-Management-and-Contingency-Plan.pdf Aperto Download	17.28 MB	10/03/2020
	logo_young50.png Aperto Download	18.41 KB	02/08/2019

Figure 4 - Consortium Partner Reserved Area

The online channels of members of the consortium (websites, social media, subscriber lists) act as multipliers for communication activities in YOUNG50. Partners are encouraged to expand the reach of communication and dissemination by showcasing the project on their online presentations and by publishing news items, also in local languages, informing their website's visitors about developments in the project. Figure 5 shows two examples of news. The first is a [blog post](#) announcing the participation of Kronikgune (Asociacion Instituto de Investigacion en Servicios de Salud) as a partner of the YOUNG50 consortium, while the second is a [news item](#) published on the ProMIS website and presenting the content of first newsletter of the project.



Figure 5 - News items on project partners profiles

2.3 Social Media

Social networks seek to facilitate open and updated information on project progress to a broad spectrum of stakeholders and a general audience. As they allow a rapid information flow, they have been employed to elicit feedback and comments from key stakeholders and to facilitate synergies with other initiatives, projects and/or organisations at national and European level. To exploit the opportunities potentially generated by social media, YOUNG50 is present on Twitter, LinkedIn and Instagram. Guidance has been sent from ProMIS to all partners in order to assist them in communicating their work in the project i.e. reaching their local stakeholders. The full document is available in Appendix I.

Further interaction with YOUNG50 tweets and the engagement of the new stakeholders has been achieved by:

- using the following hashtags #europeanproject #young50project #cardiovascularisease #prevention #stayhealthy;
- tagging relevant profiles (European Commission, EU Health, etc.);
- re-tweets;
- informative posts promoting interesting content coming from the UNICORN consortium, as well as outside.

Twitter

Both the YOUNG50 Instagram and the Twitter profile were launched in M3 of the project; two screenshots of the profiles are illustrated below:



Figure 6 - Twitter and Instagram profiles

The YOUNG50 Twitter and Instagram profiles focus on promoting the project to a broad European public, advertising key concepts related to YOUNG50 and keeping up news about its project partners, related initiatives as well as EU profiles. In addition, whenever applicable, posts and tweets have been supported by visuals and linked to the project website. Moreover, the YOUNG50 project has been also promoted on the official DG SANTE twitter account (@EU_Health). The support obtained from DG SANTE has been an excellent opportunity with regard to the dissemination of the project since it has allowed a broadening of the general audience. For illustrative purposes, two examples of tweet/post are included below:

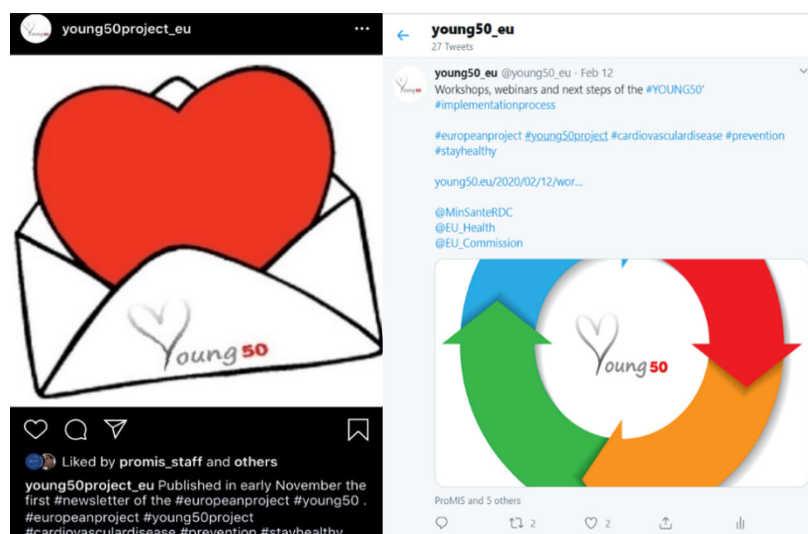


Figure 7 - Example of tweets

Through the regular publishing of tweets, the project's Twitter profile has so far collected 20 followers while Instagram 43. Selected statistical data provided by the built-in tool Twitter Analytics are included in the following table:

Twitter

<i>Field</i>	<i>Data</i>
<i>Number of tweets</i>	<i>18</i>
<i>Number of visits</i>	<i>161</i>
<i>Number of impressions</i>	<i>21376</i>

Table 3 - Twitter statistical data

Instagram

<i>Field</i>	<i>Data</i>
<i>Number of posts</i>	<i>13</i>
<i>Number of visits</i>	<i>N/A</i>
<i>Number of impressions</i>	<i>390</i>

Table 4 - Instagram statistical data

LinkedIn

As a networking site for professionals, LinkedIn can be used reach out to a more specialised audience when compared to Twitter. The YOUNG50 LinkedIn profile was launched in M3 of the project and by 31 March 2020, 85 views had been collected. As a dissemination channel, LinkedIn will become more important at a later stage at the project, when tangible outputs have been produced by the Consortium which can then be presented to a dedicated network.

Figure 8 includes a screenshot of the YOUNG50 LinkedIn profile.

