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## **BASTION**

***From Basic to Translational Research in Oncology***

### **Deliverable D2.8**

**Report on Raising General Public Awareness Activities**

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## List of all acronyms

ACES	Academic Enterprise Awards
CMS	Content Management System
GA	Google Analytics
EFPIA	European Federation of Pharmaceutical Industries and Associations
MUW	Medical University of Warsaw
NHF	National Health Fund
IMI	Innovative Medicines Initiative
INFARMA	Association of Employers of Innovative Pharmaceutical Companies
OTPJ	Oncology Training Program for Journalists
PAG	Patient Advocacy Group
SEO	Search Engine Optimization
WP	Work Package

## Introduction

The aim of the report is to summarize the activities carried out to inform general public about the BASTION project and its objectives as well as the actions that were taken up to raise awareness about the project goals and the results obtained during the first eighteen months from the project beginning. The activities are coordinated coherently from the moment when a Communication Manager, Michał Gierałtowski, had joined the BASTION team.

The report is divided into five parts. The first part describes all on-line activities which were focused on providing up-to-date information about the BASTION project and all actions connected with it. The second part of the report summarizes all events focused on raising general public awareness of the BASTION project. In the third part one can find brief description of all other activities dedicated to general public. The fifth part is a summary of all activities included in the report.

The division into on-line and off-line activities reflects the difference in the channel that was used to obtain the project communication goals. Despite the fact that all off-line events were organized for professionals, we have decided to use them additionally as another opportunity to deliver key message to general audience. In order to do so, a special press conference during each event was held. Such press conferences were excellent opportunities to brief journalists and inform large groups of people about the project itself and all BASTION-related initiatives.

At first glance the criteria of the Report on Dissemination and Promotional Activities are much wider than those of the Report on Raising General Public Awareness Activities. In practice to show activities performed in order to raise general awareness undertaken promotion activities must be described. Non-exclusive criteria lead to situation where scope of the Report on Raising General Public Awareness Activities (D2.8) is partly similar to the Report on Dissemination and Promotional Activities (D2.6). The Report on Dissemination and Promotional Activities focuses on performed activities, which means it contains a description of actions, which were held in the promotional stream. While the Report on Raising General Public Awareness Activities focus on the effects of taken activities on general public. Due to the fact that the criteria for both reports are not exclusive some activities are described in both reports.

This report includes only essential information regarding each taken activity. Bellow each section reader can find links to the related materials such as photo galleries, press releases on the BASTION web page, third party web pages and many other materials related with the described topic.

At the end of the report reader can find links to the attachments to the report including: internal BASTION visual identification guidelines, promotion materials, list of publications with media clippings and conference programs.

## 1. ON-LINE RAISING GENERAL PUBLIC AWARENESS ACTIVITIES

### Introduction

In November 2012, after the BASTION project has been launched, a dedicated web site has been created. In the first quarter (Q1) of 2013, after the Communication Manager was hired, a re-launch of the web site has been made. On-line communication channel has been set as one of the priorities in the project communication plan. The rationale underlying this decision are as follows:

#### **Starting point: establishing the presence; next: building the BASTION brand**

Internet has become one of the top three sources of information. Due to peoples' changing habits in patterns of searching for information, web site presence became a standard not only in commercial area but also for each activity, which involves communicating with stakeholders. When the BASTION web site was already established it became an important tool in the process of building the project's brand.

#### **The highest cost-effectiveness for the on-line activities**

Well-designed web site is considered to be the best advertisement that runs 24 hours a day 7 days a week and it is available for users all over the world. In the case of the BASTION project the bilingual version of the site (English and Polish) makes it accessible for every English-speaking person with an internet access. The site owner (BASTION team members) can also control not only the message and the channel itself but also the context in which the information is presented. This is the most cost-effective tool among all available marketing tools.

#### **Monitoring the progress of communication activities**

Well-designed web site with the implemented newest monitoring tools allows its owner to track audience, monitor search results and adjust content to deliver the exact information the users are searching for. In the BASTION project web site the Google Analytics tool was implemented. It allows to monitor a progress of disseminating information about the BASTION project.

#### **Becoming a recognized expert in the field**

The more content is published on the web site and the higher quality of the content is, the greater audience is gathered. The site with a high 'click' rate becomes a top source of information in a selected field. That is one of behavioral objectives of the dissemination process in the BASTION project.

#### **Different messages for different target groups**

The crucial objective that the BASTION project must achieve is to diversify communication message for different target groups (patients, researchers, general public). Web site is the only place where this can be done precisely.

#### **Starting a dialogue with stakeholders**

For a long-term strategy projects, such as BASTION, it is important to have a two-way communication platform with all potential project stakeholders. BASTION web site allows not only do disseminate messages but also to receive a constant feedback on each topic. The feedback can be send via mail or add as a comment through social media channels like Facebook or Twitter.

