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**Type of Action** Pilot B  
**Project Title** An optical neuro-monitor of cerebral oxygen metabolism and blood flow for neonatology  
**Acronym** BabyLux  
**Project n.** 620996

(Keyword in file properties)

### **Deliverable 6.4 - Dissemination Plan First Reporting Period**

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**Contributing Partner(s)** ALL PARTNERS  
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## 1. Introduction

This document gives a **REPORT** on the communication activities conducted during the first 12 months of the BabyLux project: from January 2014 to December 2014.

This document is intended to summarize and anticipate the communication **PLAN** expected for the second year of the BabyLux project: from January 2015 to December 2015.

It has been produced according to the **WP6 “Dissemination”** as described in the DOW. The main objective of this WP is to promote wider acceptance of the proposed solution by proper dissemination and communication activities.



## 2. Communication strategy

### 2.1. Foreward

The dissemination procedures detailed in this document represent the partners' ambition to **build consensus and action** around and according to the BabyLux project; in a wide variety of ways, by means of promotional material, and through different media. They will be described in the following pages.

In a broader meaning, a communication strategy is designed to:

- **Build awareness**  
making people aware of the work of the project. This may be useful for those target audiences that do not require a detailed knowledge of the work.
- **Increase understanding**  
making a number of targeted groups/audiences not only conscious but also involved in the activities carried out within the project. These actors can benefit from what BabyLux has to offer and add value to it, being in a position to "influence" and "bring about change".
- **Lead to action**  
"Action" equals a change of practice resulting from the adoption of products, materials or approaches. These groups/audiences are the end users, those who need to be equipped with the right knowledge and understanding in order to achieve real change.

We have three years to increase the awareness of the potential of biophotonics based solutions in the health care sector; to disseminate the results of the project to a **general** audience, to **public authorities**, to **policy makers**, to **scientific and medical communities** (people working in research), to **professional end-users**, and to other relevant **stakeholders** (people working in management and industries). Please, be aware that any communication plan starts from the **target**. The first question is "who we want to talk to?" and "what kind of language should be used?"

BabyLux is a complex and quite interesting project that deserves the right attention. Involving 4 countries the project needs to be disseminated widely and **internationally**. A media team has been composed by at least one communication expert per partner. The dissemination is not a static process, indeed, a good dissemination strategy should be flexible and the different activities should be adjusted according to circumstances. It is important that all project partners share a common strategy and benefit from a positive exposure of the project.



## 2.2. Overview

Version 1   December 2014	REPORT MONTH 12
PROJECT OVERVIEW	
<b>Need addressed by the project</b>	According to the Global Action Report published by The World Health Organization in 2012, preterm births are <b>15 million every year</b> and rising. About 1.1 million babies die from preterm birth complications and 5-18% is the range of preterm birth rates across 184 countries of the world. More than 80% of preterm births occur between 32-37 weeks of gestation and most of these babies can survive with essential newborn care. <b>More than 75% of deaths of preterm births can be prevented without intensive care.</b>
<b>General objective of the project</b>	BabyLux - An Optical Neuro-Monitor of Cerebral Oxygen Metabolism and Blood Flow for Neonatology - is a project that aims to <b>provide an innovative and reliable tool to monitor and assess brain blood flow and oxygenation in extremely preterm neonates</b> . The device can be brought to the bedside, measurements can be done in a few minutes and repeatedly, if the condition is critical. The project takes up complete R&D works and extends already tested prototypes to the level of demonstrator, bridging the gap between research products and commercialization.
<b>Specific objectives of the project</b>	<p>The system uses <b>photonic technologies</b>, such as diffuse correlation spectroscopy (DCS) and time resolved near-infrared spectroscopy (TRS).</p> <p>This <b>innovative combination</b> provides an accurate state-of-the-art and robustness in TRS, and introduces, for the first time, DCS in a combined instrument. After an initial laboratory demonstration, a trial period in real-life settings will follow, conducted in parallel both at the Mangiagalli Hospital in Milan (Italy) and at the Rigshospitalet in Copenhagen (Denmark). Functioning and benefits will be <b>evaluated by professional end-users</b> during validation tests, carried out in conditions fitting in the clinical workflow, protocols and procedures.</p> <p>Funded by the European Commission under the ICT Policy Support Programme (ICT PSP), as part of the Competitiveness and Innovation Framework Program, BabyLux is a quite demanding challenge, an important initiative lead at an international level in <b>4 different countries</b>: Italy, Spain, Germany and Denmark. The 9 scientific and technical partners involved are: Politecnico di Milano, Fondazione Politecnico di Milano, ICFO-Institute of</p>





	<p>Photonic Sciences, Fraunhofer Institute for Production Technology IPT, Hemophotonics SL, PicoQuant GmbH, Loop, Capital Region of Denmark and Fondazione IRCCS Ca' Granda Ospedale Maggiore Policlinico.</p> <p>The project will last <b>3 years</b>, from January 2014 to December 2016.</p>
<b>Key messages for communication</b>	<ul style="list-style-type: none"> <li>• Innovative instrument</li> <li>• Easy to use</li> <li>• Reliable</li> <li>• Validated and tested by two important hospitals</li> <li>• Developed by a first class partnership</li> <li>• Financed by European Unionion fundings</li> </ul>
<b>Communication objectives</b>	<ul style="list-style-type: none"> <li>• <b>BUILD A PROJECT IDENTITY</b>The first year of the project has been mainly dedicated to the creation of the <b>project identity</b>, that is to the definintion and outline of the visual individuality and key messages. Together with graphical elements, the dissemination kit portrays and explains the characteristics and goals of the project.</li> <li>• <b>IDENTIFY THE SUITABLE MEDIA FOR DISSEMINATION</b> Once the brand identity and the key messages have been defined, the BabyLux project has been presented to the public by means of <b>different media</b>: website, press releases, direct mailing campaigns, scientific publications, conferences and exhibitions.</li> <li>• <b>REACH INTERNATIONAL RESONANCE</b> Partners have actively collaborated to all communication activities. Press offices, where present, have been actively involved in the <b>external communication process</b>. Partners have also taken part to an <b>internal communication process</b> coordinated trough meetings and periodical conference calls.</li> <li>• <b>BE ON TIME AND RELIABLE</b> All tasks have been accomplished <b>on schedule</b>, respecting the <b>performance indicators</b> originally stated in the DOW.</li> </ul>



### 3. Activities carried out in the first 12 months | 2014

The first year of the project is essential in defining its “nature”, its “identity”, and “personality”. That is frameworks, processes, and plans. Priorities have to be defined, reviewed, and constantly updated.

The BabyLux concepts and results have been effectively disseminated through three intertwined directions and key phases as follows:

To create the **project identity** and stimulate the awareness about the project:

- Branding –project’s identity and marketing material (brochure, posters, project presentation, etc.).
- Target groups definition
- Key Messages – to ensure all material maintains the right focus
- Website and social media presence
- Newsletter – design and format process
- Events / Conferences – identify key events to reach target groups
- Planning – pulling all the above elements together to keep an up-to-date dissemination plan.

To **disseminate** the project activities and results:

- Newsletter distribution
- Regular presence and push of information on the web site
- Attendance and awareness rising at key events to reach stakeholders
- Generation of positive media coverage

To **assess the impact** of the project results:

- Measurement of success
- Evaluation of success and validation of results against key metrics
- Surveys

The following pages will describe the work done starting from results: a confrontation between what has been originally promised and stated in the DOW and what has been actually achieved. The document will then go into details and show every single communication tool in more details.

