

Communication Strategy 2022-2024

Joint Programming Initiative “A Healthy Diet for a Healthy Life”(JPI HDHL)

The strategic goal of JPI HDHL is that by 2030 all citizens will have the motivation, ability and opportunity to consume a healthy diet from a variety of foods, have healthy levels of physical activity and that the incidence of diet related disease will have decreased significantly. In its more than 10 years existence, the JPI HDHL has grown to be a well-established network of countries that collaborate together. They have made significant progress in coordinating research investments and creating more impact towards addressing the societal challenges related to nutrition and health and the environmental effects of diets.

The communication strategy is developed in close coherence with the Implementation Plan (IP) 2022-2024 and supports the planned communication and dissemination activities as described in the IP for 2022-2024.

Purpose and goals

Communication activities have played an important role in the achievements of the JPI HDHL. In 2022 we want to continue that and broaden the activities.

The communication strategy for the upcoming years aims to:

1. improve and strengthen the **visibility** of the JPI HDHL and showcase the added value of JPI HDHL
2. support the **dissemination and communication** of project outcomes to create more **impact** towards addressing the societal challenges

Ad 1) Visibility

The JPI HDHL was established in 2010 to address societal challenges around food, health, nutrition and physical activity. It has funded 78 research projects and knowledge hubs in the area of food, nutrition, physical activity and health.

Since 2021, JPI HDHL is an independent and self-sustainable initiative. JPI HDHL is strategically positioned to bridge the gap between research and policy. Highlighting complementarities and better interaction with other EU and international initiatives, as well as the EC, will strengthen the role of the JPI HDHL as a strategic hub.

There is no dedicated EU partnership to address all aspects necessary for the promotion of healthy diets for all, with on the one hand their connection to a wide range of nutrition related non communicable diseases and on the other hand to sustainable food systems. Therefore, in the coming years JPI HDHL aims to connect both partnerships and its own work. By doing so we can ensure that the crucial intersection of food, nutrition, physical activity and health won't get lost in the gap between the food and health domains, as has so often been the case.

Visibility aims:

- Show the added value of JPI HDHL as an independent and connecting initiative, especially next to the upcoming EU partnerships.
- Spread the message that JPI HDHL has a dual role, not only programming and funding of research calls, but also involved in alignment of policies and activities at both the European level and national level and stakeholder collaboration.
- Putting healthy diets on the agenda of broader food system discussions.

To achieve this we will use tailored communication activities like events, promotional materials, the website and social media:

- Develop (online) communication materials to demonstrate the benefits and added value of JPI HDHL, which can be customized to cater to different target groups. For example leaflets, factsheets, one pagers on impact evaluation report to show JPI HDHL impact and added value (supported by Management Board task-force). These materials can also be used to present JPI HDL at events.
- Stimulate our partners to use these communication materials on a national and international level.



- Promote webinar/events/training activities that JPI HDHL will organize in the future through our own communication channels and actively involve SHAB members and make use of their network and communication channels.
- Stimulate the writing of articles and conducting interviews with key experts from practice, science arena, policy arena and industry on different aspects of JPI HDHL – especially what JPI HDHL connected to or influenced by its activities (aim for three to four per year)

Ad 2) Dissemination and impact

JPI HDHL has funded a large number of both fundamental and more practical-oriented research projects and knowledge hubs. In the coming years we will support the dissemination and implementation of the project outcomes. JPI HDHL will facilitate/support funded researchers to effectively disseminate their outcomes and bring them one step further. Project outcomes can be shared or highlighted through JPI HDHL communication channels.

Dissemination aim:

Facilitate/support researchers to enhance impact of their project outcomes.

