



# nevermind

NEurobehavioural predictiVE and peRsonalised Modelling of depressIve symptoms  
duriNg primary somatic Diseases with ICT-enabled self-management procedures



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## *Deliverable D8.6 – Second Year Impact Report*

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[www.nevermindproject.eu](http://www.nevermindproject.eu)

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## Introduction

Depression is one of the leading causes of disability worldwide, and is a major contributor to the overall global burden of disease (1). Severe cases of depression can even lead to suicide (2). In patients with severe somatic diseases, such as cancer and kidney failure, the prevalence of depressive symptoms is much higher compared to the general population (3-5). Depressive symptoms in patients with somatic diseases have important consequences on morbidity, quality of life (QoL) and response to treatment and prognosis (5). Therefore, the presence of depressive symptoms, whether or not they are sufficient to fulfil the diagnosis of clinical depression, does not only negatively impact the quality of life of patients, but also affects the prognosis of the primary medical condition itself. The standard general practitioners guidelines for patients diagnosed with any severe somatic disease are to provide information to patients about improving diet, physical activity and psychological wellbeing (6), in order to prevent subsequent illness. However, these guidelines are often not adhered to (7). Currently, in most EU healthcare systems, treatment for patients with serious somatic diseases does not incorporate any preventive methods or early diagnosis of the onset of comorbid depressive symptoms.

The NEVERMIND system is a novel and innovative solution to this issue. NEVERMIND is a neurobehavioural predictive and personalised modelling of depressive symptoms during primary somatic diseases with ICT-enabled self-management procedures. The NEVERMIND system aims to advance the current management of comorbid mental illness in patients with a primary somatic disease, through the use of information and communication technologies (ICT). The overarching objective of NEVERMIND is to empower patients who suffer from depressive symptoms related to a serious somatic disease by placing them at the centre of their mental healthcare.

The two most important innovations of the NEVERMIND project are the promotion of patient's self-management of depressive symptoms, and the development of clinical predictors of the onset of depression for patients diagnosed with severe medical disorders. The patients will be equipped with a user interface and a lightweight sensorised shirt that will collect data about their mental and physical health, and provide effective self-managing feedback to the patient. The physiological data, along with sleep and speech analysis, will be combined with social interaction monitoring, mood agenda, and daily electronic diary and questionnaire scores to evaluate all the aspects of patients (psychological, physical, and social) as a whole. Based on the collected information, the NEVERMIND integrated

treatment platform will provide personalized advice to the patient such as behavioural advices, mindfulness training, electronic cognitive-behavioural therapy, or referral to a physician. A fundamental aspect of the project is that the NEVERMIND system will process the collected data in real-time to predict how the health of the patient will evolve in the near future. The patient will be informed of these predictions, generated by the NEVERMIND technology, and give advice about self-management of health and wellbeing.

The NEVERMIND consortium is an EU-funded research project under Horizon 2020. The project comprises of nine partners from several European countries. These are: Germany; Italy; Portugal; Spain; Sweden and United Kingdom. The leading partner is the ‘Centro Enrico Piaggio’, located in Italy, at the University of Pisa. The NEVERMIND objectives will be addressed thanks to the efforts of the multi-disciplinary consortium of technical, commercial and clinical partners. These partners will work together to share expertise and resources in order to reach the objectives of the research project.

## **Purpose of the Dissemination and Communication Plan**

The purpose of this document is to outline the dissemination and communication activities undertaken during the first year of the project. The aim of these activities is to promote the NEVERMIND project and to interest key stakeholders. The project aim, objectives, impact and results should be effectively disseminated to all potential stakeholders. As laid out in Work Package 8 (WP8) Karolinska Institutet and Inventya will lead the dissemination reports.

## Objectives

The objectives of this report are:

- To review dissemination from the previous year
- To describe updates to the Dissemination and Communication Plan
- To track dissemination progress and measure impact in the second year of the NEVERMIND project by:
  - Describing the dissemination activities completed, including key performance indicators.
  - Outlining the target audiences reached.
  - Describing the different stakeholders reached.
  - Outlining the key messages received by the target audiences and total audience reached for the year.
  - Summarise the cumulative impact since project initiation
- To ensure each partner in the consortium has an active role in dissemination and reaching key stakeholders.