## 1.1 BASTION web site

[www.BASTION.wum.edu.pl](http://www.BASTION.wum.edu.pl)

### 1.1.1 Effective and economical platform

The BASTION web site runs on WordPress software. WordPress is a free and open source content management system (CMS) based on PHP and MySQL. To develop a unique design for the BASTION web site a special graphic templates have been developed. A free CMS, which is used, is an economical solution, where money are spent only at the launch time. The BASTION web site is managed and updated only by members of the BASTION team. It allows for not only a much faster update process but also more economical web page management not requiring involvement of any third party.

### 1.1.2 Analytical tools on BASTION web site

BASTION web site is integrated with Google Analytics tool. This service offered by Google generates detailed statistics about a web site's traffic and traffic sources. The service is offered free of charge. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collaterals such as links within PDF documents.

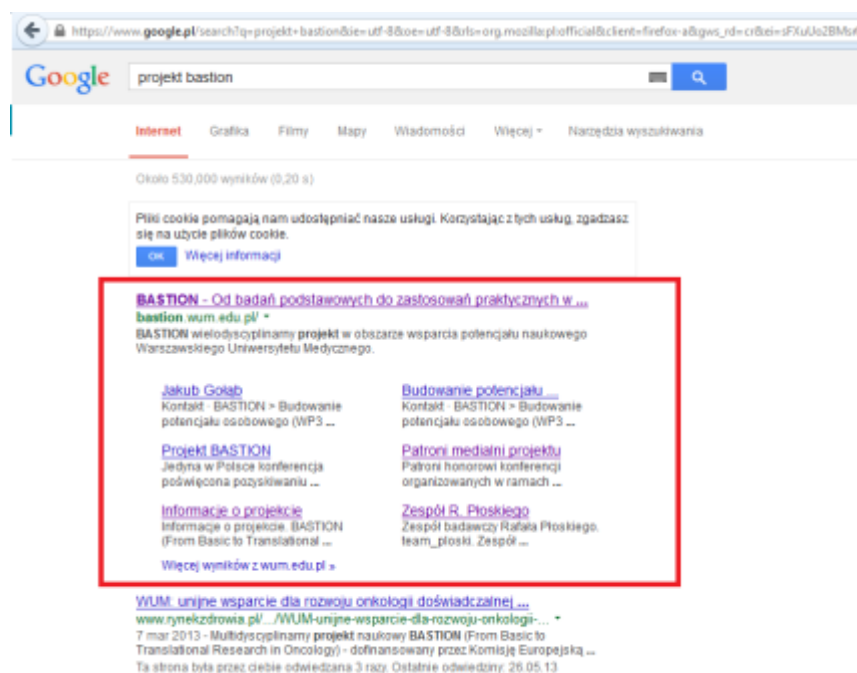
### 1.1.3. SEO – delivering the message to target groups

To deliver information about the BASTION web site to the internet users a SEO (Search Engine Optimization) strategy for BASTION web site has been developed. The main reason for developing such strategy is to increase traffic to the BASTION web site in order to reach wider public. SEO is a way of analyzing and building web sites so that they can be found a lot easier when they are indexed by the search engines. From the beginning of the project SEO optimization was one of our key focuses. The optimization of the BASTION project web site, that we have implemented, involved:

- building a valuable, user-orientated content,
- constant content update so it refers to the key words looked by the users,
- building a text-based navigation items,
- developing proper page titles and updating them according to the users' needs,
- constant site map updates,
- updating ALT tags,
- meta tags constant update,
- cleaning up the code in the BASTION site,
- building links from third party services to the BASTION web site,
- establishing a social media presence.

A month after the re-launch of the BASTION web, the site was recognized by Google as place with valuable content, which was a huge success. When the user typed “project BASTION” in the search box, BASTION web site was ranked first in the Google search results.

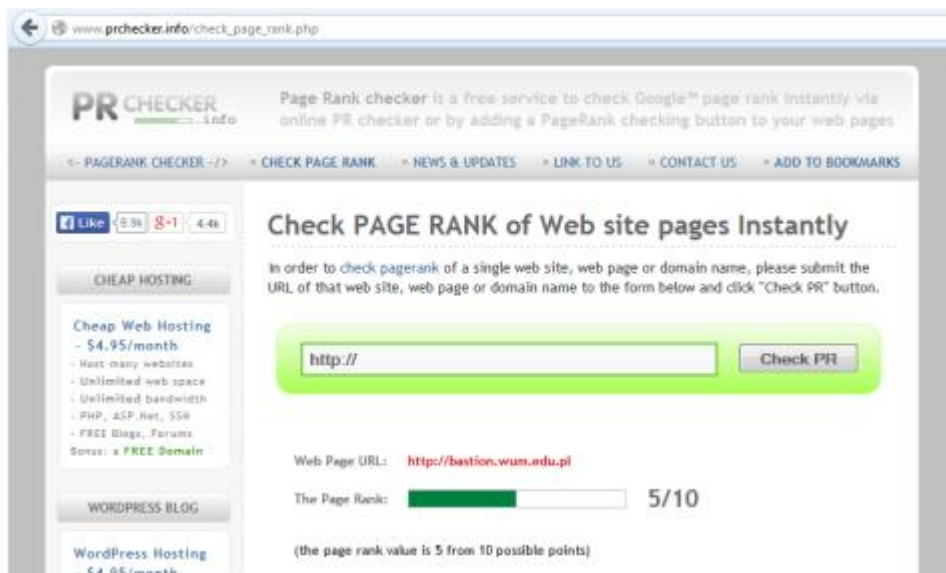
**Graph 1.** The print screen with the current Google position of the BASTION web site.