Dissemination activities:

To achieve this we will use tailored communication activities:

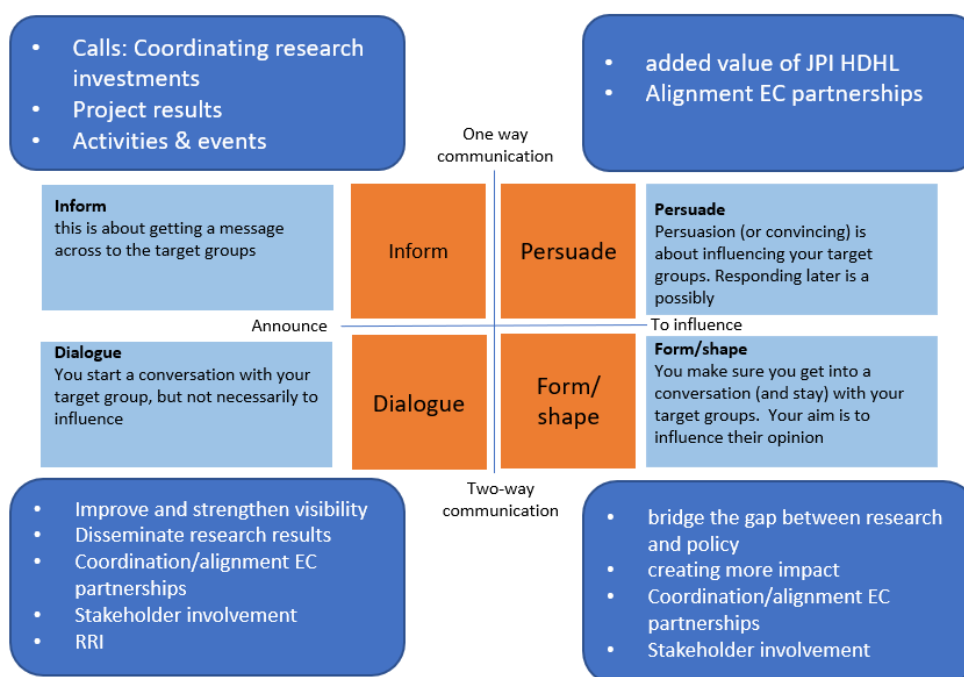
- Restyling/improvement of 'Research framework' showing project information and outcomes on JPI HDHL website (to be accessible, uniform and comprehensible).
- Stimulate project coordinators to provide updates.
- Together with the call secretariats develop one- or two-pagers/leaflets on research outputs of specific projects and/or calls, which can be customized to cater to different target groups/translating the outcomes of joint funding activities and/or individual projects into clear and accessible information (supported by MB task-force).

Supporting the Implementation Plan

The communication activities are meant to support the goals of the Implementation Plan. The Implementation plan and the SRA are leading for communication.

For the support we use our communication channels, and provide specific communication materials if needed.

Types of communication



Communication facilitators and target groups

The JPI HDHL's communication work will mainly focus on creating content to provide support to our 4 internal target groups who will act as communication facilitators. These four internal target groups consist of the Management Board, Stakeholder Advisory Board, Scientific Advisory Board and Researchers already connected with the JPI HDHL.

The purpose of these communication facilitators is to communicate - through informing, creating a dialogue, persuading, shaping and forming - with an 'End Target Audience', which may vary depending on the respective facilitator and their network.

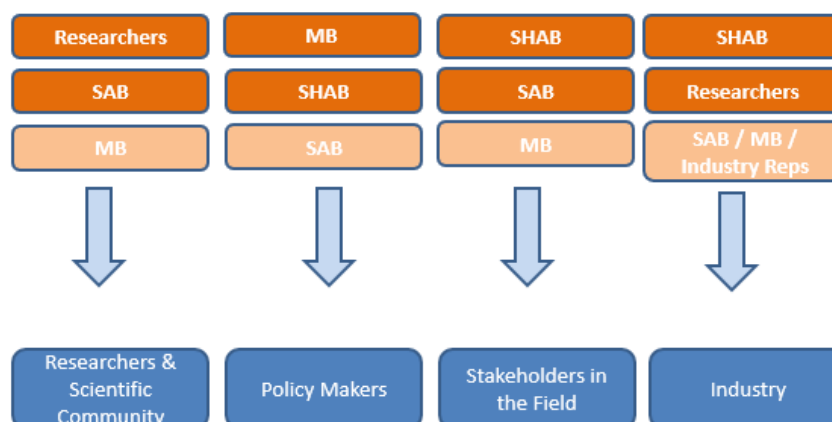
The internal communication facilitators consist of:

