

Dissemination Strategy

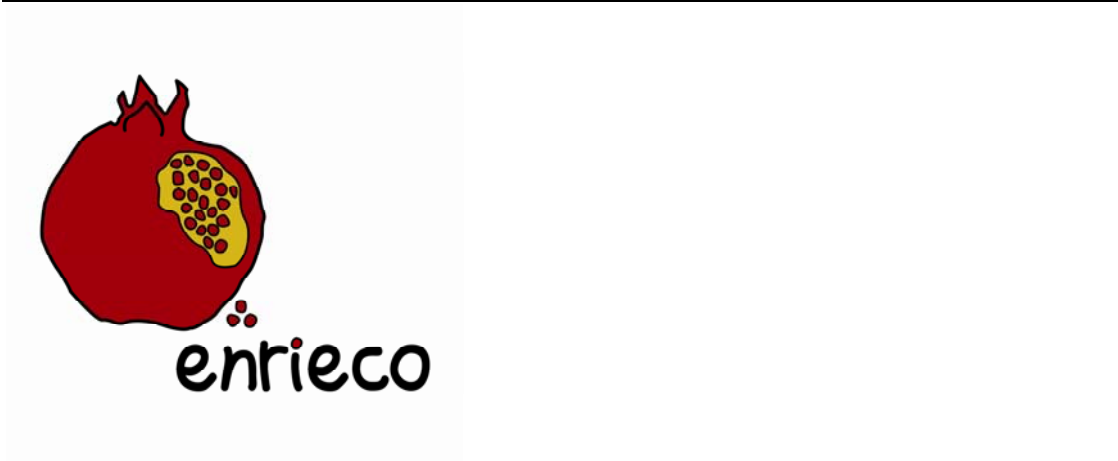
WORK PACKAGE 6

DELIVERABLE 8

Manolis Kogevinas

Maria Vassilaki

University of Crete, Heraklion, Greece



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1 Dissemination Strategy

A **Dissemination Strategy Document (DSD)** has been prepared and is forwarded to the Project Executive Committee for review, modifications and approval. This document will be presented to the Project Executive Committee at each ENRIECO meeting for update and approval.

1.1 Introduction

The partnership is committed to disseminating the expected methodological and scientific developments and substantive results of this project to a wide user community of academics, public health departments, and policy makers throughout Europe (e.g. through stakeholder forum).

Every effort will be made to ensure that the results of the project are made widely available and accessible to all such user-groups, including, where feasible, web-site access in various languages.

A wide range of dissemination methods will be employed. The list of deliverables expected from “Work Package 6- Dissemination” is specifically designed to promote and disseminate the results of the work.

1.2 Dissemination Principle and Logic

The principle of dissemination will be to ensure an active dialogue, and to provide opportunities for exchange of expertise and experience, and transfer of knowledge.

The logic that underlies dissemination procedures is:

- to be effective, dissemination must be targeted at, and customised to, specific user groups;

- user needs and expectations thus need to be assessed and defined early in the process, and users need to be involved in identifying and developing appropriate dissemination strategies;
- different methods, pathways and media of dissemination need to be used to reach the different user groups;
- immediacy is important during the lifetime of the project, to ensure that interested parties learn about the project in a timely manner – Web-based techniques of dissemination are vital in this context;
- long-term uptake and use of the project outcomes requires that knowledge about the project is invested in a wide range of both end users and intermediate users (e.g. service providers).
- project participants and core stakeholders will also access the web-based content management system set-up for the project where reports, draft documents, papers will be posted for comments and contributions.

1.3 Dissemination Tools and Events

1.3.1 ENRIECO Website

An active tiered Website has been set up at www.enrieco.org . This will provide information on the project, updates on progress and results, and a gateway to other relevant research. (See Annex 3.1). This interactive website will help to share information between project partners as well as with the outside world.