The print screen above presents not only the high position of the site in Google but also shows highlighted sections, which are the most popular sections on web site. This simplification allows users to enter directly the content they want to find without going through the landing page. It shows that the site was well-optimized for internet users.

Only three months after the re-launch, the official Page Rank (free official ranking of all internet pages indexed in Google) of the BASTION web site reached level five in the ten level gradation. The score is a mix of content credibility, update frequency and many more factors which asses over two hundred site individual elements. High page rank allows each site to be visible high (often even in first page) in the Google search results. The BASTION web site achieved an excellent result taking under consideration the fact that the page was on-line only for three months. Usually, it takes much more time to be awarded by Google with such a high score.

**Graph 2.** The print screen confirming the current Page Rank of the BASTION web site.



#### 1.1.4 BASTION web site metrics

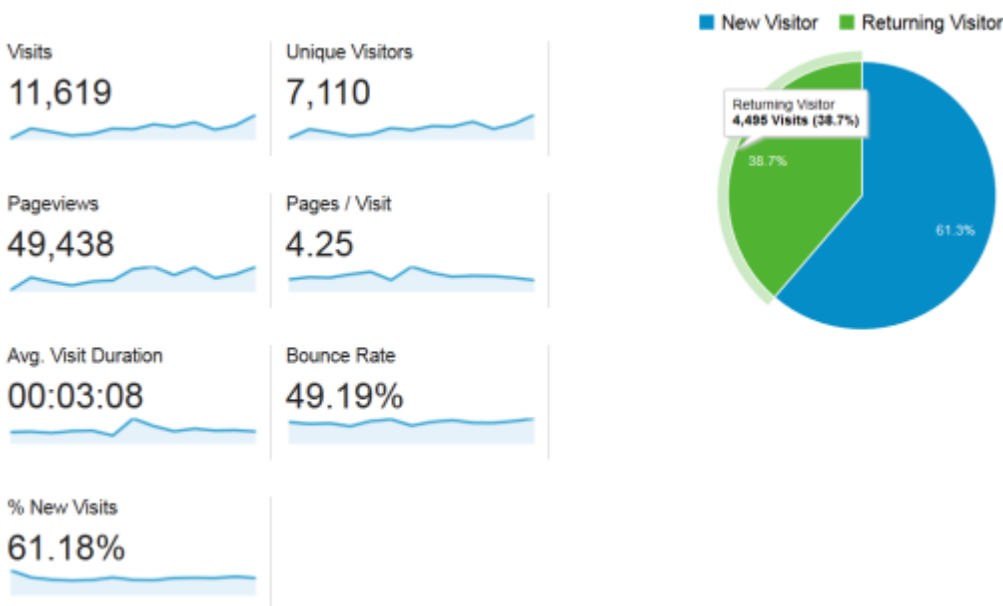
The BASTION site consists of over one hundred pages<sup>1</sup>. Over fifty articles have been added in the last twelve months only in the *News* section. On January 2013 Google analytics was implemented on the BASTION site.

**Graph 3.** Number of visits in BASTION web page. Source: Google Analytics.



This graph shows monthly visits on the BASTION web page. The trend shows the dynamic increase in numbers of visits on the web site. The number of visits have doubled since the first year of BASTION site was launched. The main reason for this huge success was high quality content and the well-implemented SEO strategy.

**Graph 4.** Basic information regarding BASTION site. Source: Google Analytics.



From January 2013 till January 2014, 7110 people have visited BASTION web site. In that period users have generated over forty nine thousands page views on the BASTION web site. Average visit duration lasted three minutes and eight seconds. This shows that most users were satisfied with the content they have found on the web page. During this time average user have seen four pages on the BASTION web

<sup>1</sup> Source: Google Analytics, data from January 2013 till January 2014.



site. Over thirty eight percent of all visits have been made by the returning users, who entered the site before at least once. Remaining visits have been made by the new users. The data shows that the SEO strategy, that was chosen to increase traffic in the BASTION web page, is successful - it attracts many new users to the web site.