### 3.1. TIME & METRICS

Version 1   December 2014			REPORT MONTH 12	
COMMUNICATION TOOLS: TIME & METRICS				
ITEM	SCHEDULE	ACTUAL TIMING	EXPECTED RESULTS	OBTAINED RESULTS
Visual identity & Coordinated image	M3	M3	N/S	N/S
Dissemination kit & leaflet	M3	M3 (March 2014)	N/S	N/S
Website	M3	M3 (March 2014)	250 visitors	658 (unique visitors)
Press releases & press reviews	M1	M1 (January 2014): press release n.1	2 published articles 1 interview on media	45 published articles:  43 items mostly online: <ul style="list-style-type: none"><li>11 in Italy</li><li>13 in Germany</li><li>17 in Spain</li><li>2 in Denmark</li></ul> 2 articles on national newspapers: “La Vanguardia” (Spain); “Il Corriere della Sera” (Italy)  + 1 TV interview on a national broadcaster (RAI)
	M2-M12	M11 (November 2014): press release n.2		2 articles (Spanish publications)



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Project video & video interviews ("talks")	M6	M6 (June 2014)	N/S	<b>213</b> visualizations
		M6	Additional activity, not originally planned.	<b>162</b> visualizations
		M12	Additional activity, not originally planned.	<b>35</b> visualizations
Newsletter	M3+M6+M12	M3+M6+M12 (March, June, December 2014)	3	<b>3</b>
Events	M1-M12	M1-M12	6	<b>6</b>
Relevant stakeholders contacted	M1-M12	M1-M12	50	<b>592</b>
Relevant stakeholders involved	M1-M12	M1-M12	5	<b>&gt;10</b>



### 3.2. Tools and media: detailed description

Version 1   December 2014		REPORT MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
Visual identity & Coordinated image	<b>LOGO</b> Visual study: 4 different versions proposed to partners; 1 final logo chosen and declined into 5 subversions and 4 formats (.eps; .jpg; .ai; .dxf)	General audience	Let the project be <b>recognizable</b> and easily distinguishable; increase its impact; communicate the <b>essence</b> of the project.
	<b>COORDINATED IMAGE</b> Starting from the logo the so called “coordinated image” has been developed. It has taken into account different templates, meant to be: <b>used by all partners</b> for their communication purposes; <b>adjustable</b> to their specific needs; <b>coordinated</b> and, most of all, recognizable.  Visual templates have been produced and then translated into communication materials such as: <ul style="list-style-type: none"><li>• Headed paper</li><li>• Ppt presentation</li><li>• Invitation card</li><li>• Poster</li><li>• Rollup</li><li>• Gadget</li></ul>		

### 3.2.1. Logo



**Figure 1: Logo: visual study and proposals.**

All proposals have in common the silhouette of a child head. The A and B versions focus on the concept of the flow of elements. The colors of the proposal A incorporate the spectrum variations, while the B proposal, with its blue color, refers to air. In the proposed C, instead, the elements are mixed in a flurry of bubbles.

The playful font of the logotype, finally, refers to the world of children. All the proposals made have been designed to lightly evoke the delicate issue.



**Figure 2: Adopted logo and variations.**

### 3.2.2. Coordinated image



Figure 3: Headed paper (word format).

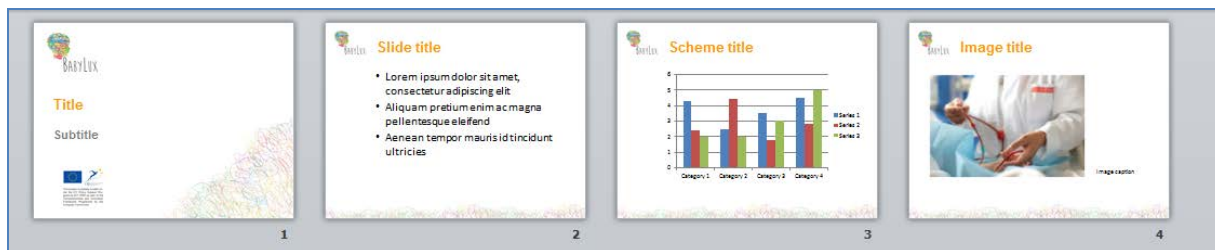


Figure 4: Ppt presentation model (ppt format).



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Poster / Invitation (indesign and ppt formats).



Roll up (indesign).

Figure 5: Poster and roll up.

BABYLUX		Document: <b>Babylux</b>		Table of Contents	
Programme	CP - Competitiveness for Innovation	Version	1.0	1. EXECUTIVE SUMMARY	4
Type of Action	Proj 8	Date	16.12.14	2. INTRODUCTION	6
Project Title	An optical neuro-monitor of cerebral oxygen metabolism and blood flow for neonatology	Comments		3. B	6
Acronym	Babylux	Authors		4. CONCLUSIONS AND FUTURE WORK	7
Project n.	620996			APPENDIX A	8
<b>DX DELIVERABLE TEMPLATE</b>					
Work Package	WPX				
Lead Partner					
Contributing Partners					
Security Classification	CO (Confidential)				
Date					
Version	1.0				

Figure 6: Deliverable (word format).



### 3.3. Dissemination kit & leaflet

Version 1   December 2014		REPORT MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
Dissemination kit & leaflet	<p>The dissemination kit is downloadable at <a href="http://www.babylux-project.eu">www.babylux-project.eu</a> and contains:</p> <ul style="list-style-type: none"><li>• Project information sheet</li><li>• Project coordinator profile</li><li>• Partners profile</li><li>• Pictures and videos (also downloadable from the multimedia section of the website at <a href="http://babylux-project.eu/multimedia/photo-gallery">http://babylux-project.eu/multimedia/photo-gallery</a>)</li><li>• Leaflet (in English, German, Italian, Spanish, Danish)</li></ul>	General audience	A dissemination kit is a <b>collection of materials</b> describing various aspects of a project. It is designed and conceived to address an “unknowing” target. Indeed, the aim of a dissemination kit is letting people be aware of the main features, goals and attended results of a project. It should convey the “ <b>key messages</b> ”, few but significant pieces of information. That’s why it should be <b>simple, clear</b> and <b>straightforward</b> .



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Figure 7: Dissemination kit (Project coordinator profile; Partners profile; Project information sheet).



Figure 8: Leaflet (English).

See declarations below.



Figure 9: Leaflet (Italian).



Figure 10: Leaflet (Spanish).



Figure 11: Leaflet (German).



Figure 12: Leaflet (Danish).



## Pictures

Photo Gallery at <http://www.babylux-project.eu/multimedia/photo-gallery>**Figure 13: BabyLux Pictures web site photogallery.**



### 3.4. Web Site

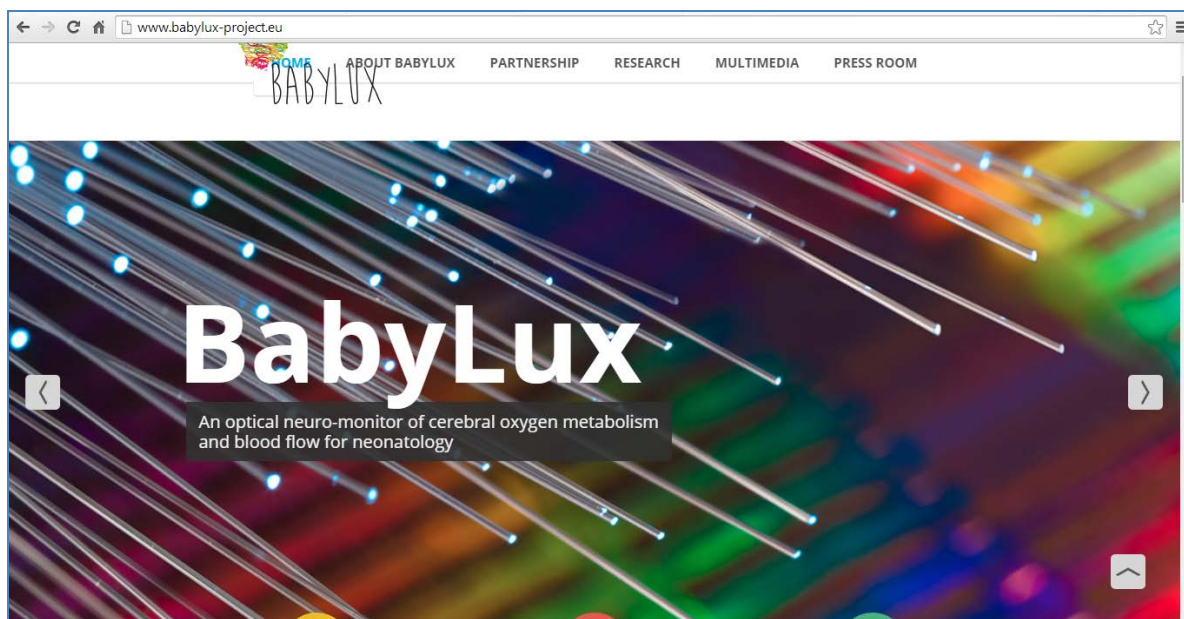
Version 1   December 2014			REPORT MONTH 12
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
<b>Website</b>	<p>Released on <b>March 24</b>, 2014 Available at the URL address: <a href="http://www.BabyLux-project.eu">www.BabyLux-project.eu</a></p> <p>Developed using the platform CMS Joomla (php open source) based on DB MySQL PHP with hosting on a Linux server Built with a responsive design to fit into any screen size available</p> <p><b>YouTube</b> channel is active at <a href="http://www.youtube.com/user/BabyLuxProject">http://www.youtube.com/user/BabyLuxProject</a> <b>Google Plus</b> page, is also active at <a href="https://plus.google.com/u/0/113677848902583032786/posts">https://plus.google.com/u/0/113677848902583032786/posts</a> Google Analytics is active</p> <p>Divided into 6 sections:</p> <ul style="list-style-type: none"> <li>HOME PAGE</li> </ul> <p>The home page shortly introduces the BabyLux project and gives the relevant information.</p> <ul style="list-style-type: none"> <li>PROJECT</li> </ul> <p>The section contains 5 sublevel pages: Overview, Objectives, Background, Milestones, and Deliverables. The main objectives and goals, data, foreseen activities and partial results of the project are described.</p> <ul style="list-style-type: none"> <li>PARTNERS</li> </ul> <p>A brief description of the project partners, their logos and the link to the respective website are available.</p> <ul style="list-style-type: none"> <li>RESEARCH</li> </ul>	General audience Expert groups and communities Stakeholders End-users	Dissemination through the website aims at raising: <b>Awareness</b> , making the project known; <b>understanding</b> on aims, attended results, and effective outcomes; <b>action</b> , to receiving feedback and involving end users and shareholders.