1.3.2 ENRIECO Logo

A project Logo is a way to communicate the project's uniqueness and express dimensions of its objectives. Three different logos were created by a group of graphic designers and discussed by partners for their strength and affinity to ENRIECO's objectives. The one chosen (Figure 1) was the pomegranate which has

been known as a symbol of fertility used in the arts, representing the infants and children of all the birth cohorts participating in this projects.

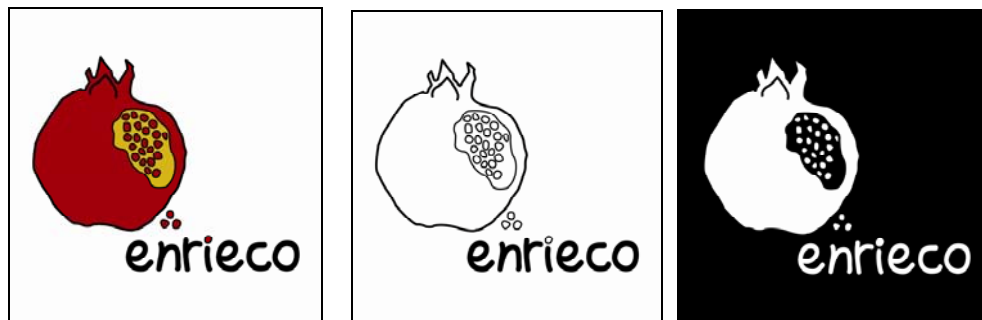


Figure 1. The ENRIECO Logo chosen

1.3.3 ENRIECO Brochure

We created a Web-based project brochure announcing the project, and providing simple information about the project for interested parties. (See Annex 3.2)

1.3.4. Newsletter & Bulletin

A regular Newsletter and Bulletin, will be distributed at months 8 and 20, both via the Web and, for targeted individuals, in hard copy. This will be aimed at alerting users to key developments and headline results, events, and personnel involved in ENRIECO, and to provide links to other related activities (e.g. parallel studies). It will also provide commentaries on the implications of these developments for policy, and will invite similar commentaries and reviews from users or other researchers.

1.3.5. Conference Presentations, Posters & Publications

We will publish the ENRIECO findings in leading, international, peer-reviewed journals, and also make presentations at major national and international conferences and symposia (in all the relevant disciplines), in order to disseminate results to the scientific community. Because of the broad scope and interdisciplinary



nature of the project, publication will deliberately be aimed at different journals, in order to access different audiences.

Papers deriving from the study will be aimed at major, peer-reviewed international journals in the key fields of interest, including exposure assessment, water, epidemiological, and public health journals. Papers will also be widely published as both oral and poster presentations at national and international symposia and conferences

Scientific publications and presentations at major conferences are aimed at informing academics. Every effort will be made to ensure that the results of the project are made widely available and accessible to all such user-groups.

There have been already 2 presentations related to the ENRIECO project:

- **European Coordination of Birth Cohorts - 2 EC funded projects: ENRIECO & CHICOS** by *Martine Vrijheid*, Annual Scientific Meeting of the INMA project – Infancia y Medio Ambiente (Childhood and Environment). Oviedo, Asturias, 29-30 June 2009
- **Potential for Collaboration between EUCCONET and other European Projects** by *Martine Vrijheid*, EUCCONET (European Child Cohort Network) Workshop on Consent and Network Objectives. Paris, France, February 17-18th, 2009

Target journals for scientific publications will include: Nature and Science for high level, overview papers; Epidemiology, British Medical Journal, Lancet, European Journal of Public Health and Environmental Health Perspectives for results relating to environmental epidemiology and public health; Environmental Science and Technology, Environmental Toxicology and Chemistry and Environmental Pollution for results relating to environmental monitoring, biomonitoring and environmental systems; Biostatistics, Statistics in Medicine and Journal of the Royal Statistical Society for statistical methodologies; and Risk Analysis and Environmental Modelling and Assessment for more general results on risk assessment methodologies.