**Graph 5.** Geolocation results from BASTION site. Source: Google Analytics.

Country / Territory ?	Acquisition			Behavior		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	<b>11,619</b> % of Total: 100.00% (11,619)	<b>61.31%</b> Site Avg: 61.18% (0.21%)	<b>7,124</b> % of Total: 100.21% (7,109)	<b>49.19%</b> Site Avg: 49.19% (0.00%)	<b>4.25</b> Site Avg: 4.25 (0.00%)	<b>00:03:08</b> Site Avg: 00:03:08 (0.00%)
1.  Poland	<b>10,234</b>	61.33%	6,277	48.45%	4.35	00:03:13
2.  United States	<b>188</b>	69.15%	130	61.70%	3.28	00:02:01
3.  United Kingdom	<b>173</b>	50.29%	87	54.34%	4.12	00:03:21
4.  Belgium	<b>168</b>	41.67%	70	37.50%	3.88	00:03:58
5. (not set)	<b>141</b>	29.79%	42	76.60%	2.00	00:01:19
6.  Germany	<b>132</b>	71.21%	94	50.76%	4.61	00:02:29
7.  Sweden	<b>105</b>	51.43%	54	39.05%	5.19	00:02:19
8.  India	<b>55</b>	81.82%	45	50.91%	3.25	00:01:52
9.  France	<b>51</b>	84.31%	43	56.86%	3.33	00:01:09
10.  Netherlands	<b>39</b>	71.79%	28	48.72%	3.64	00:03:38
11.  Switzerland	<b>36</b>	83.33%	30	52.78%	5.56	00:02:58
12.  Ireland	<b>35</b>	82.86%	29	45.71%	3.54	00:01:58
13.  Italy	<b>28</b>	64.29%	18	50.00%	4.43	00:01:59
14.  Ukraine	<b>22</b>	68.18%	15	68.18%	1.45	00:01:19
15.  Hungary	<b>20</b>	50.00%	10	50.00%	3.35	00:03:35
16.  Finland	<b>17</b>	35.29%	6	70.59%	2.18	00:03:02
17.  Canada	<b>16</b>	100.00%	16	50.00%	2.38	00:05:11
18.  Austria	<b>15</b>	93.33%	14	60.00%	2.93	00:02:01
19.  Norway	<b>13</b>	84.62%	11	53.85%	3.31	00:00:56
20.  China	<b>12</b>	75.00%	9	58.33%	1.67	00:00:50
21.  Russia	<b>10</b>	40.00%	4	40.00%	2.50	00:02:32
22.  Czech Republic	<b>8</b>	62.50%	5	50.00%	2.00	00:04:39
23.  Spain	<b>8</b>	100.00%	8	50.00%	4.12	00:02:24
24.  Australia	<b>6</b>	83.33%	5	66.67%	2.33	00:00:54
25.  Estonia	<b>6</b>	66.67%	4	50.00%	2.67	00:02:29

**Graph 6.** Site content. Source: Google Analytics.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	49,438 % of Total 100.00% (49,438)	36,694 % of Total 100.00% (36,694)	00:00:58 Site Avg. 00:00:58 (0.00%)	11,619 % of Total 100.00% (11,619)	49.19% Site Avg. 49.19% (0.00%)	23.50% Site Avg. 23.50% (0.00%)
1. /	5,985	4,614	00:01:05	4,111	36.51%	34.49%
2. Aktualności (jedyna w polsce konferencja poświęcona pozyskaniu funduszy na badania biomedyczne z nr)	1,822	1,170	00:03:25	1,063	71.31%	65.10%
3. io-nas	1,207	935	00:01:02	204	64.22%	35.38%
4. Aktualności	1,066	713	00:00:51	57	36.64%	16.10%
5. ien	989	770	00:00:44	510	41.37%	31.95%
6. Aktualności	836	529	00:00:39	91	54.96%	20.69%
7. zespół-j-golab	784	603	00:00:48	52	53.85%	11.73%
8. zespół-projektu-bastion	766	323	00:00:29	17	23.53%	6.01%
9. zespół-badawczy-dominika-nowis	756	560	00:00:46	82	48.78%	14.81%
10. zespół-badawczy-zbigniewa-gacionga	681	528	00:00:50	93	54.84%	19.09%
11. zespół-badawczy-radostawa-zagostona	644	502	00:01:00	42	57.14%	17.24%
12. zespół-k-jazdzewskiego	636	505	00:00:52	46	36.96%	12.85%
13. ien/start	625	376	00:01:18	257	51.75%	37.17%
14. Aktualności-0	620	506	00:00:39	374	45.45%	36.35%
15. ikontakt	627	487	00:01:25	32	53.12%	31.42%
16. io-projektu-bastion	624	480	00:00:47	193	18.13%	16.99%
17. informacje-o-projekcie	620	522	00:01:25	57	47.37%	27.74%
18. zespół-projektowy	618	230	00:00:33	11	27.27%	4.53%
19. zespół-badawczy-tomasza-stokosa	610	497	00:00:45	60	63.33%	17.05%
20. zespół-badawczy-rafała-prostego	572	432	00:00:53	52	42.51%	12.06%
21. zespół-badawczy-pawła-włodarskiego	565	428	00:00:39	44	47.73%	13.69%
22. zespół-badawczy-piotra-religi	542	436	00:00:35	28	46.43%	11.99%
23. zespół-badawczy-magdaleny-winiarskiej	530	420	00:00:36	45	64.44%	12.64%
24. io-projektu-bastion/kapitał-ludzki	517	412	00:00:24	13	61.54%	9.48%
25. i/start	485	309	00:00:52	47	51.06%	22.64%
26. i/materialy-video	437	348	00:00:44	32	25.00%	16.93%
27. zespoły-badawcze	427	185	00:00:21	24	56.33%	8.43%
28. i/bastion	409	128	00:01:19	99	29.20%	13.69%
29. i/bastion-w-mediach	407	339	00:01:08	67	36.62%	30.22%
30. io-projektu-bastion/aparatura-badawcza	407	351	00:00:30	10	70.00%	10.81%
31. i/kontakt	360	294	00:00:58	61	45.90%	33.61%
32. zespół-badawczy-sławomira-majewskiego	342	282	00:00:58	7	71.43%	12.87%
33. i/en/about	318	223	00:00:58	80	35.00%	26.65%
34. i/wspolpracownicy	283	256	00:00:25	7	28.57%	7.85%
35. io-projektu-bastion/nowacja	291	239	00:00:11	5	20.00%	6.84%
36. io-projektu-bastion/wp1-partnerstwo	288	235	00:00:36	11	54.55%	11.11%
37. i/bastion-w-mediach	266	190	00:01:14	19	42.11%	21.00%
38. io-projektu-bastion/transfer-wiedzy	259	217	00:00:23	15	60.00%	13.51%
39. informacje-o-projekcie/zarzadzanie-w-projekcie	247	191	00:00:45	11	45.45%	12.55%
40. informacje-o-projekcie/konferencje-stenagji	242	192	00:00:27	5	100.00%	10.33%
41. informacje-o-projekcie/miedzynarodowa-grupa-doradcz	239	199	00:00:37	12	75.00%	15.48%
42. Aktualności/wzrost-prof-j-golaba-czym-sa-nowotwory-wideo	237	202	00:03:36	117	77.78%	59.49%
43. Aktualności/warsztaty-poswiecone-ochronie-wlasnosci-intelektualnej	229	169	00:01:31	129	60.47%	50.66%
44. i/en/projects	226	165	00:01:09	20	25.00%	20.80%
45. i/miedzynarodowa-grupa-doradcz-ub	214	176	00:00:05	4	25.00%	6.07%
46. i/en/about-bastion-project/international-advisory-board/ab-meetings	207	106	00:01:21	35	74.29%	23.67%
47. i/aparatura-badawcza-wp4	206	178	00:00:33	4	50.00%	16.50%
48. i/raporty-z-projektow-bienniczych	205	64	00:02:04	9	0.00%	13.66%
49. i/wspolpraca-goczyz-wymiana-wp1	202	161	00:00:51	6	33.33%	10.40%
50. i/en/about-bastion-project/international-advisory-group	199	159	00:00:40	20	65.00%	18.09%

