

## YOUNG 50

### YOUNG 50 #Stay Healthy – Cardiovascular Risk Prevention

Grant Agreement number: 847130

HP-PJ-02-2018

# D2.6

# Final Communication & Dissemination activity report

#### Beneficiaries

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

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<b>Author(s)</b>	ProMIS
<b>Deliverable lead partner</b>	ProMIS
<b>Contributing partner(s)</b>	All
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## EXECUTIVE SUMMARY

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

This deliverable represents the 3<sup>rd</sup> Communication and Dissemination activity report and it is the main document outlining the communication and dissemination activities that have occurred in the final period of the YOUNG50 project, as described in Deliverable D2.3 (Communication and Dissemination Plan).

Overall, the dissemination activities during the last reporting period were a slow achievement across the different channels used. Most of the activities have been carried out in person because of the improvement of the international epidemiological context.

In a nutshell, the finalised activities include:

- Publication of interesting news related to project achievements and related topics on the project website;
- Development of an animated video presenting the YOUNG50 project to the general public and different target groups;
- Promotion of the project activities and website news via social channels;
- Production and dissemination of three project newsletters in digital format;
- Organisation and/or participation in web-events, where the project has been promoted in presentations and networking sessions;
- Identification of relevant related projects, networks and initiatives with a view to establishing synergies and cross-dissemination activities during the final part and beyond the life of the project;
- Dissemination material including YOUNG50 leaflet, postcards, etc.;
- Translation of dissemination material into target languages of the pilot sites and of project partners to support local engagement activities.

## 1 INTRODUCTION

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

In general, the expected outcomes are synergy among prevention programmes, inclusion of CVD prevention in Regional and/or National Health Plans, development of recommendations and Policy Guidelines. By the end of the project, healthcare authorities and organisations across the EU will have the opportunity to utilise YOUNG50 insights to facilitate implementation of the cardiovascular risk prevention model.

Dedicated dissemination and communication activities were pursued throughout the entire life cycle of the YOUNG50 project to achieve the greatest possible impact in Europe (and beyond). As underlined in previous activity reports, participating countries could benefit from dissemination of the programme, transferring and scaling-up innovative prevention models, including the use of information and communication technology.

However, considering that the advancement of the YOUNG50 project activities was seriously affected by the Covid-19 Emergency period, the three phases of the YOUNG50 implementation (assessment, piloting and evaluation) were modified and rescheduled. A 9-month followed by an additional 4-month extension of the project was requested and approved by the European Commission.

This Deliverable represents the 3<sup>rd</sup> and final Communication and Dissemination activity report and outlines the dissemination and communication activities that have occurred from M29 to M49 of the project, as the deadline was modified as a result of the Project extension.

The report starts with Chapter 1, providing an overview of the defined dissemination objectives in the second and final Reporting Period. Chapter 2 then presents and describes the dissemination and communication channels, means and activities finalised from month 29 to month 49, including digital platforms, promotional material, networks, projects, and events the project teams have been implementing in order to raise visibility.

### *1.1 The Focus and Objectives of the last Reporting Period*

During the period M29 – M49, Work Package 2 (WP2) focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that would result in the best, most effective promotion of the project at local, national and European levels.

For the last reporting period the main objectives and strategy of the work plan were to:

- Monitor and update the YOUNG50 website;
- Design and create promotional material to support the implementing activities (information leaflets and posters);
- Monitor the social media profiles;
- Identify stakeholders’ groups of all project partners;

- Participate in events at national and European level to raise awareness and visibility for the project;
- Coordinate with partners to promote better engagement at local level and stronger involvement;
- Translate dissemination material into partners’ languages to allow better engagement of local and regional stakeholder groups;
- Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives.

### 1.2 Type of audience targeted

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

Ongoing interactions are key to ensuring that feedback and evolving user needs are acknowledged and addressed in the most appropriate way throughout the life of the project.

As precisely described in the YOUNG50 Deliverable 2.3 Communication and Dissemination Plan, target groups were defined and subsequently divided into three major groups depending on their level of action. In particular, the **first target group** represented the operational level (relevant stakeholders from both the health and digital sectors, such as practitioners, local associations, etc.); the **second target group** represents the political level (high policy level national representatives/ national policy bodies, policy makers, etc.); the **third target group** represented the population level and was formed by the EU population in general, particularly 50-year-olds. These are the ultimate beneficiaries of the actions and results of the YOUNG50 project.

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

Objectives	Target groups
Monitor and update the YOUNG50 website	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) Local, regional, national and European Policy makers ( <b>Political level</b> ) General population
Design and create promotional material to support the implementing activities (Information leaflets and posters)	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) General population, persons to be screened
Monitor the social media profiles	Local, regional, national and European Policy makers ( <b>Political level</b> ) Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) General population

Identify stakeholders' groups of all project partners	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) General population
Participate in events at national and European level to raise awareness and visibility for the project	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) Local, regional, national and European Policy makers ( <b>Political level</b> )
Coordinate with partners to promote better engagement at local level and stronger involvement	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) General population
Translate dissemination material into partners' languages to allow a better engagement of local and regional stakeholder groups	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) General population
Establish, maintain and enhance collaboration with related EU projects and other relevant initiatives	Local, regional, national and European Policy makers ( <b>Political level</b> )

**Table 1 - Objectives related to the target groups**



## 2 DISSEMINATION AND COMMUNICATION ACTIVITIES CARRIED OUT IN THE FINAL REPORTING PERIOD OF THE PROJECT

This part of the document is intended to provide an overview of the dissemination tools, materials, channels created and activities performed by YOUNG50 partners in order to raise awareness and increase visibility of the project during the period of implementation M29-M49.

