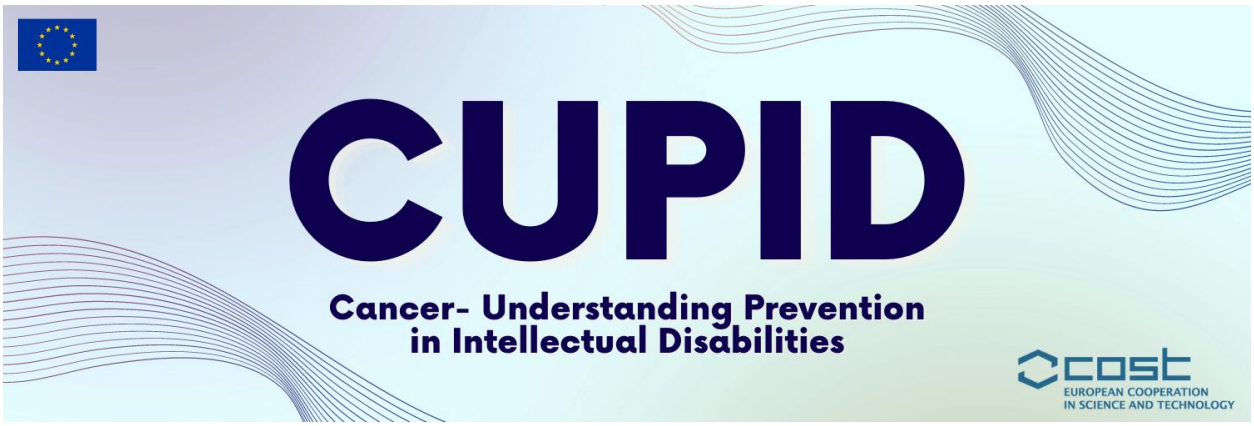

Final Report – Working Group 4 (WG4)

CUPID COST Action CA21123

Period covered: November 2022 – October 2026

Working Group: WG4 – Dissemination and Communication

WG Chairs: Prof. Dr. Vladimir Trajkovski; Dr. Mairead O'Connor; Prof. Dr. Jean Calleja Agius

WG membership: 124 members at the end of the project.

Meetings: 4 in-person/hybrid meetings and 8 online meetings, complemented by continuous electronic coordination and bilateral communication

Project Website : https://cupidproject.eu/

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1. INTRODUCTION AND ROLE OF WG4

Working Group 4 (WG4) served as the principal **Dissemination and Communication Working Group** of the CUPID COST Action, with responsibility for ensuring that the scientific knowledge, activities, outputs, and achievements of the Action were communicated effectively to relevant scientific, professional, policy, and community stakeholders.

From its establishment in November 2022 until the conclusion of the Action in October 2026, WG4 progressively developed from a communication-oriented working group into a comprehensive dissemination and stakeholder-engagement platform supporting the activities of all CUPID Working Groups.

A central principle of WG4 was that dissemination should not be limited to communication among researchers. Rather, scientific knowledge generated through CUPID should be made understandable, accessible, and relevant to a broad range of stakeholders, including:

- researchers and academics;
- healthcare professionals;
- primary care providers;
- cancer prevention and screening specialists;
- professionals working with people with intellectual disabilities;
- policymakers and public authorities;
- disability and patient organisations;
- advocacy organisations;
- carers and families;
- people with intellectual disabilities;
- European and international professional networks;
- COST and EU research communities; and
- the general public.

WG4 therefore placed particular emphasis on **open access, accessibility, inclusiveness, digital communication, stakeholder engagement, and translation of scientific evidence into practical and policy-relevant information**.

The activities of WG4 were closely aligned with the overall objectives of CUPID, particularly the Action's commitment to addressing inequalities in cancer prevention and screening experienced by people with intellectual disabilities.