## 1.2 Other on-line raising general public awareness activities

### 1.2.1 Social media

When the BASTION site was developed an important feature of the site was its full integration with social media. All the materials, articles, news, reports displayed on the BASTION site are integrated with social media. When a user finds an interesting material, she/he can easily share it with others, just by clicking one of the links attached to the material (hosing Twitter, Google+ or Facebook). This so called ‘snowball effect’ is often used by marketers in brand promotion activates. In the case of the BASTION project we decided to use social media to promote BASTION events similarly to workshops and conference – this can help us in gaining more publicity and participants for our events.

**Graph 7.** The print screen with marked social media module.



### 1.2.2 YouTube channel

<http://www.youtube.com/channel/UCeRvc8oJ4umwgb727uACqNw>

An exclusive YouTube channel was created especially for the BASTION project materials. The main purpose for this was to establish as many entry points as possible in order to reach to project target groups. On the YouTube channel one can find all official video materials. This way users interested in only one of the topics, can easily have a brief contact with other BASTION-related materials. This increases monthly number of ‘clicks’ and users returning to BASTION web page. Potential users can start contact with BASTION-related information from the BASTION site and then enter YouTube channel or the other way around. The channel is optimized, so it can be easily displayed on mobile devices such as tablets and smartphones as well as at a desktop computers.

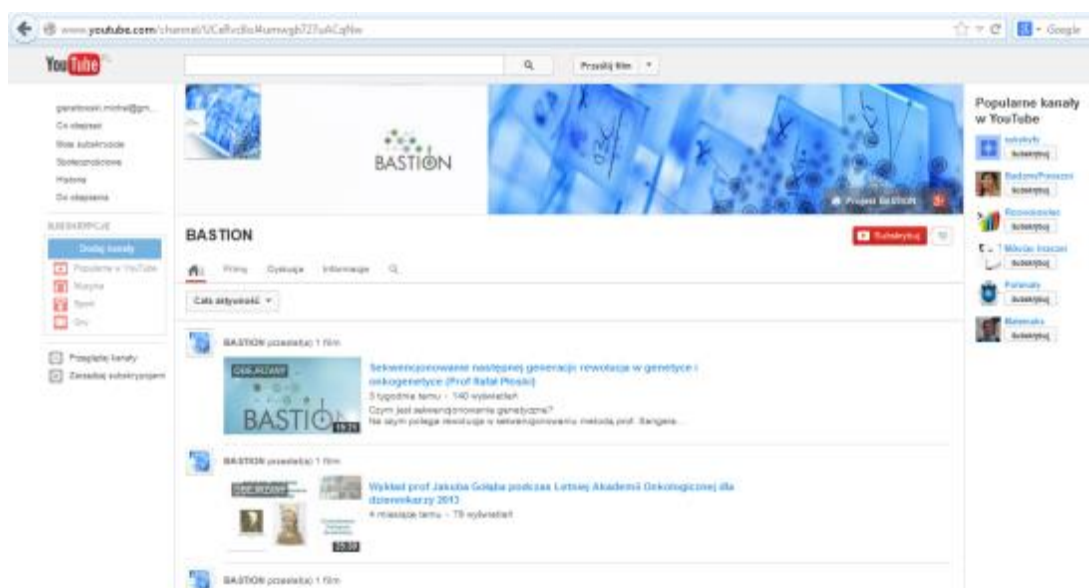
Till January 30<sup>th</sup>, 2014 eight video materials were uploaded to the YouTube channel. Over 2 340 people have seen video materials regarding the BASTION project.