### *2.1 D2.5 C&D activity report in a nutshell*

Before going through the description of the activities carried out by YOUNG50 in the framework of dissemination of the project from month 29 to month 49, it's worth mentioning in a nutshell what was finalised during the first year and already fully described in **"D2.5 – Second Communication & Dissemination activity report"**:

- Management of the **project website** – [www.young50.eu](http://www.young50.eu) – entry point for a variety of stakeholders such as practitioners and health sector professionals, policy and decision makers, patient group representatives, as well as the wider public, as a platform for providing information about YOUNG50 project and its topics (M3)
- Management of **social networks** to facilitate open and updated information on project progress to a broad spectrum of stakeholders and a general audience (Twitter, LinkedIn, at M3)
- Publication of the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> **newsletters** launched in May 2020, October 2020 and May 2021
- Definition of **Dissemination material** (leaflets, posters) in project partner languages
- Participation in **international events** for the promotion of Young50 objectives and goals.
- **Local stakeholders' engagement with relevant national stakeholders** interested in taking parting in the YOUNG50 community and participating in local and national events
- Activation and upholding of synergies with other projects, networks & initiatives

### *2.2 Website update*

During the third and the fourth project years the main focus of the website as a dissemination channel has been on maintaining sustained interest in project activities among a broad audience. In total, 47 news items have been published on the website during this last phase of the project.

It has been regularly updated with news items highlighting project and partners activities in the framework of YOUNG50, like: a) the publishing of the fifth and sixth YOUNG50 newsletter; b) the launch of the YOUNG50 Screening Program and best practices in Lithuania; c) Presentation of the results of YOUNG50 to the Lithuanian Ministry of Health; d) the Launch of the MECKI score in the ESC guidelines, as the index calculating the risk of death from heart failure.

Moreover, other topics related to project content have, for example, been focused on: a) preventive healthcare in a post-pandemic world; b) the importance of screening programs and screening activities to strengthen national health systems; c) how to address tobacco and obesity as the highest risk factors of heart disease and stroke, to develop a virtuous model based on best practices to be shared.

The "Resources" section was included in the "Communications" section of Communication material (Press release summary, Business card, Bookmark, Poster), as well as downloadable web versions (PDF) of promotional material, such as the YOUNG50 leaflet, versions of which are also available on the project website translated into partners' languages.

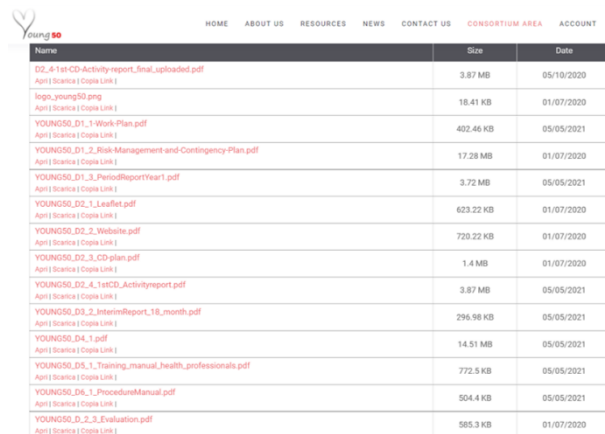
Likewise, all the actors of the consortium collaborated by supplying a brief presentation of their own organisation, in order to populate the website with partners' profiles, to provide not only visibility for the countries participating in the project but also to inform interested website visitors about different local contexts. The update of the website content, layout and design was implemented throughout the duration of the project.

Statistical data on traffic volumes and visitor information for the website (from September 2021 to May 2023) is gathered via the analytics tool Google Analytics. Details are presented in the table below.

<b>YOUNG50 Project website – general results</b>	
	<b>Field Data</b>
<b>Number of users</b>	<b>3358</b>
<b>Number of sessions</b>	<b>4891</b>

**Table 2 - Website statistical data**

In the Consortium Partner Reserved Area, 14 final versions of deliverables were uploaded by ProMIS. Credentials have been created for each partner, who can use them to enter and directly upload and download documents.



Name	Size	Date
D2_6-1st-CD-Activity-report_final_uploaded.pdf	3.87 MB	05/10/2020
logp_young50.png	18.41 KB	01/07/2020
YOUNG50_D1_1-Work-Plan.pdf	402.46 KB	05/05/2021
YOUNG50_D1_2_Risk-Management-and-Contingency-Plan.pdf	17.28 MB	01/07/2020
YOUNG50_D2_3_PeriodReportYear1.pdf	3.72 MB	05/05/2021
YOUNG50_D2_1_Leaflet.pdf	403.22 KB	01/07/2020
YOUNG50_D2_2_Website.pdf	720.22 KB	01/07/2020
YOUNG50_D2_3_CD-plan.pdf	1.4 MB	01/07/2020
YOUNG50_D2_4_1stCD_Activityreport.pdf	3.87 MB	05/05/2021
YOUNG50_D3_2_InterimReport_18_month.pdf	296.98 KB	05/05/2021
YOUNG50_D4_1.pdf	14.51 MB	05/05/2021
YOUNG50_D5_1_Training_manual_health_professionals.pdf	772.5 KB	05/05/2021
YOUNG50_D6_1_ProcedureManual.pdf	504.4 KB	05/05/2021
YOUNG50_D_2_3_Evaluation.pdf	585.3 KB	01/07/2020

**Figure 1 - Consortium Partner Reserved Area**

The online channels of members of the consortium (websites, social media, subscriber lists) acted as multipliers for communication activities in YOUNG50. Partners were encouraged to expand the reach of communication and dissemination by presenting the project on their online presentations and by publishing news items, also in local languages, informing their website's visitors about developments in the project. Figure 2 shows 4 different examples of news.

- The first is a news item uploaded in the [Kronikgune website announcing the organisation of the consortium meeting in Bilbao last June 27-28, 2022](#);
- In the second, [ULSS6 Euganea, coordinator of Young50, promotes the project](#);

- the third is a news item related to a [workshop organised by the Luxembourg Institute of Health to involve GPs in YOUNG50 screening and prevention](#);
- finally, [ProMIS launched the YOUNG50 final conference organised in Brussels](#).

