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Ministero  
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Italiadomani  
PIANO NAZIONALE  
DI RIPRESA E RESILIENZA



Università degli Studi "G. d'Annunzio"  
Chieti-Pescara

# Vitality Day

WP6 - Communication and  
Dissemination

Chieti 13 Maggio 2024

Università degli Studi «G. d'Annunzio» Chieti-Pescara  
Missione 4 Componente 2 - M4C2 Investimento 1.5. Creazione e rafforzamento di "ecosistemi  
dell'innovazione", costruzione di "leader territoriali di R&S" ECS00000041 VITALITY



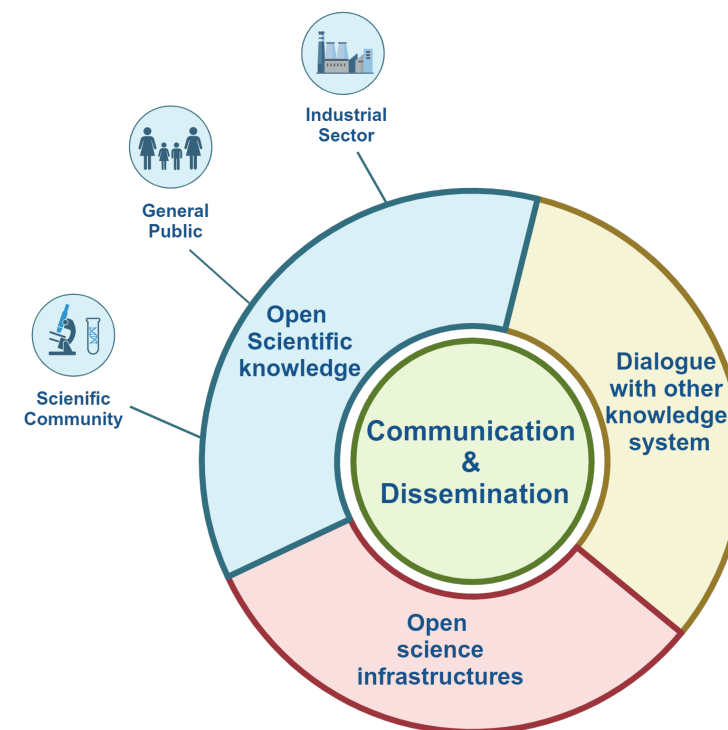


## Work Package 6: Communication and Dissemination

**Objectives:** the dissemination goals, identify the target audiences, and define the relevant communication channels, for the project's visibility using different media outlets, such as the Internet, press, professional events, and festivals.

**The specific WP objectives** are as follows:

- Boost project visibility.
- Promote awareness of new therapeutic personalized approaches amongst the target communities.
- Create two-way communication channels between researchers and target communities.
- Disseminate the project deliverables.
- Ensure that the project outputs become a standard of treatment.
- A concerted action of all participating parties will also promote the overall reach of the project.





## Work Package 6: Communication and Dissemination

### Dissemination to the Scientific Community:

- **A Project website**, where all relevant scientific developments and achievements are reported. <https://www.unich.it/one-health-it>
- **Attendance at conferences** by major scientific societies in the fields.
- **Production of scientific articles** in open-access, peer-reviewed, high-impact journals.
- **Organization webinars** targeting undergraduate students, graduate students, and clinical researchers for translational application.
- **Using professional social networks** to share scientific expertise, recruitment of researchers, and technologists, and advertise project results.

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FUTURI STUDENTI STUDENTI PERSONALE T/A DOCENTI LAUREATI INTERNAZIONALE AZIENDE

#### Articoli scientifici

Arata A, Ricci F, Khanji MY, Mantini C, Angeli F, Aquilani R, Di Baldassarre A, Renda G, Mattioli AV, Nodari S, Gallina S. Sex Differences in Heart Failure: What Do We Know? J Cardiovasc Dev Dis. 2023;10(7):277. doi: 10.3390/jcdd10070277.

Barone A, Zimbo AM, d'Avanzo N, Tolomeo AM, Ruga S, Cardamone A, Celia C, Scalise M, Torella D, La Deda M, Iaccino E, Paolino D. Thermoresponsive M1 macrophage-derived hybrid nanovesicles for improved in vivo tumor targeting. Drug Deliv Transl Res. 2023;13(12):3154-3168. doi: 10.1007/s13346-023-01378-9.

Biondetti E, Chiarelli AM, Germuska M, Lipp I, Villani A, Caporale AS, Patitucci E, Murphy K, Tomassini V, Wise RG. Breath-hold BOLD fMRI without CO2 sampling enables estimation of venous cerebral blood volume: potential use in normalization of stimulus-evoked BOLD fMRI data. Neuroimage. 2024;285:120492. doi: 10.1016/j.neuroimage.2023.120492.

