LATE-AYA

Understanding and addressing LATE-effects of treatment of AYA cancer survivors with AI-based digital phenotyping and non-invasive holistic approach

Project No.101214326

Deliverable

D10.1 Dissemination, Communication and Exploitation Plan

29/11/2025

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DOCUMENT DETAILS	
Project Name	Understanding and addressing LATE-effects of treatment of AYA cancer survivors with AI-based digital phenotyping and non-invasive holistic approach
Project Acronym	LATE-AYA
Grant Agreement Number	101214326
Start Date of the Project and Duration	1 June 2025; 60 months
Project Coordinator Name	Universidad Politécnica de Madrid (UPM)
Task	T10.1 - Communication
Deliverable No.	D10.1
Title of Deliverable	Dissemination, Communication and Exploitation Plan
Beneficiary Responsible	Youth Cancer Europe (YCE)
Authors	Cristina Trifulescu (YCE), Katie Rizvi (YCE), Alina Chis (YCE)
Reviewers	INT, UPM
Status (draft, final)	Final Version
Dissemination Level (PU, SEN)	PU
Keywords	Communication, Dissemination, Social Media

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VERSION HISTORY		
Version	Date	Description
V0.0	17.06.2025	Initial draft by Cristina Trifulescu (YCE)
V0.1	1.10.2025	Review completed by WP10 Group Participants: YCE, UPM, SAM, IEO, INT, FSJD - SJD, DOT, UGR, UTW, UDEU, CQ, KTU, VS, CERTH, UNITO, VHIO, VHIR, NVI, CNAO and UDGA
V0.2	19.10.2025	Final verification by YCE
V0.3	03.11.2025	UPM completed the Communication and Dissemination Register and reviewed the communication activities
V0.4	18.11.2025	INT peer view and revision of communication activities
V0.5	25.11.2025	YCE refinement based on comments received
V1.0	29.11.2025	UPM final review and quality check – version ready for submission

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List of abbreviations

AYA	Adolescents and Young Adults
AP	Associated Partners
BEN	Beneficiaries
BERT	Bidirectional Encoder Representations from Transformers
BD4QoL	Big Data for Quality of Life
CBT	Cognitive Behavioral Therapy
SME	Small and Medium-sized Enterprise
WP	Work Package
EU	European Union
AIEOP	Italian Association of Pediatric Hematology Oncology
SEO	Search Engine Optimization
UPM	Universidad Politécnica de Madrid
IEO	Istituto Europeo di Oncologia
INT	Fondazione IRCCS Istituto Nazionale dei Tumori
FSJD	Fundació Privada per a la Recerca i la Docència Sant Joan de Déu
SAM	Samsung Electronics Limited
DOT	Dotsoft Oloklиromenes Liseis Technologias Pliroforikis Anonimi Etaireia
UGR	Universidad de Granada
UTW	Universiteit Twente
UDEU	Universidad de la Iglesia de Deusto Entidad Religiosa
CQ	C Quadra

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YCE	Youth Cancer Europe
KTU	Kauno Technologijos Universitetas
VS	Vidyasoft
CERTH	Ethniko Kentro Erevnas kai Technologikis Anaptyxis
UNITO	Università degli Studi di Torino
VHIO	Fundació Privada Institut d'Investigació Oncològica de Vall Hebron
NVI	Nacionalinis Vėžio Institutas
CNAO	Fondazione Centro Nazionale di Adroterapia Oncologica

Executive Summary

This document is a deliverable of Work Package 10, *"Communication, Dissemination, Exploitation and Enlargement"*, within the Understanding and addressing LATE-effects of treatment of AYA cancer survivors with AI-based digital phenotyping and non-invasive holistic approach (LATE-AYA), an EU co-funded project under the **HORIZON-MISS-2024-CANCER-01** call for proposals. The Plan provides guidance on external communication (WP10) and outlines the project's strategic ambition and expected impact.

Deliverable **D10.1, "Dissemination, Communication and Exploitation Plan"**, outlines the Communication and Dissemination Plan for the LATE-AYA project. This Plan provides a detailed overview of the communication efforts designed to raise awareness of the project's outcomes and maximise their impact. It is a comprehensive document that defines target audiences, communication and dissemination objectives, social media channels and platforms, key terminology, messaging, branding, and visual identity ensuring that all communication activities are youth-led, inclusive, and aligned with EU visibility requirements.

To ensure effective coordination and implementation of LATE-AYA's communication and dissemination activities, a Communication Working Group will be established. The plan outlines the role of this group and its members in supporting the activities of Work Package 10 (WP10).

The Plan also includes LATE-AYA's Social Media Master Calendar which is an editorial calendar that will structure communication activities across the project timeline, aligning them with deliverables.

A Communication, Dissemination, Events, and Training Register will track activities and outcomes, ensuring transparency and alignment with the project's objectives, deliverables, and milestones.

Finally, the Communication and Dissemination Plan will be reviewed regularly and updated throughout the project to reflect current needs and evolving communication trends.

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1. About this document

Introduction

Adolescents and Young Adults (AYAs) living with and beyond cancer face a distinct set of challenges, including increased risks of secondary cancers, cardiovascular diseases, infertility, and mental health issues such as anxiety and depression. Oncology programs that deliver care to Adolescents and Young Adults (AYAs) typically provide youth living beyond cancer with individualised care plans at the end of treatment to guide follow-up with their primary care providers. However, adherence to these plans is often low, influenced by factors such as age, sex, type of cancer treatment received, and socioeconomic conditions.

LATE-AYA aims to empower Adolescents and Young Adults (AYAs) living beyond cancer to better manage their health and well-being, by developing an artificial intelligence-driven digital platform for managing late effects (LE) of cancer treatment. The project will implement a holistic, non-invasive approach using digital tools such as smartphones and wearables to monitor physical, psychological, and social well-being. LATE-AYA will focus on preventive health behaviours, psychological support, and social reintegration, delivering personalised care through digital interventions. It will contribute to long-term quality of life improvements, facilitate early detection of late effects and provide data-driven insights on the impact of lifestyle choices on health outcomes.

Scope

Deliverable D10.1, *"Dissemination, Communication and Exploitation Plan"*, presented in the following pages, outlines the strategic framework for how the LATE-AYA project, particularly through Work Package 10 (WP10), will engage external audiences, increase visibility, and support communication and dissemination efforts.

The Communication and Dissemination Plan focuses on establishing and maintaining a strong project brand identity while ensuring compliance with EU visibility requirements. This **deliverable includes the development of the project logo, visual identity, colour palette, branding guidelines, project brochure, as well as instructions for partners on how to represent LATE-AYA on their websites and social media platforms**. The Plan defines the target audiences, key messages, and channels, building on the significant experience of Beneficiaries and Associated Partners. This document serves as a reference for all consortium members, enhancing their communication efforts and guiding them in carrying out dissemination activities.

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The main objective of Work Package 10 is to raise awareness of the LATE-AYA project's outcomes and to maximise their impact. This will be achieved through a comprehensive communication and dissemination strategy, as well as through well-planned, audience-focused activities that align with the project's vision and mission.

WP10 will disseminate and promote LATE-AYA initiatives and results to a wide range of stakeholders across Europe, including young people with lived experience, caregivers, healthcare professionals, researchers, policymakers, and the general public, ensuring that the project's achievements are communicated effectively and reach diverse audiences.

The Communication and Dissemination Plan ensures alignment with EU visibility standards, draws on the beneficiaries' experience with EU-funded projects, and is guided by a youth-led, inclusive perspective that puts young people living with and beyond cancer front and centre, ensuring that communication is both impactful and authentically co-created.

All communication materials, including the reports, presentations, and digital outputs, will adhere to EU acknowledgement and branding requirements. Ongoing tracking of visibility and dissemination efforts will be reported regularly, ensuring the project meets its outreach objectives.

The Communication and Dissemination Plan will be reviewed regularly and updated as needed throughout the project.

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2. Planning and Monitoring

Effective planning and systematic monitoring are essential to ensure that LATE-AYA's communication and dissemination activities are well-coordinated, consistent, and impactful throughout the project's lifetime and remain aligned with the project's objectives.