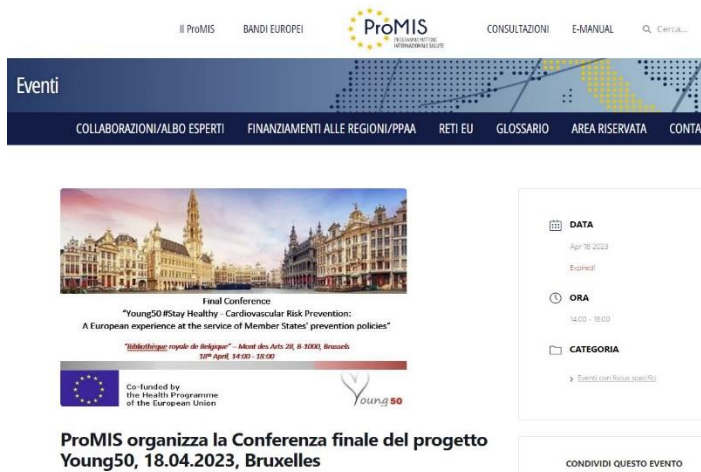
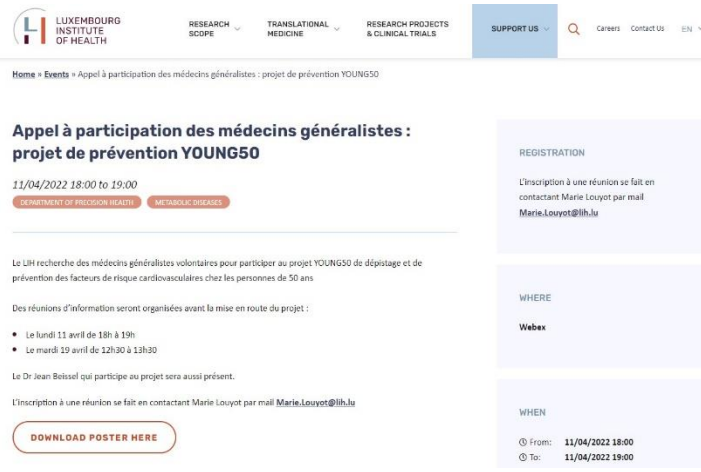


Figure 2 - News items on project partners profiles

The website will remain accessible for a period of 1 year after the end of the Action

### 2.3 Social Media

Social networks sought to facilitate communication of open and updated information on the project's progress to a broad spectrum of stakeholders and a general audience. As they allowed a rapid information flow, they have been employed to elicit feedback and comments from key stakeholders and to facilitate synergies with other initiatives, projects and/or organisations at national and European levels. To exploit the opportunities potentially generated by social media, YOUNG50 was present on Twitter and LinkedIn. Guidance was sent from ProMIS to all partners in order to assist them in communicating their work on the project i.e., reaching their local stakeholders.

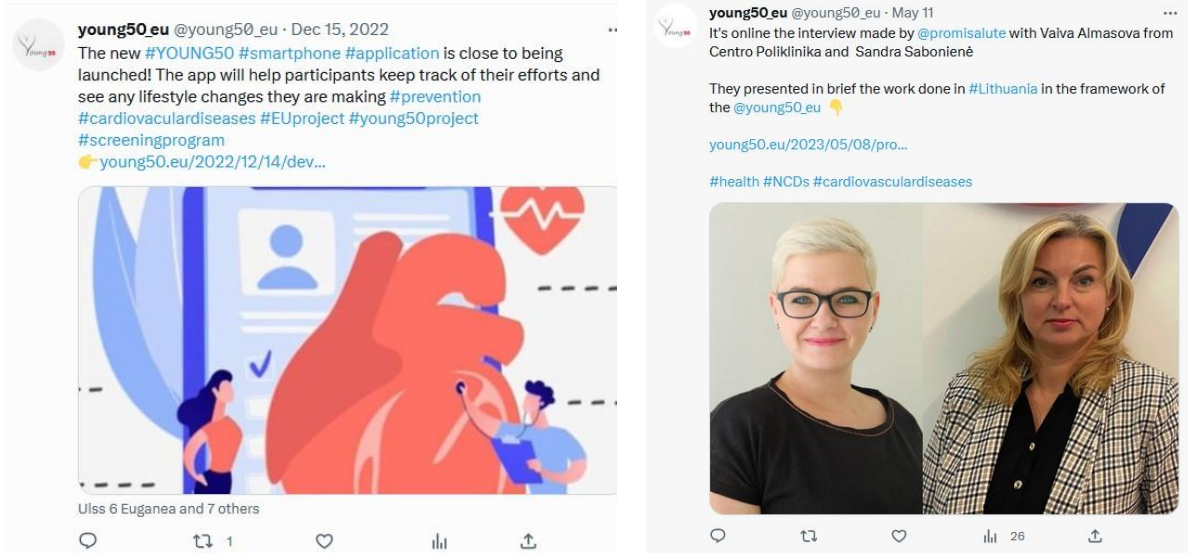
Further interaction with YOUNG50 tweets & the engagement of new stakeholders was achieved by:

- using the following hashtags #europeanproject #young50project #cardiovascularisease #prevention #stayhealthy, #health;
- tagging relevant profiles (European Commission, EU Health, HaDEA, the partners' profiles etc.);

- re-tweets;
- informative posts promoting interesting content coming from YOUNG50 consortium, as well as outside.

### Twitter

Two screenshots of the profiles are illustrated below:



**Figure 3 – Twitter profile**

The YOUNG50 Twitter profile has focused on promoting the project to a broad European public, advertising key concepts related to YOUNG50 and keeping up with news about its project partners, related initiatives, as well as EU profiles. In addition, whenever applicable, posts and tweets have been supported by visuals and linked to the project website.

Through the regular publishing of tweets, the project’s Twitter profile has collected 47 followers. Selected statistical data provided by the built-in tool Twitter Analytics are included in the following table (September 2021 – May 2023):

<b>Twitter</b>	
<b>Field</b>	<b>Data</b>
<i>Number of tweets</i>	6
<i>Number of visits</i>	409
<i>Number of impressions</i>	2703

**Table 3 - Twitter statistical data**

## LinkedIn

As a networking site for professionals, LinkedIn has been used to reach out to a more specialised audience as compared to Twitter. As a dissemination channel, LinkedIn became more important at a later stage of the project, when tangible outputs had been produced by the Consortium which could then be presented to a dedicated network.

Through the regular publishing of tweets, the project's LinkedIn profile has collected 47 followers. Figure 4 includes a screenshot of the YOUNG50 LinkedIn profile.