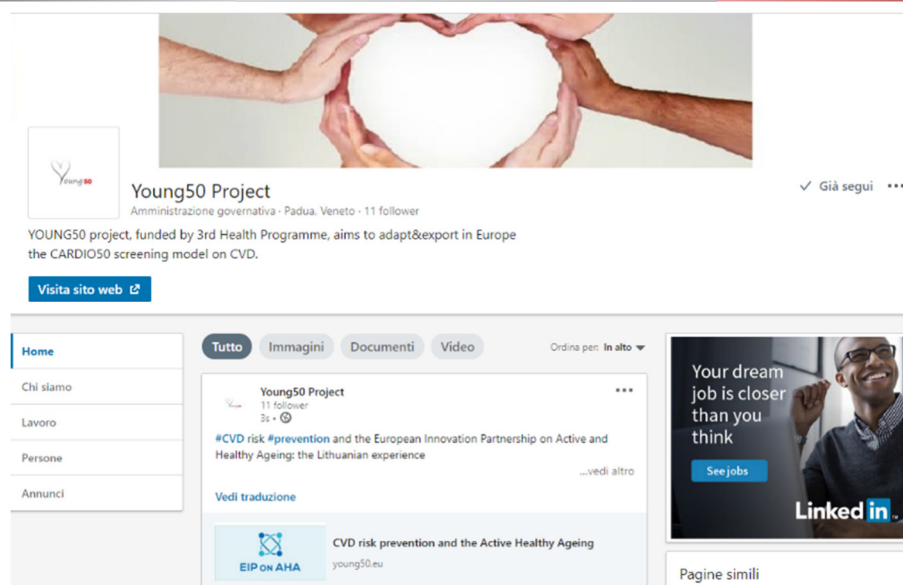


Figure 8 – LinkedIn profile

LinkedIn

Field	Data
Number of posts	14
Number of visits	85
Number of impressions	N/A

Table 5 - LinkedIn statistical data

2.4 Newsletter

The YOUNG50 newsletter represents an essential and powerful tool for disseminating information on events, as well as on the upcoming activities of the project. The newsletter is produced and circulated in electronic format using the Mailchimp marketing service and a [registration form](#) has been integrated on the YOUNG50 website.

The [1st issue of the newsletter](#) of the YOUNG50 project was launched in November 2019 presenting the transfer of the Italian cardiovascular screening program “Cardio50”, which has been selected as the best practice to be transferred by the Veneto Region to other Member States. Moreover, it announced the kick-off meeting held in June 2019 in Luxembourg, which allowed the different partners to outline preliminary activities, defining and confirming the three phases that make up the project itself. Finally, the attention shifted to the first Study Visit that took place in Padua in August 2019 and to participation at the EU Health Programme 2014-2020 Conference organized by CHAFAEA on 30th September 2019 in Brussels. The newsletter, published six months after the start

of the project, has been a valuable opportunity for all stakeholders, as well as for the wider public, to learn more about the activities carried out through the project.

The first preliminary mailing list for the young50 project was created by filling in the stakeholders mapping tool, distributed by ProMIS to all partners in M4. A total of 125 contacts have been collected. Thus, the first newsletter of the project has been distributed to all the YOUNG50 subscribers. Furthermore, it has been circulated by email to the ProMIS database, reaching 4760+ subscribers. This was to give the project's first email campaign as wide a spread as possible and to assist in growing the YOUNG50 newsletter mailing list.

YOUNG50's first newsletter is available as a PDF document online and is accessible via the YOUNG50 website under the section "Communication". The full version of the newsletter is also included in Appendix II.

Newsletters are published on a six-monthly basis with the second issue of the newsletter to be released by the end of April 2020.

Newsletter

<i>Field</i>	<i>Data</i>
<i>Number of newsletters</i>	<i>1</i>
<i>Average open rate</i>	<i>18.5 %</i>
<i>Top country</i>	<i>Italy</i>

Table 6 - Newsletter statistical data

2.5 Promotional Material

A number of different dissemination materials were generated in the first project year in order to create and maintain the common identity of the project, raise its visibility, inform stakeholders about the objectives of the project, and support project partners with their promotional activities in workshops, face-to-face meetings, etc. Most of the material was produced in English by the dissemination team. Additional material was produced in the national languages of the pilot sites with a view to reaching local stakeholders.

The promotional material developed includes both digital and print options and was tailored for different target audiences. The following project promotional materials were created during Y1 and were uploaded to the project's website:

- Leaflet
- Poster
- Bookmark
- Business Card

The layout of all promotional material includes the YOUNG50 logo, the disclaimer according to the grant agreement and the EU emblem.

Leaflet

The leaflet has the objective to introduce the project, its objectives, background and list of partners in an attractive, user-friendly way, while also aiming to raise interest and stimulate motivation among its recipients to further explore and follow the progress of the project. Hence, it includes the project's social media profiles and the link to the YOUNG50 website. The digital nature of the leaflet means it can be refreshed and developed as the project progresses. Its format is an A4 paper sheet folded into a Z-like shape, printed on two sides.

Moreover, the YOUNG50 leaflet has been produced in English as well as in Italian, Romanian, Spanish, Basque and Lithuanian. All versions are also available for download on the YOUNG50 website under the "Resource" section. Figure 9 shows the English version of the YOUNG50 leaflet.