This section outlines the mechanisms and tools that will support the planning, execution, and evaluation of the project's communication efforts. An **Editorial Calendar**, predefined **Key Performance Indicators (KPIs)**, and a **Communication and Dissemination Register** will guide the implementation of communication activities.

2.1 Communication Working Group Activities

In order to achieve an optimal result, LATE-AYA will define a specific Dissemination & Communication structure, with an Expert Board and Communication & Dissemination Working Group working group.

Expert Board (EB) will be the controlling authority in terms of definition of the overall dissemination strategy and guidelines to be followed. This group will oversee the definition of the main objectives and activities that will be deployed during the life of the project and will be updated every year. It will be led by the Dissemination Manager.

▶ The **Communication Working Group** is composed of representatives from all LATE-AYA partners. A shared list of members is maintained internally, and partners are encouraged to update it whenever necessary and inform the WP10 leader (SAM) of any changes. This ensures that the member list of the Communication Working Group remains accurate and up to date.

During the course of the project, both top-down and bottom-up approach will be followed:

- Top-down approach: Expert group is in charge of defining the main guidelines to be followed in terms of global messages, digital strategy, marketing materials, event attendance, and so on, for LATE-AYA dissemination. The D&C working group and each partner may follow these guidelines.
- Bottom-up approach: The Communication Working Group must provide updates about the general situation and upcoming activities for each partner such as publications, event attendance, appearance in local media, etc. to maintain informed in every moment the Expert Group about the progress of the individual dissemination plans.

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The Communication Working Group supports the delivery of WP10 by providing input, sharing expertise and ensuring that messages and communication materials reflect the project's mission, values, and youth-centred perspective.

The Communication Working Group will play a key role in delivering impactful, youth-focused communication that supports LATE-AYA's objectives and maximises the project's reach and visibility. Members of the group will contribute to the development and execution of communication efforts and activities throughout the project's duration. The group also fosters collaboration among consortium partners, streamlines communication efforts across tasks and ensures alignment with the Communication & Dissemination Plan. Regular meetings allow the group to monitor progress, address challenges and maintain a dynamic, youth-centred communication strategy.

2.2 Social Media Editorial Calendar

A central element of planning will be the development of a **Social Media Editorial Calendar**, which will map scheduled communication activities across the project timeline. This calendar will align with key project deliverables, and it will ensure consistent messaging, avoid duplication, and help partners plan contributions effectively.

Scheduled Communication Activities will be planned in advance and tied to key project deliverables, dissemination milestones, international awareness days, participation in events and stakeholder engagement opportunities. To maintain consistent visibility and cohesive messaging across all platforms, these activities will be outlined in the Social Media Editorial Calendar. The calendar will include essential details such as the publication date, post description, type of content, progress, visuals used, link of the final post, and more.

Both yearly and monthly versions of the Social Media Editorial Calendar will be maintained to provide a structured approach while allowing room for spontaneous or unplanned opportunities.

2.3 Operational Objectives and Key Performance Indicators (KPIs)

In line with the DoA and the purpose of this deliverable, the objectives and expected impact of LATE-AYA's communication and dissemination activities have been reviewed. Accordingly, Objective 8 is detailed below together with its related KPI, providing a clear framework to assess progress and effectiveness.

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O8. To build robust knowledge and information sharing channels to disseminate scientific and technology results, prepare business planning for exploitable components. To inform AYA cancer patients, prospect Network of Excellence actors (e.g. leveraging JANE/JANE2 Joint actions), the EU-Missions Cluster "Quality of Life" and health care providers of the opportunities created by the project, and the general public of the effort deployed by LATE-AYA to address the needs of AYAs cancer survivors and families, with the key support received from the European Commission (WP10). Such outreach activity is also expected to liaise with wider initiatives to fight cancer, such as Conquering Cancer, Europe's Beating Cancer Plan. All partners will collaborate to the achievement of this objective, by drafting individual exploitation plans and jointly agree on consortium-level exploitation plans. To address the latter, IPR strategies will be designed by all partners, supported by legal and ethics advice from 19-UDGA and 07-UGR, respectively. Business partners (05-SAM, 06-DOT, 10-CQ, 13-VS) will design commercial exploitation plans. Clinical centers and 11-YCE will collaborate to disseminate project results to healthcare managers, healthcare authorities and the scientific community.

▶ **KPI:** KPI: To achieve the Exploitation, Dissemination and Communication KPIs described in section 2 of the DoA. All partners will collaborate to the achievement of this objective, by drafting individual exploitation plans and jointly agree on consortium-level exploitation plans. To address the latter, IPR strategies will be designed by all partners, supported by legal and ethics advice from 19-UDGA and 07-UGR, respectively. Business partners (05-SAM, 06-DOT, 10-CQ, 13-VS) will design commercial exploitation plans. Clinical centers and 11-YCE will collaborate to disseminate project results to healthcare managers, healthcare authorities and the scientific community.

There is a low-likelihood but high-severity risk of failing to initiate impactful exploitation plans by MS4, including commercial exploitation. To mitigate this, the Consortium includes the EU research arm of a large industry player (SAM), an SME providing consulting services on industrial innovation (CQ), and two high-tech SMEs committed to innovation (DOT and VS), forming a core group of partners leading the exploitation of the project results.

2.4 Communication & Dissemination Register

The LATE-AYA project distinguishes between dissemination of results and project-related communication efforts. Both contribute to the project's visibility but follow different processes. Communication and dissemination activities are closely related but should not be confused:

- **Communication** refers to sharing strategic and targeted actions aimed at promoting the project and its results to a wide range of audiences. It is an ongoing process throughout the entire project's duration, involving the media and the general public.
- **Dissemination** focuses solely on sharing project results with audiences that may use them in their own work, such as patient organisations, the scientific community, healthcare professionals, and policymakers. The objective of dissemination is to enable the use and uptake of results by making them accessible and maximise the awareness level and impact of the LATE-AYA project.

To ensure consistent monitoring of all communication, dissemination, events, and publication activities carried out throughout the LATE-AYA project, a dedicated **Communication, Dissemination, Events & Publications Register** will be maintained. This Register acts as a centralised tool that consolidates all actions undertaken by partners, enabling a clear overview of progress, reach, and alignment with LATE-AYA's KPIs. It is organised into several sheets that capture the different categories of activities. Each sheet collects key information through predefined fields, allowing systematic documentation and facilitating yearly reporting.

- **Communication Activities**: This sheet records institutional communication outputs such as social media posts, newsletters, website updates or press mentions. Core fields include the activity name, the communication channel used, the outcome or KPI-related result, and the current status of the action.
- **Dissemination Activities**: This section captures dissemination efforts directed at scientific, professional or stakeholder audiences. It includes descriptions of the activity, target audience, formats used, dates, and associated results or outputs.
- **Events & Trainings**: Here, partners can register any event or training session they organise or contribute to. The sheet includes fields for a description of the event, date, location, partner involvement, audience reached, and the list of attendees when applicable.
- **Publications**: This sheet focuses on scientific or professional publications emerging from the project. Key fields include publication type, title, authors, publishing entity, year, and identifiers such as DOI or PID.
- **Config**: A technical sheet used to support dropdown menus and controlled vocabularies within the Register.

All partners are expected to contribute actively to the Register by updating the corresponding sheets with complete and timely information on their actions. This collaborative input ensures that the Register remains accurate, facilitates internal

coordination, and supports transparent monitoring of the project's communication and dissemination performance.

3. Internal Communication

Internal communication for the LATE-AYA project is overseen by WP1:Network management, led by Universidad Politécnica de Madrid (UPM)

Task 1.1, led by Universidad Politécnica de Madrid (UPM), refers to “Project Coordination” and covers key responsibilities such as managing project finances and administration, including resource and cost monitoring, project reviews, and communication with the European Commission; and day-to-day project management and interim results production. A Steering Board, consisting of the Coordinator, Project Manager, Technical Manager, ethics and legal experts (from UGR and UDGA), and the scientific PI, will monitor the project’s progress through periodic reports, consortium meetings, and decision-making meetings. Periodic, biweekly, online meetings between WP leaders and key partners will facilitate the monitoring of project’s activities advancement.