2. OBJECTIVES OF WG4

The principal objectives of WG4 throughout the four-year period were to:

1. **Develop and maintain an effective dissemination and communication infrastructure** for the CUPID Action.
2. Establish and maintain an accessible and informative **CUPID website** serving as the central repository for Action information, scientific outputs, events, resources, and news.
3. Establish and maintain a strong **social media presence** to increase the visibility and reach of CUPID activities.
4. Develop professional and accessible dissemination materials, including:
    - brochures;
    - Easy-to-Read materials;
    - posters;
    - infographics;
    - newsletters;
    - presentations;
    - videos;
    - communication templates; and
    - conference and meeting materials.
5. Support the dissemination of scientific findings generated by the other CUPID Working Groups.
6. Facilitate communication between researchers, healthcare professionals, policymakers, advocacy organisations, people with intellectual disabilities, families, and carers.
7. Promote **accessible communication and Easy-to-Read approaches**, particularly for people with intellectual disabilities.
8. Support the organisation and promotion of scientific conferences, webinars, workshops, training schools, and other CUPID events.
9. Increase the visibility of CUPID within the broader European research and healthcare communities.
10. Contribute to the development and dissemination of **policy-relevant recommendations, roadmaps, and practical resources**.

11. Ensure that CUPID outputs remain accessible beyond the lifetime of the COST Action.

12. Contribute to the preparation of the Action's **2nd Year and final dissemination and communication reporting.**

3. ORGANISATION AND COORDINATION OF WG4

WG4 was coordinated by three Chairs during the lifetime of the Action:

- **Prof. Dr. Vladimir Trajkovski**
- **Dr. Mairead O'Connor**
- **Prof. Dr. Jean Calleja Agius**

The WG consisted of **124 members at the end of the project**, with membership fluctuating during the four-year period as researchers and stakeholders joined or concluded their participation in the Action.

WG4 adopted a collaborative working model. Responsibilities were distributed among members according to expertise, geographical representation, institutional capacity, and specific dissemination requirements.

The group maintained regular communication through:

- formal WG meetings;
- hybrid meetings;
- online meetings;
- email communication;
- collaborative preparation of dissemination materials;
- coordination with other CUPID Working Groups;
- communication with the Action Chair;
- preparation for COST and CUPID conferences; and
- continuous monitoring of dissemination opportunities.

The communication strategy evolved throughout the Action in response to emerging needs, new scientific outputs, increasing website traffic, growth in social media audiences, and the expanding number of CUPID activities.

4. DEVELOPMENT OF THE DISSEMINATION INFRASTRUCTURE

One of WG4's first priorities was to establish a recognisable and coherent visual and communication identity for CUPID.

During the initial phase, WG4 contributed to the development and implementation of:

- the CUPID logo;
- official banners;
- PowerPoint presentation templates;
- visual communication materials;
- standardised presentation formats;
- conference materials; and
- social media communication formats.

These elements helped establish a consistent visual identity across CUPID activities and enabled Working Groups and individual members to communicate their activities using a common Action identity.

The development of standardised communication materials was particularly important because CUPID involved researchers and institutions from numerous European countries and professional backgrounds.

5. CUPID WEBSITE

The CUPID website became the **central digital dissemination platform** for the Action (https://cupidproject.eu/).

The website provided information about:

- the COST Action;
- CUPID objectives;
- Working Groups;
- participating institutions and experts;
- scientific activities;
- conferences;
- webinars;
- training schools;
- publications;
- news;
- newsletters;
- dissemination materials;
- videos;

- policy-related outputs; and
- other publicly available resources.

A key principle was to maintain the website as an **open-access resource**, allowing stakeholders outside the COST network to access information without institutional or financial barriers.

Website reach

The development of the website was accompanied by substantial growth in online visibility.

- By **October 2023**, the website had recorded approximately **3,337 visitors**.
- By **October 2024**, this had increased substantially to approximately **26,439 visitors**.

This increase represented an important indicator of the growing international visibility of CUPID and demonstrated the value of maintaining a central, continuously updated digital communication platform.

The website also served as a permanent repository for outputs that could otherwise have become difficult to locate after individual events or meetings.

6. SOCIAL MEDIA DISSEMINATION

WG4 established and maintained CUPID's presence across several major social media platforms, including:

- Facebook;
- X/Twitter;
- Instagram;
- LinkedIn; and
- YouTube.

Social media were used to disseminate:

- announcements;
- scientific activities;
- conference information;
- webinar invitations;
- training opportunities;
- publications;
- photographs from meetings;
- videos;

- newsletters;
- project milestones;
- Working Group activities; and
- major Action achievements.

By October 2026, the recorded social media presence included approximately:

Platform	Followers/Subscribers
Facebook	355
X/Twitter	71
Instagram	176
LinkedIn	367
YouTube	24 subscribers

Although followers numbers alone do not capture the full impact of digital dissemination, these channels provided an important mechanism for reaching audiences beyond the formal COST membership.