The following materials can be found on the BASTION YouTube channel (until January 30<sup>th</sup> 2014):

- a lecture of professor Jakub Golab about what the cancer is,

- a video material from the panel co-organized in cooperation with Science|Business and KU Leuven focused on managing innovation,
- an interview with professor Jakub Golab on molecular oncology and its clinical and social implications for the science,
- an interview with dr. Radosław Zagózdźon on latest news on oncology biomarkers,
- a lecture of professor Jakub Golab on cancer genesis,
- a lecture of professor Jakub Golab during the Oncology Training Program for Journalists,
- a lecture of professor Rafał Płoski on next generation sequencing.

**Graph 8.** The print screen with the BASTION YouTube channel.



### 1.2.3 Special video materials

To increase an impact of translational studies in oncology we have developed a set of educational video materials available for those who would like to know more about personalized medicine, latest research in oncology, biomarkers and latest trends in genetics. All materials are available on-line on the BASTION site and on the YouTube channel. Till January 2014 we have managed to prepare five educational videos with the leading researchers from the BASTION team. Further materials are in the process of development. A complete list of all available video materials can be found in the point 1.2.2.

## 2. THE EVENTS

All the events described below are designed to meet expectations of professionals in the proper field. Still, we have managed to use the events for raising general awareness purpose. During each event a special press conference for journalists was held and the BASTION project team representatives either organized the conference or took the floor. The only exception was the Oncology Training Program for Journalists – the event was dedicated only for journalists. The main purpose of the press conferences were to translate the know-how from the expert level into the level adjusted for journalist's needs. The journalists used acquired know-how to raise general awareness in areas, which assigned to be crucial from the project's perspective. During all mentioned events all participants received BASTION materials (leaflets and posters), which were important tools in publicizing information about the BASTION project to broad audience.

### The Academic Enterprise Awards Conference

On June 4<sup>th</sup>, 2013 the BASTION project representatives participated in the Academic Enterprise Awards (ACES) conference, which took place in the European Parliament. The key purpose of the Academic Enterprise Awards Conference was to give public recognition to researchers, engineers, professors, students and government officials in Europe who had done the most to foster a culture of entrepreneurship on campuses. The BASTION project received an official status of the conference partner. One of the key speaker during the ACES conference was professor Sławomir Majewski, Vice Rector for Science and International Relations at the Medical University of Warsaw and Leader WP7, Deputy Leader WP3 of the BASTION project. The conference helped to raise visibility of the BASTION project and BASTION researchers. The project was listed in many articles in the international on-line services and international press. This enabled European society to hear about the project and the translational studies in oncology done by BASTION researchers.



**Photo 1.** Professor Sławomir Majewski, Vice Rector for Science and International Relations decorating one of the awarded projects after his speech.

#### EXTERNAL LINKS:

<http://www.sciencebusiness.net/aces/Default.aspx>

<http://bastion.wum.edu.pl/galeria/bastion-round-table-zdjecia/>

<http://bastion.wum.edu.pl/aktualnosci/przemowienie-prof-jerzego-buzka-roundtable-form-lab-to-clinic/>

<http://bastion.wum.edu.pl/aktualnosci/relacja-z-panelu-poswieconego-zarzadzaniu-innowacja/>

Detailed information about the event can be found in the D2.6 report.

### Workshop - Cancer Genetics for Medical Community

On the 17<sup>th</sup> of June 2013, a workshop focused on recent trends in cancer genetics was organized at the Medical University of Warsaw. The workshop was a part of the initial scope of the BASTION project. The main speakers during the conference were leading experts from the Comprehensive Cancer Center, The Ohio State University, Columbus, USA: professor Clara D. Bloomfield, professor Albert de la Chapelle and doctor Krzysztof Mrozek. One of the lectures was given by the professor Jolanta Kupryjańczyk. The honorary patronage over the conference were held by the Ministry of Science and Higher Education and the Ministry of Health. Partners Institutions of the event were the Postgraduate School of Molecular Medicine and patient advocacy group Europa Colon Polska. The event were held under the media patronage Służba Zdrowia and MedExpress.pl portal. The conference was an opportunity to reach out to the media and it contributed to increasing number of articles in Polish media about the BASTION project. The conference was also a chance to present to general public BASTION researchers as experts in their field.