Task 1.3 Technical Management (Lead: UPM) is also led by Universidad Politécnica de Madrid. This task oversees the project’s technical development, including task execution, deliverables, and milestones. Technical management encompasses the coordination of all technical activities within the project: ensuring adherence to the work plan; maintaining the technical and innovative quality of methodologies and delivered results, achieving technical milestones; coordinating interlinked technical tasks and fostering collaboration between the clinical and technology teams during the development of the LATE-AYA tools. It also manages innovation opportunities, technology monitoring, and IP strategies for project innovations, in collaboration with WP10.

Throughout the entire LATE-AYA project, from M1 to M60, day-to-day communications between and within WPs utilised a **range of tools**, including document sharing, email (mailing lists), and video conferencing platforms. Regular updates will be shared via internal emails and video conferencing meetings, and content plans for external communication will be reviewed in consultation with the Coordinator Team. The network will use **Microsoft SharePoint** (for document sharing), **Teams** and **Zoom** (for video conferencing), and project mailing lists.

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4. External Communication

External communication is essential for maximising LATE-AYA's impact and widely disseminating the project results. This is led by Work Package 10 (WP10), "Communication, Dissemination, Exploitation and Enlargement" which is coordinated by Samsung Electronics (UK) Limited (SAM). While internal communication is managed under WP1, Work Package 10 focuses on ensuring continuous and effective external communication throughout the project.

The Communication, Dissemination, Exploitation and Enlargement Work Package will establish and maintain a strong brand identity for LATE-AYA, ensuring EU visibility compliance and widespread dissemination of project activities.

The project's communication efforts aim to reach young people living with and beyond cancer, psychosocial and healthcare professionals, caregivers, family and friends, policymakers, policymakers, healthcare authorities, the MedTech industry and the general public, raising awareness and increasing the project's visibility.

A recognisable project identity will be developed and used by all Beneficiaries (BENs) and Associated Partners (APs) when promoting the project. A Guide for Beneficiaries and Associated Partners on How to Communicate About the Project, along with a Required Website Text for Beneficiaries and Associated Partners, is included in the following Communication and Dissemination Plan.

Other key activities to support external communication include developing a project brochure, and a common video and/or a common cluster brochure.

4.1 The LATE-AYA Network

The LATE-AYA project unites a powerful consortium of leading organisations and institutions across Europe. The LATE-AYA Consortium includes **19 partners from 6 EU Member states plus UK and Switzerland**, that collectively marshal the knowledge, expertise and infrastructure needed to achieve the objectives of the project.

The LATE-AYA project unites a powerful consortium of leading organisations and institutions across Europe, each with a proven track record in cancer care, patient advocacy, and research. Together, the 19 Beneficiaries bring the necessary expertise to deliver innovative solutions for youth with lived experience, from mental health and psychosocial support to long-term follow-up, healthy lifestyles, digital engagement, and more.

The LATE-AYA Consortium includes:

▶ **Seven clinical centres** (IEO, INT, HSJD, UNITO, NVI, CNAO) that treat and follow up AYA cancer patients, along with an INT subcontractor specialising in sexuality and fertility counselling after cancer. These centres provide the scientific expertise to investigate the research questions, as well as the infrastructure needed to recruit and follow up participants for the pilot experiments planned in WP6, WP7 and WP8.

▶ **Two universities** (UPM, UDEU) and **one research centre** (CERTH) conducting biomedical engineering research, **one EU research arm** of a large industry player (SAM) in the mobile and wearable devices sector, and **three innovative SMEs** (DOT, 1CQ, VS) specialising in the business and technical sectors involved in the project. These partners provide the expertise and development capabilities to design, implement and deploy the LATE-AYA digital toolkit, as well as the know-how to draft and implement exploitation plans for the related project results (including commercial exploitation).

▶ **One legal consultancy SME** (UDGA), **one university** (UGR) conducting research on ethics, **one university** (UTW) conducting research on human factors and ergonomics, and **one patient organisation** (YCE) that provide the interdisciplinary knowledge (in addition to clinical and technical expertise) necessary to address thoroughly the complex legal and ethical matters involved in the project and to lead the co-creation effort in designing the LATE-AYA framework according to the requirements of the diverse stakeholders involved.

▶ **One university** (KTU) conducting research on health technology assessment, responsible for coordinating the evaluation of the results achieved by the project.

4.2 Communication and Dissemination Objectives

The objectives of the communication and dissemination plan are divided into multiple sections as below according to the main opportunities to disseminate:

- To establish Europe as a world leader in understanding and addressing LATE-effects of treatment of AYA cancer survivors with AI-based digital phenotyping and non-invasive holistic approach solutions.
- To raise awareness of the benefits and opportunities that LATE-AYA solutions can offer and progressively engage and involve all the target stakeholders in the LATE-AYA ecosystem.
- To share the knowledge and “know-how” with other Horizon Europe funded projects and EC entities in order to maximise the impact of the achievements, learnings, etc. through transversal activities such as those in the Cluster.
- To manage the attendance to relevant conferences and the production of publications at the international level, in order to attain maximum effectiveness and

by respecting confidentiality conditions as well as the exploitation agreements and strategies of the consortium.
- To define the dissemination plan establishing the partners involved and responsibilities in each task.
- To set up all channels and tools that will support and guarantee the proper implementation of the D&C plan.
- To achieve visibility of the project among various stakeholders defined regarding the scope, objectives, activities and results that LATE-AYA is going to address and achieve.

LATE-AYA blogs from website URL: late-aya.eu

LATE-AYA posts from LinkedIn: https://www.linkedin.com/company/late-aya/

Extensive communication will be carried out to ensure project visibility across EU audiences and beyond. The communication plan will focus on:

- Establishing a strong and appealing project brand identity (T10.1), develop the communication materials (logo, website, brochure, newsletters, etc.) and conduct the activities that are needed to ensure a continuous and effective communication of the project results to a wider set of stakeholders, including the general public.
- Focusing on scientific dissemination by promoting project results across relevant scientific fields through joint publications and active dissemination to researchers, healthcare professionals, and youth living with and beyond cancer (T10.2).
- Ensuring broad understanding of LATE-AYA's mission, vision, and overarching objectives.
- Increasing visibility and supporting the communication and dissemination of LATE-AYA's activities and achievements.
- Contributing to the "Quality of Life (AYA)" cluster through annual meetings with the European Commission and other EU-funded projects.
- Facilitating timely and easy access to information about LATE-AYA, its activities, deliverables, and outputs for the general public.

4.3 Target Audience

The LATE-AYA project's communication and dissemination strategy is designed to ensure wide promotion of the project's activities and results, maximise impact across target audiences, and guarantee the visibility of EU funding. This strategy includes a tailored approach to reach targeted stakeholders and the general public, using communication and dissemination tools and channels.

LATE-AYA recognises the importance of engaging a broad range of stakeholders: Adolescents and Young Adults (AYAs) affected by cancer, their caregivers and families, healthcare professionals, patient and cancer support organisations, researchers, ethicists, advocacy groups, innovators, companies, centres and initiatives interested in LATE-AYA digital services, as well as representatives of the UNCAN.eu, EU-CAYAS-NET, ERN PaedCan, EUonQoL, STRONG-AYA and JANE initiatives (all of which involve partners from the LATE-AYA Consortium), and the general public.

In order to effectively inform the primary stakeholder categories involved in or impacted by the LATE-AYA results in a consistent and balanced manner, the project will enact a multi-channel communication process, illustrated in Table 1.

Target group	Communication activities
Developers/Technical Partners	Technical Alignment Meetings (WP2) Co-creation workshop Online Requirement Questionnaire
Researchers/Scientists	Publication (Systematic Literature Review)
Clinicians/Health Professionals	Co-creation workshop Online Requirement Questionnaire
AYA Survivors (Primary User), Caregivers/Families	Online Requirement Questionnaire Co-creation workshop
Ethics & Legal Experts	Participation in coordination meetings

Table 1: Target groups and their communication activities

4.4 Communication & Dissemination Tools

WP10 will develop a range of communication tools to help achieve the project's objectives. These include the project logo, visual identity, project brochure, branding guidelines, a Guide for Beneficiaries and Associated Partners on How to Communicate About the Project, a Recommended Website Text for Beneficiaries and Associated Partners (both included in this Communication and Dissemination Plan) alongside digital tools like targeted newsletters, Social Media channels and the project website, to promote and communicate event details, ensuring broad visibility and engagement.