For environmental purposes it was decided that the printing of leaflets would be each project partner's own responsibility. The final version of the leaflet (D2.7 leaflet) is due in M36.



Figure 9 - YOUNG50 leaflet

Poster

An electronic poster was designed with the aim of presenting and promoting the YOUNG50 project. It reports the main objective of the project and its timeline. Below the e-poster displayed in the exhibition area throughout the 2014-2020 EU Health Programme Conference, held in Brussels on the 30th September, 2019.



Figure 10 - YOUNG50 e-poster

Bookmark

Considering that people use bookmarks on a daily basis and taking into account its compact, convenient size, a bookmark was identified as a strategic communication tool, as it ensures that those who have received it will continuously be reminded of the YOUNG50 project.

The YOUNG50 bookmark has been created and distributed at events and conferences at which YOUNG50 partners were in attendance or presenting. Besides, it is also available for download under the “Resources” section. Below is the bookmark produced on the occasion of the 2014-2020 EU Health Programme Conference (30th September 2019 – Brussels).



Figure 11 - YOUNG50 Bookmark

Business Card

Above all else, a business card is a tangible object that can be used to provide contact information to potential stakeholders. Accordingly, a specific business card has been created bearing the name of the project, its main objective, and the contact information of ULSS6 Euganea, as the coordinator

of the project. Furthermore, it also includes the project's social media profiles and the link to the YOUNG50 website. Figure 12 shows the YOUNG50 Business card distributed during the Steering Group meeting with the European Physical Activity on Prescription model (EUPAP) project.



Figure 12 - YOUNG50 Business card

2.6 Events

The project recognises the importance to foster and support the dissemination of face-to-face high-level events and conferences to stimulate knowledge interchange amongst key players, with considerable visibility among the target groups defined by the YOUNG50 strategy.

Personal contacts with relevant stakeholders are a great way to promote and showcase project goals and achievements and to network with interested members of the community. This is particularly important for the project, as the results will be of interest to a wide spectrum of people, including health authorities, practitioners, policymakers, patient representative groups and the research community.

Consequently, during Y1, YOUNG50 partners have participated, with different levels of involvement, at events and conferences.

2.6.1 Calendar of Events for scheduling and planning project initiatives

A calendar of events template was defined with the aim of monitoring the external activities (workshops, conferences, etc.) of the partners, in order to coordinate dissemination efforts and understand how to promote YOUNG50 results and outcomes. A series of colours has been identified to identify the type of events organized or attended by partners. The title page of the Calendar of Events is presented here below:

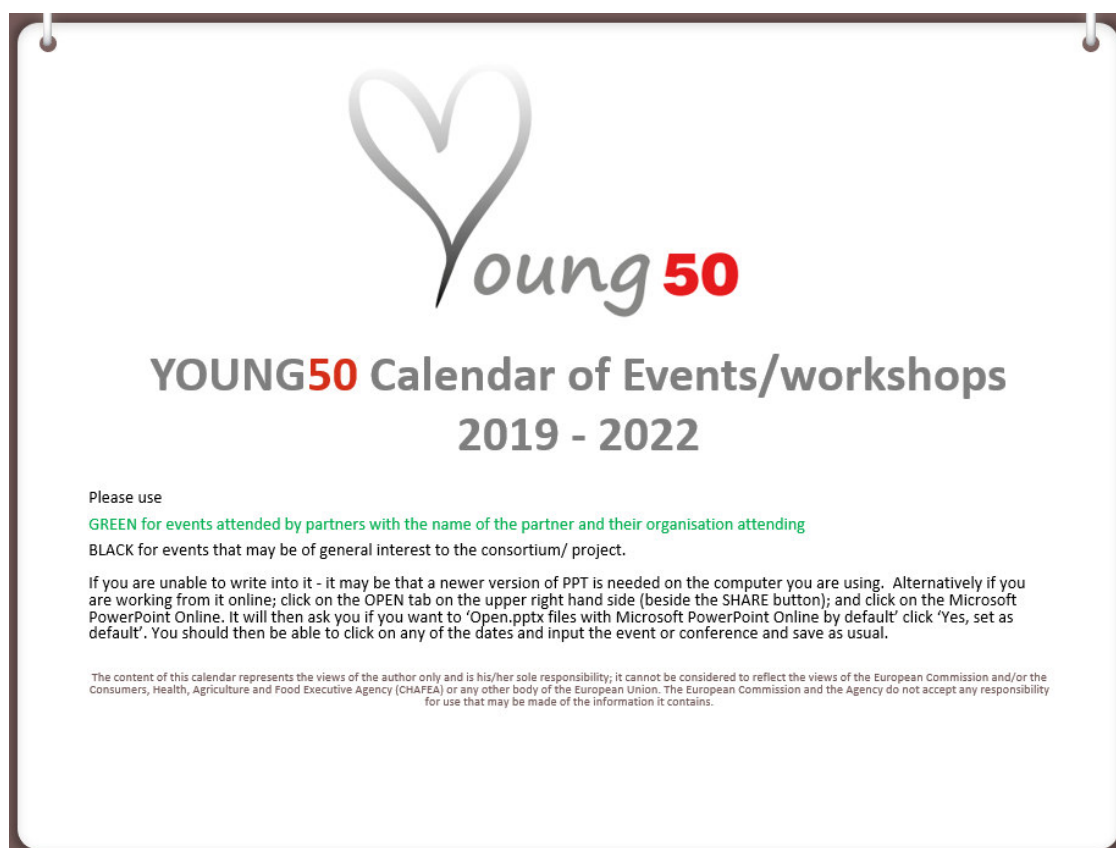


Figure 13 - YOUNG50 Calendar of Events

2.6.2 International events

During the first project year, all partners have discussed the participation in international and national events in order to evaluate the importance of the project and exhibit tangible project promotional materials.