## Summary of Year One

Dissemination in year one of the NEVERMIND project reached a wide audience from different backgrounds, including policy makers, scientific community and the medical community, as well as potential health care industry stakeholders among others. In addition to this, the target of reaching 500 individuals per year was exceeded by an extra 850 individuals. The total audience reached in the first year of the project was approximately 1350 people, all of whom are potential stakeholders. Moreover, the key messages were successfully communicated and well received by the relevant audiences and stakeholders not just in Europe but internationally.

In addition to the activities described in Deliverable 8.5, **UNIPI** participated on a national Italian television programme (RAI) about the project, UNIPI was also involved in the BRIGHT researchers night 2016 in Pisa and also released seven press releases between 2015 and 2016 and should be included in the dissemination report. These press releases were targeted towards the general public as well as potential stakeholders in industry and in the scientific community.

The titles of the press releases are as following:

- ‘La depressione? Si combatte con una T-shirt ultra *tecnologica*’ (*Depression? Combat it with an ultra-technological T-shirt*) released on the 12<sup>th</sup> September 2015 reaching 100 individuals in the scientific community and 1000 members of the general public. Available at [<http://www.intoscana.it/it>]
- ‘La T-shirt tecnologica per combattere la depressione’ (*The technological t-shirt combatting depression*) reaching 400 individuals in the scientific community and 100 members of the general public, released on the 14<sup>th</sup> September 2015. Available at [<https://www.unipi.it/index.php/news/>]
- ‘Nevermind, da Pisa arriva la maglia hi-tech per sconfiggere la depressione’ (*Nevermind, the high-tech t-shirt from Pisa fighting depression*) released on the 16<sup>th</sup> September 2015 reaching approximately 4000 members of the general public and 500 industry stakeholders. Available at [<http://www.tgcom24.mediaset.it>]
- ‘Nevermind, la maglia hi-tech (tutta italiana) che combatte la depressione’ (*Nevermind, the (all Italian) high-tech t-shirt combatting depression*) reaching 100 members of the general public, on the 5<sup>th</sup> January 2016. Available at [<http://thenexttech.startupitalia.eu>]
- ‘Horizon 2020 – NEVERMIND, progetto ricerca italiano contro depressione’ (*Horizon 2020 – NEVERMIND, the Italian research group countering depression*) reaching approximately 3000 members of the general public on the 20<sup>th</sup> September 2016. Available at [<https://www.fasi.biz/it>]

- ‘Arriva da Pisa la maglietta contro la depressione’ (*The t-shirt from Pisa countering depression*) released online in 2016, reaching approximately 3000 members of the general public. Available at [<http://www.radiosubasio.it/news/scienza>]
- ‘Nevermind, la maglia hi-tech che combatte la depressione’ (*Nevermind, the high-tech t-shirt combatting depression*) released online in 2016, reaching approximately 2000 members of the general public and 500 industry stakeholders. Available at [<http://www.newliferadio.it>]

**Table 1:** Updated key performance indicators in year one.

<b>Activity</b>	<b>Indicators</b>	<b>Timing</b>	<b>Completed in year one</b>
<b>Attending conferences</b>	10	During the 4 year duration of the project	2
<b>Exhibiting at conferences and health related events</b>	4	During the 4 year duration of the project	4
<b>Scientific journal articles</b>	8	During the 4 year duration of the project	4
<b>Press releases</b>	3	Yearly, 12 in total	8
<b>Stakeholder Engagement</b>	At least 50 per year	Yearly (200 over project duration)	480
<b>Total audience reached:</b>	Minimum 500	Yearly	15 950

## Key Indicators and Stakeholders in Year Two

During the review meeting in January 2017, it was decided that the press releases would begin in year 2 of the project and the number of newsletters would be reduced, instead of quarterly they will be released biannually. In addition to this, presentations to key stakeholders will now be included in the key performance indicators with a minimum of one presentation per year by each partner. Table 2 outlines the updated key performance indicators. These key performance indicators are targeted to all potential stakeholders, outlined in table 3.