**Photo 2.** Professor Clara D. Bloomfield during her lecture.

#### EXTERNAL LINKS:

<http://medycynagenomowa.wum.edu.pl/BASTION>

<http://BASTION.wum.edu.pl/aktualnosci/najnowsze-trendy-w-obszarze-genetyki-nowotworow/>

<http://bastion.wum.edu.pl/galeria/konferencja-najnowsze-trendy-w-obszarze-genetyki-nowotworow-galeria/>

Detailed information about the event can be found in the D2.6 report.

### The Oncology Training Program for Journalists

On August 7<sup>th</sup>, 2013 the Oncology Training Program for Journalists (OTPJ) was organized by the Polish Oncology Society, dr. Maciej Hilgier Foundation and Health Project Management in collaboration with the BASTION project. The opening honorary speech was given by the professor Jakub Golab, the leader of the BASTION project. This year's edition was run by leading Polish experts in the oncology field from top research centers in Poland (professor Jacek Jassem, professor Wojciech Golusiński, professor Piotr Rutkowski, professor Radziśław Kordek). The OTPJ was also attended by the government



representatives, lawyers specialized in the medical area and representatives of the National Health Fund (NHF). During those three days leading Polish researchers in the oncology area had the opportunity to share their knowledge with over fifty leading journalists from national radio and television, dailies, magazines and internet services specialized in the medical area. Co-organizing the Oncology Training Program for Journalists was an excellent chance to network with key Polish journalists specializing in medical and health areas. After this event media visibility of the BASTION has increased due to many articles which were published on-line and in Polish national and trade press. BASTION scientists were presented to general public as top experts in oncology.

**Photo 3.** Professor Jakub Golab during the opening lecture on the OPJT.



**EXTERNAL LINKS:**

<http://BASTION.wum.edu.pl/aktualnosci/BASTION-wspolpraca-przy-organizacji-iii-letniej-akademii-onkologicznej-dla-dziennikarzy/>  
[http://www.pto.med.pl/edukacja/letnia\\_akademia\\_onkologiczna\\_dla\\_dziennikarzy](http://www.pto.med.pl/edukacja/letnia_akademia_onkologiczna_dla_dziennikarzy)  
<http://www.youtube.com/playlist?list=PLFD7F6B3C4A7BB9DB>

Detailed information about the event can be found in the D2.6 report.

### **Innovative Medicines Initiative conference**

On January 17<sup>th</sup>, 2014 a conference focused on ways of applying for funding for biomedical research projects within the framework of the Innovative Medicines Initiative (IMI) was organized at the Medical University of Warsaw. The organizers of the conference were Medical University of Warsaw, the BASTION project, the Innovative Medicines Initiative Joint Undertaking, European Federation of Pharmaceutical Industries (EFPIA) and Associations together with the Association of Employers of Innovative Pharmaceutical Companies (INFARMA).

The conference, combined with workshops, was addressed to researchers, small and medium-sized businesses, non-profit organizations, government agencies and other institutions supporting, leading or interested in participating in research projects. After the conference a special press meeting was held. The key speaker was Professor Jakub Golab, BASTION Project Leader. The meeting with journalists

helped BASTION scientists to build expert image among journalists and the conference participants. Thanks to building relations with journalists from medical area number of articles in the media about BASTION is constantly increasing. BASTION scientists are also frequent guests in Polish media when a medical expert opinion is needed.

**Photo 4.** Press conference during the event with (from right): professor Jakub Golab, Leader of the BASTION project; Magda Gunn, Scientific Project Manager, IMI; Magda Chlebus, Director Science Policy, EFPIA; Paweł Sztwiertnia, President of INFARMA.



EXTERNAL LINKS:

<http://bastion.wum.edu.pl/galeria/galeria-zdjec-konferencja-imi/>

Detailed information about the event can be found in the D2.6 report.

### 3. OTHER ACTIVITIES ON RAISING GENERAL PUBLIC AWARENESS

#### 3.1 Introduction

One of the first objectives in the WP2 was to establish key media relations which would allow to inform general public about the BASTION project. The key focus was to present strategic project goals to media and then to build long-term relations with them. A number of activities aimed at raising awareness on the BASTION project and the BASTION related goals were undertaken including:

- building visual identification, which would be eye-catching and easy to remember,
- preparing information materials understandable for general public,
- establishing cooperation's with Patient Advocacy Groups (PAG) and media (including national press and popular on-line services),
- engaging cooperation with ministries which would show the importance of the project to the general public.



### 3.2 The BASTION brand

A critical step in developing strong brand identity of the project was to build general public awareness strategy for the BASTION initiative. An important first initiative was to design a clear logotype for visual identification purposes of the BASTION project. To have an effective communication with general public coherent rules for messaging as well as for the visual identification area were needed.

Bellow one can find the BASTION logo.



BASTION visual identification guidelines:

<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A1.pdf>

Detailed information about the visual identification can be found in the D2.6 report.

