
Communications Plan

AI-4-NICU

Maximising the impact of
multidisciplinary research in early
diagnosis of neonatal brain injury

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CA20124

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1. Purpose

The purpose of this document is to guide and support the communication and dissemination of activities of the AI-4-NICU COST Action. This is an obligation of the Action, and it additionally contributes to the following important functions:

- growing the network and attracting experts to the Action
- raising awareness of how this Action is achieving its aims
- demonstrating the success of this multi-national collaboration
- communicating with the general public to raise awareness of the scientific domain of this Action

This document provides practical and clear guidelines to all members of the Action specifying how to contribute to the communication and dissemination activities of the AI-4-NICU COST Action in a standardised and straightforward way.

2. Communication channels

2.1. Website

The purpose-built Action website (www.ai4nicu.org) will serve as the central hub of communication and dissemination activities for the Action. A concise description of the aims and mission of the Action, as outlined in the Memorandum of Understanding (MOU), will be hosted on this website.

A profile of the Action working groups, their aims, their ongoing activities, their leadership, and any outputs will be available on the website. This will underscore the overall aims of the Action and to communicate the distinct agendas of each working group.

A calendar of upcoming events and pertinent deadlines will be hosted on the website to communicate the short-term and long-term goals and the roadmap of the Action.

Relevant news and updates related to the Action and its members will be hosted on the website. This includes scientific publications relating to the Action authored by members, summary reports from Short Term Scientific Missions (STSM), summary reports from any workshops/training schools hosted by the Action, and other content deemed relevant by the Management Committee or the Science Communication Coordinator.

The website will include information on how to express interest in joining the Action and the specific working groups.

2.2. Social Media

Social media platforms are a highly impactful way to communicate with both the general public and domain experts. As a general rule, when changes are made to the website content (e.g. the addition of new news items, the addition of new events in the calendar etc.) these changes should also be reported on the social media platforms. To reduce the risk of work being duplicated, social media posts will consist of brief headlines with a link to the relevant webpage. Links to the LinkedIn and Twitter profiles will be available on the Action website.

2.3. Scientific Publications

When members of the Action submit manuscripts or present work associated with the aims of this Action, they should strongly consider acknowledging COST. If the work has directly benefitted from this Action (e.g. research collaborations that arose due to the Action network or results related to STSM support), then the Action should clearly be acknowledged. [The document linked here](#) provides a clear guide for when and how to acknowledge COST in publications. In scientific publications the acknowledgement should appear as:

This publication is based upon work from COST Action CA20124 AI-4-NICU supported by COST (European Cooperation in Science and Technology).

Authors are also encouraged to include AI-4-NICU in the manuscript keywords to improve traceability of articles published as part of the Action.

3. Reporting templates

3.1. STSM reporting

At the close of any STSM supported by the Action the applicant should preparing a report, in the style of a blog post describing the aims, progress, and any outcomes from the STSM. If possible one image of the applicant in the host institution should be included.

The following headings should serve as a guideline for preparing this report:

Applicant details:

- Name
- Local institution
- Research domain
- Title
- Working Group Membership (which WG(s) of this Action are you a member of)

Host institution details:

- Name and local contact name
- Location
- Area of expertise, specialised skill set, or other factors that motivated this trip

Motivation:

What motivated the applicant and the host institution to engage in this STSM? Detail and previous relevant collaboration or communication between the applicant and the host institution. How has this Action contributed to the planning and preparation for this trip?

Work summary:

A brief summary of the time spent on the STSM. You can include informal details about the culture of the host institution and local attractions, but the focus should be on the work completed and the relationships formed.

Future work:

What future work do you plan to complete base on the outcome of this STSM?

Advice:

Do you have any advice for those who are considering applying for an STSM in the future as part of this Action? Do you have any advice for those institutions who will host an STSM applicant in future?

3.2. Workshops/training schools reporting

At the close of any meeting of Action members an attendee or pair of attendees should prepare a report, in the style of a blog post describing the aims, progress, and any outcomes from the assembly. If possible one image of the attendees should be included.

The following headings should serve as a guideline for preparing this report:

Host institution details:

- Name and local contact name
- Location
- Nature of the meeting, was it a workshop, training school, etc.

Aims:

What were the aims of this meeting, were any particular themes identified? What motivated this meeting and how does it fit into the aims of the Action?

Structure:

Explain the structure of the meeting. What sessions were organized, who presented, and what are the take-away messages?

Outcomes:

What are the outcomes of this meeting, how do they align with the aims of the Action. Is there future collaborative work resulting from the meeting that has been agreed upon? Has a date and venue for future instances of the meeting been discussed?

3.3. Dissemination reporting

Works published during the course of the Action by Action members can be disseminated as part of the Action communications plan. These works should either be directly supported by the Action or be in the domains identified in the Action keywords.

Authors should prepare 3-4 bullet points which highlight the novel aspects and the key findings of this work.

Authors should provide the following information related to the publication: List of Authors, Title, and Publication Venue. A link to the published work should also be provided.

3.4. Dissemination conference grants

Action members can apply for a Dissemination Conference Grant (DCG) to support their presentation of the work of the Action at a conference. This aim of this grant is to share information about the Action itself and to communicate the work of the Action with relevant groups.

4. General guidelines

- Guidelines for using the COST logo are available [here](#).
- Guidelines for using the CA20124 AI-4-NICU logo will be made available.
- If you have questions about this document please contact alison.oshea@mtu.ie