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All communication and dissemination materials are required to acknowledge EU funding (as in **Annex I – EU Funding Acknowledgement**). The project website URL and Social Media links and/or tags will also be included on every document meant for public dissemination. This will ensure compliance with EU visibility requirements and make clear to the public, stakeholders, and policymakers the EU's role in supporting the LATE-AYA project.

4.5 Communication and Dissemination Channels

In Table 2, an updated strategy is shown, including those channels and potential actions that have been developed during the period in order to reach them:

What	Who	How	D&C engagement actions
Awareness of technical opportunities – Further development	Industrial partners: technology providers, system integrators	Industry-oriented events (Autonomic, Assistive technology industry association, SIGHT CITY); Organisation of demonstration physic and digital workshops; publications; website and platform; social media	▪ Technical workshops ▪ Public events ▪ Community of interest ▪ Newsletters
Awareness of commercial opportunities – Further development	Industrial partners, Solution creators & facilitators	Organisation of demonstration workshops; website and platform; social media	▪ Workshops ▪ Public events (schools, universities, organizations, etc.)
Highlight results of project	Scientific communities & R&D centres	Research-oriented events, conferences, publications etc., Website, Public deliverables	▪ Conferences/Journals ▪ Public events
Exchange opportunities with other sectoral organisations	Associations and clusters	Joint dissemination actions, events, Website & Social media	▪ Community of interest

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Deliver project results to policy makers	Political bodies and representatives	Public reports and roadmap	▪ Public events ▪ Newsletters
Delivery of results to end users	End users - Visually impaired, General Public, Young generations and students	Social media, Blogs and podcasts	▪ Workshops ▪ Community of interest

Table 2: D&C Strategy (What, Who and How) and D&C actions

4.5.1 LATE-AYA Website

The LATE-AYA website, **late-aya.eu**, will serve as a central hub for communication and dissemination, presenting the project's objectives, vision, and mission clearly and accessible. It will also showcase the consortium partners and list the names and affiliations of all work package leads, ensuring transparency and recognition of contributions. The website will provide user-friendly, accurate, and up-to-date information, designed to be accessible to the general public, young people affected by cancer, caregivers, healthcare professionals and policymakers. The design and content will adhere to the project's visual identity and branding guidelines. Finally, the website will be regularly updated throughout the project to keep.

4.5.2 Social Media

The selected social media platform, **LinkedIn**, will serve as the main channel to communicate LATE-AYA's objectives, share results, and raise awareness about the project. This platform will help ensure continuous engagement and regular dissemination of updates.

The selected social media platform profile will acknowledge EU funding in its description (see **Annex I – EU Funding Acknowledgement**), shortened according to the maximum allowed number of characters.

Further information on the use of hashtags, social media handles and more, is provided in **Annex II – Social Media Communication Guide**.

In addition, a set of **social media templates** (Figure 1) has been developed to support partners in producing consistent and visually aligned content, and also a **Social Media Editorial Calendar** (described in section 2.2 of this document), designed to help plan and coordinate posts throughout the project.

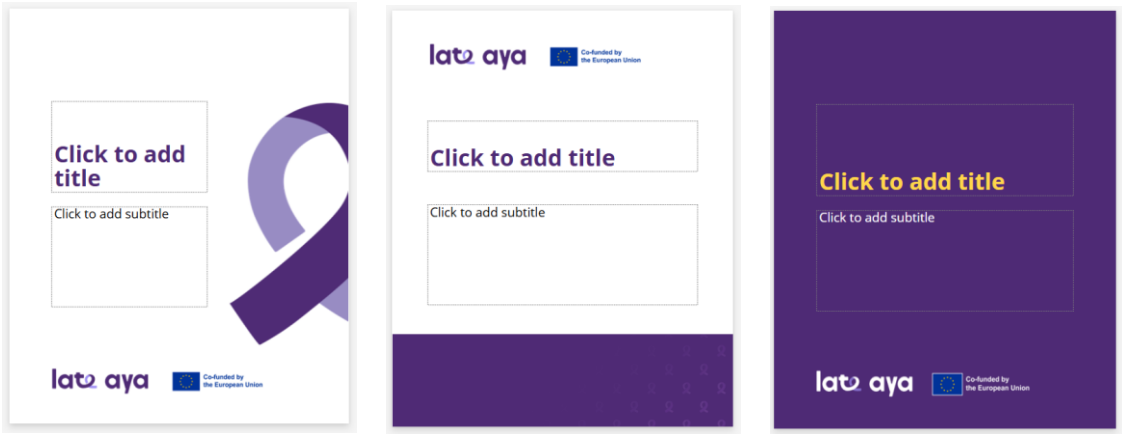

Figure 1: Examples of social media templates

4.5.3 Project Brochure

The project brochure (Figure 2) will provide a clear, concise, and visually appealing overview of the LATE-AYA project. It will highlight the project's objectives, vision, mission and the consortium partners involved. Designed in line with the project's visual identity and branding guidelines, the brochure will serve as an accessible and effective tool to introduce the project to a variety of audiences, including young people affected by cancer, healthcare professionals, policymakers, and the general public. It has been created in digital format for easy sharing and distribution. It can also be printed for use at events, meetings, and conferences.

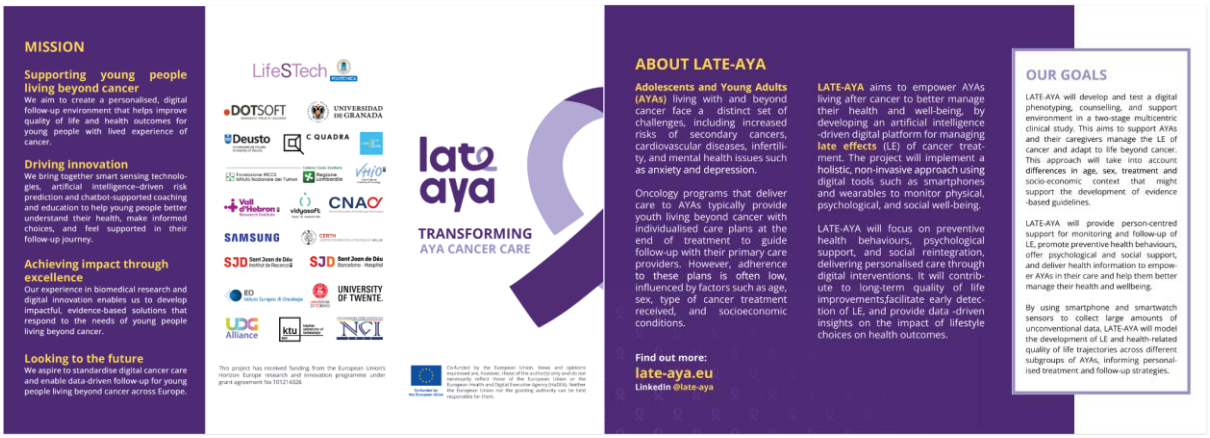

Figure 2: LATE-AYA's Project Brochure

4.5.4 Newsletters

WP10 will create and maintain a database for the targeted LATE-AYA newsletter, designed to promote and communicate the project's activities, ensuring broad visibility and engagement. The newsletter will be distributed in a traditional email format via the **Mailchimp platform.** The newsletter's design will consistently reflect the project's visual identity, and the

subscription link will be widely disseminated by all project Beneficiaries (BENs) to maximise its reach.

Regular newsletters will be sent to subscribers, featuring project updates, upcoming events, stories, and opportunities for involvement. To ensure engaging and relevant content, **WP10 will proactively reach out to other work packages to collect updates and contributions**. Additionally, project beneficiaries will feature project news in their own newsletters to further amplify LATE-AYA's communication efforts.