Participation in international conferences/workshops/events is fundamental in order to connect with healthy lifestyles initiatives (as YOUNG50 does) and to broaden the use of clinical preventive services which are critical to preserving health, maintaining function and reducing health care costs and long-term care needs.

The table below describes international events participated in and attended by YOUNG50 partners in the first project year.

Name of the event	Date of the event	Participating partners	Participants	Communication material used	Type of audience reached	Outcomes	Other (Please, specify)
INTERNATIONAL EVENTS							
2014-2020 EU Health Programme Conference (Brussels)	30/09/2019	Uls 6	300	Poster	European Commission, health organisations active in public health, policy-makers, researchers, health professionals, representatives of intergovernmental organisations, NGOs; civil society organisations, policy makers	Good opportunity for networking and presenting preliminary work to European Commission	https://ec.europa.eu/chafea/health/newsroom/news/18032019/index_en.htm
"Active Ageing as a tool for social innovation" (Trieste)	23 January 2020	ProMIS	60	PPT presentation, website, leaflet	Policy makers, Regional stakeholders	Better understanding of the project	https://www.consiglio.regione.fvg.it/cms/hp/eventi/0212.html
AgeingFit event (Nice)	28-29 January 2020	ProMIS	50	PPT presentation, website, leaflet	Actors in the innovation cycle from research to market, along with the key players in regulation and evaluation in the field of healthy ageing	Presentation of the YOUNG50 project	https://www.ageingfit-event.com/

Table 7 - Participation in international events



2.6.3 Local stakeholder engagement

A stakeholder analysis was performed to identify stakeholders, context, interests, and drivers and coherently fine-tune the communication strategy. The analysis highlighted the differences for project promotion at EU level from MS/regional levels. Partners identified, contacted and met up with local, regional, and national stakeholders in their respective institutions to inform about the aim and activities of the project and to start creating awareness on the European added value and collecting feedbacks.

During the first phase of the project, stakeholders providing public health services at local and regional level have been involved in order to present the project and to share with them the approach to be taken into account in carrying out the services focused on target groups identified by YOUNG50.

A number of local face-to-face meetings have been conducted at the pilot sites as a means of liaising with stakeholders, providing opportunities for direct exchange.

A very interesting result arising from these actions is the signature of protocols of cooperation among a few partners and their local networks which highlight the real interest to implement activities with a real impact on local health services.

Physical meetings have been suspended since the end of February due to the COVID-19 outbreaks and new approaches for stakeholder involvement have been discussed in the last two months and during the last project meeting organised at the beginning of April.

Table 8 below shows the partners, the contacts, where and when the meeting took place and a brief description of what was gained from the meeting.

Name of the event	Type of event	Date of the event	Participating partners	Participants	Communication material used	Type of audience reached	Objectives	Outcomes
LOCAL STAKEHOLDERS ENGAGEMENT								
Resource administration	Meeting	06/2019	Centro poliklin	6	Project proposal	Institution employees	Present the project	Positive attitude towards the project
Coordination team	Meeting	06/2019	Centro poliklin	5	Project proposal, GANTT charts	Institution employees	Present the project actions plan	Positive attitude towards the project
Clinic personel	Meeting	06/2019	Centro poliklin	50	Slides	Institution employees	Present the project	Positive attitude towards the project
IT team meetup	Meeting	08/2019	Centro poliklin	5	IT material	Institution employees	Algorithm presentation	Positive attitude towards the project
Key stakeholders	Meeting	09/2019	Centro poliklin	13	Slides, proposal	Key stakeholders	Discuss resources	Positive attitude towards the project
Working Group meeting – Cardio50 Cardiovascular screening programme	Working group meeting	24/09/2019	Ulss n.6 & CARDIO50 Cardiovascular screening working group	11	Minutes	Veneto Region for use in the CARDIO50 screening programme - Centro Poliklin - Aer Pur Romania - MOHLUX for use in YOUNG50	To review the CARDIO50 questionnaire and algorithm	Revisions discussed and transmitted to implementing partners
Working Group meeting – Cardio50 Cardiovascular screening programme	Working group meeting	22/10/2019	Ulss n.6 & CARDIO50 Cardiovascular screening working group	10	Minutes	Veneto Region for use in the CARDIO50 screening programme - Centro Poliklin - Aer Pur Romania - MOHLUX for use in YOUNG50	To review the CARDIO50 questionnaire and algorithm	Revisions discussed and transmitted to implementing partners. Production of the final version of the questionnaire and algorithm to be used in YOUNG50
City municipality meetup	Meeting	10/2019	Centro poliklin	6	Proposal, algorithm	Key stakeholders	Discuss resources	Positive attitude towards the project
Meeting of the ProMIS' TOC with the Italian Regions and Ministry of Health	Meeting	14-15/11/2019	ProMIS	20	PPT presentation	Italian Regional representatives of the health directorates	Presentation of the YOUNG50 project	Better understanding of the project