Cataldi A, Ricci A, Rashad M, Rapino M, Pilato S, Gallorini M, Zara S. Innovative 3D-printed titanium specimens favor a balanced modulation of inflammation in DPSCs during liposome-triggered mineralization. Italian Journal of Anatomy and Embryology. 2023;127(1), Supplement: 278: 2023. ISSN online 2023-5129.

Cerverò-Varona A, Cianciello A, Peserico A, Haidar Montes AA, Citeroni MR, Mauro A, Russo V, Moffa S, Pilato S, Di Giacomo S, Dufrusine B, Dainese E, Fontana A, Barboni B. Graphene oxide accelerates TGFβ-mediated epithelial-mesenchymal transition and stimulates pro-inflammatory immune response in amniotic epithelial cells. Mater. Today Bio. 2023;22:100758. doi: 10.1016/j.mtbio.2023.100758.

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d'Avanzo N, Sidorenko V, Simón-Gracia L, Rocchi A, Ottonelli I, Ruozi B, Longo F, Celia C, Teesalu T. C-end rule peptide-guided niosomes for prostate cancer cell targeting. Journal of Drug Delivery Science and Technology. 2024;91:105162. doi: 10.1016/j.jddst.2023.105162.

d'Avanzo N, Paolino D, Barone A, Ciriolo L, Mancuso A, Christiano MC, Tolomeo AM, Celia C, Deng X, Fresta M. OX26-cojugated gangliosilated liposomes to improve the post-ischemic therapeutic effect of CDP-choline. Drug Delivery and Translational Research. 2024. doi: 10.1007/s13346-024-





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## Work Package 6: Communication and Dissemination

### Dissemination to the General Public

- **Press releases communicating significant results** likely arouse a broad interest.
- **Awareness Events** (e.g., the **European Research Night event**).
- **Social media and focused seminars/webinars** informing about project goals, results, and opportunities.
- **Flyers, posters, and brochures** providing appealing information about the project.

Università degli Studi "Gabriele d'Annunzio" - Chieti e Pescara

**La Notte dei**  
**EUROPEA**  
**Ricercatori**

**29** SETTEMBRE

**ONE WORLD**  
**ONE HEALTH**  
**ONE THOUSAND CULTURES**

**CAMPUS DELL'UNIVERSITÀ - CHIETI**  
**DALLE 16:00**



## Work Package 6: Communication and Dissemination

### Dissemination to the Industrial Sector

- **A Project website**, which will be a major tool to communicate project information to industries. <https://www.unich.it/one-health-it>
- The content relevant to technological transfer will be selected in collaboration with WP5.
- **Meetings with local industries**, favoring know-how exchange, education (**industrial PhDs**), and **technological transfer**.
- **Roundtable discussions** with biomedical industries and Spoke with members of experts from the field.
- [VITALITY FDC.pdf](#)



## Milestones and deliverables

Milestone No	Milestone Name	Spoke/Affiliated	Description	Due Date	
M.6.1.1	Implementation of national and international networks focused on the project research topics	Ud'A	Interdisciplinary and interconnected networks of scientists working on the main topics of the project will be established. The networks will also facilitate the integration and encourage commitment among members of the consortium to improve the quality of the work.	M12	✓
M.6.2.1	Fruitful involvement of companies in the project.	Ud'A	Involvement of local companies to create a synergistic collaboration between Spoke and the professional world regarding education, translational research, and technological transfer.	M24	
M.6.3.1	Cultural awareness on innovative health opportunities.	Ud'A	Rising general public awareness of innovative approaches and the effectiveness of patient-centred scientific research using science communication, also in the form of web entertainment. Cultural empowerment in response to the increase in misinformation.	M36	
6.1	Communication Office	Ud'A	Implementation of a communication office that will include Spoke members and #1 website developer; #1 social media manager; and #1 graphic designer.	M6	✓
6.2	Website	Ud'A	A project website will be launched to the public and kept up to date with recent project main achievements.	From M09	✓
6.3	Research publications	Ud'A	Peer-reviewed research articles and conference proceedings will be the end-product of research dissemination.	From M09	✓
6.4	Industrial PhDs	Ud'A	Industrial PhDs will quantify the connection extent between the Spoke and the industries	From M06	✓
6.5	Involvement of industries in the project	Ud'A	Manifestations of interest from local industries will determine their involvement in the project topics	From M06	
6.6	Scientific Events	Ud'A	Webinars, Science Factories, Meetings with local industries, Twitter Conferences	From M06	✓
6.7	Distribution of printed and media promotional materials	Ud'A	Flyers, posters, brochures, and research briefs will deliver information about the project activities	From M09	✓
6.8	Social Media Posts	Ud'A	Ud'A social media as well as social media created ad hoc for the project will be populated with posts tailored to the target	From M09	✓
6.9	Awareness Events	Ud'A	The Spoke will hold Informative events to inform and engage the general public. Parallel sessions/workshops/seminars will be planned within broader social events (e.g., European Research Night).	From M09	✓





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Grazie per l'attenzione

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