1.3.6 ENRIECO Workshops

We will organize workshops and seminars, at key stages in the project. We have already organized the 1st ENRIECO kick-off meeting at month 3 (Barcelona, Spain - 28-29 May 2009). The first workshop brought together the cohort members and evaluated the inventory and the protocols for the Work Packages (WPs). During the workshop, working groups were formed to address the topics within WPs 2, 3 and 4 over the following year. Clear objectives were formulated for each working group, and tasks divided among its members.

1.3.7 Media Awareness

Production of press releases will be made to attract media attention to significant events and publications. A media day will be organised at the beginning of the 2nd meeting to attract the interest of media and another one at the time of the Final Dissemination Material so as to raise public awareness regarding ENRIECO and its findings.

1.3.8 Publication of materials for the non-specialist

We will publish on the project's website materials for the non-specialist audience, on the health risks of environmental pollution in Europe, and the role in this on policy, lifestyle/behaviour etc.

1.3.9 Stakeholders

Stakeholders will be contacted to provide with information on the project on a regular basis, promote discussion on the topic, attract attention to the project and receive comments and feed-back on the progress. We will initially target EC institutions, WHO, scientists, policy makers, industry and consumer organisations and ask them to provide us with contact details and input. For example, the

consortium participants and cohorts members will be asked to provide names and contact details. We will build on the work from other EC funded projects and continue their contacts. Others that are interested can provide us with contact details (at any time during the project). Stakeholders will be provided with the latest developments of the project, including interim results, publications, event details and other related projects and results.

We hope that in this way we will create momentum and interest for our final workshop, for which we will invite all those who have signed up. We do not know at this stage which Stakeholders will express interest in the project but are hoping for an equal distribution between different stakeholder groups.

In the long-run, also, dissemination of the knowledge gained in ENRIECO will be carried out via involvement of partners in other projects, funded both by the EU and by national and other international agencies. Many partners are involved in existing projects, and close collaboration with these will also enable wide-ranging dissemination through different communities of scientists and users. In addition, all partners are active in other research networks and user groups, and these too will provide important channels for dissemination.

Last but not least, efforts will be made to raise awareness about the project and its outcomes, and to encourage their use, through the many policy networks with which partners are involved at national and international level. Inter alia, these include the various Directorates of the EU, the European Environment Agency and its topic centres, Members States' environmental and health ministries, and regional and local authorities.

1.3.10 The Final Dissemination Material (Deliverable 21)

The final dissemination material due on month 21 of the project will include scientific papers, summaries of the scientific information for lay people and policy makers and press releases of the findings.

2 ENRIECO Dissemination Plan

2.1 Website

- The website includes a public section and a members' login area, where each work package group have their own space to upload reports and documents in preparation, and will be used as an information and dissemination tool among their members.
- Continuous update of the website with new ENRIECO reports and partner publications
- Continuous update of the links to Birth Cohort Websites and relevant Research Projects)
- Establish links with EU activities and other worldwide activities relevant to ENRIECO's aim
- Advertise ENRIECO Events and events by other relevant to ENRIECO research projects and organizations.
- Publish Documents in language for lay-people on Children's Environmental Health and links to such documents by major research projects and organizations.

2.2 Newsletter & Bulletin

A regular Newsletter will be distributed at months 8 and 20, both via the Web and, for targeted individuals, in hard copy. This will be aimed at alerting users to key developments and headline results, events, and personnel involved in ENRIECO, and to provide links to other related activities (e.g. parallel studies). It will also provide commentaries on the implications of these developments for policy, and will invite similar commentaries and reviews from users or other researchers.

The newsletter will reach not only the partners but also an extended variety of organizations such as academic, research, consumer, regulatory, environmental, governmental or health-related organizations. In addition it could reach several relevant social groups and stakeholders.