	<p>The section contains 3 sublevel pages: Photonic Technologies, Demonstration &amp; Feasibility, Business Strategy. The 3 main topics of the research of BabyLux project are here described.</p> <ul style="list-style-type: none"><li>• MULTIMEDIA</li></ul> <p>The section contains 3 sublevel pages: Newsletter, Photo Gallery, Video Gallery. These pages include the newsletter, the pictures taken at meetings and events, labs images, the project video and the various video interviews.</p> <ul style="list-style-type: none"><li>• PRESS ROOM</li></ul> <p>The section contains 3 sublevel pages: News, Press Releases, Press Review. The “news page” shows general news and events about the project, partners, etc., i.e. internal meetings, the latest project results. Moreover, significant conferences, events, and projects related to BabyLux will be announced. The other two pages allow visitors to view and download the press releases and press review of BabyLux.</p>		
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**Website:** home page  
<http://www.babylux-project.eu/>





### 3.5. BabyLux@YouTube Channel

<https://www.youtube.com/user/BabyLuxProject>

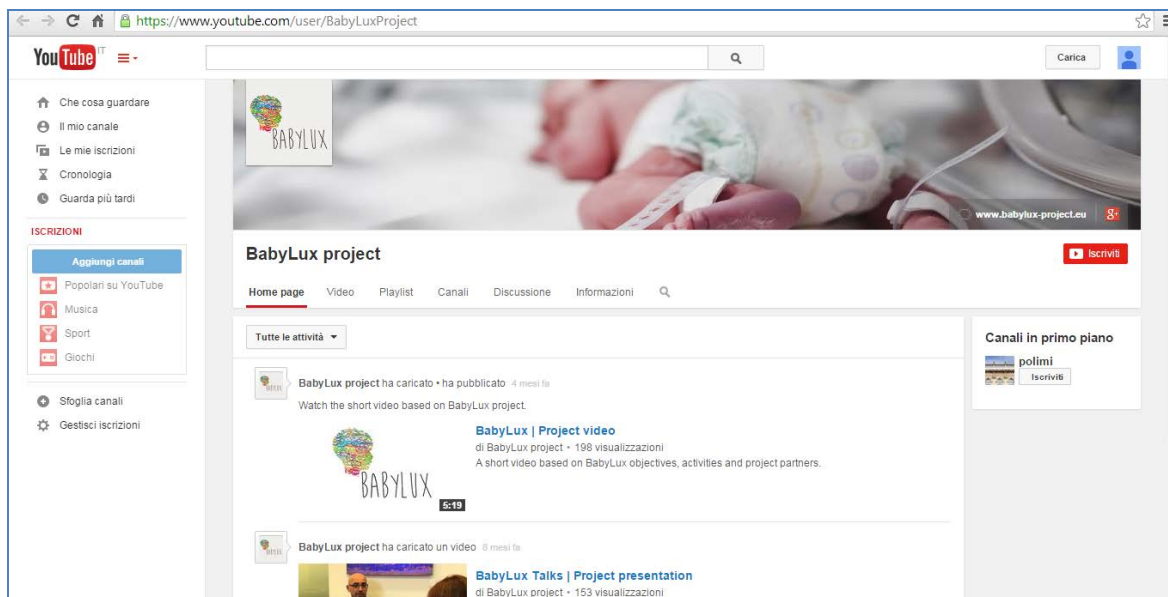


Figure 14: BabyLux@YouTube Channel.

### 3.6. BabyLux@Google+

<https://plus.google.com/u/0/+Babylux-projectEu/posts>



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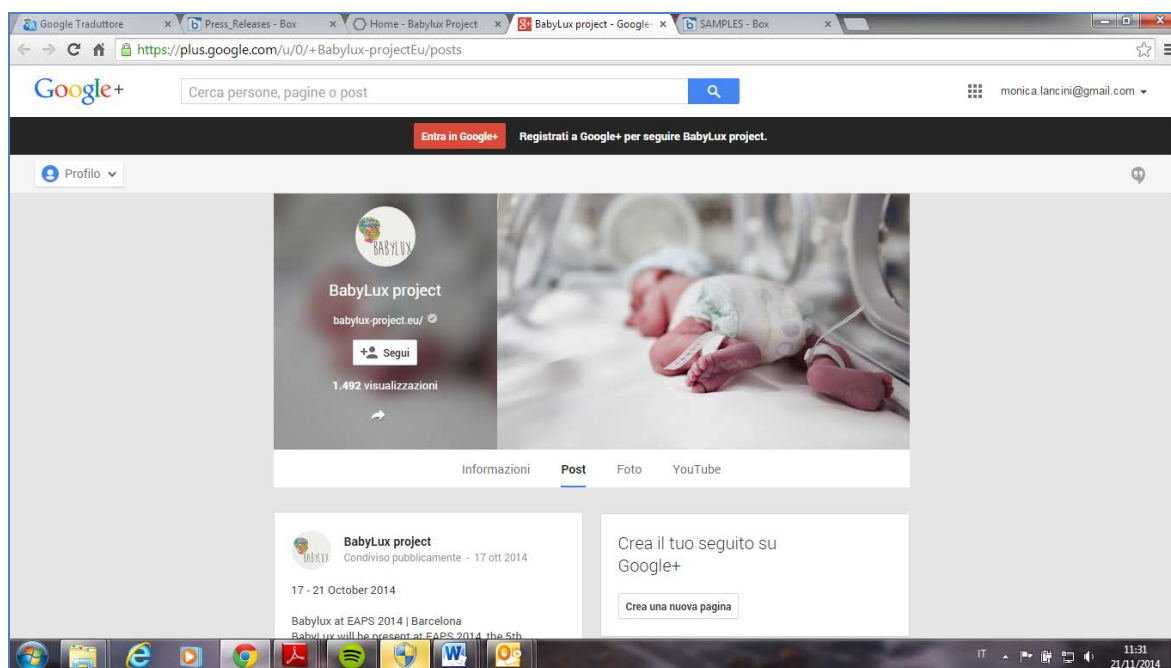
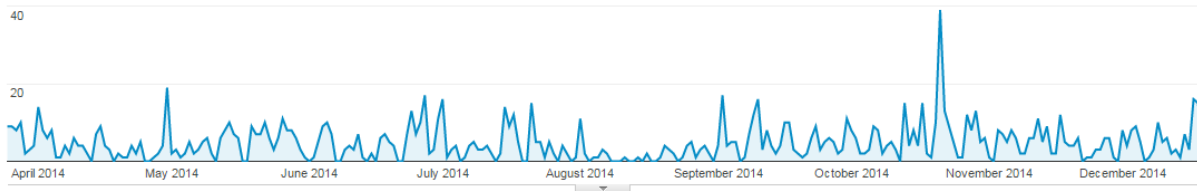


Figure 15: BabyLux@ Google+.