Creation of the Romanian expert group	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA	14	Leaflet, document with description of the project, web page of the project, e-mails, telephone and personal meetings	Medical doctors from Iuliu Hatieganu University of Medicine and Pharmacy, Cluj-Napoca Romania, Public Health Authority of Cluj county, general practitioners from Cluj-Napoca	Increasing awareness, involvement and support for the project among stakeholders	Creation of the expert group for Romania comprised of 14 people
Partnership with the Iuliu Hatieganu University of Medicine and Pharmacy, Cluj-Napoca, Romania	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA		Protocol of cooperation		Establishment of partnership for project implementation	Signed protocol of cooperation
Partnership with the Public Health Authority of Cluj county, Romania	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA		Protocol of cooperation		Establishment of partnership for project implementation	Signed protocol of cooperation
Meeting with the Italian Reference Sites of EIP-AHA	Meeting	20/12/2019	ProMIS	15	PPT presentation	Italian Reference Site of EIP-AHA	Presentation and update of the YOUNG50 project	Better understanding of the project
Meeting of the ProMIS' TOC with the Italian Regions and Ministry of Health	Meeting	06-07/02/2020	ProMIS	20	PPT presentation	Italian Regional representatives of the health directorates	Update on the YOUNG50 project activities	Update on the YOUNG50 project activities
Working Group meeting – Cardio50 Cardiovascular screening programme	Working group meeting	22/10/2019	ULSS6 & CARDIO50 Cardiovascular screening working group	10	Minutes	Veneto Region for use in the CARDIO50 screening programme - Centro Poliklin - Aer Pur Romania - MOHLUX for use in YOUNG50	To review the CARDIO50 questionnaire and algorithm	Revisions discussed and transmitted to implementing partners. Production of the final version of the questionnaire and algorithm to be used in YOUNG50
City municipality meetup	Meeting	10/2019	Centro poliklin	6	Proposal, algorithm	Key stakeholders	Discuss resources	Positive attitude towards the project
Meeting of the ProMIS' TOC with the Italian Regions and Ministry of Health	Meeting	14-15/11/2019	ProMIS	20	PPT presentation	Italian Regional representatives of the health directorates	Presentation of the YOUNG50 project	Better understanding of the project

Creation of the Romanian expert group	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA	14	Leaflet, document with description of the project, web page of the project, e-mails, telephone and personal meetings	Medical doctors from Iuliu Hatieganu University of Medicine and Pharmacy, Cluj-Napoca Romania, Public Health Authority of Cluj county, general practitioners from Cluj-Napoca	Increasing awareness, involvement and support for the project among stakeholders	Creation of the expert group for Romania comprised of 14 people
Partnership with the Iuliu Hatieganu University of Medicine and Pharmacy, Cluj-Napoca, Romania	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA		Protocol of cooperation		Establishment of partnership for project implementation	Signed protocol of cooperation
Partnership with the Public Health Authority of Cluj county, Romania	Individual meetings and discussions	11/2019 12/2019	AER PUR ROMANIA		Protocol of cooperation		Establishment of partnership for project implementation	Signed protocol of cooperation
Meeting with the Italian Reference Sites of EIP-AHA	Meeting	20/12/2019	ProMIS	15	PPT presentation	Italian Reference Site of EIP-AHA	Presentation and update of the YOUNG50 project	Better understanding of the project
Meeting of the ProMIS' TOC with the Italian Regions and Ministry of Health	Meeting	06-07/02/2020	ProMIS	20	PPT presentation	Italian Regional representatives of the health directorates	Update on the YOUNG50 project activities	Update on the YOUNG50 project activities

Table 8 - Local stakeholders' engagement

2.7 Synergies with other projects, networks & initiatives

During the first year, the YOUNG50 partners identified and have started up liaisons with European initiatives, organisations and network partners of European projects related to similar thematic areas and/or funded by the Health Programme.

The projects have been identified as they are managed or participated in by organisations connected with the YOUNG50 partners. This facilitates such synergies and creates cross-cutting connections, including through dissemination activities. A particular connection has started up with the EUPAP – A European Physical Activity on Prescription model project, funded by the Health Programme PJ-04-2018 call, similar to PJ-05-2018, whose aim was to transfer and scale-up validated best practices and interventions adopted in Member States in order to roll-out them throughout Europe.

In this context, the project outlook is to reinforce the connections listed below, in order to better uptake locally the CARDIO 50 programme and to expand project knowledge and relative outcomes.