2.3 ENRIECO organized events

The **2nd ENRIECO workshop** will be organized at month 18 (The Netherlands) and will be focused on the evaluations and recommendations of the working groups within each WP, and the presentation and evaluation of the outcomes of the case studies. The working groups will be asked to present their findings and these will be discussed during the workshop. The findings recommendations will be aggregated for the final report, and other means of dissemination. (Part of) the workshop will be targeted at and opened to both academics and non-academic user groups such as public health department, and policy makers. The workshop will be advertised to relevant communities.

2.4 External events

- Presentation of ENRIECO in other Newsletters (e.g., EU magazines and Newsletters, Universities', Institutions' newsletters and websites, etc.)
- ENRIECO Presentations and Posters in Conferences organized by other projects, associations or organizations.
 - A Poster for ENRIECO will be presented at The Third International Childhood Cancer Cohort Consortium (I4C) Workshop to be held during November 16-17, 2009 at the International Agency for Research on Cancer, Lyon, France.
 - It will be attempted to present ENRIECO at the European Ministerial meeting on Environment & Health.

2.5 Interact with Stakeholders

Contact and establish a dialogue with Stakeholder groups within and beyond the scientific community to disseminate the projects interim and final results.

At first, aim at disseminating information about ENRIECO and its objectives and built personal contacts with and within the group, channels through which the ENRIECO interim and final results will be disseminated.

2.6 Contact with other research Projects

Active contact will be pursued with other EU funded research projects including CHOCOS, HIWATE, Escape, EnviroGenoMarkers, and other.

3 Annex

3.1 ENRIECO Website, www.enrieco.org



The screenshot shows the ENRIECO website homepage. At the top left is the ENRIECO logo, a stylized red pomegranate with the word 'enrieco' below it. To the right of the logo is a navigation menu with links: 'About Enrieco', 'Coordination', 'Publications', 'News and Events', and 'Communication & Dissemination'. Below the navigation menu is a blue sidebar with a paperclip icon and a list of links: 'The project', 'Work Packages', 'Management', 'Enrieco Facts', 'Partners', 'Cohorts', and 'Related links'. The main content area features a large banner image of a family (mother, father, and baby) with the title 'Environmental Health Risks in European Birth Cohorts'. Below the banner is a red navigation bar with the same menu items as above. To the right of the banner is a 'news & events' section with a calendar icon. The 'news & events' section contains two items: 'Third International Childhood Cancer Cohort Consortium (I4C) Workshop, 16-17 Nov 2009, IARC, Lyon' and 'The Third International Childhood Cancer Cohort Consortium (I4C) Workshop to be held during November 16-17, 2009 at the International Agency for Research on Cancer, 150 Cours Albert Thomas 69372, CEDEX 08, Lyon, France. You can find additional information in the Agenda.' Below the 'news & events' section is a 'Project Significance' section. At the bottom left of the page is the URL: 'http://www.enrieco.org/Default.aspx?tabid=56 (1 of 2) [17/09/2009 12:18:49]'.

About Enrieco

Environmental Health Risks in European Birth Cohorts

enrieco

About Enrieco | Coordination | Publications | News and Events | Communication & Dissemination

news & events

Enrieco Project: Environmental Health Risks in European Birth Cohorts

Enrieco (Environmental Health Risks in European Birth Cohorts) is a project conducted within the European Union's 7th Framework Programme [Theme 6, Environment (Including Climate Change)]. Its overall aim is to advance our knowledge on specific environment and health causal relationships in pregnancy and birth cohorts by providing support to exploitation of the wealth of data generated by past or ongoing studies funded by the EC and national programmes.

Overall the focus is on exposure response relationships in environment and health in pregnancy and early childhood. The focus is to a large extent on extracting environmental exposure response relationships from existing data with some new work on specific environmental exposure response relationships, and preparatory work on how to obtain them such as standardizing exposure and health outcomes.

The structuring and consolidation of often fragmented data from various studies undertaken throughout Europe will improve the knowledge base for environment and health linkages. Data regarding environment-health causal relationships will be more readily available in a form useful for policy makers.