### 3.7. Google Analytics



**Figure 16: Site traffic (from April to December 2014)**



**Figure 17 : Visitors & n. of pages visualized.**



**Figure 18: Returning & New visitors.**















Country	Sessions	% Sessions
1.  Italy	605	 46.72%
2.  Germany	233	 17.99%
3.  Spain	206	 15.91%
4.  Denmark	54	 4.17%
5.  United States	36	 2.78%
6.  France	21	 1.62%
7.  Belgium	17	 1.31%
8.  United Kingdom	17	 1.31%
9.  Switzerland	11	 0.85%
10.  Greece	7	 0.54%

Figure 19: Access by country.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	4,446 % of Total: 100.00% (4,446)	3,104 % of Total: 100.00% (3,104)	00:01:34 Site Avg: 00:01:34 (0.00%)	1,295 % of Total: 100.00% (1,295)	42.32% Site Avg: 42.32% (0.00%)	29.13% Site Avg: 29.13% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	1,827 (41.09%)	1,090 (35.12%)	00:01:35	1,014 (78.30%)	39.64%	33.17%	\$0.00 (0.00%)
2. /multimedia/photo-gallery	322 (7.24%)	209 (6.73%)	00:02:42	17 (1.31%)	64.71%	27.33%	\$0.00 (0.00%)
3. /multimedia/video-gallery	288 (6.48%)	230 (7.41%)	00:03:24	75 (5.79%)	73.33%	50.69%	\$0.00 (0.00%)
4. /about/overview	218 (4.90%)	193 (6.22%)	00:01:13	17 (1.31%)	35.29%	27.98%	\$0.00 (0.00%)
5. /press/2014-02-07-11-42-07	207 (4.66%)	121 (3.90%)	00:02:11	23 (1.78%)	56.52%	23.67%	\$0.00 (0.00%)
6. /multimedia/newsletter	140 (3.15%)	100 (3.22%)	00:01:28	14 (1.08%)	57.14%	33.57%	\$0.00 (0.00%)
7. /research/photonic-technologies	139 (3.13%)	121 (3.90%)	00:01:38	7 (0.54%)	28.57%	23.74%	\$0.00 (0.00%)
8. /about/objectives	112 (2.52%)	102 (3.29%)	00:00:35	3 (0.23%)	33.33%	15.18%	\$0.00 (0.00%)
9. /press/press-review	107 (2.41%)	50 (1.61%)	00:01:11	8 (0.62%)	25.00%	11.21%	\$0.00 (0.00%)
10. /press/press-releases	99 (2.23%)	64 (2.06%)	00:00:56	4 (0.31%)	50.00%	15.15%	\$0.00 (0.00%)

Figure 20: Most visited pages


### 3.8. Press releases

Version 1   December 2014		MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
Press releases	January 21 and 22, 2014 Press release sent out <b>at the very beginning</b> of the project. Translated, reviewed, and released by all partners to local media.	Journalists and media experts (newspapers, magazines, blogs, radios and tv networks) dealing with both the news and more specifically with scientific topics and medical ones.	Inform the press about the project objectives and goals. Let the media act as “loudspeakers” to both the general public and the end users. Stimulate interest and <b>reach the widest possible audience</b> at an international level.
	November 2014 Press release sent out in accordance with the <b>mock up presentation</b> at EAPS conference and exhibition in Barcellona (October 17 to October 21).	Spanish journalists and media experts dealing with scientific topics and medical ones.	Follow the EAPS Barcellona event to <b>brief local media</b> on the mock up presentation as an intermediate result of the project.

#### 3.8.1. Outcomes


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2014/2

BabyLux projektet – Livsbladet 



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12/11/2014

Desarrollan una técnica innovadora que reducirá el riesgo de daño cerebral en bebés prematuros – [IM ] Farmacias 



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05/11/2014

Una técnica innovadora reducirá el riesgo de daño cerebral en bebés prematuros – Noticias de Salud 


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May 2014


BabyLux – MTI, Medicinski Teknologi & Informatik - <http://www.e-pages.dk/scanpub/430/>  



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27/04/2014

Científicos del Institut de Ciències Fotòniques (ICFO) han inventado un sensor para monitorizar la cantidad de oxígeno que llega al cerebro de los bebés prematuros en sus primeros... – La Vanguardia 


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10/03/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Optik-bb.de 

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06/03/2014

Neues Messinstrument soll Frühchen schützen - Biermann-medizin.de 

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06/03/2014

Neues Messinstrument soll Frühchen schützen - Vasomed.net 

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03/03/2014

Progetto BabyLux, intervista ad Alessandro Torricelli del Dipartimento di Fisica del Politecnico di Milano - RAI 3, TGR Lombardia 

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03/03/2014

Optik für die Kleinsten - Pro-physik.de 


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03/03/2014

Sauerstoffversorgung unter Aufsicht - Medizin-und-elektronik.de 


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27/02/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Scinexx.de 


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27/02/2014

Forschungsprojekt BabyLux soll Frühchen vor Behinderungen schützen - Familienfreund.de 

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27/02/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Kinderkrankenpflege-netz.de 

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27/02/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Medizin-aspekte.de 

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27/02/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Innovations-report.de 

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26/02/2014

Neues Messinstrument soll Frühchen vor Behinderungen schützen - Uni-online.de 

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26/02/2014

BabyLux - Medport.de 

---

25/02/2014



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Cervello sotto controllo con le fibre ottiche - Corriere.it 

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17/02/2014

PicoQuant is partner of the European BabyLux project for premature babies - Adlershof.de




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30/01/2014

Via al progetto europeo BabyLux: costruito uno strumento per ridurre i danni cerebrali nei bambini nati prematuramente - Igeacps.it 

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28/01/2014

Una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Solidaridaddigital.es 

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27/01/2014

BabyLux, obiettivo prematuri - Quimamme.it 


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27/01/2014

Daños cerebrales en bebés prematuros - Todopapas.com 


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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Telecinco.es 


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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Teinteresa.es 

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27/01/2014

Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Saludismo.com 


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27/01/2014

Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Que.es 


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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Medicinatv.com 


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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Lavozlibre.com 

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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Lainformacion.com 

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27/01/2014


Innovadora técnica que reduce el riesgo de daño cerebral en bebés prematuros -

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Innovaticias.com 



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27/01/2014

España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Infosalus.com 


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27/01/2014


España, Italia, Alemania y Dinamarca. Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Elsemanaldigital.com 

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27/01/2014


Desarrollan una técnica innovadora que reducirá el riesgo de daño cerebral en bebés prematuros. La española Loop Business Innovation participa en el proyecto - Elmundofinanciero.com 

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27/01/2014 Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Eleconomista.es 


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27/01/2014

Crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Divulgacionmedica.blogspot.it 


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27/01/2014

Crean una técnica que podría reducir el riesgo de daño cerebral en prematuros - Consalud.es 


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27/01/2014

Desarrollan una técnica innovadora que reducirá el riesgo de daño cerebral en bebés prematuros - Eldiariodelbebe.es 


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22/01/2014

Prematuri. Progetto europeo per monitoraggio innovativo dell'ossigenazione del cervello - Quotidianosanita.it 


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22/01/2014

Prematuri. Progetto europeo per monitoraggio innovativo dell'ossigenazione del cervello - Ilfarmacistaonline.it 

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22/01/2014

BabyLux per i neonati prematuri: tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Clicmedicina.it 


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22/01/2014

BabyLux. Progetto su bimbi prematuri - Avvenire, Ed. Milano 

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21/01/2014

BabyLux per i neonati prematuri: Italia, Spagna, Germania e Danimarca lanciano una tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Wn.com 

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Project - No 620996

Date 22.12.14


Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification CO

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21/01/2014

Sorveglianza speciale per il cervello dei bambini prematuri - Solonotizie24.it 


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21/01/2014

BabyLux per i neonati prematuri: Italia, Spagna, Germania e Danimarca lanciano una tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Panoramasanita.it 

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21/01/2014

Bebe' prematuri, da Milano progetto UE contro danni cervello - Adnkronos.com 

### 3.9. Videos

Version 1   December 2014		MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
Videos	<p>PROJECT VIDEO</p> <p>Uploaded on the website home page: <a href="http://www.babylux-project.eu/">http://www.babylux-project.eu/</a> and in the multimedia gallery <a href="http://www.babylux-project.eu/multimedia/video-gallery">http://www.babylux-project.eu/multimedia/video-gallery</a></p> <p>Released in <b>English</b>. Images of preterm babies, doctors and nurses were shot in March 2014 in the Neonatology Division of IRCCS Ca' Granda (Mangiagalli Hospital in Milano). The images of laboratories were shot at Politecnico di Milano, Department of Physics in March 2014.</p> <p>Partners contributed to the video with interviews and images of their own activities.</p> <p>Main topics and sections:</p> <ul style="list-style-type: none"><li>INTRODUCTION</li></ul> <p>The introduction shows the BabyLux project and gives the relevant information.</p> <ul style="list-style-type: none"><li>CLINICAL TRIALS</li></ul> <p>The situation of preterm babies is described by the medical partners: Gorm Greisen (RegionH) and Monica Fumagalli (IRCCS Ca' Granda).</p> <ul style="list-style-type: none"><li>AN INNOVATIVE TECHNIQUE</li></ul> <p>The innovative technique used in</p>	General audience	<p>Provide a powerful visual and verbal description of the project, its goals and the partners' roles.</p> <p>According to Google Analytics is the part of the website which has been accessed more.</p>