Project, initiative, network	Description	Opportunities	Website
SYNERGIES			
EUPAP – A European Physical Activity on Prescription model	Promote good health and prevent non-communicable disease through implementing country-based physical activity on prescription (PAP) programs in health services in several countries.	Transferring and scaling-up both best practices together throughout Europe, connecting the dots in common	https://www.eupap.org/
EU Health Policy Platform	Collaborative online tool that makes it easy for European Commission services, health-related interest groups and stakeholders to communicate with each other	Exchange discussions with other networks, particularly with those focused on chronic disease prevention	https://webgate.ec.europa.eu/hpf/networks
EIP-AHA	Initiative launched by the European Commission to foster innovation and digital transformation in the field of active and healthy ageing	Dissemination of YOUNG50 best practice and project events	https://ec.europa.eu/eip/ageing/home_en
INCASO	Thematic network aimed at: putting the comprehensive needs of people and communities at the centre of health systems - empowering people to have a more active role in their own health; creating synergies with existing European networks/partnerships	Getting in contact with other stakeholders' networks	https://www.promisalute.it/servizi/Menu/dinamica.aspx?idSezione=22098&idArea=22373&idCat=22373&ID=22373&TipoElemento=area
VIGOUR	Project that supports care authorities in progressing the transformation of their health and care systems to provide sustainable models for integrated care which will facilitate identification of good practice and scaling-up.	Exchange information and practices over the integrated models of assistance adopted by the projects	https://vigour-integratedcare.eu/
RSCN	Principal forum and authority representing all EIP on AHA Reference Sites, and to establish connections with and across the Actions Groups (AG) in order to promote AHA	Dissemination of YOUNG50 results and events among 102 European Regions recognised by the EC innovative areas for implementing innovative solutions of health promotion and prevention	http://www.rscn.eu/

Table 9 – Synergies activated

The reinforcement of connections with other projects/networks during this first year of the project has been relevant for informing about the existence of initiatives on CVD management that are recognised by the European Commission as best practices to be replicated, disseminated and shared throughout Europe. The preliminary engagement of these networks will ease further dissemination of findings on such practices with a view to:

- provide evidence of the added value of the new integrated model
- leverage exploitation of the resulting tools
- make healthcare & social system authorities and policymakers aware of the opportunity of using the screening model and put in place prevention programmes on CVD management
- increase social awareness on the effectiveness of public prevention and screening programmes

2.8 Contribution of the partners to the communication and dissemination of Young50 during its first year

Partner	Social Media sharing		YOUNG50 in partners' Website and newsletter		Presentation of the project at events and Conferences	
	No. posts/tweets	Audience reached	No. posts/tweets	Audience reached	No. posts/tweets	Audience reached
Azienda ULSS 6 Euganea	22		3		4	
Azienda ULSS 4 Veneto Orientale	50		7		5	
Ministère de la Santé - Luxemburg	-		-		-	
Viesojilstaiga Centro Poliklinika	-		-		6	
Asociata Aer Pur Romania	-		-		3	
Asociacion Instituto de Investigacion en Servicios de SaludKronikgune	60		3		-	

Table 10 - Partners contribution



3 LESSONS LEARNED FROM THE FIRST PERIOD IN MOVING THE NEXT 6-12 MONTHS' DISSEMINATION AND COMMUNICATION ACTIVITIES FORWARD

The utility and power of the First Communication and Dissemination report is to take stock of the situation, highlighting the critical issues and/or activities that need to be better developed.

The analysis of the first period has shown that many tools, such as the YOUNG50 project website, social media and promotional material, have been created and further developed, however **it is time to boost** them. In particular, partners are encouraged to consider more ways to extend and involve their stakeholders and the wider community, by strengthening their presence and work through online tools.

The YOUNG50 project has been promoted at local, national and international conferences and events, through the use of different communication materials (i.e. leaflet). However, based on the above presented numbers, events generally referred to small audiences (with an average of 10 people per event), presumably already acknowledged and with no big or widespread repercussions.

Considering that the advancement of the YOUNG50 project activities can be seriously affected by the Covid-19 emergency period, the Communication team is channelling its efforts into exploring ways to transform this troublesome situation into an opportunity. Social media should generally be more exploited, while activities could be arranged and performed digitally, as preparation of tutorials for each country, recruitment of participants and training of health assistants or nurses or other persons performing the follow up. Videos could also be prepared for participants and GPs to increase visibility and participation.

This adaptive, flexible and quick response approach requires strong participation and collaboration from all YOUNG50 partners in order to better evaluate any communication product.

The following table aims to highlight the degree of achievement of the objectives indicated for the targets (see par. 1.1) at the end of the first year of the project activities.

Objectives	Target groups	Degree of achievement
Design and launch the YOUNG50 website	Stakeholders from both the health and digital sectors (Operational level) Local, regional, national and European Policy makers (Political level) General population	100%
Design and create the promotional material of the project (logo, overall brand presentation, newsletter, project leaflet, social media channels)	Stakeholders from both the health and digital sectors (Operational level)	30 % (Project lifelong activities)

Monitor the project's website and social media profiles	Local, regional, national and European Policy makers (Political level) Stakeholders from both the health and digital sectors (Operational level) General population	30 % (Project lifelong activities)
Identify stakeholders' groups of all project partners	Stakeholders from both the health and digital sectors (Operational level) General population	100 %
Participate in events at national and European level to raise awareness and visibility for the project	Local, regional, national and European Policy makers (Political level)	20 % (Project lifelong activities)
Coordinate with partners to promote better engagement at local level and stronger involvement	Stakeholders from both the health and digital sectors (Operational level) General population	30 % (Project lifelong activities)
Translate dissemination material into partners' languages to allow a better engagement of local and regional stakeholder groups	Stakeholders from both the health and digital sectors (Operational level) General population	30 % (Project lifelong activities)
Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives	Local, regional, national and European Policy makers (Political level)	30 % (Project lifelong activities)
Create internal guidance for appropriate communication of the project for partners to disseminate the project to local stakeholders	Stakeholders from both the health and digital sectors (Operational level) Local, regional, national and European Policy makers (Political level) General population	100 %