Project Significance

Third International Childhood Cancer Cohort Consortium (I4C) Workshop, 16-17 Nov 2009, IARC, Lyon

The Third International Childhood Cancer Cohort Consortium (I4C) Workshop to be held during November 16-17, 2009 at the International Agency for Research on Cancer, 150 Cours Albert Thomas 69372, CEDEX 08, Lyon, France. You can find additional information in the [Agenda](#).

Shortly, a Web site will be established that will provide further information including updated agenda information, how to register, hotels, and other important details.

<http://www.enrieco.org/Default.aspx?tabid=56> (1 of 2) [17/09/2009 12:18:49]

3.2 ENRIECO Brochure



Knowledge Dissemination

Enrieco is committed to disseminating the project results to a wide user community, ensure an active dialogue, provide opportunities for exchange of expertise and experience, and knowledge transfer. Dissemination will be achieved through the workshops, the project website, virtual network, and easy accessible information.



Participating cohorts

Social relevance

- The societal and economic costs of children's health disorders associated with environmental exposures are substantial
- Many epidemiological studies conducted in Europe have addressed these issues but the wealth of available information has only been partially exploited
- There is an urgent need to evaluate and combine the existing data, methods and tools from European birth cohort studies. This will help identify causal links between environmental exposures and health and provide recommendations for effective policy decisions
- Finally, as mentioned in the European *Children's Environment and Health Action Plan, Budapest 2004* "We recognize that children are entitled to grow and live in healthy environments...We are well aware that protecting children's health and environment is crucial to the sustainable development of countries."

Project partners (PIs and WP leaders)

- Centre for Research in Environmental Epidemiology, Barcelona, Spain. (Prof Mark Nieuwenhuijsen, Dr Martine Vrijheid)
- Institut National de la Santé et de la Recherche Médicale, Paris, France. (Dr Sylvaine Cordier, Dr Remy Slama)
- Institute for Risk Assessment Sciences, Utrecht University, Utrecht, The Netherlands. (Prof Bert Brunekreef)
- Helmholtz Zentrum München - Deutsches Forschungszentrum für Gesundheit und Umwelt GmbH, Neuherberg, Germany. (Dr Joachim Heinrich)
- University of Crete, Heraklion, Greece. (Prof Manolis Kogevinas)
- Karolinska Institutet, Stockholm, Sweden (Prof Magnus Wickman)
- Charité University Medical Center Berlin, Berlin, Germany. (Dr Thomas Keil)
- Aarhus Universitetshospital, Aarhus Sygehus, Aarhus, Denmark (Prof Jens Peter Bonde)

and representatives of more than 30 European birth cohorts

Project details

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Project Co-ordinator
 Prof. M. J. Nieuwenhuijsen PhD
 Center for Research in Environmental Epidemiology (CREAL),
 Parc de Recerca Biomèdica de Barcelona - PRBB (office 183.05),
 C. Doctor Aiguader, 88, 08003 Barcelona, SPAIN, Tel: (+34) 932147337, Fax: (+34) 932147301,
 Email: mnieuwenhuijsen@creal.cat

Communication and Dissemination
 Prof. M. Kogevinas, MD, PhD, Department of Social Medicine,
 Medical School, University of Crete, Heraklion, Crete, Greece,
 E-mail: kogevinas@med.uoc.gr and
 Dr. M. Vassilaki, MD, MPH, PhD, Department of Social Medicine,
 Medical School, University of Crete, Heraklion, Crete,
 Greece, E-mail: mvassilaki@med.uoc.gr

EC Project Officer:
 Tomas Turecki, European Commission - DG Research, Unit L5
 "Climate Change and Environmental Risks" Office: Rue de
 Champs de Mars 21, 3/130, Mail to: European Commission,
 CDMA 3/130, B-1049, Brussels, Tel: +32 2 29 87438 E-mail:
 Tomas.TURECKI@ec.europa.eu



Enrieco: Environmental Health Risks in European Birth Cohorts

Advancement of knowledge on specific environment and health causal relationships in pregnancy and birth cohorts by providing support to exploitation of the wealth of data generated by past or ongoing studies funded by the EC and national programmes




A project conducted within the European Union's 7th Framework Programme - Theme 6, Environment



Why focus on the foetus, infants and children?



