

Website content and ongoing internal and external communication material as well as preparation of relevant papers and attendance to conferences and congresses

DigiCare4You's Work Package 9 (WP9) focuses on creating and promoting communication and dissemination materials. This includes sharing information about events, publications and presentations to highlight the project's progress and results, while also spreading knowledge about diabetes, hypertension (HTN) and related prevention initiatives. The DigiCare4You website is an instrumental vessel for the publication of communication and dissemination materials and provides a window into the project.

Website content and dissemination materials

A four-minute introduction video was created to present the project's key components. Available on the DigiCare4You website and Youtube channel, the video explains Type 2 Diabetes (T2D) and HTN and emphasises the need for a holistic, integrated and personalised care model. The video also outlines the project's goals, tools and characteristics.

The website contains a library section which hosts material developed by consortium members as well as broader general information on, for example, T2D and HTN. To maintain internal communications between consortium partners and WP9 partners, a collaborative Excel sheet was created. This sheet tracks publications, submitted deliverables and communication activities conducted by partners. At the time of submitting deliverable 9.3, three infographics had been developed on healthy living, healthy eating, and physical activity. These infographics were designed to be easily readable and visually appealing to reach diverse audiences.

Social media is another important vessel for communication and dissemination activities. Twitter (now X) was chosen as the initial and primary social media channel to be used and is used to increase the project's reach and engage participants. The DigiCare4You Twitter account shares project news, consortium partners activities, relevant studies, conference news and other relevant and interesting reports. The X feed is also displayed on the website homepage for immediate impact.

As the project advances and preliminary results become available, information about relevant conferences and events will be featured on the DigiCare4You website under the 'Events' tab.