	<p>the project is described by Alessandro Torricelli (PoliMi).</p> <ul style="list-style-type: none"> <li>PARTNERS</li> </ul> <p>The importance of the network - made of medical, technical and research institutions - is underlined by the partners presentations of their role in the project.</p> <ul style="list-style-type: none"> <li>CONCLUSION</li> </ul> <p>The conclusions introduces what is supposed to happen next, during the project life time.</p>		
	<p><b>BABYLUX TALK #1</b> Emitted according and together with to the <b>first number of the newsletter</b>. Provides an interview with the coordinator, Alessandro Torricelli Released in June 2014.</p>		<p>BabyLux Talks have been conceived as "pills". Each of them accompanies a newsletter and is meant to be focused on one partner at a time and, at the same time, to keep up with the intermediate steps of the project.</p>
	<p><b>BABYLUX TALK #2</b> Emitted according and together with to the <b>second number of the newsletter</b>. Provides an interview with Turgut Durduran (ICFO) and Daniel Licht, pediatric neurologist and director of the Neurovascular Imaging Lab at The Children's Hospital of Philadelphia Released in December 2014.</p>		<p>BabyLux Talks have been conceived as "pills". Each of them accompanies a newsletter and is meant to be focused on one partner at a time and, at the same time, to keep up with the intermediate steps of the project.</p>

### 3.9.1. Video gallery

<http://www.babylux-project.eu/multimedia/video-gallery>

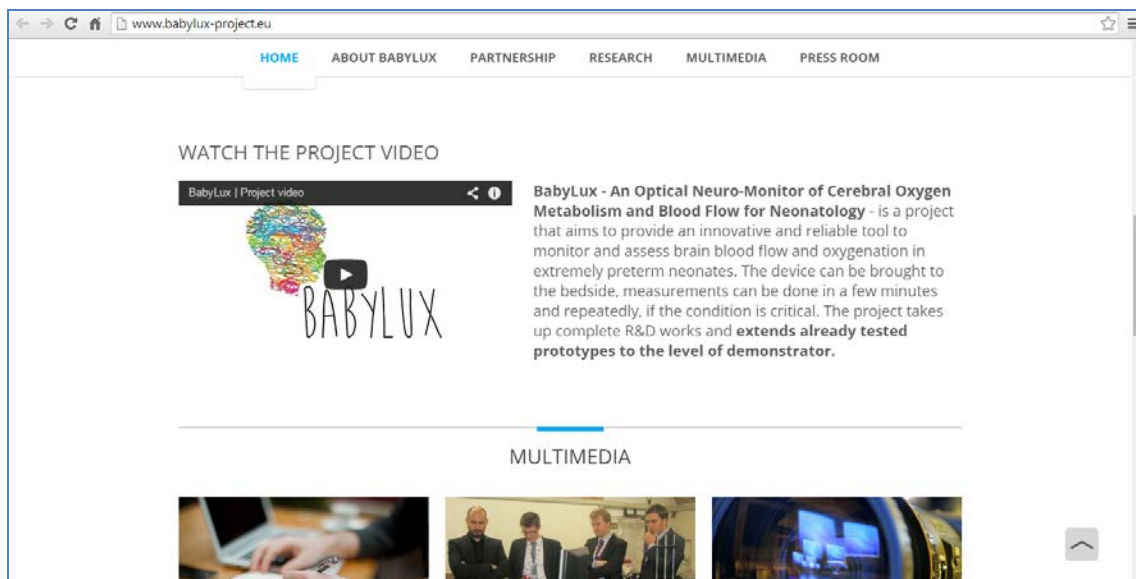


Figure 21: Video gallery page on BabyLux website.

### 3.9.2. BabyLux Talk #1

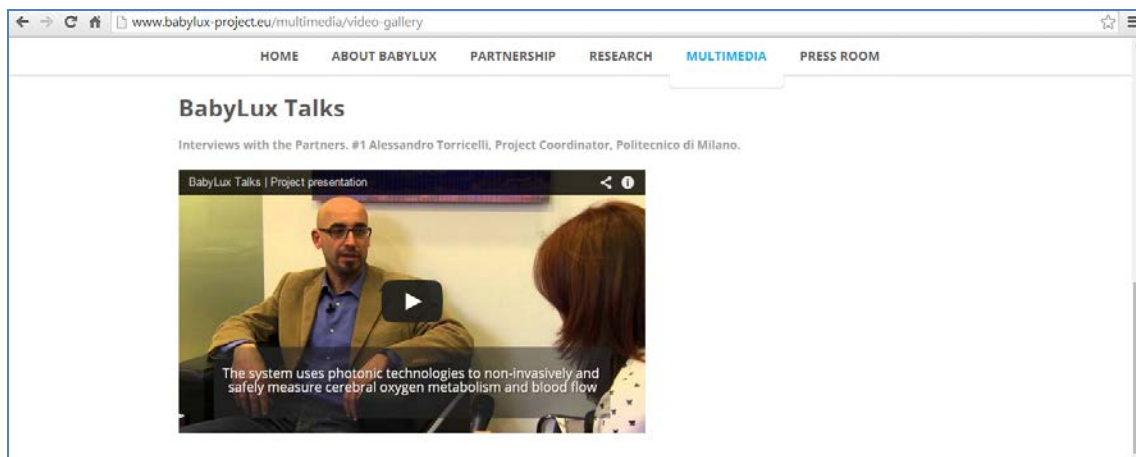
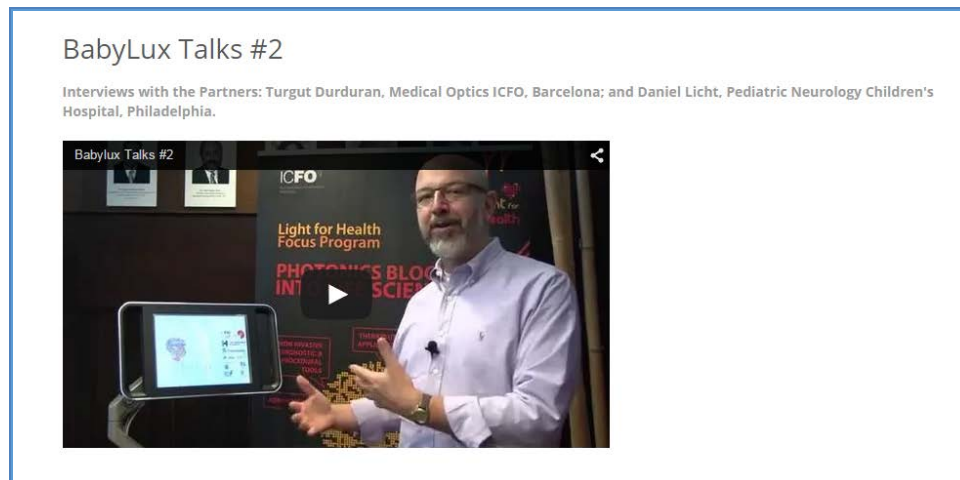


Figure 22: Interview to Alessandro Torricelli.

### 3.9.3. *BabyLux Talk #2*



**Figure 23: Interview to Daniel Licht and Turgut Durduran.**

### 3.10. Newsletter

Version 1   December 2014		MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	DESCRIPTION	TARGET GROUP	GOAL
Newsletter & Direct mailing campaigns	<p><b>Newsletter</b></p> <p>Pdf version in English downloadable at <a href="http://babylux-project.eu/">http://babylux-project.eu/</a> and at the dedicated page <a href="http://babylux-project.eu/multimedia/newsletter">http://babylux-project.eu/multimedia/newsletter</a></p> <p>Online subscription at <a href="http://babylux-project.eu/newsletter-subscription">http://babylux-project.eu/newsletter-subscription</a></p> <p>Sent out through a <b>direct mailing campaign</b> from the email address: <a href="mailto:info@babylux-project.eu">info@babylux-project.eu</a></p>	<p>Scientific and medical communities. End users.</p> <p>Target groups have been identified as follows: <b>professional communities of health care practitioners</b> (neonatologists, nurses, neonatal intensive care, etc.); National, Regional and local <b>health authorities</b>; pediatrics and nurses <b>associations</b>; diagnostic and medical device <b>industries</b> (scientific and technology communities).</p> <p>A dedicated mailing list of <b>592 contacts</b> has been put together via participation to events, direct relationship, web scouting.</p>	<p>Keep up with the project news, events, intermediate steps, and milestones.</p> <p>Each number of the newsletter hosts a double interview. From one side a partner is taken into account. From the other side a <b>stakeholder</b> is asked to express his/her own view on the project. The intent is that of periodically involving “opinion leaders” and, at the same time, to present intermediate results.</p> <p>The “number 1” welcomes the readers with an introduction to BabyLux and a general description of the project. The first number expresses the view on the project of a public authority (Regione Lombardia). The</p>

			second number expresses the view on the project by an end user (Children's Hospital of Philadelphia).
	<b>Direct mailing campaign</b> As to promote theBabyLux presence to EAPS (Barcellona, 17-21 October 2014) a direct mailing campaign was addressed to all EAPS speakers.	Pediatricians and end-users (79).	Inform them about the mock up presentation; give them information on how to reach our booth, in case of interest; an ad-hoc questionnaire (paper format) has also been distributed to the attendees visiting the booth to get a feed back.