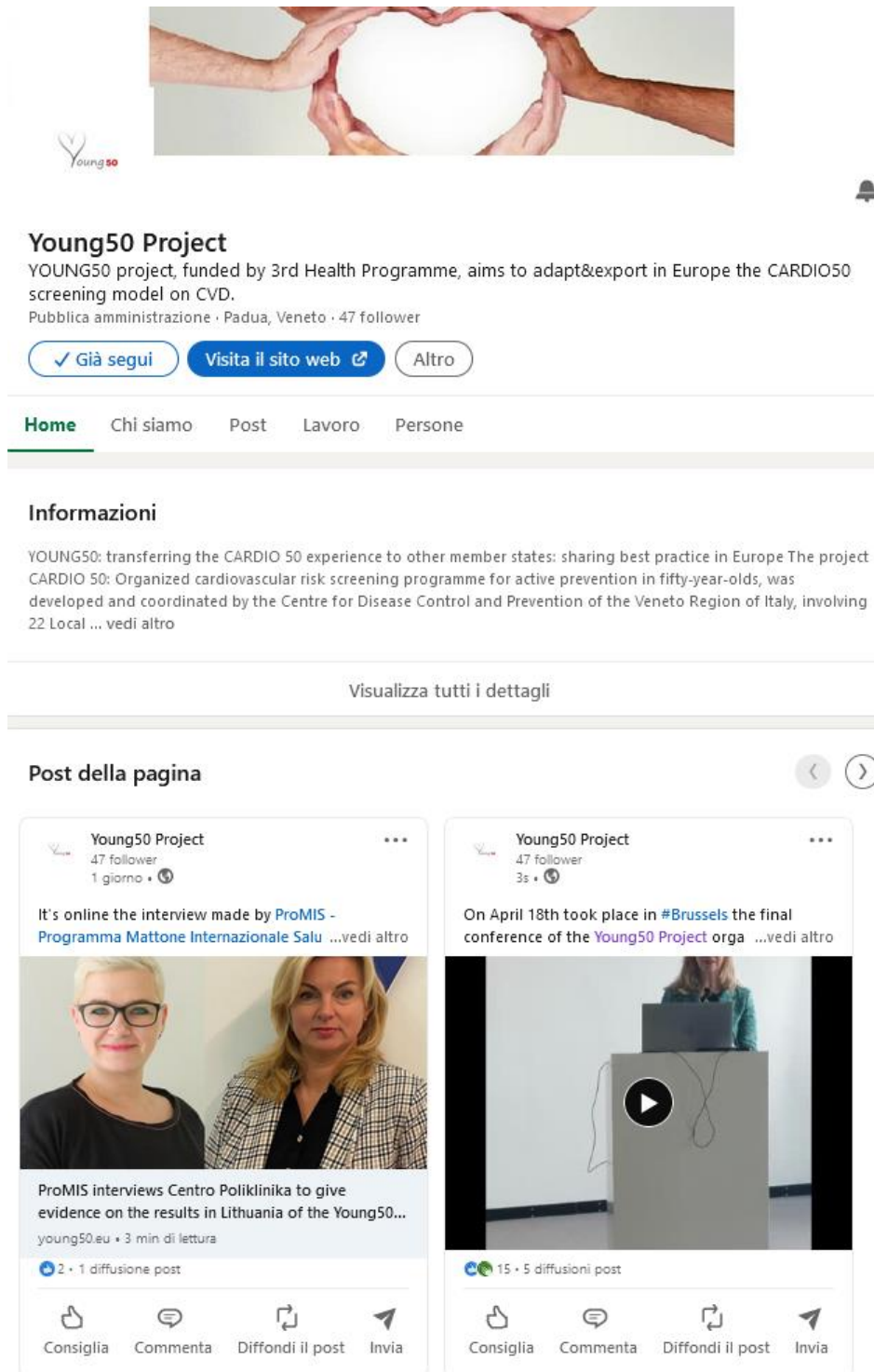


Figure 4 – LinkedIn profile



Selected statistical data are included in the following table 5 (September 2021 – May 2023):

<i>LinkedIn</i>	
<i>Field</i>	<i>Data</i>
<i>Number of posts</i>	<i>21</i>
<i>Number of reactions</i>	<i>116</i>
<i>Number of diffusions</i>	<i>28</i>

**Table 4 - LinkedIn statistical data**

## 2.4 Newsletter

The [YOUNG50 newsletter](#) has been an essential and powerful tool for disseminating information on the project's events and activities. The newsletter was produced and disseminated on a six-monthly basis in electronic format using the Mailchimp marketing service. It also included a registration form, which was integrated into the YOUNG50 website.

During the second project period (September 2021- May 2023), three newsletters were developed, presenting not only the activities of the YOUNG50 partners but also an overview of the long-term effects of the COVID-19 pandemic, as well as news and updates on topics dear to the project.

The [5<sup>th</sup> newsletter](#) of the YOUNG50 project newsletter was launched in November 2021 and inaugurated the activities of the Romanian and Lithuanian partners on screening. In September 2021, Romania and Lithuania started to implement screening activities for the identification of behavioural and biological risk factors for cardiovascular diseases included in the European YOUNG50 project.

Furthermore, in line with the overview produced by the COVID-19 health emergency, this issue showed how the pandemic made it necessary to increase attention and efforts to combat cardiovascular diseases. In addition, stakeholders can read about all the activities that the YOUNG50 project aims to integrate with other health promotion programmes, such as the implementation of physical activity with the HealthyLifestyle4All campaign, or some updates such as the new features integrated by the Global Obesity Observatory, within the "Presentation Maps", allowing users to download maps with survey-based prevalence data, obesity determinants and comorbidities.

The [6<sup>th</sup> newsletter](#) was published in June 2022 and reports on several events, such as the YOUNG50 Consortium meeting in Bilbao, to discuss the launch of the YOUNG50 pilot application to support screening participants in their efforts to change their lifestyle by addressing a modifiable risk factor of their choice. Furthermore, the Ca' Foscari University Foundation, in charge of evaluating the project processes and outputs, produced a news on the second evaluation feedback for YOUNG50, reporting on the state of the art of the project after the first 33 months. This newsletter also

anticipated the meeting with ProMIS and other participants, such as Luxembourg and Calabria, which YOUNG50 then organised in October 2022 in Campania Region, which was also involved in the project. On the other hand, the European Alliance for Cardiovascular Health (EACH) unveiled its cardiovascular health (CVH) plan for Europe during a high-level policy meeting held in May 2022. The event was sponsored by the MEP Heart Group and attended by EU policymakers, including the European Commissioner for Health and Food Safety, Stella Kyriakides. Finally, the 'Healthier Together' initiative launched by the EC to put forward proposals for best practices in the EU on non-communicable diseases was discussed; and the MECKI score (Metabolic Exercise Cardiac Kidney Index), an algorithm developed by the Centro Cardiologico Monzino (Italy), which allows the assessment of individual patients' mortality risk and consequently identifies those most in need of treatment. Other useful documents available to stakeholders are the European Society of Cardiology survey and the EC Study on interactions between physical activity and body weight.

