



LUCIA Understanding Lung Cancer related risk factors and their Impact

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LUng Cancer-related risk factors and their Impact Assessment



HORIZON-MISS-2021-CANCER-02

Executive summary

ELMUMY represents one of five projects funded by the European Commission through the Horizon Europe program, dedicated to advancing the primary goal of the Cancer Mission program. This initiative strives to enhance comprehension regarding cancer risk elements and the health factors contributing to cancer progression. Joining ELMUMY are four other projects within this domain. GENIAL seeks to delve into gene-environment interactions linked to alcohol-related hepatocellular carcinoma. LUCIA aims to explore risk factors associated with lung cancer. DISCERN aims to unravel the underlying causes of three less understood cancers in Europe—renal, pancreatic, and colorectal. Lastly, MELCAYA focuses on pioneering healthcare strategies for melanoma in younger demographics—children, adolescents, and young adults.

These projects have already forged connections and collaborative efforts among their partners, fostering synergies both in scientific exploration and communication. Notably, ELMUMY, with its partner EXEL, has taken the lead in creating in-house a shared video and brochure that encapsulate the essence of all five projects within the cluster.

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1. Introduction

The video and brochure showcasing the ‘Understanding (risk factors & determinants)’ cluster are vital tools for reaching its target audiences effectively. They provide an overview of the cluster’s objectives, aiming to generate interest and encourage further exploration by directing individuals to the websites of the cluster projects, their social media and to gain insight into more specific project-related information. The content and the messages of the video and brochure are prepared to address a wider stakeholder group, considering industries, research organisations, academia and other interested stakeholders.

The whole content of the cluster’s video has been designed to be accessible to individuals with visual or hearing impairments by incorporating both audio and visual elements. The overall aim is to deliver a comprehensible video, that will be used on many occasions, both in front of a large audience and during personal meetings. The brochure contains informative material about the ‘Understanding (risk factors & determinants)’ cluster and the five participating projects. It will be delivered during open dissemination events, conferences and personal meetings. Both the video and brochure aim to raise stakeholders’ awareness, yet they delve into extensive detail.

Both the video and the brochure include:

- EU funding acknowledgement and disclaimer (as per article 17 of the GA)
- Acknowledgement to the producers and to the HaDEA
- Explicit reference to the URL where they can be accessed online (see below)

2. Video

URL: <https://www.youtube.com/watch?v=OKskubxFgBs>

This video encapsulates the ‘Understanding (risk factors & determinants)’ cluster's essence, aiming to illuminate its core objectives and insights as presented by the principal investigators of the projects that constitute the cluster: GENIAL, LUCIA, ELMUMY, DISCERN, and MELCAYA. The video will reach wide and diverse audiences, including those who may not engage with traditional academic publications or reports. It will allow researchers to

distill complex information into easily digestible content and it will bridge the gap between academia and the general public by making cancer research more accessible to policymakers, journalists, potential collaborators, and funding organizations.

The content of the video includes the following parts:

1. The goal of the 'Understanding (risk factors & determinants)' cluster as part of the Horizon Europe's Cancer Mission programme.