### 3.10.1. Newsletter – n.1, March 2014



Figure 24: Newsletter n.1.

Sent out via email to:

**316** contacts in the medical field, among which:

the 30 “most quoted” neonatal intensive-care units on the web in Italy

21 international contacts in the medical field  
20.000 miscellaneous contacts through FPM'S monthly newsletter (on April 7)

### 3.10.2. Newsletter - n.2 , June 2014



Figure 25: Newsletter n.2.

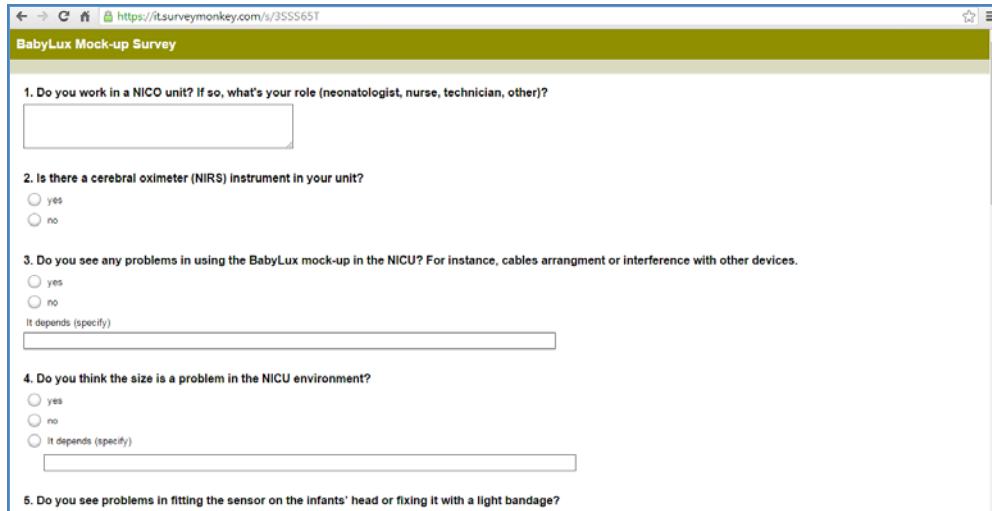
Sent out via email to:  
a dedicated mailing list of **407** contacts (international contacts)  
FPM's on target mailing list of 422 contacts (national contacts)

### 3.10.1. Newsletter - n.3 , December 2014



Figure 26: Newsletter n.3.

Sent out via email to:  
a dedicated mailing list of **592** contacts (international contacts)  
FPM's on target mailing list of 422 contacts (national contacts)  
Accompanied by an **online survey** (for mock-up feedbacks) and a **technical leaflet** (describing the mock-up basic characteristics to help people answering the survey)



**BabyLux Mock-up Survey**

1. Do you work in a NICO unit? If so, what's your role (neonatologist, nurse, technician, other)?

2. Is there a cerebral oximeter (NIRS) instrument in your unit?

3. Do you see any problems in using the BabyLux mock-up in the NICU? For instance, cables arrangement or interference with other devices.

4. Do you think the size is a problem in the NICU environment?

5. Do you see problems in fitting the sensor on the infants' head or fixing it with a light bandage?

Figure 27: Online Survey.



Figure 28: Mock-up technical leaflet.



### 3.11. Events, conferences, workshops

Version 1   December 2014		MONTH 12	
DETAILED TOOL DESCRIPTION			
TOOL	NAME OF THE EVENT	DESCRIPTION AND TARGET	ATTENDEES
Events	<b>OSA Biomedical Topical Meeting</b> Miami (Florida, USA) April, 26 - 30 2014	There are few biological science studies that are not touched by biomedical optics and the number of medical applications of biomedical optics continues to grow at a rampant pace. Optical methods play a critical role in biotechnologies ranging from genomics to cytomics to in vitro and in vivo diagnostics and to in vivo imaging and therapies. Biophotonics technologies are being translated into medical diagnostics and open up new frontiers of fundamental biology. The Biomedical Optics meeting covered the diversity of cutting edge research and brought together leading <b>scientists, engineers, biologists, and physicians engaged in biological and medical research using optical methods</b> . With over 400 attendees, this must-attend meeting afforded the exceptional opportunity for one-on-one interactions with leaders in the field allowing for lively discussions of the latest research.  TARGET: scientific community	<b>375</b>
	<b>IPOKRATES Foundation Clinical Seminar</b> IPOKRATES Foundation Singapore September 23 - 25, 2014	IPOKRATES strives to provide the best possible <b>postgraduate education in the field of biomedical sciences</b> in form of seminars, which are held by most distinguished experts in their field, and to transfer and exchange scientific knowledge with all colleagues of all countries independent of race, colour, religion or political system as a non-profit seeking, charitable movement.  TARGET: higher education medical community	<b>70</b>





	<b>Meet me Tonight</b> (European Researchers'Night) Giardini Idro Montanelli Milan (Italy) September 26, 2014	This is a mega event simultaneously takes place every year in several hundred cities all over Europe and beyond. Whether with <b>family, friends, your school</b> common people found themselves exploring science in engaging ways.  TARGET: general audience	<b>30.000</b>
	<b>fNIRS2014 Conference</b> Université de Montréal, École Polytechnique  Montreal (Canada) October 10 – 12, 2014	The Society for functional near-infrared spectroscopy (SfNIRS) is a professional organization of basic and <b>clinical scientists</b> who seek to understand the functional properties of biological tissues, especially the brain, using optical methods. The aim of the Society, through fNIRS2014, is to promote the exchange of ideas, interdisciplinary collaboration, and education.  TARGET: clinical scientists	<b>350</b>
	<b>BabyLux at "Light for Health 2014"</b> ICFO – The Institute of Photonic Sciences  Barcelona (Spain) October 16 2014	ICFO organized the 5th edition of the Light for Health in Barcelona as part of the Light for Health focus Program. This year's event focused on "LIGHT & PEDIATRICS - PHOTONICS FOR NON-INVASIVE PEDIATRIC MONITORING" and took place on the 16th October 2014. L4H2014 was dedicated to understanding, discussing and sharing the possibilities and potential that light-based technologies offer to the <b>pediatrics community</b> , bringing together <b>experts in pediatrics and bio photonics</b> . The forum comprised lectures by renowned leaders in these fields, as well as clinical and technological round-table discussions.  TARGET: pediatrics and bio photonics community	<b>120</b>
	<b>EAPS 2014</b> CCIB - Centre Convencions	Serving as a nexus for the wealth of knowledge provided by three leading paediatric societies, the 5th Congress	<b>3.700 / 250</b> attended the lecture given



	<p>Internacional de Barcelona   Barcelona (Spain) October 17- 21, 2014</p>	<p>of the European Academy of Paediatric Societies (EAPS 2014) promised to build on the reputation of previous highly successful meetings. <b>Paediatric professionals</b> from around the world gained unparalleled access to the best scientific research programmes. Europe's foremost pediatrics subspecialty societies EAP, ESPNIC and ESPR dedicated their time and formidable talents into organizing an stellar educational/research forum that celebrated outstanding science in all areas of pediatrics.</p> <p><b>TARGET: paediatric professionals (an ad-hoc questionnaire has been distributed to visitors attending BabyLux booth)</b></p>	<p>by Prof. Gorm Griesen</p>
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Images of events and meetings can be download from the "Photo Gallery" on the website at:  
<http://www.babylux-project.eu/multimedia/photo-gallery>



### **3.12. *Networking occasions with other projects***

Even though building synergies and cooperation with other projects in the field is a communication action which is going to be strengthened during the second year of the project, networking occasions have also been taken into account. Such as:

#### ***OILTEBIA LABORATORY TRAINING PLATFORM***

(Optical Imaging and Laser TEchniques for Blomedical Applications)

Grant Agreement Number 317526; FP7-PEOPLE-2012-ITN; SP3-People, Support for training and career development of researchers (Marie Curie), Networks for Initial Training (ITN) Multipartners ITN; PITN-GA-2012-317526

#### ***Politecnico di Milano (Milan), 15-17 December 2014***

Within the framework of the OILTEBIA Thematic Network a Laboratory Training Platform was jointly organized in Milan by Politecnico di Milano - Dipartimento di Fisica - and Micro Photon Devices. The Laboratory Platform was an opportunity to train young researchers (e.g. PhD students, post-doc, ...) on time domain diffuse optics and single photon counting detectors and electronics in the field of biomedical applications. Aiming at establishing networking activities with other EU funded projects, people from the BabyLux consortium attended the Platform.



