



Eat2beNICE

Effects of Nutrition and Lifestyle on Impulsive, Compulsive, and Externalizing Behaviours

H2020 - 728018

D 4.7 Training Documentation

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Workpackage leader	Stephen Faraone, UiB

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This report reflects only the author's views and the Commission is not responsible for any use that may be made of the information it contains.



Author list

Organisation	Name	Contact information
RUMC	Jeanette Mostert	Jeanette.c.mostert@radboudumc.nl
RUMC	Jonathan Marx	Jonathanmarx@gotohealthmedia.com
UiB	Stephen Faraone	sfaraone@childpsychresearch.org

Executive Summary

The major objective of Work Package 4 was to lead dissemination of Eat2beNICE findings as well as evangelize these skills among Early Career Researchers (ECRs).

Because research results would not be available until the end of the project, we wanted to develop public and professional audience along the way, so we guided our scientists in writing blogs and publications on the core research that was already completed and was underlying the current research.

We trained our scientists to “show what you know” and write about it in the form of blogs, tipsheets, dictionary terms for the website, etc. We offered trainings in how to write blogs, how to use keywords, how to present evidence-based information, and how to develop an online presence with confidence.

Abbreviations

ADHD	Attention deficit / hyperactivity disorder
RCT	Randomized Controlled Trial
ECR	Early Career Researcher
WP	Work Package



1. Deliverable report

To improve knowledge utilization expertise in the next generation of researchers, all early career researchers (ECRs) in Eat2beNICE participated in training regarding dissemination methods. These consisted of 1) workshops and webinars on blog writing, social media use, and communication strategies, 2) active involvement and support in blog writing for www.newbrainnutrition.com, and 3) online learning videos by experts.

1.1. Workshops and webinars on blog writing, social media and communication strategies

Throughout the project, we organized workshops and webinars to teach and inform partners about how to do effective science communication. Most workshops and webinars were specifically targeted to the group of ECRs, although some involved all partners. The content of the workshops and webinars was tailored to the needs of the ECRs and therefore organized throughout the project based on recognized need

1.1.1. Webinars

- July 2018: “WP4 first orientation and training – content production, social media, and dissemination for E2BN partners”
- July 2018: “Creating a blogpost for Eat2beNICE” – targeting early career researchers
- December 2018: “Interactive webinar on dissemination and social media for early career researchers”. In collaboration with WP8.
- September, 2019: “Keyword Audit Report” video training about importance of keywords and how to audit and use them in social media
- January 2020: dissemination report 2018 and 2019 – explaining what we’ve achieved & how + our next steps & strategy.
- September 2020: Webinar: “Posting Evidence- Based Information on Social Media with Confidence”

1.1.2. In-person workshops

- GA meeting 2018 (Madrid):

- Dissemination strategy session and content workshop on successful social media dissemination (by Jonathan Marx)
- Breakout session on dissemination next steps (by Jonathan Marx and Jeanette Mostert)

- GA meeting 2019 (Lisbon):

- Dissemination break out sessions,
 1. Senior partners discussed the Eat2beNICE stakeholder analysis and outreach plan
 2. ECRs participated in a training on blog writing and science communication, discussing jargon and how to avoid it. They also divided tasks and started working on the [New Brain Nutrition dictionary](#)

- GA meeting 2022 (Rome):

- ECRs that wrote most blogs and/or most well-read blogs received a certificate of excellence to acknowledge their valuable contributions
- Workshop for all partners to update their WPs dissemination plan focusing on sharing final outcomes and messages.



1.2. Active involvement in blog writing for www.newbrainnutrition.com

All ECRs were encouraged to participate in blog writing for our online dissemination platform New Brain Nutrition. At the start of the project we provided webinars and workshops on how to write blogs (see 1.1). ECRs wrote blogs about 4 times per year, per schedule. Blogs were submitted through the intranet and reviewed by the dissemination manager. ECRs often received constructive feedback on their blog, helping them to improve their blog by avoiding jargon and other technical terms, and creating a clear structure and main message. They were also assisted in coming up with blog topics.

At the GA meeting in 2019 we organized a workshop to create a New Brain Nutrition Dictionary, where each ECR would explain a term that people often search for online and that is linked to the Eat2beNICE project. This was a very effective way to engage the ECR group and to draw traffic to the website.