**Table 2:** Updated key performance indicators as of January 2017.

Activity	Indicators	Timing
Attending conferences	10	During the 4 year duration of the project
Exhibiting at conferences and health related events	4	During the 4 year duration of the project
Scientific journal articles	8	During the 4 year duration of the project
Press releases	4	1 press release per year
Social network reach and membership	200	During the 4 year duration of the project
Newsletter	8	Bi-annually
Stakeholder engagement	At least 50 per year	Yearly (200 over project duration)
Presentations to key stakeholders	36	During the 4 year duration of the project
<b>Total audience reached:</b>	Minimum 500	Yearly

**Table 3:** Identifying the stakeholders, their roles and key messages.

Stakeholder Level	Stakeholder	Role	Key Messages
Primary	Patients & carers	Users	Improve quality of life and effectiveness
Secondary	Patient advocacy groups/ Non-profit mental health organisation	Influencers and supporters	A key channel to educate and promote NEVERMIND
Secondary	Healthcare professional	Influencers and supporters	Self-management that is easy to use and improve patient outcome.
Tertiary	eHealth & mental health research communities	Key opinion leaders	Provide credibility to NEVERMIND project/product.
Tertiary	Digital and eHealth industries (mobile operator, device vendors, cloud application players)	Supporters	Potential partners
Tertiary	Payers (insurers, state and employers)	Influencer	Deliver cost effective way of managing mental health and comorbidities
Tertiary	Funders (EC), European & national policy makers, National and regional health care commissioner.	Influencer	Deliver cost effectively way of managing mental health and comorbidities

## Year 2 Dissemination and Communication

The internal section of the NEVERMIND website was used to collect the data on all of the dissemination and communication activities completed by each partner. This was set up in

year one and has been updated since. An updated version of the form can be found in Appendix 1.

The dissemination activities have followed the schedule as laid out in the Dissemination and Communication Plan. In the second year of the project the consortium successfully completed a variety of different dissemination and communication activities reaching many different stakeholders. Table 4 outlines the dissemination and communication activities completed in year two. Table 5 illustrates the activities completed by each partner.

**Table 4:** Total dissemination and communication activities completed in year two

<b>Activity</b>	<b>Completed in year two</b>
<b>Attending conferences</b>	7
<b>Exhibiting at conferences and health related events</b>	5
<b>Scientific journal articles</b>	3
<b>Press releases</b>	5
<b>Social network reach and membership</b>	35
<b>Newsletter</b>	3
<b>Stakeholder Engagement</b>	1312/ 6232*
<b>Presentations to key stakeholders</b>	7
<b>Participation in activities organized jointly with other H2020 projects</b>	1
<b>Total audience reached:</b>	6232**

\* 1312 directly targeting stakeholders, 6232 including conferences, exhibitions and workshops

\*\* excluding journal article and press releases

**Table 5:** Dissemination activities completed per beneficiary

Beneficiary	Number of activities completed	Audience
UNIFI	12	Scientific community, general public
UPM	2	Scientific community
UESSEX	3	Scientific community
UNITO	0	N/A
AIDFM	0	N/A
KI	7	Scientific community, policy makers
INVENTYA	2	National Health Service UK, industry, scientific community
GAIA AG	1	Scientific community
SMARTEX	4	National Health Service UK, industry, scientific community, policy makers

## Activities Completed

In 2017, year two of the NEVERMIND project, three articles was published, seven conferences were attended, five exhibition events attended, five press releases and seven presentations were delivered as well as a jointly organised event with another Horizon 2020 project. These were disseminated and communicated to relevant audiences and stakeholders. Detailed information about each of the activities can be found below.

### *Publications*

UNIFI published three articles in the open access journal Electronics, one of the articles was in collaboration with UESSEX.

Scilingo, E.P., Valenza, G. Recent Advances on Wearable Electronics and Embedded Computing Systems for Biomedical Applications. *Electronics*. 2017, 6(1), 12; doi:10.3390/electronics6010012.

A Greco, M Nardelli; Lanata, A; Morelli, Ms; Francesco, F Di; Scilingo, Ep; Barbieri, R; Valenza., G, Instantaneous Assessment of Hedonic Olfactory Perception using Heartbeat Nonlinear Dynamics: A Preliminary Study. *Proceedings of the Computing in Cardiology Conference*, September 24-27, 2017 Rennes, France, : <http://hdl.handle.net/11568/876160>.

X Li, R Poli, G Valenza, EP Scilingo, L Citi, *Self-reported Well-being Score Modelling and Prediction: Proof-of-Concept of an Approach based on Linear Dynamic Systems*, Engineering in Medicine and Biology Society (EMBC), 39th Annual International Conference of the IEEE, Jeju Island, Korea, 2017.

### *Attending Conferences*

Seven partners attended and participated in seven different conferences in 2017.