4.6 Communication Planning

In order to effectively inform the multiple stakeholder categories involved in or impacted by the LATE-AYA results in a consistent and balanced manner, the project will enact a multi-channel communication process, illustrated in Table 3.

Method and frequency	Stakeholders Involved	Purpose	Format	Expected Output	Coordinator
Regular Stakeholder Workshops **Every 6 months, during WP2 period (M1-M24)**	Clinicians, researchers, AYAs living with and beyond cancer, caregivers, policymakers, patient advocacy groups	Present interim findings, gather feedback, co-create solutions, refine interventions	Interactive sessions with presentations, breakout discussions, collaborative problem-solving activities	Workshop reports, refined intervention plans, consensus on key issues, actionable items for stakeholders	UTW
Policy Roundtables **Annually (M25-M60)**	Policymakers, healthcare regulators, public health officials	Discuss policy implications, align project outcomes with healthcare policies	Small, focused discussions facilitated by policy experts	Policy briefs, action plans for integrating research findings into policy, stakeholder commitments	UGR, UDGA
Clinical Practice Forums **Every 6 months**	Oncologists, nurses, psychologists, allied healthcare professionals	Share evidence-based practices, integrate project findings into clinical	Presentations, panel discussions, case study sessions	Updated clinical practice guidelines, educational materials, agreements on	INT

Method and frequency	Stakeholders Involved	Purpose	Format	Expected Output	Coordinator
(M30-M60)		guidelines		pilot testing new interventions	
Focus Groups with AYA Patients and Caregivers **Every 4 months (M8-M36), and annually (M37-M60)**	AYAs living with and beyond cancer, caregivers	Gather insights on needs, preferences, experiences, ensure patient-centered interventions	Informal discussions facilitated by social scientists or psychologists	Qualitative data to refine interventions, communication strategies, improve patient engagement	YCE, INT (pilot) UTW (co-creation)
Multidisciplinary Advisory Board Meetings **Annually (M1-M60)**	Clinicians, researchers, policymakers, AYA patients	Provide strategic oversight, ensure alignment with project objectives	Formal meetings with expert presentations, decision-making sessions	Minutes of meetings, strategic decisions, endorsement of project activities and future directions	UPM, INT
Webinars and E-Learning Modules **Every 6 months (M13-M30)**	Healthcare professionals, patients, policymakers	Disseminate findings, share best practices, train stakeholders on new tools and interventions	Live webinars with Q&A, recorded modules available online, interactive e-learning materials	Increased awareness, knowledge transfer, and skill development among stakeholders	DOT, CERTH
Annual Stakeholder Summit **Annually (M1-M60)**	All stakeholders (clinicians, researchers, policymakers, patients, caregivers)	Review project progress, celebrate successes, plan future activities	Full-day or multi-day event with keynote speakers, panel discussions,	Annual report, updated strategic plan, renewed stakeholder commitments	UTW, SAM, INT

Method and frequency	Stakeholders Involved	Purpose	Format	Expected Output	Coordinator
			poster presentations, networking opportunities		

Table 3: LATE-AYA's Communication Planning

Regular Stakeholder Workshops

Stakeholder workshops will be organised every six months during WP2 period, bringing together clinicians, researchers, Adolescents and Young Adults living with and beyond cancer, caregivers, policymakers, and patient advocacy groups. These interactive workshops will serve as a platform to present interim findings, gather feedback, co-create solutions, and refine interventions collaboratively. The sessions will include presentations, breakout discussions, and collaborative problem-solving activities designed to engage all participants meaningfully. Each workshop will result in documented outcomes, including workshop reports, refined intervention plans, consensus on key issues, and actionable items for stakeholders.

Policy Roundtables

Policy roundtables will be held annually, starting from M25, bringing together policymakers, healthcare regulators, and public health officials. These focused discussions will provide a forum to explore the policy implications of the project and align its outcomes with current healthcare policies. Facilitated by policy experts, the roundtables will feature targeted and focused discussions. Each session will produce policy briefs, action plans for integrating research findings into policy, and stakeholder commitments to support implementation.

Clinical Practice Forums

Clinical practice forums will be held every six months starting from M30, bringing together oncologists, nurses, psychologists, and other healthcare professionals. These forums will provide an opportunity to share evidence-based practices and possibly integrate project findings into clinical guidelines. The sessions will feature presentations, panel discussions, and case study reviews to facilitate knowledge exchange and professional collaboration. Outcomes may include updated clinical practice guidelines, educational materials, and agreements on pilot testing new interventions. These sessions may take place within national or international events on the same scope, in synergy with other initiatives ongoing (e.g. projects of the cluster, NoE on AYA with cancer under JANE-2).

Focus Groups with AYA Patients and Caregivers

Focus groups will be conducted every 4 months between M8-M36, and annually starting from M37, with Adolescents and Young Adults (AYAs) living with and beyond cancer and their caregivers. These sessions aim to gather valuable insights into their needs, preferences, and experiences to ensure that interventions remain patient-centered. The discussions will be informal and conducted in a supportive environment that encourages open and honest sharing. The qualitative data collected will be used to refine interventions and communication strategies, ultimately improving patient engagement.

Multidisciplinary Advisory Board Meetings

The Multidisciplinary Advisory Board will convene annually, bringing together clinicians, researchers, policymakers and Adolescents and Young Adults (AYAs) living with and beyond cancer. These meetings will provide strategic oversight and ensure alignment with the project's objectives. The sessions will be formal, featuring expert presentations and decision-making sessions. Outcomes will include minutes of meetings, strategic decisions, and endorsements of project activities and future directions.

Webinars and E-Learning Modules

Webinars and e-learning modules will be organised every six months during M13-M30, to disseminate project findings, share best practices, and train stakeholders on new tools and interventions. Live webinars will include Q&A sessions, while recorded modules and interactive e-learning materials will be available online. This approach will enhance project awareness, facilitate knowledge transfer, and support skill development among all stakeholders. Specifically, to strengthen knowledge transfer, stakeholder engagement, and the practical uptake of project outcomes, a structured series of webinars and e-learning modules will be developed and delivered throughout the project. These activities will serve as a dynamic interface between the scientific, clinical, psychosocial, and technical aspects of the LATE-AYA initiative, promoting awareness, capacity building, and the long-term application of the project's results by healthcare professionals, policymakers, researchers, patient organisations, and young people living with and beyond cancer.

Annual Stakeholder Summit

The annual stakeholder summit will bring together all key participants, including clinicians, researchers, policymakers, Adolescents and Young Adults (AYAs) living with and beyond cancer and caregivers, to review project progress and plan future activities. This full-day or multi-day event will feature keynote speakers, panel discussions, presentations, and networking opportunities. Outcomes will include an annual report, an updated strategic plan, and renewed commitments from stakeholders.

4.7 Language Choice, Terminology, Tone of Voice

Language plays a crucial role in shaping the identity of LATE-AYA, as well as how LATE-AYA's mission and vision are understood and communicated. LATE-AYA is committed to using inclusive language that respects all experiences and identities, recognising the importance of terminology that is both sensitive and representative.

The 2025 article "Living With and Beyond" the Terms "Patient" and "Survivor": A Lived Experience Discussion of Terms Used by Young Adults With Cancer, written by Katie Rizvi, Stewart O'Callaghan and Carmen Monge-Montero, explores the contexts and acceptability of common and emerging terms used by young adults to refer to themselves when facing cancer, including "patient," "survivor," and the newer terms "living with and beyond" and "lived experience." Presently, the two terms that have been most prevalent in the cancer sector are "patient" and "survivor". Yet, in recent years, there has been a growing discussion in the cancer patient community as they look for new terms that better reflect their experiences. While the term "patient" remains widely used, it has faced increasing criticism in recent years for being reductive, as it can imply passivity in an individual's experience of a cancer diagnosis and treatment. Similarly, many have distanced themselves from the term "survivor" due to its potential to evoke a sense of victimhood. Another commonly used phrase is "cancer journey", which has been perceived as trivialising by some patients.[1]

Given these considerations, LATE-AYA endorses the use of language that is respectful and inclusive. Examples of this can be found in **Annex V - Inclusive Language Table**.