The 7<sup>th</sup> [newsletter](#), and last, was edited in December 2022 and informs stakeholders about the organisation put in place for the Stakeholders' meeting in Padova, held on 31 January 2023. It focused also on the development of the YOUNG50 smartphone app, an innovative feature of the YOUNG50 project, finalised by the Coordinating Team at Azienda ULSS6 Euganea, and soon to be available in Apple and Android stores. Moreover, the newsletter included news regarding the Stakeholder meeting organised by ProMIS in Naples October 7, 2022, with the support of Campania Region in order to promote a concrete example of regional good practice implemented at a national and European level: Campania's "Cardio50" screening programme. Three other news items describe how Lithuanian and Luxembourgish partners have engaged their stakeholders and policy makers for the enhancement of the screening programmes in their countries and how to include them in the national strategies.

A total of 166 contacts have been collected (April 2023). Thus, the 5th, 6th and 7th newsletters of the project were distributed to all YOUNG50 subscribers. Furthermore, they have been circulated by email to the ProMIS database, reaching 4900+ international subscribers. YOUNG50's newsletters are available as a PDF document online and are accessible via the YOUNG50 website under the News section.

<b>Newsletter</b>	
<b>Field</b>	<b>Data</b>
<i>Newsletter number</i>	5
<i>Average open rate</i>	34.2 %
<i>Top country</i>	USA

**Table 5 – 5th Newsletter statistical data**

### **Newsletter**

<b>Field</b>	<b>Data</b>
<i>Newsletter number</i>	<i>6</i>
<i>Average open rate</i>	<i>36.0 %</i>
<i>Top country</i>	<i>USA</i>

**Table 6 – 6th Newsletter statistical data**

### **Newsletter**

<b>Field</b>	<b>Data</b>
<i>Newsletter number</i>	<i>7</i>
<i>Average open rate</i>	<i>38.4 %</i>
<i>Top country</i>	<i>USA</i>

**Table 7 – 7th Newsletter statistical data**

## **2.5 Final Event**

On April 18th the final conference organised by ProMIS took place in Brussels aimed at illustrating the overall lessons learned by the project partners during the 4 years of project duration. The objective of the final conference was to disseminate the YOUNG50 outcomes and results with the aim to enhance the tools used in CVD prevention in participating MS.

The objective of the event was to build awareness of prevention initiatives, with a focus on #noncommunicablediseases affecting the cardiovascular system. The event was streamlined via the [ProMIS YouTube channel](#). The video of the conference is still available online on the [following link](#).

During the event the YOUNG50 partners showed the project goals despite the difficulties faced by the partners, like the COVID19 pandemic and the different national “relationships” among policymakers, stakeholders, health operators, etc., and described the lessons learned. Moreover, the invited panel of experts highlighted their inputs regarding NCD prevention.





**Figure 5 – Screenshot of the Final Event Agenda**



**Figure 6 – YOUNG50 team picture**

## 2.6 Final Leaflet

The final leaflet contains lessons learned from the project and is written to briefly communicate the main achievements and results of YOUNG50 in a way that is understandable to a varied audience such as citizens, patients, associations, general practitioners, health operators in general, specialists, as well as stakeholders, NGOs, policy makers, national governments, European Union institutions. The overall message is the importance of participating in the screening programme. The leaflet presents also challenges faced, in particular by the three pilot countries and describes the mitigation actions put in place.

The layout of all promotional material included the YOUNG50 logo, the disclaimer according to the Grant Agreement and the EU emblem.



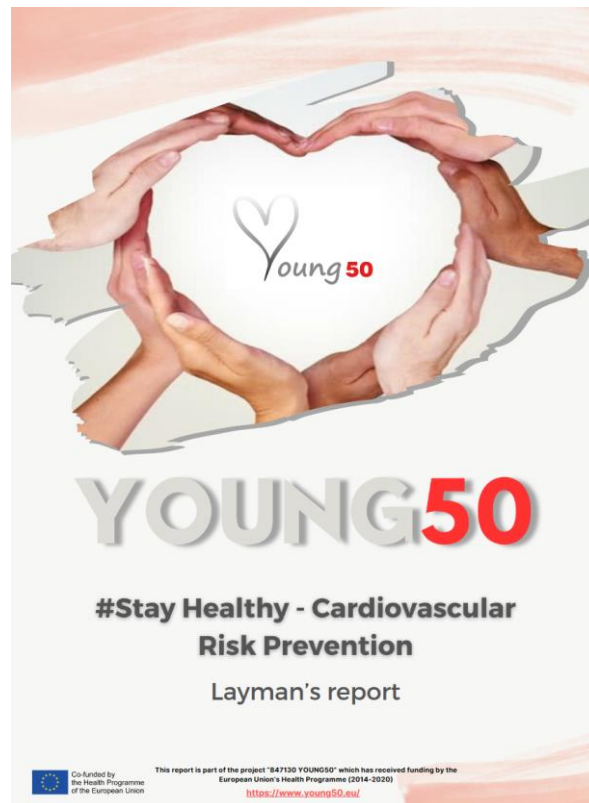
Figure 7 - Final leaflet

### 2.7 Layman report

This consists of a valuable report summarizing the work of YOUNG50 for a wide audience. In this particular case, the document provides an overview of the progress and achievements which contains more in depth information compared to the final leaflet.