### 3.3 Materials

After developing visual identification guidelines several materials to promote BASTION were created. All materials were prepared in such a way that also non-professionals who were interested in BASTION projects could obtain information about the project scope, involved scientists and the research areas in the project. Below one can find links to main materials available for general public:

- Project leaflets [[www.bastion.wum.edu.pl/wp-content/uploads/2014/02/A3.pdf](http://www.bastion.wum.edu.pl/wp-content/uploads/2014/02/A3.pdf)]
- Project folders [[www.bastion.wum.edu.pl/wp-content/uploads/2014/02/A2.pdf](http://www.bastion.wum.edu.pl/wp-content/uploads/2014/02/A2.pdf)]
- Roll-ups

The leaflets and folders were distributed during all events that BASTION organized during the first 18 months of the project. The roll-ups were also used at all events organized or co-organized by the BASTION team.

### 3.4 The project partners

Obtaining support from important stakeholders contributes to capture wider publicity and ultimately it enables to achieve one of project objective, which is raising general public awareness. BASTION managed to obtain support from the Ministry of Science and Higher Education and the Ministry of Health. Both ministries are official patrons of the project-related events. Having support from big audience media gives BASTION chance to occur in the mainstream. Cooperation with active and influential patients organization groups increases possibility for reaching out to patients and their families.

Till now five PAG's have become official partners of the BASTION project participating in our events and supporting our actions:

- Stowarzyszenie Europacolona Polska the most active PAG in the colorectal cancer area]
- Fundacja im. dr. Macieja Hilgiera [a foundation focused on health promotion]
- Alivia – Fundacja Onkologiczna Osób Młodych [a foundation supporting young people fighting with cancer]
- Polska Koalicja Pacjentów Onkologicznych [the biggest umbrella organization in an oncology area in Poland]
- Federacja Stowrzyszeń Amazonki [the biggest PAG in a breast cancer area in Poland]

Till now eleven different media have become official media support of the BASTION project and the BASTION-related initiatives:

- Biotechnologia.pl [the biggest on-line service in Poland focused on biotechnology area]
- Służba Zdrowia [the oldest medical journal in Poland]
- Chirurg.pl [the most popular internet service for surgeons]
- Medexpress.pl [an on-line medical service news]
- RynekMedyczny.pl [a pharmacy market service]
- Forum Medyczne Commed.pl [a medical forum]
- LekarzOnkolog.pl [an oncology service for MD]
- ZdrowieWieszJak.pl [an on-line service with health guidelines]
- Genetyk.pl [an on-line service focused on genetics]
- Rynek Zdrowia [Polish medical magazine with the highest circulation]
- Laborant.pl [a laboratory related news service]

## SUMMARY

During the first 18 months of the BASTION project we managed to cover a substantial part of topics in the raising awareness area. We developed visual identification guidelines of the project and created promotional materials (folders, leaflets, roll-ups). In order to raise awareness about BASTION initiatives and engage crucial stakeholders, we have obtained honorary patronages from the Ministry of Science and Higher Education and the Ministry of Health. All events planned for the first 18 months of the project were organized. Furthermore, we also managed to co-organize three additional events, which increased BASTION recognizability. The events were also an excellent opportunity to engage important stakeholders, gain publicity and increase project visibility.

To gain extra coverage for the events we have established cooperation with eleven influential media, which supports BASTION project and BASTION-related initiatives. Till January 30<sup>th</sup> 2014, 147 articles have been published in the media (on-line and press) about the BASTION project or activities related with the project.

In order to gain proper influence among PAG's we have established a working relation with five Polish most influential organizations from the oncology area.

Bilingual BASTION web site (which consists of over 100 pages, enables every English-speaking person to gain information about the project. About one seventh of all users that enters BASTION web site look for English content. Due to the social media module, which was implemented in the BASTION site, the project is perceived as project, which uses up-to-date channels to capture attention of general public. We have published over forty materials in the 'news' section of the BASTION site. Till January 30<sup>th</sup> 2014, over seven thousands of people enter the BASTION site and they have generated over fifty thousands of page views. The BASTION project prepares and distributes on-line special video materials dedicated to raise awareness on selected topics. The materials are also available on special BASTION YouTube channel.

All actions described above have significantly increased BASTION recognizability in the media and among general public.

## Corresponding estimated budget

All budget data for deliverable D2.8 - Report on Raising General Public Awareness Activities are included in the financial table for corresponding estimated budget in the delivery D2.6.

## Attachments:

1. **BASTION visual identification guidelines**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A1.pdf>]
2. **BASTION promotion folder**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A2.pdf>]
3. **BASTION leaflet**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A3.pdf>]
4. **Conference program: ACES 2013**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A4.pdf>]
5. **Conference program: Oncology Training Program for Journalists**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A5.pdf>]
6. **Conference program: Conference on gaining founds from the Innovative Medicines Initiative**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A6.pdf>]
7. **Workshop program: Cancer genetics for medical community**  
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A7.pdf>]
8. **Media clippings**  
[<http://bastion.wum.edu.pl/files/a8.pdf>]

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**Photo 4.** Press conference during the event with (from right): professor Jakub Golab, leader of the BASTION project, Magda Gunn, Scientific Project Manager IMI, Magda Chlebus, Director Science Policy EFPIA, Paweł Sztwiertnia President of INFARMA. [\[page 19\]](#)