The tone of voice influences how messages are received. In the LATE-AYA project, it's not only *what* we communicate, but also *how* we convey messages that build credibility, empathy, and trust. A consistent tone reinforces the project's identity and supports long-term engagement. By maintaining an authentic, empathetic, and sensitive tone, while **avoiding patronising or condescending language, excessive positivity**, and **minimising people's experiences**, LATE-AYA aims to ensure its communications both resonate with and reflect the experiences of young people living with and beyond cancer.

English, being the primary language of LATE-AYA, will continue to be used as the basic language for communication on the project's channels. Attention to linguistic and grammatical correctness across all LATE-AYA communication channels, as well as in all publications and documents produced within the scope of the project, will be a high priority.

[1] O'Callaghan, S., Monge-Montero, C. and Rizvi, K., 2025, April. "Living With and Beyond" the Terms "Patient" and "Survivor": A Lived Experience Discussion of Terms Used by Young Adults With Cancer. In *Seminars in Oncology Nursing* (p. 151890). https://doi.org/10.1016/j.soncn.2025.102108

LATE-AYA aims to provide high-quality, user-friendly information by developing a range of resources in plain, clear language, covering a broad spectrum of topics for young people living with and beyond cancer, carers, healthcare professionals, and other stakeholders.

5. Branding and Visual Identity

5.1 Logo

The LATE-AYA logo (Figure 3) was created through a collaborative process, shaped by feedback from all BEN partners and carefully reviewed to ensure that it is accessible and inclusive.

Figure 3: LATE-AYA's color logo versions

To ensure strong brand recognition and a cohesive project identity, all official LATE-AYA publications are required to feature the project logo prominently.

In written documents, the logo should appear on the front page, while in visual materials such as graphics and presentations, it must be placed **prominently** in the header or another **visible** area. This consistent placement reinforces the association between the content and the LATE-AYA project, strengthening visibility across all communication channels.

5.2 Fonts

Typography plays an important role in how LATE-AYA communicates its identity. The logo uses the Open Sans typeface, selected as the font for all other applications, including presentations, social media templates, and print materials.

▶ More details about the use of the official fonts and their different weights can be found in the **Branding Guideline** (Figure 4) in the WP10 SharePoint.

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Figure 4: LATE-AYA's Branding Guideline

Both fonts were chosen for their clean, modern design and because they are freely available through Google Fonts, ensuring easy access for all partners. Open Sans supports a wide range of characters, ensuring consistency across different languages and formats.

▶ You can find Open Sans on Google Fonts **here**.

5.3 Colour Scheme

The chosen primary colour palette consists of:

- Dark purple #4E2A75
- Lavender #9E8EEF

The secondary colour palette to use, if necessary, includes:

- Yellow #FFD74A

5.4 Repeatable Elements

To ensure LATE-AYA's identity remains consistent, recognisable and adaptable, a set of repeatable graphic elements (Figure 5) has been developed for use across all materials.

These visual elements are designed to work seamlessly across different formats, allowing flexibility while maintaining a unified, cohesive look.

Figure 5: Examples of LATE-AYA's repeatable graphic elements

5.5 Design Templates

The below previews demonstrate how LATE-AYA's visual identity (logo, color palette, typography and repeatable elements) can be effectively applied across different communication materials. The previews below showcase examples of **practical applications**, such as slide decks and templates for social media posts.

These examples (Figure 6) are intended to serve as **visual guidance** for partners and stakeholders, helping them understand how to apply the brand identity consistently while allowing room for contextual adaptation.

- LATE-AYA Document Templates can be found on the WP10 SharePoint.

Figure 6: Example of LATE-AYA's Document Templates

5.6 Pre-defined Cover for all Deliverables

All LATE-AYA partners should use a common, pre-defined cover for every public deliverable produced during the project. This approach ensures that all project outputs are visually consistent and easily identifiable by the public when published on the Funding & Tenders Portal or shared through other official channels. All Beneficiaries are requested to use the Deliverable Cover Template (Figure 7) that is available on the WP10 SharePoint.

Figure 7: LATE-AYA's Deliverable Cover Template

5.7 Branding Guideline

The Branding Guideline outlines the key principles for using LATE-AYA's visual identity. It defines how to apply the logo, including the required spacing when placed alongside other logos and specifies the official fonts with their different weights for consistency. The guideline also covers the color palette and patterns to ensure all materials are cohesive and recognisable.

▶ The Branding Guideline can be found on the WP10 SharePoint.

6. Strategic Ambition; Expected Impact

The LATE-AYA project is designed to create a profound and lasting impact for young people affected by cancer across Europe.

The dissemination and exploitation planning for the LATE-AYA project is articulated into 4 components:

- Sharing project results by integrating and aligning with the UNCAN.eu platform and the EHDS Regulation.

- Assessing the business case for the LATE-AYA digital toolkit.
- Preparing the introduction of LATE-AYA results into clinical guidelines and healthcare policies.
- Disseminate the novel scientific knowledge created in the project.

These components are individually detailed in the following table:

Sharing the results of the project, exploiting the UNCAN.eu platform and the EHDS Regulation
As mentioned previously, the LATE-AYA Consortium plans to share the project's digital assets such as large, longitudinal, multi-source datasets and predictive models (digital biomarkers and behavioural markers) trained on such datasets. The plan, preliminary drafted below, will mostly address the UNCAN.eu initiative and the opportunities opened by the upcoming EHDS Regulation. The related work will be conducted in a specifically dedicated Task (T10.5). **UNCAN.eu initiative** • Establish contacts with the initiative through channels already available to LATE-AYA partners (one LATE-AYA partner, VHIO, is directly involved in UNCAN.eu) and share inception information on project's aims and potential. • Involve willing UNCAN.eu representatives in the co-creation work developed in T2.2, in order to ensure a kind of UNCAN.eu "integrability by design" for project results. • During project development, systematically identify project assets that support understanding of how treatment LEs develop in AYA subjects, which subjects are at higher risk of which LEs, how to early detect insurgence of LEs in AYA, etc. providing a targeted contribution towards the UNCAN.eu ambition78. While doing this consider personal data protection requirements (see below). • In the last phase of the project, coalesce the above-mentioned work in a relevant section of the LATE-AYA exploitation plan, for integrating identified components into UNCAN.eu, to be implemented in a time horizon of two years after the end of the funded project. **EHDS-based data sharing** • Follow-up the evolution of the EHDS Regulation and timing of expected entry into force, to adapt LATE-AYA exploitation planning. This will be facilitated by several EHDS-related initiatives, in which several of the LATE-AYA partners are involved (such as e.g. the EC's InToEHR Cluster). • Identify relevant Health Data Access Bodies (HDAB, as per art. 36 of EHDS Regulation) that could be approached, in particular those that will be established in Member States where project partners are located.

- Identify datasets that could be catalogued by HDABs (as per art. 37(q)(i) and art. 57 of EHDS Regulation), also considering personal data protection requirements (formulated in T2.3) in view of both current regulation (mostly, GDPR) as well as the future regulatory context (when, in addition to GDPR, EHDS will also be in force).
- In the last phase of the project, coalesce the above-mentioned work in a relevant section of the LATE-AYA exploitation plan for cataloguing LATE-AYA datasets with relevant HDABs, to be implemented in a time horizon of three years after the end of the funded project.

Assessing the business case for the LATE-AYA digital toolkit

Several elements support a business case for the possible commercial exploitation of (parts of) the LATE-AYA digital toolkit:

- Pooling and reusing scarce expertise on AYA cancer survivorships through digital tools, along the "anytime, anywhere" paradigm discussed previously, could unleash a significant financial opportunity for healthcare payers.
- For the same reason, LATE-AYA digital tools can contribute to mitigate the HCP workforce shortages that stand in the way of the implementation of effective survivorship care plans, particularly for highly needed psychosocial interventions.
- LATE-AYA interventions can contribute to protect AYA cancer survivors from financial instability and long-term economic impact, which in this age group is particularly important as LEs interfere with ending studies and/or starting a job, and/or advancing personal career paths.
- Interest of the smart device industry (directly represented in the LATE-AYA Consortium by partner SAM) for finding new markets and business cases for their wares, which largely address the AYA age group, including in the medical field.