The document presents the followings topics:

- **“From CARDIO50 to YOUNG50”**. It describes the implementation and transfer of the Veneto model to Lithuania, Romania, and Luxembourg;
- **“YOUNG50 partnership”**. It includes a brief presentation of partners and their role in the project;
- **“Adoption of CARDIO50 in Romania, Lithuania and Luxembourg”**. It describes how CARDIO50 has been adopted in the three Member States;
- **“YOUNG50 objectives”**. It includes a set of information and data regarding the activities carried out (e.g., no. of workshops, stakeholders involved, typologies of documents produced and shared);
- **“YOUNG50 lessons learnt”**. It gives recommendations to help guide future implementers or efforts to scale up the program;
- **“Sustainability of YOUNG50 in the implementing countries”**. It highlights a few issues for governments, healthcare providers, and communities in order to continue making progress in cardiovascular diseases prevention;
- **“How to transfer YOUNG50 in the European Union”**. It presents in brief the relevant recommendations for reinforcing the resilience of MS healthcare systems, according to the YOUNG50 outcomes.



**Figure 8 – Final Layman Report**

## *2.8 Publication*

In May 2023, a team from the Department of Statistical Sciences of Padova University conducted a mid-term analysis of the data collected in the population adhering to the CARDIO50 screening and prevention pathway, from 2015 to 2021, in the catchment area of Local Health Authority ULSS6. The primary aim was to analyse the effectiveness of the CARDIO50 screening programme and ascertain the benefits identified in the population undergoing said screening. The analysis included a total screened cohort of 30,132 persons.

The aim of the study was two-fold. The first was to survey the dynamics of compliance with screening and of risk behaviours, based on participants' characteristics. Subjects' initial ranking and pathway outcomes partly depend on participants' characteristics, as gender, age and educational level. The aim of the second analysis was to retrospectively assess whether and the extent to which an improvement in behavioural risk factors reduced the onset of pathologies over time by exploring the impact of the programme on the subsequent use of medication.

The results of the analysis were published in the following poster, "[YOUNG50 - effectiveness of the Italian CARDIO50 best practice transferred to other EU Member States,](#)" published in the European Journal of Preventive Cardiology.

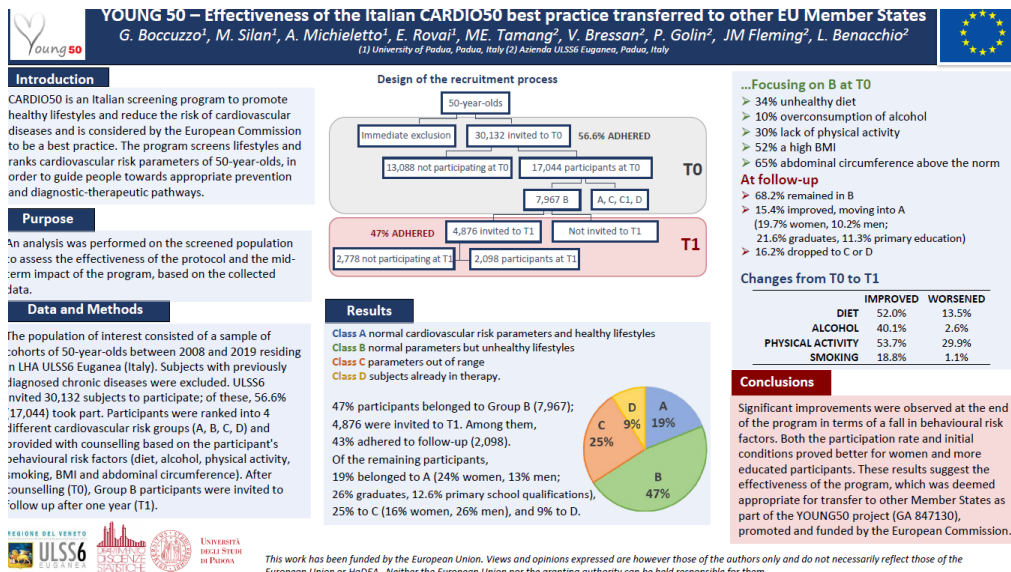


Figure 9 - Poster

## 2.9 Events

The project recognised the importance of fostering and supporting the dissemination of face-to-face high-level events and conferences to stimulate knowledge interchange amongst key players, with considerable visibility among the target groups defined by the YOUNG50 strategy. From September 2021 to May 2023 partners – in accordance with the ongoing pandemic situation and national laws – encountered some difficulties still in organising and participating in international conferences/workshops/events, but less so than in the previous reporting period.

### 2.9.1 International events

The table below describes international events in which the YOUNG50 partners participated or attended in this reporting period.

It is worth mentioning that a poster of YOUNG50 was presented by the YOUNG50 Coordinator during the European Association of Preventive Cardiology – EAPC organised in Malaga from 13-15 April 2023. ESC Preventive Cardiology is the annual congress of the European Association of Preventive Cardiology (EAPC), the leading community for healthcare professionals involved in preventive cardiology, covering public health, primary care, secondary prevention and rehabilitation as well as sports cardiology.



Name of the event	Date of the event	Participating partners	Participants	Communication material used	Type of audience reached	Outcomes
<b>INTERNATIONAL EVENTS</b>						
<a href="#">YOUNG50 #Stay Healthy - Cardiovascular risk prevention: A European experience at the service of Member States' prevention policies - Final conference</a>	18/04/2023	ProMIS and all partners	50 persons, 144 online 160 views (June 2023)	Keynote speech, slide presentations, round table discussions, agenda, event web streamed via the ProMIS YouTube channel	Stakeholders in CVD and NCD prevention and epidemiology, policy makers, European Commission	Built awareness of prevention initiatives, with a focus on NCDs affecting the cardiovascular system. Lively discussion on sustainability of preventive policies for NCDs, including CVDs
<b>ESC Preventive Cardiology 2023, Malaga, Spain</b>	13-15/04/2023	Ulss.6 Euganea	-	Poster presentation: YOUNG50: Effectiveness of the Italian CARDIO50 best practice transferred to other EU Member States	Professionals in prevention, epidemiology, and population science to cardiac rehabilitation and exercise, basic and translational researchers, and sports cardiologists	Updated knowledge on latest practice-changing science. Opportunity for fruitful networking
<a href="#">Webinar "EU4Health Action Grants"</a>	24/05/2022	ProMIS	80 online 140 views (June 2023)	Slides, event web streamed via the ProMIS YouTube channel	MS Health Ministries, Regional organisations, stakeholders	The Webinar provided the EU4Health National Focal Points and stakeholders with a general overview of the EU4Health Action grants, with a specific focus on the management of UE4Health projects. Young50 was presented
<b>Webinar "Addressing cardiovascular health in a changed and changing world"</b>	09/05/2022	Ulss.6 Euganea, ProMIS	2393 views	Oral online slide presentation "The YOUNG50 prevention programme"	Stakeholders, healthcare professionals, general public	EACH launched 'The EACH Cardio-vascular Health Plan for Europe', a multi-pronged strategy designed to diminish premature and preventable CVD deaths; improve equitable access to risk assessment & multidisciplinary care pathways across EU; and promote research, data sharing and health literacy around cardiovascular health

**Table 8 - Participation in international events**

### 2.9.2 Local stakeholders' engagement

After the stakeholder analysis performed to identify stakeholders, context, interests, and drivers, and to coherently fine-tune the communication strategy, local sites continued identifying, contacting and meeting up with local, regional, and national stakeholders in their respective institutions to inform about project aims and activities, build awareness on the European added value, and collect feedback.