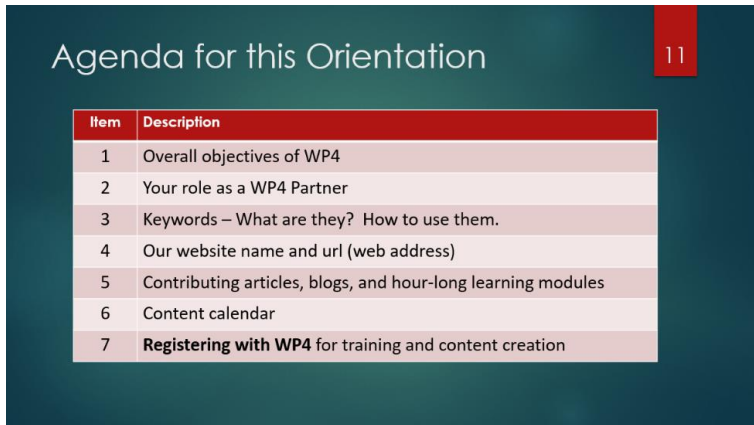
To keep the ECR group motivated, we regularly provided feedback on how the blogs were doing, e.g. in terms of views and website traffic. At the GA meeting in 2022 we handed out Certificates of Excellence to those ECRs who wrote the most blogs, and who wrote the most well-read blogs.

1.3. Online learning videos

We recorded 19 learning videos with project partners, who explain their research as part of the Eat2beNICE project. [These videos](#) are intended for researchers and clinicians, including ECRs from our own consortium. See deliverables 4.3 and 4.5

2. Tables and other supporting documents where applicable and necessary

Dissemination Orientation – Agenda



Agenda for this Orientation 11

Item	Description
1	Overall objectives of WP4
2	Your role as a WP4 Partner
3	Keywords – What are they? How to use them.
4	Our website name and url (web address)
5	Contributing articles, blogs, and hour-long learning modules
6	Content calendar
7	Registering with WP4 for training and content creation

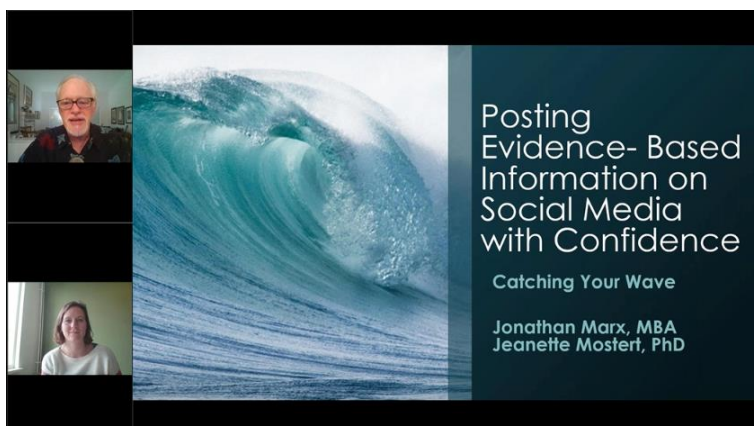
How to Write a Blog Post - Agenda



What's in this Training 2

Item	Description
1	WHAT is a Blog post?
2	What is the PURPOSE of a blog?
3	What do I write the blog about ?
4	Where do I find Blog Content?
5	Is the Content I'm blogging about High Quality ?
6	Writing the blog... with examples
7	Blog Schedule
8	Submitting the Blog

Evidence-Based Information on Social Media – Webinar



Posting Evidence- Based Information on Social Media with Confidence

Catching Your Wave

Jonathan Marx, MBA
Jeanette Mostert, PhD

The slide features a large image of a blue ocean wave on the left. On the right, there are two small video thumbnails: the top one shows a man with glasses, and the bottom one shows a woman. The text is white on a dark blue background.



Getting Started on Social Media – Webinar

Get started on social media



- Choose a platform that:
 - Fits with your own preferences
 - Fits with your intended audience(s)
- If you want to keep your professional and private life separate, you may choose to make a professional account (or i.e. use Twitter for science and Facebook/Instagram for private information)
- Follow people, institutions, accounts that you find interesting. These don't all need to be professional. Follow your own preferences!
- Start with sharing interesting things that others post → New Brain Nutrition posts 5 days a week!
- Share nice facts or images about your everyday research work
- Engage in conversations



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3. Acknowledgement and Disclaimer

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