During the final phase of the Action, WG4 continued to use these platforms to promote the final CUPID outputs, conferences, publications, policy activities, and videos.

7. DISSEMINATION MATERIALS AND ACCESSIBLE COMMUNICATION

A major achievement of WG4 was the development of a broad range of professional and accessible dissemination materials.

These included:

- infographics;
- scientific posters;
- brochures;
- Easy-to-Read brochures;

- newsletters;
- presentation templates;
- communication guidelines;
- conference materials;
- video materials;
- social media materials; and
- other digital communication resources.

During the reporting period, WG4 produced or coordinated the dissemination of at least nine posters, two early infographics, brochures, newsletters, and numerous digital communication products.

Particular importance was placed on **accessible communication**, reflecting CUPID's focus on people with intellectual disabilities.

The development of the **Easy-to-Read CUPID Brochure**, including an English version and a Macedonian version, represented an important step towards making the Action's objectives and activities more understandable to people who may experience barriers when accessing conventional scientific communication.

8. EASY-TO-READ COMMUNICATION AND INCLUSION

WG4 recognised that conventional academic dissemination is not sufficient when the intended beneficiaries include people with intellectual disabilities.

For this reason, accessible communication became an important component of WG4's activities.

The group supported:

- development of Easy-to-Read materials;
- accessible presentation approaches;
- simplified communication of complex health information;
- consideration of language and cognitive accessibility;
- guidance for accessible meetings;
- dissemination of information relevant to people with intellectual disabilities and their carers.

An **Easy-to-Read training activity in June 2024** further strengthened the capacity of CUPID participants to communicate scientific and health-related information in a more accessible manner.

WG4 also contributed to the development of a **Guidance Document for Virtual and Hybrid Meetings**, supporting more inclusive participation in online and mixed-format events.

These activities were particularly relevant because accessibility was not considered solely as a technical issue but as an essential component of health equity and meaningful participation.

9. NEWSLETTERS

Newsletters became an important mechanism for consolidating and communicating CUPID activities to a wider audience.

WG4 coordinated the production and dissemination of CUPID newsletters, providing information on:

- scientific activities;
- Working Group achievements;
- conferences;
- training schools;
- publications;
- webinars;
- meetings;
- policy activities;
- new resources; and
- forthcoming opportunities.

During the lifetime of the Action, **six CUPID newsletters** were produced as part of the broader dissemination programme.

The newsletters provided an accessible summary of developments for stakeholders who might not have been able to follow individual CUPID meetings, social media posts, or scientific publications.

10. CONFERENCES, WEBINARS AND SCIENTIFIC EVENTS

WG4 played an important role in the communication and promotion of CUPID scientific events.

10.1 CUPID ANNUAL CONFERENCES

Annual Conferences , were held virtually in November 2023, October November 2025 . They presented an important opportunity to present the Action's emerging activities and facilitate communication among participating researchers and external stakeholders.



WG4 contributed to the promotion and communication of the conferences

10.2 SCIENTIFIC WEB CONFERENCE

WG4 supported the organisation and dissemination of **Scientific Web Conferences in May 2024 and June 2025.** The webinar in May 2024 attracted approximately 110 participants.

Certificates of participation were issued, providing additional formal recognition of participant engagement.

10.3 LUNCH AND LEARN WEBINARS

In the spring of 2026, the CUPID project organised a series of Lunch and Learn Webinars

On the following topics



- Why it matters: The case for cancer screening & prevention
- The numbers behind the needs: Cancer statistics, Screening uptakes and cancer inequalities
- Beyond Words: A focus on Augmentative Communication
- Doing Research Right: Ethical Standards in Practice

10.4 FINAL CUPID CONFERENCE

One of the major responsibilities during the final phase was dissemination and communication surrounding the **Final CUPID Conference in Brussels in June 2026**.

WG4 supported:

- conference communication;
- promotion;
- preparation of communication materials;
- dissemination of presentations;
- digital communication;
- video dissemination;
- communication of final achievements; and
- wider visibility of the Action's final outputs.

11. CONTRIBUTION TO TRAINING SCHOOLS AND CAPACITY BUILDING

WG4 contributed to dissemination and communication surrounding CUPID training activities and training schools.

A notable example was the contribution to the **WG1 Training School in Prague in September 2024** and **WG2/WG3 Training School in Dublin in May 2025**

Such events were important not only for knowledge transfer but also for creating opportunities for researchers from different countries and disciplines to establish new professional connections.