This is an overview of activities undertaken, including:

- Regular meetings of administrative staff, covering all leaders (heads of units/branches) who then share information with their units/branches
- Live presentations of YOUNG50 for all doctors and nurses of all branches involved in project activities
- Training for employees interested in participating in the project
- Regular telephone consultations for employees and sharing of updated information
- Information about the Project posted on the local site websites and in related local intranets

Name of the event	Type of event	Date of the event	Partners	Participants	C&D material used	Type of audience reached	Objectives	Outcomes
<b>LOCAL STAKEHOLDERS ENGAGEMENT</b>								
Internal meeting	Meeting	15/09/2021	Centro Poliklinika	20	Presentation	Centro Poliklinika administration, heads of departments, medical and other staff	Young50 objectives, current activities, implemented activities, results	
Internal training	Meeting/training	16/09/2021	Centro Poliklinika	5	Presentation	Centro Poliklinika staff	Young50 objectives, current activities, implemented activities, results. Training on how to use the IT tool	
Luxembourg cardiology association general assembly	General assembly	19/01/2022	MOHLUX	15	Slides and leaflet	Cardiologists	Information about the project for support	Invitation to the cardiology guidelines day for GPs
GP meeting	Meeting	03/02/2022	MOHLUX	1	Slides and leaflet and communication letter	GP	Presentation of the project	Finding interested GPs
Guidelines conference - Société de Cardiologie du Luxembourg	Conference	05/02/2022	MOHLUX	60	Slides and leaflet	GPs, cardiologists	Presentation of the project	Finding interested GPs

Meeting with Acumen Public Affairs	Online meeting	18/03/2022	Uls.6 Euganea	8	Slides	Internal meeting	Discussion of the process of transferring best practices in general and in cardiovascular diseases in particular	Production of document on YOUNG50
GP meeting	Meetings	24/03/2022 29/03/2022 11/04/2022 19/04/2022 28/04/2022 03/05/2022 19/05/2022	MOHLUX	12	Slides	GPs	Presentation of the project	Finding interested GPs
Internal training	Meeting/training	22/04/2022	Centro Poliklinika	3	Presentation	Centro Poliklinika staff	Young50 objectives, current activities, implemented activities, results. Training how to use the IT tool	
Meeting	Meeting	30/05/2022	Centro Poliklinika	6	Presentation	Ministry of Health of the Republic of Lithuania University Public Health Bureaus	Young50 objectives, current activities, implemented activities, results	
Meeting	Meeting	08/06/2022	Centro Poliklinika	80	Presentation	Ministry of Health of the Republic of Lithuania University Public Health Bureaus	Young50 objectives, current activities, implemented activities, results	
YOUNG50 project GP training	Training	25/08/2022 31/08/2022 31/08/2022 06/09/2022 07/09/2022 08/09/2022 13/09/2022 15/09/2022 20/09/2022 04/10/2022	MOHLUX	15	Slides, online training and project files sent at the end	GPs	Training for the selection of participants, the 2 visits and the IT tool used for YOUNG50	15 GPs trained
Meeting with president of association of dieticians of Luxembourg	Meeting		MOHLUX	1		Dieticians	Find a dietician for the YOUNG50 workshop	Newsletter to all dieticians in Luxembourg

Internationalisation processes in the healthcare systems of the Italian Regions. Addressing cardiovascular health in Campania in the light of international experiences: the YOUNG50 project	Stakeholder meeting - Regione Campania	07/10/2022	ProMIS, ULSS6 Euganea		Oral online slide presentation - "From the CARDIO50 good practice to the EU project YOUNG50: pathway and outcomes"	Stakeholders, healthcare professionals, regional policy makers, researchers, European Commission		
Digital health- from research to practice	Round table during a scientific event organised by Iuliu Hatieganu University of Medicine and Pharmacy from Cluj-Napoca, Romania	05/12/2022	AER PUR Romania	13	Presentation of digital solutions for prevention of cardiovascular diseases: Romanian context and the role of the European project Young50	Medical students, PhD students and teaching staff from Iuliu Hatieganu University of Medicine and Pharmacy	Present the digital tools used by the Young50 projects for achieving the educational objectives of the project	Dissemination of information regarding Young50 projects among medical students and doctors
CARDIO50 relaunch	Workshop and training programme, Veneto Region	14-15/12/2022	ULSS6 Euganea		Slides, presentations workshops	Healthcare assistants, members of Dept. Prevention	Relaunch the CARDIO50 programme after being interrupted by the pandemic	Healthcare assistants ready to perform CARDIO50 screening and prevention programme
Efficacy of cardiovascular disease prevention pathways: the YOUNG50 project	Thesis for BSc in Statistics	December 2022	University of Padova (subcontractor)		Printed thesis and online abstract	Healthcare economists, healthcare policy makers, healthcare professionals, general public	Analyse the efficacy of the CARDIO50 project	Impact on use of medication for CVDs
Meeting	Meeting	18/01/2023	Centro Poliklinika	43	Presentation	Ministry of Health of the Republic of Lithuania Municipalitys University	Young50 objectives, current activities, implemented activities, results	