- **Management Board (MB):** with the aim of reaching out to Policy makers on Health, Agri-food and Research (national and international). Why? Targeted funding in the area of nutrition and health is needed on a national level to deliver the vision of the JPI HDHL. Reaching policy makers by communication can stimulate the uptake of project outcomes (for example outcomes of the JPI HDHL Policy Evaluation Network (PEN)) into policy making. On a national level the Management Board supports us with these activities.
- **Stakeholders Advisory Board (SHAB):** with the aim of the SHAB involving and engaging with stakeholders in the field (health professionals, general practitioners etc): involvement of stakeholders in the field is required to gather input on the identification of research needs and priorities, and best practices. In addition, project outcomes that contribute to better dietary guidelines and nutrition recommendations can be used by stakeholders in the field and implemented in practice. Furthermore, many SHAB members also have strong ties to policy makers, and can therefore also facilitate a dialogue in this arena. Reaching the stakeholders in the field is also a task for the funded research projects and the SAB.
- **Scientific Advisory Board (SAB) & Researchers:** with the aim of the SAB involving stakeholders in the field (health professionals, general practitioners etc, researchers and the scientific community). But also reaching out to Policy makers. Researchers who are already connected with the JPI HDHL can also engage with researchers who are not yet familiar with the JPI HDHL

The JPI HDHL's communication team will provide the MB, SHAB and SAB / Researchers with the necessary information and content to help 'spread the word' and to reach their respective 'end target audience' As different End target Audiences require different information and communication styles, these will be adapted as required to meet the needs of the facilitators and the end target audience.



Facilitators & End Target Audience



Communication End Target Audience Groups

- **Researchers & Scientific Community:** the aim is to reach researchers that are already connected to the JPI HDHL or work in our area are an important target audience. In addition, through communication activities, other researchers from JPI HDHL member countries can be reached and stimulated to submit grant proposals in calls (depending on the participation of a funding organisation from their country).
- **Policy Makers:** one of the missions of the JPI HDHL is to have an impact at a higher level, both at national and international, therefore reaching policy makers and informing them of new research outcomes to impact policy making is essential.
- **Stakeholders in the Field:** reaching stakeholders in the field is important to gather input on the identification of research needs and priorities, and best practices. In addition, project outcomes that contribute to better dietary guidelines and nutrition recommendations can be used by stakeholders in the field and implemented in practice.
- **Industry representatives** (including not only companies but also EITs) in the areas of food, nutrition, physical activity and health: the number of industry partners collaborating in JPI HDHL projects has been steadily increasing over the last 3 years, leading for example to innovation of new food products. Actively engaging with industry could increase the impact of the JPI HDHL projects.
- **General public:** the general public is not a direct target group of JPI HDHL. However, the general public might be reached through the communication activities of our target groups indirectly (although citizens might be represented as stakeholder in future research projects). For those target groups it's important to make research results more accessible to the general public.

Core communication message

Countries around the world are struggling with an alarming rise in lifestyle related diseases.

JPI HDHL contributes to tackle this challenge by:

- *coordinating international research priorities;*
- *funding international research consortia and disseminating research outcomes actively;*
- *facilitating the dialogue on diet, nutrition, sustainability and health between diverse stakeholders.*

Communication types and goals per target group

Researchers (direct but also through MB/SAB

The communications focusses on: informing and facilitating dialogue.

Themes are: grant proposals in the area of nutrition and health, projects, project results, dissemination of project outcomes, fair data, responsible research and innovation (RRI) involvement in research programming.

Policymakers in de EU through MB/SHAB/SAB

The communications focusses on: informing, persuading and forming/shaping.

Themes are: contribute to funding in the area of nutrition and health, involvement in research programming, stimulate uptake of project outcomes, better dietary guidelines and implementation thereof in practice.

Stakeholders in the field (health professionals, general practitioners, etc.) through funded projects and SHAB.

The communications focusses on: informing, stimulating and dialogue.