WG4 therefore viewed training schools as both scientific and dissemination opportunities, ensuring that information about these activities reached the wider CUPID network.

12. VIDEO PRODUCTION AND DIGITAL DISSEMINATION

Video became an increasingly important dissemination instrument during the second half of the Action.

WG4 supported the production and dissemination of **open-access CUPID videos**, providing an alternative communication format to traditional written scientific outputs. A You Tube channel was set up for the project.

Across the lifetime of the Action, the CUPID communication programme included **30 open-access videos.**

These videos contributed to:

- communicating scientific messages in a more accessible format;
- increasing online visibility;
- documenting meetings and activities;
- promoting conferences and webinars;
- communicating project achievements; and
- preserving a publicly accessible record of the Action.

The CUPID YouTube channel provided an additional permanent dissemination platform.

13. DISSEMINATION OF SCIENTIFIC PUBLICATIONS

WG4 supported the visibility of scientific publications generated by CUPID participants.

Examples included:

- publication in the *Journal of Health and Rehabilitation Sciences*;
- submission to the *Journal of Intellectual Disabilities*;
- scientific conference contributions;
- conference presentations;
- dissemination of Working Group outputs; and
- preparation of final Action-related publications and proceedings.

WG4 worked closely with the scientific Working Groups to ensure that research findings were not isolated within academic publications but were also communicated through the CUPID website, newsletters, social media, presentations, webinars, and other dissemination channels.

14. EXTERNAL CONFERENCES AND PROFESSIONAL NETWORKS

An important component of WG4's dissemination strategy was the promotion of CUPID beyond the immediate COST network.

CUPID activities and findings were communicated through external scientific and professional events.

One example was the presentation at **WONCA Europe 2024**, addressing cancer prevention strategies for individuals with intellectual disabilities.

Such external dissemination activities increased the visibility of CUPID among primary care professionals and other healthcare stakeholders who are important for the implementation of equitable cancer prevention and screening.

This approach strengthened the connection between the Action and existing European professional networks.

15. STAKEHOLDER ENGAGEMENT

WG4 recognised that effective dissemination requires communication in multiple directions.

Rather than viewing dissemination as a one-way transfer of scientific information, WG4 promoted interaction between:

research → healthcare practice → policy → advocacy → people with intellectual disabilities and their families

This approach supported engagement with:

- healthcare professionals;
- researchers;
- disability organisations;
- advocacy groups;
- policymakers;
- professional associations;
- carers;
- families;

- people with intellectual disabilities; and
- members of the wider public.

This broader stakeholder orientation helped ensure that the CUPID Action remained connected to the real-world challenges associated with cancer prevention and screening inequalities.

16. POLICY DISSEMINATION AND TRANSLATION OF EVIDENCE

During the later phase of CUPID, WG4 increasingly supported communication of the Action's policy-relevant outputs.

This included dissemination of:

- policy recommendations;
- national roadmaps;
- European-level recommendations;
- practical resources;
- evidence regarding cancer prevention inequalities;
- recommendations concerning screening accessibility; and
- information relevant to healthcare systems.

The purpose was to facilitate the translation of scientific knowledge into information that could be considered by policymakers, healthcare organisations, professional bodies, and advocacy organisations.

17. MEETINGS AND INTERNAL COORDINATION

WG4 maintained continuous coordination throughout the Action.

The Working Group conducted:

- **four formal in-person/hybrid meetings**; and
- **eight online meetings**,

together with continuous email-based and bilateral coordination.

Importantly, all four in-person meetings were organised in a **hybrid format**, enabling members who could not attend physically to participate remotely.

Therefore, when considering the different formats, WG4 conducted:

4 in-person meetings, all with hybrid participation, plus 8 dedicated online meetings.

This structure supported participation by members from different countries and institutions and reduced barriers to involvement caused by travel, scheduling, and institutional constraints.

18. QUANTITATIVE DISSEMINATION INDICATORS

The available monitoring data demonstrate substantial growth in the reach of CUPID dissemination activities.