						Public Health Bureaus		
YOUNG50: sharing excellence in Europe	Stakeholder meeting - ULSS6 - Padova	31/01/2023	Ulss.6 Euganea, ProMIS	70 in person, 297 online	Slide presentation, YouTube recording	Stakeholders, healthcare professionals, local health authority managers, healthcare policy makers, departments of preventive medicine	Foster and consolidate awareness, among political and institutional stakeholders, of the role of CVD prevention, through promotion of healthy lifestyles and early interception of risk factors. Share first results of project and will include contributions from Veneto Region and other national and European players with key roles in the field	Raised awareness among policy makers, healthcare providers and other stakeholders Increase in the number of contacts about the CARDIO50 screening programme among eligible public
Participants workshop preparation	Meeting	12/04/2023	MOHLUX	3	Slides	Specialist for cardiology, nutrition and physical activity	Prepare the workshop material	3 presentations ready for YOUNG50 workshop
YOUNG50 workshop	Workshop	04/05/2023	MOHLUX	5	Slides, leaflet of useful app, elastic band	YOUNG50 participants (B2, C or C1)	Advice for participants about cardiovascular risk factor management: nutrition and physical activity	1 workshop organised, with 10% attendance but 100% satisfaction

**Table 9 – Local stakeholders’ engagement**

### *2.10 Synergies with other projects, networks & initiatives*

During the period M29 – M49, the YOUNG50 partners continued to identify and create liaisons with European initiatives, organisations and network partners of European projects listed below related to similar thematic areas and/or funded by the Health Programme.

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

Project, initiative, network	Description	Opportunities	Website
<b>SYNERGIES</b>			
<b>EUPAP – A European Physical Activity on Prescription model</b>	Promoting good health and preventing non-communicable diseases through implementation of country-based physical activity on prescription (PAP) programmes in health services in several countries	Transferring and scaling up both best practices together throughout Europe, connecting the dots in common	<a href="https://www.eupap.org/">https://www.eupap.org/</a>
<b>OECD Organisation for Economic Co-operation and Development</b>	Disseminating information on YOUNG50 as a best practice	Subsequent updating due to COVID-19 delays in screening roll out	<a href="https://www.oecd.org/">https://www.oecd.org/</a>
<b>EU Health Policy Platform</b>	Collaborative online tool that makes it easy for European Commission services, health-related interest groups and stakeholders to communicate with each other	Exchange discussions with other networks, particularly with those focused on chronic disease prevention	<a href="https://webgate.ec.europa.eu/hpf/networks">https://webgate.ec.europa.eu/hpf/networks</a>
<b>JACARDI</b>	This is the upcoming Joint Action on Strengthening the institutional capacity of public authorities and stakeholders in the field of prevention: past and ongoing experiences	Improving information on local needs/context and available best practices/interventions on CVD	
<b>EIP-AHA</b>	Initiative launched by the European Commission to foster innovation and digital transformation in the field of active and healthy ageing	Dissemination of YOUNG50 best practice and project events	<a href="https://ec.europa.eu/eip/ageing/home_en">https://ec.europa.eu/eip/ageing/home_en</a>
<b>INCASO</b>	Thematic network aimed at: putting the comprehensive needs of people and communities at the centre of health systems - empowering people to have a more active role in their own health; creating synergies with existing European networks/partnerships	Getting in contact with other stakeholders' networks	<a href="https://www.promisalute.it/servizi/Menu/dinamica.aspx?idSezione=22098&amp;idArea=22373&amp;idCat=22373&amp;ID=22373&amp;TipoElemento=area">https://www.promisalute.it/servizi/Menu/dinamica.aspx?idSezione=22098&amp;idArea=22373&amp;idCat=22373&amp;ID=22373&amp;TipoElemento=area</a>
<b>VIGOUR</b>	Project that supports care authorities in moving forward the transformation of their health and care systems to provide sustainable models for integrated care which will facilitate identification of good practice and scaling-up	Exchange information and practices over the integrated models of assistance adopted by the projects	<a href="https://vigour-integratedcare.eu/">https://vigour-integratedcare.eu/</a>
<b>RSCN</b>	Principal forum and authority representing all EIP on AHA Reference Sites, and to establish connections with and across the Actions Groups (AG) in order to promote AHA	Dissemination of YOUNG50 results and events among 102 European Regions recognised by the EC innovative areas for implementing innovative solutions of health promotion and prevention	<a href="http://www.rscn.eu/">http://www.rscn.eu/</a>
<b>THCS</b>	The European Partnership on transforming health and care systems (THCS) is a Cofund action under the Horizon Europe Programme designed to support coordinated national and regional research and innovation programmes along with capacity building, networking, dissemination and other key activities to support health and care systems transformation.	Dissemination of YOUNG50 best practices to European ecosystems	<a href="https://www.thcspartnership.eu/">https://www.thcspartnership.eu/</a>

Table 10 – Synergies activated

### 3 LESSONS LEARNED FROM THE FINAL REPORTING PERIOD

The final months of YOUNG50 were important for the project in order to describe the 3 different implementation experiences of the CARDIO50 model and to disseminate the outcomes and results achieved by Lithuania, Luxembourg and Romania.

Dissemination activities, particularly in the last part of the project, when meetings and workshops were organised in person, have played a relevant role in facilitating sharing of knowledge of the programme among the involved stakeholders. Gathering people together improves the exchange and dissemination of best practices.

It is worth mentioning that YOUNG50 was mentioned in May 2023 as a Best Practice at the meeting of the European Parliament’s Subcommittee on Public Health, during discussions in the framework of cardiovascular disease prevention and how to achieve the EU Sustainable Development Goals. This proves how the project has been able to reach the EU level and guarantee the sustainability of its results in upcoming EU initiatives.

Regarding sustainability and transferability, the debates and conclusions of the final event – [still available in the ProMIS YouTube channel](#) - and the layman report include a set of important information which it is important to disseminate for building a sound EU strategy on preventing NCDs in the European Union.

Objectives	Target groups	Degree of achievement
Design and launch the YOUNG50 website	Stakeholders from both the health and digital sectors ( <b>Operational level</b> ) Local, regional, national and European Policy makers ( <b>Political level</b> ) General population	100%
Design and create promotional material for the project (logo, overall branding, newsletter, project leaflet, social media channels)	Stakeholders from both the health and digital sectors ( <b>Operational level</b> )	100 % (Project lifelong activities)
Monitor the project’s website and social media profiles	Local, regional, national and European Policy makers ( <b>Political level</b> ) Stakeholders from both the health and digital	100 % (Project lifelong activities)

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

**Table 11 - Degree of achievement of the objectives**