### 3.13. Surveys

Together with the mock-up presentation in Barcellona at EAPS 2014 (17-21 October 2014), an **ad-hoc questionnaire** has been prepared, printed and distributed to pediatric professionals and experts visiting BabyLux booth. After having shown them the tool and explained its functionality, people have been asked to fill in a form. Though only a restricted number of questionnaires have been completed, results were positive.

#### Design & dimensions

Size of the BabyLux device => considered appropriate by the majority / 3 interviewees considered it a bit big.

On-shelf version => considered very useful / only one interviewee thought it won't be necessary.

Design => good

Cable handling => mixed answers, some criticized the long cables and the open storage

Screen => display quality good, size ok but actually half of the interviewees mentioned that they would be fine with a smaller more compact one.

#### Sensor

Size & Weight => considered appropriate

Shape & Flexibility=> in general ok, but curved or head shape adaptability would be positive

Fibers => stiffness a bit of a problem

Hygiene => we gave three options: fully disposable / partially disposable (skin contact part) / cleanable.

Just "cleanable" is not very appreciated, but in case it's necessary, a 40Deg infection bath used for this purpose

"Partially disposable" seems acceptable if fully disposable is too expensive

Only one interviewee considered "fully disposable" important

Fixation => soft bandage fixation seems acceptable. Sometimes practitioners wanted to have it compatible with a ventilation cap

Overall => WHITE is the color in the medical field (very good point !)

#### Data representation

General representation => good, on demand information (e.g. in other tabs) considered useful

**Device price** => inconclusive. The answers ranged from 2.000 euro to 100.000 euro for an acceptable price. Several answers were in the 20.000 euro range but practitioners probably don't know prices very well.

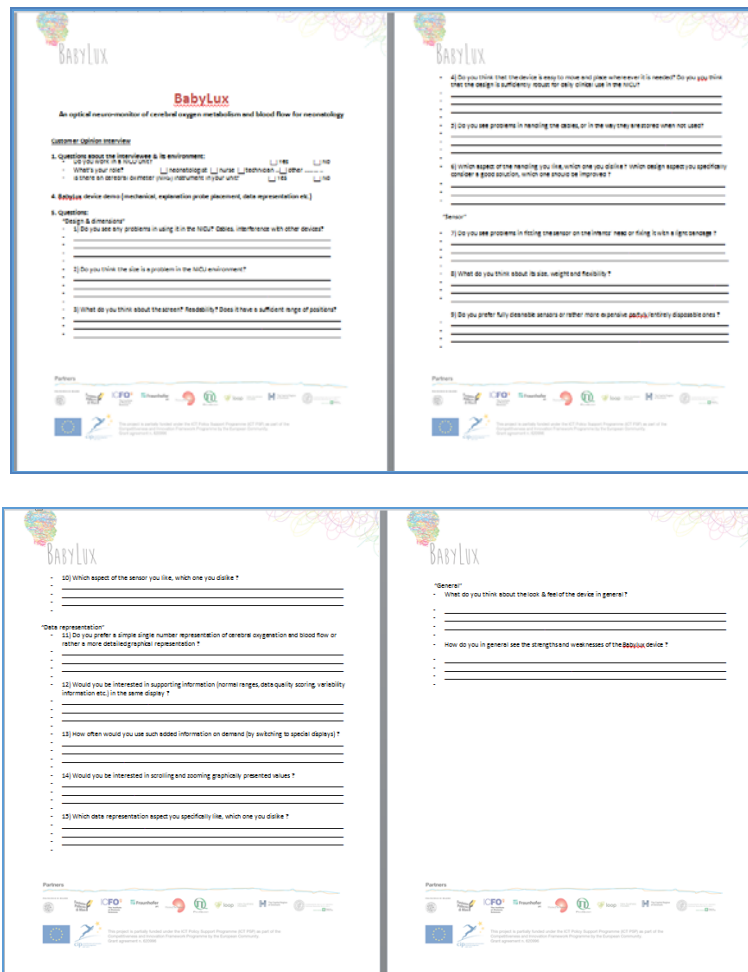


Figure 29: Questionnaire

In accordance with the release of the 3<sup>rd</sup> number of the newsletter, mainly dedicated to the mock-up presentation, the questionnaire has been condensed and turned into an electronic form. Readers have been asked to fill an **online survey**.

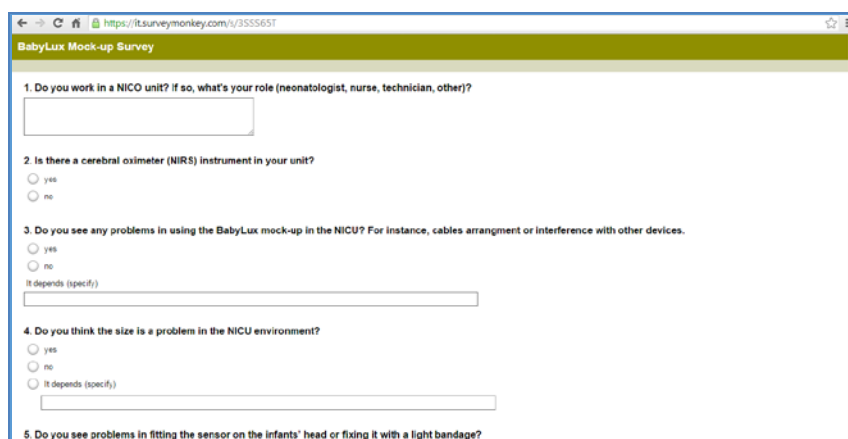


Figure 30: Online survey.

### 3.14. Target groups definition and identification

During the first year BabyLux has generated its own **dedicated mailing list of 592 international** contacts. The following target groups have been primarily taken into account:

- **professional communities of health care practitioners:**
  - Neonatologists, nurses, neonatal intensive care units, etc.-
  - Hospitals
  - Societies for Paediatric
  - Paediatric Neurology Societies
  - Critical Care Nursing Association
  - European Society of Intensive Care Medicine
  - The World Federation of Pediatric Intensive and Critical Care Societies
  - National societies for Pediatric
- **National, Regional and local Health authorities**
- International Measurement Confederation (IMEKO), Optical Society of America (OSA)

Of course, this list of contacts is being constantly improved. The communication strategy and target identification strategy follow a precise pattern:

FIRST YEAR (2014)	Build a “brand image”; give the meaning of the project; underline its goals and intent	TARGET GROUPS: general audience; professional communities of health care practitioners (potential end-users); health authorities
SECOND YEAR (2015)	Display intermediate results; perfectioning of the mock up	TARGET GROUPS: scientific and technical communities interested in the way the tool is being developed
THIRD YEAR (2016)	Giving out results	TARGET GROUPS: industries and market; buyers and end-users; general audience

That means that, being the project at its initial phase, our first intent was that of letting people understand what BayLux is about in a **broad way**. Our intent was that of conveying the meaning and the sense of the project to a general audience first and to those who might be the end users.

The contacts have been collected thanks:

- to personal connections; .
- event participation and related networking;
- web scouting and research.

A more general audience has also been involved through:

- partners' newsletters and social media accounts
- partners' website

As we can see from Google Analytics, newsletter and the direct mailing campaigns (DEM) generated a greater traffic on the site.



**Figure 31: Effects of campaigns on the website contacts generation.**

## 4. Overview of the plan for the second year | 2015

The plan for the second year intends to **reinforce the project brand and values** and, at the same time, to **strengthen its attractiveness** for other and more definite target groups. More specifically, efforts will be made in joining other communities and projects' networks working on complementary or similar fields; to take part in activities/initiatives carried out by other projects interested on the field.

### 4.1. Expected project results

This paragraph briefly summarizes and introduces the project results expected in 2015, just to give a broad idea of the topics that might be communicated.