Themes are: involving them to gather input of research needs, priorities and best practices and to facilitate stakeholder collaboration along the whole research chain. Stimulating the use of guidelines and nutrition recommendations from funded projects.

Industry through funded projects and SHAB/SAB/MB

The communications focusses on: persuading.

Goal: Support researchers to actively engage with industry to strengthen cooperation and to stimulate researchers to use them as a dissemination channel for research outcomes.





Goals & Communication Types per Facilitator

1. Researchers: Informing and facilitating dialogue
2. Policymakers in EU through MB: informing persuading and forming/shaping
3. Stakeholders in the field through funded projects and SHAB : informing, stimulating dialogue
4. Industry through funded projects: persuading

Communication channels

To perform communication activities and to support exchange and collaboration with a broad range of stakeholders, the JPI HDHL has built a web platform with different components: website with information on JPI HDHL, calls, news & publications, events, research framework (research database), Electric Submission System (ESS) and social media. Also various communication materials like leaflets, factsheets and strategic documents can be found on the website. In 2022 and onwards, we aim to increase the development and dissemination of digital information.

The following channels are now available for our communication activities and will be improved in the upcoming years. The overview includes planned actions per item:

Website

The website is one of the main external communication tools for communicating about relevant information about the JPI HDHL and its activities. We also communicate about relevant activities related to JPI HDHL (for example events of SHAB members).

Improvements have already been made to make it more attractive. In 2022 we will focus more on articles on project outcomes or other interesting content (like the [interview](#) with Mathers and Feskens on the most significant scientific achievements and the research objectives for the coming years).

Newsletter

The newsletter provides an overview of all the news published on the JPI HDHL website and is a service for the whole JPI community. Most news items published on the website focus on Joint Actions, JPI HDHL events, relevant meetings JPI HDHL participated in, JPI HDHL key strategic documents and relevant developments in the field of JPI HDHL.

The format and the content of the newsletter will continuously be adapted to better facilitate the interaction and exchange of information with all stakeholders, focusing on dissemination of research results of JPI HDHL funded actions. In 2022 we will also emphasise the impact these results have and we will include articles specially written for the newsletter.

Frequency: 4 x per year (every quarter)

Flash news letters will be published in case there is important or urgent news to share. For example, important updates around calls.

Social Media

Social media tools that are regularly used by the JPI HDHL are: Twitter, LinkedIn and YouTube. LinkedIn is used to reach a broader professional audience for JPI HDHL activities. Twitter is used more regularly to increase the involvement of the JPI HDHL network and to share news and updates about the JPI HDHL.

The activities in the past years have resulted in the increase of twitter followers, raised the number of newsletter subscribers and visitors of the website. Our aim is to continue this and to professionalize our social media use even more. Therefore, we developed a separate Social Media Strategy.



Publications: brochures/leaflets/factsheets

We have already developed and designed various communication materials like leaflets, factsheets and strategic documents which are available on the website. These will be updated as needed. The focus in the future is on digital information, although factsheets also will be available as hard-copy on demand.

Conferences, workshops and events

To promote the JPI activities, partnerships and dissemination of research results and recommendations to policy, a series of JPI HDHL conferences (once every 2 years), project symposia, workshops and events will be held both at international and national level. These activities will be promoted via the web calendar, twitter, news items and social media.

Activities

The JPI HDHL related activities for the year 2022 are shown in this [timeline](#). This timeline contains all relevant events and activities known in the beginning on 2022. More specific details and updates can be found on the webpage.

Budget

The communication budget for 2022 is 20.000 euro's (10.000 from 2021). This budget will mainly be spent on hiring freelancers for articles and graphic design of folders, leaflets etc. The budget for 2023-2024 is determined at the MB-meeting in March 2022.

Evaluation

We will continuously monitor our output based on (social media) data. At the end of 2024 we will evaluate if the communication goals have been achieved. We will do so by collecting data (facts and figures) of the communication channels, and by interviewing a select number of people from our target groups, like researchers, funders, policy makers etc. Their feedback will be used to improve our communication.