Figure 1: Goal of Mission Cancer programme

2. Presentation of the five 'Understanding (risk factors & determinants)' cluster projects

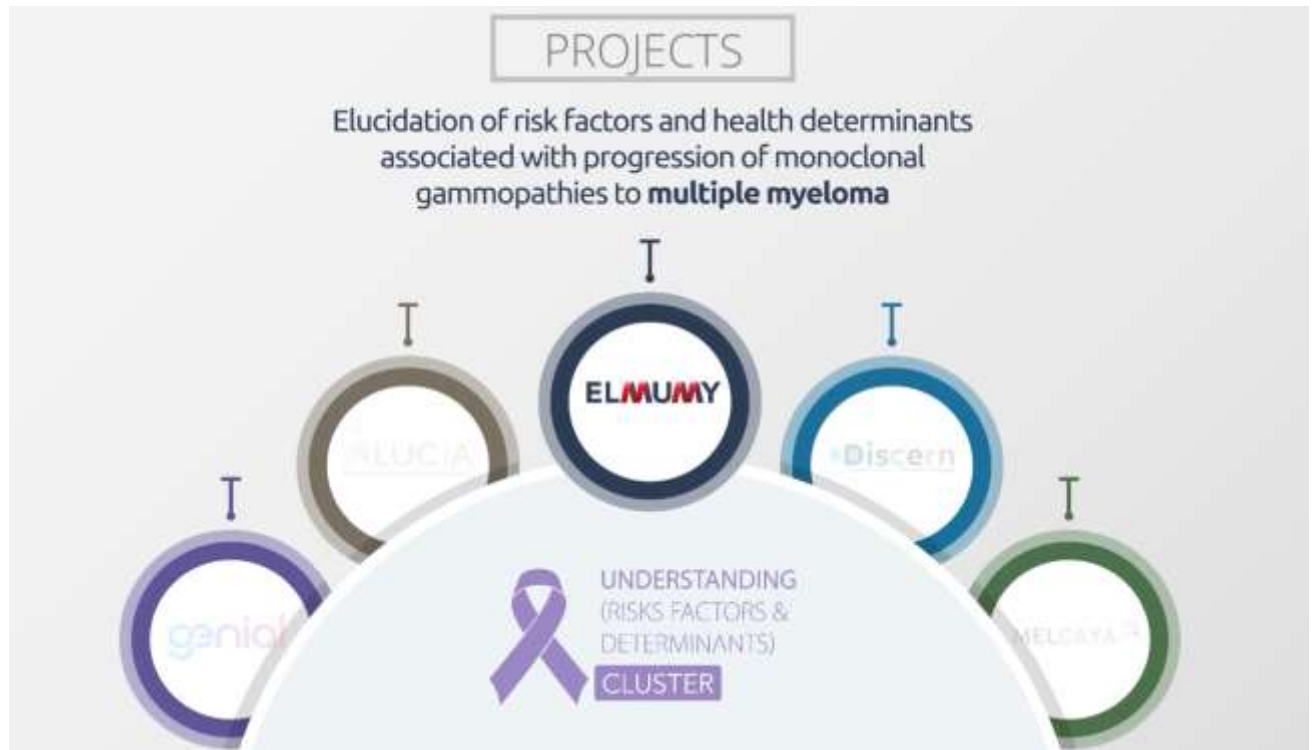


Figure 2: The ‘Understanding (risk factors & determinants)’ cluster projects

3. Interviews from the coordinators of the ‘Understanding (risk factors & determinants)’ cluster projects



Figure 3: Prof. Hossam Haick, LUCIA

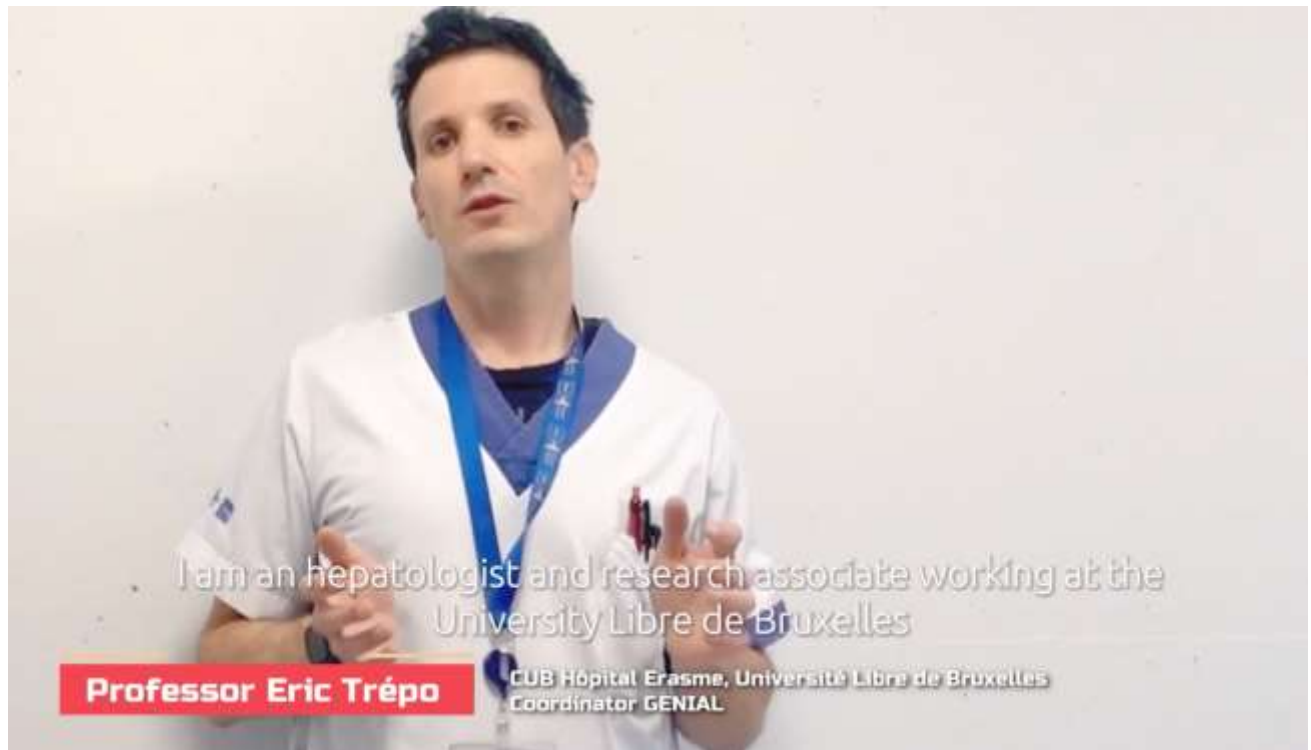


Figure 4: Prof. Eric Trepo, GENIAL



Figure 5: Dr Mehrnaz Shamalnasab, DISCERN



Figure 6: Prof. Ieronymos Zoidakis, ELMUMY



Figure 7: Prof. Susana Puig, MELCAYA

4. Presentation of the ‘Understanding (risk factors & determinants)’ cluster objectives



Figure 8: Objectives

5. EU funding acknowledgement scene



Figure 9: EU funding acknowledgement

6. Closing scene: Acknowledgements to the producer of the video and HaDEA



Figure 10: Acknowledgements

3. Brochure

URL: <https://www.elmumy.eu/post/understanding-risks-factors-determinants-cluster-brochure>

The brochure allows us to condense important details about the 5 research projects into a compact and easily digestible format. Researchers can distribute the printed brochure at conferences, workshops, and networking events to facilitate discussions, collaborations, and connections with peers, organizations, and potential partners or use its digital version via their social media and electronic email.

Content of the two-fold brochure:

1. Front and back cover include the logos and the website addresses of the five 'Understanding (risk factors & determinants)' cluster projects, EU funding

acknowledgement and disclaimer and a short reference to the goal of the Cancer Mission programme.



Figure 11: Front and back cover of the brochure

2. The inside section of the brochure includes a description of the five projects

The 'Understanding (risk factors & determinants)' cluster consists of **five projects** that received funding from the European Commission through the **Horizon Europe's Mission Cancer programme** (HORIZON-MISS-2021-CANCER-02-03).

The Mission Cancer programme aims at better **understanding** the impact of risk factors and **health** determinants on the development and progression of cancer.



Figure 12: Inside section of the brochure

4. Conclusion

The purpose of this document (Deliverable D5.12) is to describe the 'Understanding (risk factors & determinants)' cluster promotional material (video and brochure), which together with all the projects' websites, will be used as dissemination tools to maximize the influence and span of the cluster's promotion.