This exploitation direction will be pursued by LATE-AYA industry and SME partners, along the following preliminary plan, to be transformed into a full business plan in the frame of T10.4:

- From WP2 results, (i) obtain precise needs of both AYA survivors, healthcare providers and other involved stakeholders (T2.2); (ii) obtain information on legal requirements to address these needs (T2.3).
- Conduct a market analysis to understand the current SoC for AYA survivorship, as a comparator to the innovations proposed by LATE-AYA.
- From development work in WP3-5, collect information on issues (including costs) related to the deployment and operations of instances of the LATE-AYA framework.

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- In the frame of T9.1 and T9.2, preliminary assess the cost-effectiveness of the LATE-AYA solutions, compared to SoC.
- Based on the results of the preliminary cost-effectiveness analysis and of the individual business contexts and strategy of each partner, develop joint and individual business plans for the commercial exploitation of (relevant parts of) the LATE-AYA digital toolkit, to be implemented in the time horizon of five years, after the end of the funded project.

Prepare the introduction of LATE-AYA results into clinical guidelines and healthcare policies

The LATE-AYA project is expected to produce results reported in the literature as strongly needed to support the evolution of clinical guidelines and healthcare policies, such as:

- Collecting and pooling different sources of data, by creating survivors' cohorts to study outcomes along the survivorship continuum, as effectively enabled by the LATE-AYA digital phenotyping platform, has been indicated as an important basis for further development and promotion of widely available evidence-based AYA healthcare programs and guidelines.
- Introduction of AYA-specific outcome measures, as LATE-AYA proposes through modelling specific digital biomarkers and behavioural markers, can promote the development of quality-of-care standards and guidelines and improve AYA-specific healthcare.
- Digital phenotyping can lead to risk-stratified AYA survivorship programs, guidelines, and surveillance strategies In T9.3, specific work will be conducted to investigate these opportunities:
    - Results from T2.2 will be examined to understand the unmet need regarding survivorship care strategies and guidelines.
    - The potential of LATE-AYA datasets and digital markers to inform survivorship care, coming from WP7 and WP8, will also be considered.
    - Relevant recommendations derived from the above analyses will be drafted and delivered in the last phase of the project and reported into a dedicated deliverable (D9.3).

Disseminate the novel scientific knowledge created in the project

The LATE-AYA scientific partners will actively seek to disseminate the novel scientific knowledge generated during the project's research activities. Both medical and biomedical engineering journals and conferences will be addressed. Examples of venues to be considered include:

- On the medical side: European Journal of Cancer– Paediatric Oncology; ESMO Open; Journal of Clinical Oncology; Journal of Adolescent and Young Adult Oncology, Lancet Oncology, Pediatric Blood & Cancer, Tumori Journal. Main conferences: annual PanCare meeting, Annual meeting ESMO, Global AYA Conference, annual meeting SIOP, annual meeting SIOPE, Italian Congress of Paediatric Hematology, etc.
- On the biomedical engineering side: IEEE Journal of Biomedical and Health Informatics, Computers in Biology and Medicine, EAMBES Biomedical Signal Processing and Control, etc.

In addition to the pathways for achieving the short- and medium-term outcomes, LATE-AYA will also address wider impacts:

- The project digital phenotyping platform allows to collect invaluable data assets, that are crucially needed to harness modern, "big data" analytics methods (ML, AI) in order to create evidence that leads to better understanding of the development of AYA cancer and LEs, in real-life contexts (specific environment, work, education, and lifestyle of individual survivors).
- The novel digital biomarker and behavioural markers delivered by LATE-AYA (WP7) and the holistic interventions experimented in the project (WP8) will constitute a relevant evidence base to enhance cross policy cancer prevention strategies.
- The malleability of the LATE-AYA digital interventions, the intrinsic "anytime, anywhere" delivery model and its cost-effectiveness (assessed in WP9) will boost the optimisation of cancer's LEs treatment in AYA, towards the principle of equitable access for all.
- The LATE-AYA holistic interventions aim to mitigate the impact of LEs in AYA survivors and, consequently, squarely address their quality of life. In addition, multi-stakeholder follow-up dashboards and virtual assistants will be designed in T5.2 in order to also address the needs of caregivers and families.
- The LATE-AYA digital toolkit represents a significant innovation that directly leads to the digital transformation of both research and clinical practice of LEs clinics in AYA cancer survivors.

Two main external requirements, to ensure the achievement of the impacts illustrated in the previous subsection are linked to:

- **Agreement with the UNCAN.eu platform, to integrate LATE-AYA results (in particular, datasets and ML/AI models).** It is expected that, by the last phase of the funded project, in 2028, the contacts among LATE-AYA and UNCAN.eu will be sufficiently established in order to draft an appropriate, dedicated section of the exploitation plan, in WP9.
- **Establishment of Health Data Access Bodies, in the frame of the EHDS Regulation, to catalogue the LATE-AYA datasets with these organisations**. EHDS Pilot demonstrators for secondary use of data are currently being run (e.g. https://ehds2pilot.eu/) and it is expected that a roadmap towards full entry into force of the EHDS and related activation of HDABs will be known in due time, during the course of the project, to allow drafting of relevant LATE-AYA exploitation plans. Several LATE-AYA partners are involved in initiatives created by the EU Commission to pave the way to the EHDS (e.g. InToEHR cluster). This would be a further source of information, to be exploited for more precise planning.

6.1 Exploitation

This part presents the Consortium's vision of the exploitation roadmap and its update since the project proposal, based on the current developments. This vision is being constructed in an iterative way. As this deliverable represents the first iteration, it provides a preliminary strategy for the different identified exploitation packages and sets the IPR holders for these. The second iteration, with the next version of this deliverable, due at the end of the project, will have more information on the IPR strategy and will elaborate deeper in the business plans and provide the final business agreements per package as well as an individual strategy per partner. In order to elaborate on these strategies, we began by analysing the developments and progress achieved in other Work Packages. We then considered inputs from the results related to market analysis, as well as those concerning the IPR strategy (as defined in both the Grant Agreement and the Consortium Agreement).

In addition, the Lean Canvas Business Model methodology (Figure 8) will be used in order to suit specific business plans for product technology packages and is detailed in Section 9. This methodology provides a flexible approach to help elaborate the business plan required for each package. The LATE-AYA consortium feels that this is a right method to gain focus compared to traditional business plans as it is easy to change the plan and try alternative approaches.

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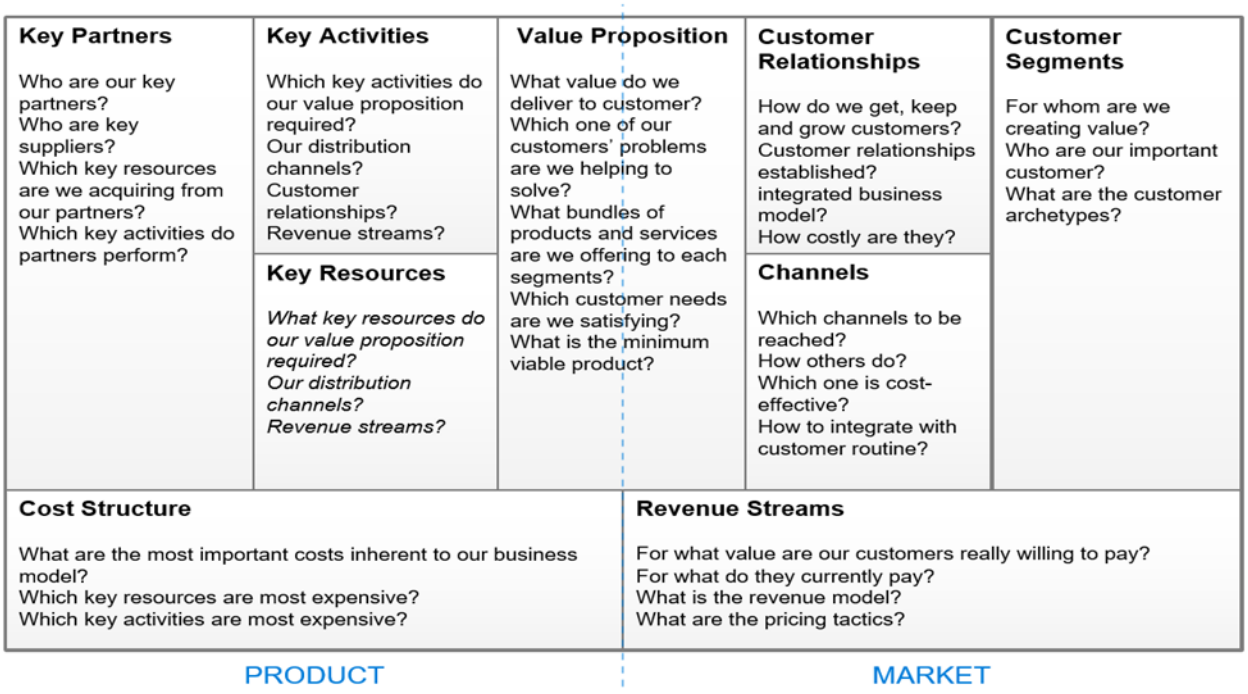