Table 11 - Degree of achievement of the objectives

ANNEX I – Guidance

Guidance and good practice on how to reach stakeholders in the framework of YOUNG50 project

Knowing Your Audience

When communicating with anyone, one of the most important aspects of successful conversation is knowing who they are. Find out about them through what they read i.e. newspapers/ journals, what they watch, where they watch it and which online platforms they use. When it comes to motivating stakeholders to engage in the YOUNG50 project: think global and act local!

How?

Brainstorming with your colleagues is fundamental to determine who the relevant stakeholders are for the project. Moreover, you could take a look into documentation on previous projects, and/or talk to project teams to identify stakeholders likely to be involved.

YOUNG50 Key stakeholder mapping tool

Each partner should identify and then contact their local, regional, national and EU stakeholders to obtain their feedback on the level of participation they desire, frequency and type of communication, and any concerns or conflicting interests they have.

The use of the YOUNG50_ Key stakeholder mapping tool provided by ProMIS aims to guide you in identifying stakeholders and gathering information from them.

Social Media

- Twitter and Instagram

Both Twitter and Instagram are a fantastic, convenient and quick way to reach local stakeholders. For all tweets and post use the @young50_eu handle and the hashtags #europeanproject #young50project #cardiovascularisease #prevention #stayhealthy.

Other handles can be included, for example: YOUNG50 project partners handles i.e. @promis_staff, @promisalute. Utilise any other stakeholders handles according to your specific organisation, specific area of interest within CVDs and/or your region. If you use hashtags of your city/municipality/region/country it can help to gain a more local audience. i.e. #Padua #Spain #Romania #Lithuania etc.

- LinkedIn

LinkedIn is a professional networking site and a community with hundreds of millions of professionals worldwide. Not only does LinkedIn enable you to connect with people you know, it also enables you to connect with people up to three degrees away: this can be a strategic and useful way to reach local, regional, national and international stakeholders.

As your profile is about the prospects you are trying to attract, each partner should use “Advanced Search” and filter by keyword, i.e. geographic location, company.

Moreover, for all original content you write and publish and all posts use the hashtags #europeanproject #young50project #cardiovascularisease #prevention #stayhealthy ; tag @Young50 Project and link: <https://www.linkedin.com/company/young50-project/>

Conferences & Events

A great way to communicate the project is to utilize any platform when you or your colleagues are speaking at different conferences & events. This can also be done by networking if you are solely attending a conference. All partners should contribute to the identification of key events at which they believe the project should be represented in order to get the YOUNG50 project message out to interested stakeholders.

Branding

For all written, online or printed material always ensure you use the YOUNG50 logo; you must also include the EU Health Programme logo and disclaimer. You will find both logos and guidance in the YOUNG50 project Drive folder. When using these logos make sure you don't distort them. Send them to ProMIS staff if you need assistance.



ANNEX II – First newsletter of the project



Co-funded by
the Health Programme
of the European Union

Being a Young50 depends on you. Discover how!



Why a Young50 project?

There is already a good practice but still lots of work to do in many places of EU Countries to prevent Cardiovascular risks.

Young50 helps! Subscribe to know more and keep updated. You will receive a newsletter each six month until April 2022. To be kept up to date of [YOUNG50](https://www.young50.eu) events, activities and future webinars, make sure you subscribe below.

[Subscribe](#)

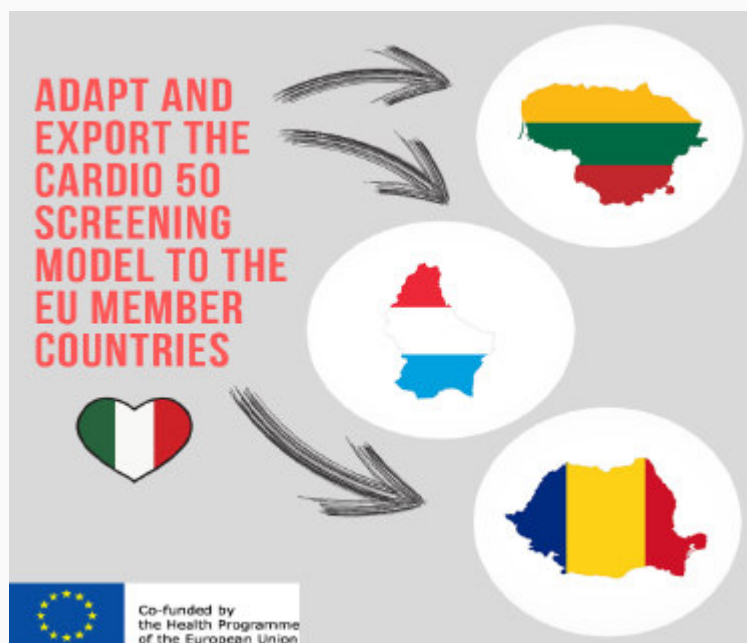
From Veneto (Italy) to Lithuania, Romania and Luxembourg