#### WP2 : Service integration

- Module development (M15)
- System Integration (M20)
- System Duplication (M24)

#### WP3 Service demonstration in laboratory settings

- Demonstration of individual models and prototypes (18)
- Demonstration of the integrated system (24)
- Demonstration of software (24)

#### WP4 : Service localization

- Control, data acquisition & Analysis software and graphical user interface (M24)

As the clinical demonstration in real time settings (i.e. neonatal intensive care units) will start at month 25, this second year will be fundamental in technically fine-tuning the proposed solution. This will certainly be the main topic of communication.

### 4.2. Proposed communication actions

Dissemination plan contemplates a reinforcement of the communication action already set forth during the first year of work.

	MONTH 12	MONTH 13	MONTH 14	MONTH 15	MONTH 16	MONTH 17	MONTH 18	MONTH 19	MONTH 20	MONTH 21	MONTH 22	MONTH 23	MONTH 24
REPORTING PERIODS													
TOOLS													
Press release													
Dissemination kit													
logo													
headed paper													
poster / event invitation layout													
leaflet													
E-newsletter													
Video													
International conference													
Website													
Journals (individuazione target scientifici)													

Figure 32: Overview of dissemination plan for 2015 (second year).

As you can see from the table above, the BabyLux project will keep target audiences update through the following media:

- **Newsletter**



Two issues will be delivered: at **month 18** and at **month 24**.

The editorial plan won't be changed and will precede accordingly. That is, every number of the newsletter will: update intermediate project results; inform about future events where BabyLux will be presented and discussed; focus on one partner in particular; host a double interview, involving at least a stakeholder in the field; be accompanied by a video clip.

The mailing list will be enriched with new contacts through a continuing process of fine tuning. Accesses and registrations will be monitored to check improvements.

- **Website**

Contents will be constantly updated, as well as videos and images collected during the various meetings and events. If convenient, deliverables and technical information will also be published. Analytics will be constantly monitored and used as a valuable tool to adjust pages and structure as well as communications actions to lead traffic on the site. Related social media, YouTube and Google +, will proceed consequently.

- **Scientific & Technical publications**

Scientific and technical journals will be identified and addressed by all partners. Results will be published widely as to assure the BabyLux project can reach and meet the needs of end users communities and shareholders. Phantom for DCS and dynamic phantom for TRS are the relevant topics for scientific publications in 2015.

- **Project leaflet**

The project leaflet will be updated at M18, translated into the four languages of the project: English, Italian, German, Spanish, and Danish.

- **Participation to events**

Partners will certainly take part to a series of events of interest throughout the year such as:

**The European Conference on Biomedical Optics (ECBO) during the international exhibition Laser World of Photonics 22-24 June 2015 in Munich.**

Sponsored by OSA and SPIE, the European Conferences on Biomedical Optics (ECBO) brings together scientists, engineers, and clinicians who work with optics and photonics to solve problems in medicine and biomedicine. In 2013 almost 500 attendees from 42 countries viewed presentations covering novel technology and applications in the areas of advanced microscopy, clinical and biomedical spectroscopy, diffuse optical imaging, molecular imaging, optical coherence tomography and other coherence techniques, therapeutic laser applications, laser-tissue interactions, opto-acoustic methods.

A precise scheduling will be planned and assembled according to the development of the project and on the opportunities eventually arising.

- **Press releases and Ad-hoc materials**

Ad-hoc dissemination materials (for workshops, conferences and events), as well as tailored messages, will be designed and produced according to the development of the project to assure a timely and effective communication.



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The dissemination plan will ensure that all dissemination activities are performed in a coherent, satisfactory and timely manner. Being communication a variable instrument, results and actions cannot be predicted precisely and in a reliable ways. Partners will do their best to keep the process abreast with what's going on inside (intermediate results) and outside the project (topical events of interest).

### 4.3. Expected communication results

By December 2015		AT MONTH 24
COMMUNICATION TOOLS: TIME & METRICS		
ITEM	SCHEDULE	EXPECTED RESULTS (as originally planned in the DOW)
<b>Dissemination kit &amp; leaflet</b>	M18 (leaflet update) M12-M24 (ad hoc materials)	N/S
<b>Website</b>	M12-M24	<b>500</b> visitors
<b>Press releases</b>	M12-M24	<b>4</b> press releases
<b>Press reviews</b>	M12-M24	<b>4</b> articles
<b>Interviews</b>	M12-M24	<b>2</b> interviews
<b>Video interviews ("BabyLux Talks")</b>	M18 + M24	<i>"BabyLux Talks" are additional activity, not originally planned.</i>
<b>Newsletter</b>	M18+M24	<b>2</b>
<b>Events</b>	M12-M24	<b>6</b>
<b>Network with on-going projects</b>	M12-M24	<b>6</b>
<b>Relevant stakeholders contacted</b>	M12-M24	<b>100</b>
<b>Relevant stakeholders involved</b>	M12-M24	<b>10</b>



#### **4.4. Point of interest**

##### **Build synergies with other projects in the field**

One action that the communication plan will be strongly undertaking in 2015 is **building synergies and cooperation with other projects in the fields**, thematically related and/or addressing parts of the same target groups as BabyLux. The consortium will utilize its contacts to relevant other projects and initiatives and explore the possibilities for utilizing synergies in dissemination and for piggyback-dissemination strategies.

What's more, 2015 is the International Year of Light and Light-based Technologies. The International Year of Light (<http://light2015.org/Home.html>) is a global initiative, of a large consortium of scientific bodies together with UNESCO, which will highlight to the citizens of the world the importance of light and optical technologies in their lives, for their futures, and for the development of society. It is an unique opportunity to inspire, educate, and connect on a global scale. Light plays a vital role in our daily lives and is an imperative cross-cutting discipline of science in the 21st century. It has revolutionized medicine, opened up international communication via the Internet, and continues to be central to linking cultural, economic and political aspects of the global society. This is going to be a perfect stage for the BabyLux project.

Clustering and consortium initiatives are also important networks that the BabyLux project is going to embrace and cultivate. Significant examples are:

- **Laserlab Europe (<http://www.laserlab-europe.eu/about-us>)**  
The Consortium now brings together 30 leading organisations in laser-based interdisciplinary research from 16 countries.
- **OILTEBIA (Optical Imaging and Laser TEchniques for Biomedical Applications)**  
Grant Agreement Number 317526; FP7-PEOPLE-2012-ITN; SP3-People, Support for training and career development of researchers (Marie Curie), Networks for Initial Training (ITN) Multipartners ITN; PITN-GA-2012-317526

OILTEBIA is an Initial Training Network (ITN) that seeks to train researchers in a multidisciplinary environment where pulsed laser technology, sensor and signal processing techniques meet in the biomedical environment to achieve novel optical imaging technologies from bench to bedside, spanning from basic research and drug discovery to preclinical imaging and clinical translation.

##### **Improve our list of contacts**

During the first year BabyLux has generated a dedicated mailing list of 592 international contacts, mostly in the medical field (neononatologists, nurses, neonatal intensive care units, pediatric societies etc). As second year will be dedicated to the perfectioning of the mock up and results are getting closer and closer, our effort will be that of expanding the mailing list with more technical and industrial contacts, The intent will be that of displaying the instrument, its capacities and arouse their interest around it.



While improving the already existing list, the following target groups will be taken into account more accurately:

- **associations of diagnostic and medical device industries**
- **photonic and optics Insitutes**
- **biophotonic communities**
- **biomedical optics communitiues**
- **Brain monitoring communities**
- **associations of diagnostic and medical device industries**

The communication strategy follows a precise pattern:

FIRST YEAR (2014)	Build a “brand image”; give the meaning of the project; underline its goals and intent	TARGET GROUPS: general audience; professional communities of health care practitioners (potential end-users); health authorities
SECOND YEAR (2015)	Display intermediate results; perfectioning of the mock up	TARGET GROUPS: <b>scientific and technical communities interested in the way the tool is being developed</b>
THIRD YEAR (2016)	Giving out results	TARGET GROUPS: industries and market; buyers and end-users; general audience

Target groups will be reached via partners' mailing lists, events participations and online scouting.



## 5. Conclusions

This document provides an overview of the dissemination means that have been used to raise awareness and visibility about the BabyLux project. It has also identified those target audiences that can put the base for a community building process, which is going to be supported and reinforced during the second year.

The communication strategy has been designed with the contribution of all partners and to support the widest possible dissemination activity, according to the current stage of the project and its results. It is a realistic and plausible schedule designed to achieve the project goals on time and within budget.

The communication strategy will be regularly reviewed during project meetings and conference calls to ensure the proposed approach reflects the project needs and partners' expectations.