Figure 8: Lean Canvas Business Model methodology

7. Conclusion

The Communication and Dissemination Plan sets the foundation for LATE-AYA's communication and visibility efforts, ensuring that its mission, activities, and results are effectively shared with key audiences across Europe and beyond.

By establishing a strong and recognisable brand identity, aligning with EU visibility standards, and using diverse communication channels, the plan ensures that LATE-AYA's messages resonate widely and inclusively, representing the needs of young people living beyond cancer.

The outlined strategy and activities will guide consortium members in communicating consistently and professionally, ensuring that the voices and achievements of LATE-AYA reach a wide and diverse audience.

Through authentic youth engagement, sensitive and inclusive language, and ongoing adaptation to evolving needs, LATE-AYA's communications efforts aim to amplify the voices of young people living with and beyond cancer, foster meaningful connections among stakeholders, and ensure that the project's achievements are widely visible and accessible.

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This Communication and Dissemination Plan provides a clear framework to guide all partners in delivering consistent, impactful messaging that reflects LATE-AYA's mission and values, ensuring its legacy extends beyond the lifetime of the project.

Regular reviews and updates will keep the plan relevant, reinforcing LATE-AYA's impact and sustainability throughout the project and beyond its lifetime.

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ANNEXES

Annex I - EU Funding Acknowledgement

All communication and dissemination materials are required to acknowledge EU funding and include the following (or translations to local languages, where appropriate).

The EU emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Furthermore, before engaging in a communication or dissemination activity expected to have a major media impact, beneficiaries should inform the Coordinator, who will in turn inform the granting authority.

EU Funding acknowledgement light background:

	Co-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 (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

EU Funding acknowledgement dark background:

	Co-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 (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

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Annex II - Social Media Communication Guide

To maximise the impact of the project, all Beneficiaries (BENs) and Associated Partners (APs) must communicate about LATE-AYA on their social media platforms and websites.

Social media postings should comply with the project's Communication and Dissemination Plan and take into account the following guidelines:

- BENs can share photos that WP10 provides them with, but in case they are sharing their own photos, for example taken at events, they have to ensure that people consent to use their pictures to be shared online and that the correct project logo is used.
- BENs are encouraged to share content directly from LATE-AYA's social media platforms on the platforms of their organisations.
- BENs should always use the hashtag **#LATE-AYA** for tracking purposes.
- BENs should use **#EU4Health** and **#EUCancerPlan** to support visibility of LATE-AYA's activities.
- BENs should use other useful hashtags like: **#EUfunded, #EUCancerMission, #HealthUnion**, **#StrongerTogether** and **#MissionCancer**. It is not recommended using more than 2–4 hashtags in a single post.
- For improving the visibility of social media posts, BENs should **tag HaDEA on X: @EU_HaDEA** and LinkedIn: **@European Health and Digital Executive Agency**.
- When possible, respective partners should be tagged in postings when general information about the project is being shared.
- The Social Media Handles for the European Commission are:
  - X: **@EU_Commission**
  - LinkedIn: **@European Commission**
  - Instagram: **@europeancommission**
  - Facebook: **@EuropeanCommission**
- The Social Media Handles for the Directorate-General for Research and Innovation (DG RTD) are:
  - X: **@EUScienceInnov**
- The Social Media Handles for the Directorate-General for Health and Food Safety (DG SANTE) are:
  - X: **@EU_Health** (Focused on health)
  - LinkedIn: **EU Health and Food Safety**

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Annex III - Recommended Text to be Added to All BENs Website

In order to spread the word about the project, BENs should include a project summary on their website, as follows (including the project logo and the EU Funding Acknowledgement):

Adolescents and Young Adults (AYAs) living with and beyond cancer face a distinct set of challenges, including increased risks of secondary cancers, cardiovascular diseases, infertility, and mental health issues such as anxiety and depression.

Oncology programs that deliver care to Adolescents and Young Adults (AYAs) typically provide youth living beyond cancer with individualised care plans at the end of treatment to guide follow-up with their primary care providers. However, adherence to these plans is often low, influenced by factors such as age, sex, type of cancer treatment received, and socioeconomic conditions.

LATE-AYA aims to empower Adolescents and Young Adults (AYAs) living after cancer to better manage their health and well-being, by developing an artificial intelligence-driven digital platform for managing late effects (LE) of cancer treatment. The project will implement a holistic, non-invasive approach using digital tools such as smartphones and wearables to monitor physical, psychological, and social well-being.

LATE-AYA will focus on preventive health behaviours, psychological support, and social reintegration, delivering personalised care through digital interventions. It will contribute to long-term quality of life improvements, facilitate early detection of late effects, and provide data-driven insights on the impact of lifestyle choices on health outcomes.

[Your organisation name] will ensure … [input your role]

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Annex IV - Inclusive Language Table

Category	Avoid	Use Instead
Cancer	Cancer patient / survivor / victim / sufferer / consumer / client	"Youth living with and beyond cancer" and "people with lived experience"
	Militant terms, such as "fight," "battle," "warrior," "conquering cancer," and "winning/losing the fight,"	Use cancer or oncology condition/ illness
	Young patients	Youth with cancer
General	Marginalized groups / Vulnerable populations / Disadvantaged groups / Minorities / Minority groups	Underrepresented (UR) and underserved (US) populations, or specify the group in context (e.g., "groups historically excluded from clinical research")
Disability & Neurodiversity	Wheelchair-bound	Wheelchair user
	Mentally ill	Person experiencing mental illness
	The disabled / handicapped / invalid	Disabled people / People with disabilities
Gender / Sexuality	Transgenders / transgendered	Trans person / transgender person
	Policeman / Fireman	Police officer / Firefighter
	Preferred pronouns	Pronouns
	Mother / Father Husband/Wife, Boyfriend/Girlfriend Son/ Daughter	Parent / Partner / Child

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Health/ Illness	Suffers from...	Has / lives with a condition/ disability
Race / Ethnicity / Culture	Ethnicity as noun (e.g., 'a Black')	Use as adjective (e.g., 'Black person')
	Referring to someone as ‘a certain race or ethnicity’	Minoritised ethnic group / Racialized groups / Specific populations / Global majority
	Immigrant (as label)	Person from a migrant background

Table 4: LATE-AYA's Inclusive Language Table

The following references have been used to develop the LATE-AYA’s Inclusive Language Table:

1. O'Callaghan, S., Monge-Montero, C., & Rizvi, K. (2025). “Living With and Beyond” the Terms “Patient" and “Survivor”: A Lived Experience Discussion of Terms Used by Young Adults With Cancer. Seminars in Oncology Nursing. Advance online publication. https://doi.org/10.1016/j.soncn.2025.102108

2. Youth Cancer Europe and Inclusive Employers (2024) Equity, Diversity and Inclusion Principles in Cancer Care Train-the-Trainer Toolkit

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