Selected indicators include:

Indicator	Achievement
WG4 membership	Approximately 105 members
In-person/hybrid WG meetings	4
Dedicated online WG meetings	8
Website visitors by Oct. 2023	3,337
Website visitors by Oct. 2024	26,439
Website visitors March-Oct. 2026	7,608
Facebook followers by Oct. 2026	355
X/Twitter followers by Oct. 2026	71
Instagram followers by Oct. 2026	176
LinkedIn followers by Oct. 2026	367
YouTube videos/substantial video outputs	30 open-access videos across the Action
Scientific Web Conference participants	~110
CUPID posters	At least 9
CUPID newsletters	6
Major annual/final conferences supported	Multiple, including final Brussels conference

Indicator	Achievement
Easy-to-Read materials	English and Macedonian versions

These indicators demonstrate that WG4 developed a multi-channel dissemination system rather than relying on a single communication mechanism.

19. EVOLUTION OF WG4 DURING THE ACTION

The development of WG4 can broadly be divided into four phases.

19.1 PHASE 1 – ESTABLISHMENT (2022–2023)

The first phase focused on establishing the basic dissemination infrastructure:

- visual identity;
- website;
- social media;
- templates;
- initial dissemination materials;
- initial videos; and
- communication procedures.

19.2 PHASE 2 – EXPANSION (2023–2024)

The second phase involved substantial growth in:

- website traffic;
- social media presence;
- scientific events;
- newsletters;
- posters;
- accessible materials;
- webinars; and
- stakeholder engagement.

19.3 PHASE 3 – CONSOLIDATION (2024–2025)

The third phase focused on strengthening communication across Working Groups and ensuring that scientific activities were consistently translated into public-facing dissemination materials.

Greater attention was given to:

- accessible communication;
- video materials;
- external conferences;
- policy communication;
- stakeholder engagement; and
- dissemination of scientific outputs.

19.4 PHASE 4 – FINALISATION AND SUSTAINABILITY (2025–2026)

The final phase focused on:

- final CUPID outputs;
- final conference communication;
- newsletters;
- open-access videos;
- dissemination of final scientific findings;
- documentation of achievements; and
- establishing resources that could remain useful after the formal conclusion of the Action.

20. IMPACT OF WG4

20.1 SHORT-TERM IMPACT

During the initial years, WG4 successfully established the communication infrastructure necessary for the Action.

The principal short-term impacts included:

- creation of a recognisable CUPID identity;
- establishment of the website;
- establishment of social media channels;
- increased awareness of CUPID activities;
- production of professional dissemination materials;
- improved communication between Working Groups; and

- increased visibility of the Action.

20.2 MEDIUM-TERM IMPACT

During the middle phase, WG4 contributed to:

- stronger collaboration between Working Groups;
- increased participation in CUPID events;
- broader international visibility;
- improved communication with professional networks;
- greater awareness of cancer prevention inequalities;
- development of accessible communication practices; and
- capacity building among CUPID members.

The rapid increase in **website visitors** from approximately **3,337 in 2023** to approximately **26,439 in 2024** provided an important indication of increased online reach.

20.3 LONG-TERM IMPACT

The longer-term contribution of WG4 extends beyond the formal end of the COST Action.

The infrastructure and materials developed by WG4 provide a foundation for:

- continued dissemination of CUPID research;
- future European collaborations;
- new research projects;
- policy engagement;
- professional education;
- accessible health communication;
- increased awareness of cancer prevention inequalities; and
- future EU-funded initiatives.

The open-access nature of many CUPID resources means that they can continue to be accessed by researchers, professionals, organisations, people with intellectual disabilities, families, and policymakers after the conclusion of the Action.

21. CONTRIBUTION TO EQUITY AND INCLUSION

A particularly important contribution of WG4 was the recognition that **communication itself can create or reduce inequalities**.

Scientific information is frequently communicated using highly technical terminology, complex documents, and formats that may be inaccessible to people with intellectual disabilities.

By supporting:

- Easy-to-Read materials;
- accessible brochures;
- accessible meeting guidance;
- visual communication;
- videos;
- open-access resources; and
- simplified explanations of complex health information,

WG4 contributed to the broader CUPID objective of promoting equitable access to knowledge.

This was especially important in the context of cancer prevention, where access to understandable information is an important component of health literacy and participation in prevention and screening.

22. CHALLENGES AND LESSONS LEARNED

The implementation of WG4 also provided several important lessons.

22.1 COMMUNICATION REQUIRES CONTINUOUS ACTIVITY

Effective dissemination cannot be treated as a final stage following completion of scientific work. Continuous communication throughout the Action was necessary to maintain visibility and stakeholder engagement.