Exposure to many external agents during growth and development may produce adverse effects on health, such as birth defects and neurodevelopmental damage, that have no counterpart in adult life. Epidemiological studies have shown associations between environmental hazards and adverse child health outcomes. The foetus and infant are especially vulnerable to the exposure to environmental risk factors that disrupt the developmental processes. Major environmental hazard such as ambient air pollution, water contaminants, allergens/ biological organisms, environmental tobacco smoke (ETS), noise pollution, pesticides, radiation, toxic wastes, and ultraviolet (UV) light may lead to serious health problems including premature birth, congenital anomalies, low birth weight, respiratory diseases, cancer, learning disabilities, behavioural problems, and may affect health in later life.



Specific objectives

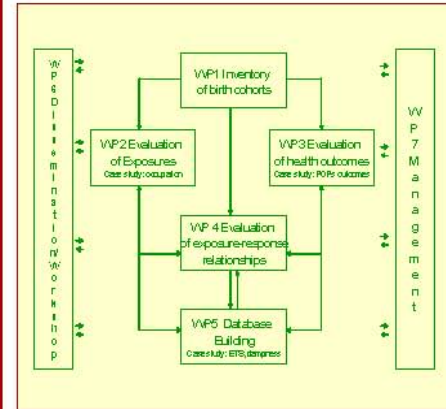
Make inventories of birth cohorts; assure quality and interoperability; validate exposure, health and exposure-response data; obtain data access; build databases and conduct analyses; make recommendations for data collection in the future to improve environment-health linkages; disseminate the information.

Project Methodology

- Include all pregnancy and birth cohorts in Europe that have an environmental component
- Focus on the relationship of environmental factors and health in pregnancy and early childhood
- Bring together cohorts with environment and health information, share resources, expertise and experience in this area, extract environmental exposure response relationships and evaluate this information and build common databases
- Develop protocols that could be used for other projects. Furthermore, evaluate new exposures in relation to health outcomes and make recommendations
- Complete case studies on occupation of the mother, exposure to POPs (persistent organic pollutants), second hand smoke, damp and mould in relation to several health outcomes such as allergy/respiratory diseases and reproductive outcomes
- Develop data regarding environment-health causal relationships that will be more readily available in a form useful for policy makers
- Promote exchange of information and experience between older and newer cohorts and formulate new hypotheses and use of state-of-the-art methods to test these hypotheses
- Implement a fully transparent policy that allows sharing the information obtained by the project with stakeholders including other researchers, policy makers and the public



www.enrieco.org



- WP 1:** To make inventories of existing cohorts (health data, exposure data, biological samples, exposure response functions, expertise), including a searchable database.
- WP 2:** To evaluate existing environmental exposure information, methods and tools, including assurance of quality and interoperability, and data access, analysis and validation, and make recommendations
- WP 3:** To evaluate existing health information, methods and tools, including assurance of quality and interoperability, data access and validation, and make recommendations
- WP 4:** Evaluation of the existing environmental exposure response data, methods and tools, including assurance of quality and interoperability, and data access and validation, and make recommendations
- WP 5:** To build databases, and conduct assurance of quality and interoperability, data access, analysis and validation
- WP 6:** To organise the workshops and dissemination through a project website, virtual network, workshop(s) and easy accessible info (policy makers etc)
- WP 7:** To manage the overall project.

There are many pregnancy and birth cohorts in Europe, with sample sizes ranging from a few hundred to tens of thousands and a number of them aim to examine environment and health relationships. The project aspires to bring together information on approximately 250,000 new births, infants and children.