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This document was funded by the European Union's Health Programme (2014-2020)



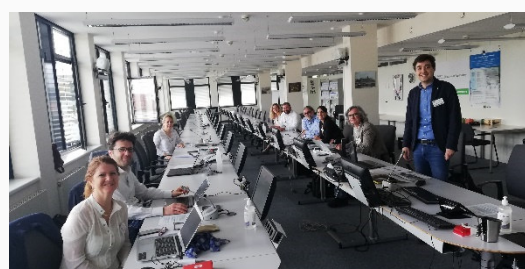
From Veneto (Italy) to Lithuania, Romania and Luxembourg

Increasing Young50 adopters!

The 2018 Work Health Programme sets out that the priority in the area of promotion of good health, prevention of non-communicable diseases is on transferring and/or scaling up existing good and best practices. In this context, the SGPP (Steering Group on Health Promotion, Disease Prevention and Management of ...

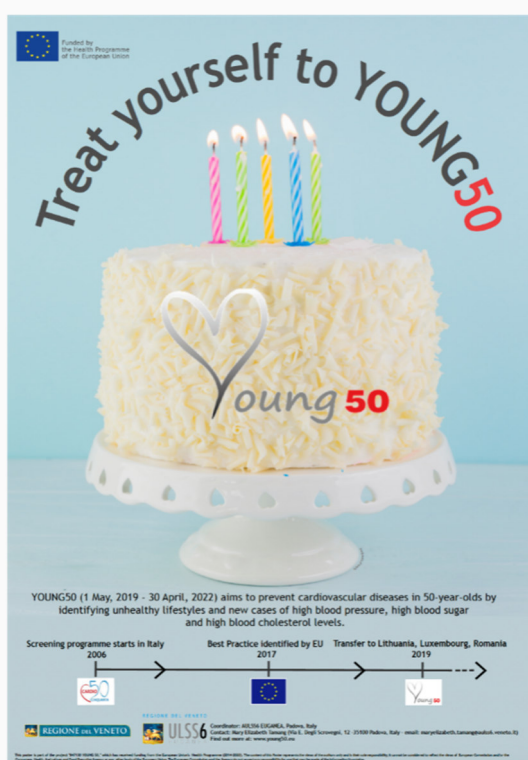
[Read more](#)

YOUNG50 project kick-off meeting



Read more

YOUNG50 and the EU Health Programme conference



[Read more](#)

The first IT visit in Padova, Venice



The first IT visit took place in Padua, close to the Adriatic coast of Italy. In this occasion, an overview and discussion about CARDIO50 algorithm were made. The two-day course had participants from Italy, Romania and Lithuania. In order to transfer the CARDIO50 program to other countries ...

[Read more](#)

Why this Young50 mail is reaching you?



Co-funded by
the Health Programme
of the European Union

www.young50.eu

This document was funded by the European Union's Health Programme (2014-2020)

One key focus of YOUNG50 project is to disseminate project result to relevant policy makers and the identify target group (scientific and professional community, public health policy makers, general public) in the participants MSs and at EU level as part of a comprehensive program for health promotion and prevention of cardiovascular diseases. Timely and effective communication of activities, learning, outcomes and results is crucial for the uptake and ultimate success of YOUNG50. In this first six months of the project, all partners have contributed to identify and contact key stakeholders at local, regional, national and international level. Particularly, in order to encourage this phase, the first leaflet has been drafted and uploaded in the specific [communications](#) page of the project website: translations into each language of the partners of the Consortium were finalized with the aim of facilitating project communication in each country. Moreover, social media, such as LinkedIn, Instagram and Twitter have been set up during the third month of the project and with the purpose of better disseminate and communicate YOUNG50 to the wider public. All partners used their own social media sharing news and post to reach out their users and new users. In Lithuania the project has been presented to different university, city municipalities, Public Health bureau and clinic doctors.

[Read more](#)

What's next?

The local feasibility analysis and adaptation phase of YOUNG50 is approaching completion, and the implementing partners from Lithuania, Luxembourg and Romania have begun developing their action plans to deploy a tailored version of the CARDIO50 screening programme in their respective countries, including adaptation of programme software to the local IT systems. Now that the specifications are at an advanced stage, development will soon start of the YOUNG50 app to be piloted in Italy next Spring, and subsequently in the implementing countries.

A face-to-face Project Executive Committee meeting will be held in Padova on 6-7 November at the premises of the Coordinator, AULSS6Euganea, with representatives from all YOUNG50 partners. The aim is to take stock of activities performed to date, and agree on action to be taken in the short and long term. Face to face meetings also serve the essential purpose of team building and of reinforcing commitment to Young50's shared goals and objectives.

Let us know

If there is something you want to make us know, we would appreciate your feedback. Feel free to write here:



Coordinator: Azienda ULSS6 Euganea
innovazione.sviluppo@aulss6.veneto.it

**For more on this and to keep in touch with YOUNG50 activities
remember to subscribe to our newsletter**

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