**INVENTYA** and **SMARTEX** participated in the 45th Intelligent Sensing Program - Wearables for Diagnostics on the 8<sup>th</sup> March 2017. This event brought together a wide range of stakeholders including start-up companies, funding agencies, researchers, technology providers and end-users in the United Kingdom. The goal of the event is to network, discuss state of the art wearable technology, to share knowledge and develop new ideas. 120 potential stakeholders attended and were able to learn more about the NEVERMIND project.

**SMARTEX** attended and participated in the Digital Business World Congress: Digital Enterprise Show in Madrid, Spain, on the 23<sup>rd</sup> – 25<sup>th</sup> May 2017. This congress is a large corporate event comprising of 1000 participants, including small-medium business enterprises (SMEs), industry stakeholders and potential investors. Rita Paradiso, Roberto Orselli demonstrated the NEVERMIND system at the event.

**UNIPI**, **UESSEX** and **UPM** attended the Engineering in Medicine and Biology Society (EMBC), 2017, the 39th Annual International Conference of the IEEE, 11<sup>th</sup> – 15<sup>th</sup> July 2017. This year's conference theme was 'Smarter Technology for a Healthier World' which covered a diverse range of fields from biomedical engineering to translational clinical research and healthcare technology research and development. The conference attendees are made up of the majority of researchers and students with a total audience of 3000 attendees.

During the conference Luca Citi presented to the audience of 50 participants, with the title ‘*Self-Reported Well-Being Score Modelling and Prediction: Proof-Of-Concept of an Approach Based on Linear Dynamic Systems*’. The presentation was subsequently made available on the IEEEExplore and InfoVaya Digital Library, reaching a much wider audience. Several members of UPM also participated in a workshop titled ‘*Big Data to Support Active and Healthy Ageing Solution*’.

In addition to this, Enzo Pasquale Scilingo was co-chair in a workshop entitled ‘Signal Processing - Cardiovascular Signals’. Enzo Pasquale Scilingo, Gaetano Valenza and Alberto Greco also gave a talk entitled ‘Nonlinear Analysis of Heart Rate Variability for the Assessment of Dysphoria’. Enzo Pasquale Scilingo also gave an invited talk entitled “Knowledge discovery about mental disorders from multiparametric data” in the workshop ‘Big Data to Improve Outcomes, Process, and Services in Health’. In this same workshop, Maria Teresa Arredondo Waldemeyer from UPM participated. There were approximately 50 people attending each of the talks and workshops.

**UNIFI** attended the 3rd International Forum on Research and Technologies for Society and Industry (IEEE-RTSI) conference in Modena, Italy on 11<sup>th</sup>-13<sup>th</sup> September, 2017 where Enzo Pasquale Scilingo gave an invited talk with the title “Central and autonomic nervous system dynamics during multiperceptual affective elicitation.”

**UNIFI** attended the Computing in Cardiology conference in Rennes, France on the 24<sup>th</sup>-27<sup>th</sup> September 2017 where Enzo Pasquale Scilingo and Gaetano Valenza participated in the workshop ‘*Instantaneous Assessment of Hedonic Olfactory Perception Using Heartbeat Nonlinear Dynamics: a Preliminary Study*’ reaching an audience of 400 individuals from the scientific community.

**GAIA** and **KI** attended the 17<sup>th</sup> World Congress of Psychiatry in Berlin, Germany on the 8<sup>th</sup> – 12<sup>th</sup> October 2017. Björn Meyer was chair and Vladimir Carli was co-chair for the symposium titled ‘*Integrating new technologies for the prevention of suicide and promotion of mental health*’. In addition to this, Vladimir Carli presented ‘*Realizing the potential of internet-based and other scalable interventions*’ to 150 people.

**UPM** attended the XXI Argentinian Congress of Bioengineering in Córdoba, Argentina on the 25<sup>th</sup> – 27<sup>th</sup> October 2017. María Teresa Arredondo Waldemeyer presented a plenary talk titled ‘*European advances in BCI and Active Aging*’ to 400 people. This talk was open to the public as well as conference attendees.

### *Attending Exhibitions and Other Related Events*

Four partners participated in different events showcasing the NEVERMIND system. Four exhibitions of the NEVERMIND system were held, one research event and one event organized jointly with another Horizon 2020 project.

**UNIFI** is currently participating in a Marie Curie European Training Network action called “AffecTech: Personal Technologies for Affective Health,” GA 722022. At the kick-off meeting held in Lancaster in February 2017, Enzo Pasquale Scilingo and Gaetano Valenza presented the NEVERMIND project.