22.2 DIFFERENT AUDIENCES REQUIRE DIFFERENT COMMUNICATION FORMATS

Researchers, clinicians, policymakers, people with intellectual disabilities, carers, and the general public do not necessarily require the same type or level of information.

Therefore, the use of multiple formats was essential.

22.3 ACCESSIBILITY SHOULD BE INCORPORATED FROM THE BEGINNING

Easy-to-Read and accessible communication should ideally be considered at the design stage of scientific activities rather than added only after completion.

22.4 DIGITAL PLATFORMS ARE ESSENTIAL BUT REQUIRE MAINTENANCE

Websites and social media can substantially increase international reach, but they require regular updating, monitoring, and coordinated content production.

22.5 HYBRID COMMUNICATION INCREASES PARTICIPATION

The use of hybrid meeting formats allowed members who were unable to travel to remain involved and demonstrated the value of combining physical and digital participation.

22.6 SCIENTIFIC DISSEMINATION AND POLICY DISSEMINATION ARE COMPLEMENTARY

Scientific publications alone are insufficient to ensure policy impact. Research findings need to be translated into accessible recommendations and communicated to appropriate decision-makers and professional stakeholders.

23. SUSTAINABILITY OF WG4 OUTPUTS

One of the most important objectives of the final phase was to ensure that the communication infrastructure developed by WG4 would not disappear with the formal end of the COST Action.

The following resources represent important sustainable outputs:

- CUPID website;
- CUPID social media accounts;
- YouTube video archive;
- newsletters;
- brochures;
- Easy-to-Read materials;
- posters;
- infographics;
- communication templates;
- guidance for virtual and hybrid meetings;
- scientific publications;
- conference materials;
- publicly available dissemination resources.

These materials constitute a **long-term knowledge and communication repository** for researchers, professionals, policymakers, organisations, and people with intellectual disabilities.

24. OVERALL ASSESSMENT OF WG4

Throughout the four-year period, WG4 evolved from a small communication-focused group into an integrated dissemination and communication structure supporting the entire CUPID Action.

Its activities contributed to:

- increasing the visibility of CUPID;
- improving communication between Working Groups;
- disseminating scientific outputs;
- facilitating stakeholder engagement;
- supporting conferences and scientific events;
- promoting accessible communication;
- increasing online reach;
- communicating policy-relevant findings;
- supporting health literacy; and
- establishing sustainable communication resources.

The substantial increase in website traffic, the development of multiple social media channels, production of newsletters and videos, organisation and promotion of scientific events, and development of accessible communication materials demonstrate the breadth of WG4's contribution.

25. CONCLUSION

Working Group 4 successfully fulfilled its mandate as the **Dissemination and Communication hub of the CUPID COST Action**.

Over the period from November 2022 to October 2026, WG4 established and maintained a comprehensive dissemination infrastructure that supported communication among CUPID researchers while simultaneously extending the Action's visibility to healthcare professionals, policymakers, advocacy organisations, people with intellectual disabilities, carers, families, and the wider public.

The Working Group 4 successfully combined **traditional scientific dissemination with digital communication, social media, open-access resources, video, accessible materials, Easy-to-Read communication, conferences, webinars, newsletters, and policy-oriented dissemination**.

A particularly significant achievement was the integration of accessibility into the dissemination strategy. By developing Easy-to-Read resources and promoting accessible communication and hybrid participation, WG4 contributed to the broader principle that people with intellectual

disabilities should not merely be the subjects of health research but should also have meaningful access to the knowledge and recommendations generated by that research.

The growth in website visibility, development of a sustained social media presence, production of numerous dissemination materials, organisation and promotion of scientific events, and dissemination of policy-relevant outputs demonstrate the substantial contribution of WG4 to the overall visibility and impact of CUPID.

Beyond the formal lifetime of the Action, the website, publications, videos, newsletters, accessible materials, policy resources, and established communication networks provide a sustainable foundation for continued dissemination of CUPID knowledge and for future European and international collaboration.

WG4 has provided CUPID with a sustainable, inclusive, and internationally oriented dissemination and communication framework. Its work has contributed not only to increasing the visibility of the Action, but also to ensuring that knowledge concerning equitable cancer prevention and screening can reach the diverse communities for whom this knowledge is ultimately intended. The experience and resources developed through WG4 constitute a valuable model for future COST Actions and European research initiatives seeking to combine scientific excellence with accessibility, stakeholder engagement, and policy relevance.