**UNIFI** also participated in BRIGHT 2017 Researcher’s night held by the City of Pisa on September 28, 2017. This event highlights the work done by researchers and their contribution to society

**INVENTYA** attended the Ecosystem 12: Digital Innovations for Mental Health event held by Innovation Agency in Liverpool, England, on the 20<sup>th</sup> July 2017. The event allows innovators to showcase new technology aiming to improve healthcare. Approximately 200 stakeholders attended this event, including industry leaders such as the National Health Service, as well as policy makers and individuals from academia.

**SMARTEX** attended the Forum Leopolda: Della sostenibilità e opportunità el settore della salute (*Forum Leopolda: Sustainability and opportunities in the health sector*) held by Koncept SRL on the 29<sup>th</sup> – 30<sup>th</sup> September 2017. The event aims to celebrate innovation and support sustainability and technology in healthcare. This was an event attended by a total of 500 individuals including health operators, healthcare professionals and the general public. Rita Paradiso attended a workshop titled ‘Big data e qualità dei dati: piattaforme sensoriali tessili e la loro utilità per prevenire e personalizzare l'assistenza’ (Big data and data quality: Textile sensory platforms and their utility to prevent and personalize assistance).

**SMARTEX** also attended Iniziative a supporto dell'attività fisica nelle comunità: politiche, partnership ed innovazione per l'invecchiamento attivo (*Initiatives to support physical activity in communities: policies, partnerships and innovation for active aging*) organised by the Health Services of the Tuscany Region, Italy, on the 12<sup>th</sup> October 2017. The aim of the exhibition was for the health services to discover new and innovative technologies for healthcare. Rita Paradiso participated in a workshop titled ‘Sistemi di monitoraggio basati su piattaforme sensoriali tessili per la tutela della salute e del benessere’ (Sensory textile-based

monitoring systems for the protection of health and well-being), which comprised largely of policy makers.

**KI** attended the Department of Learning, Informatics, Management and Ethics Open Day at Karolinska Institutet, where Jennifer Lees presented a poster titled ‘A randomised controlled trial to evaluate the NEVERMIND system in preventing and treating depression in patients with a severe somatic disease’ on 21<sup>st</sup> November 2017. 100 people were registered to this event, comprising largely of the scientific community.

### *Presentation*

A total of seven presentations were given by three partners.

**KI** gave five presentations.

- Danuta Wasserman gave a presentation titled ‘Self-management of health and disease and decision support systems based on predictive computer modelling used by the patient him or herself’ on the 3<sup>rd</sup> May 2017 to 20 delegates from the Singapore Ministry of Health.
- Jennifer Lees gave a presentation of the NEVERMIND project and concept from two participants from the Gaining Experience Programme held by the European Psychiatric Association (EPA) on the 25<sup>th</sup> May 2017.
- Danuta Wasserman and Vladimir Carli presented NEVERMIND to nine delegates from South Korea, Institute of Aging at Hallym University in Chuncheon, South Korea on the 17<sup>th</sup> August 2017.
- Vladimir Carli presented the NEVERMIND project, on 30<sup>th</sup> October 2017, to 16 members of the EuroHealthNet, a non-profit’ partnership of organisations supporting collaboration between European countries to promote health and health equity.
- Vladimir Carli gave a presentation titled ‘A randomised controlled trial to evaluate the NEVERMIND system in preventing and treating depression in patients with a severe somatic disease’ on 21<sup>st</sup> November 2017. This was to 25 members of the Department of Learning, Informatics, Management and Ethics at Karolinska Institutet.

**UESSEX**, Xinyang Li gave a presentation to the Sichuan University on the 12<sup>th</sup> April 2017, titled ‘Application of wearable sensors in the healthcare system.’ The audience comprised of 20 individuals who were graduate students and professors.

**UNIFI**, Gaetano Valenza gave a presentation at Oxford University titled ‘Probabilistic Nonlinear Modelling for the Instantaneous Assessment of Human Heartbeat Dynamics.’ This was on the September 7<sup>th</sup> 2017 to 70 people, largely from the scientific community.

### *Press Releases*

**UNIFI** had five press releases. They were reporting on winning a prestigious award from the Gruppo Nazionale di Bioingegneria (National Bioengineering Group). The first award was for studies on models, control signals and biological systems which went to Mimma Nardelli. Her thesis was about the study and application of new analytical methods non-linear to physiological signals which contributed to the development of prediction algorithms for the onset of depressive symptoms for the NEVERMIND system. Chiara Magliaro won the "Massimo Grattarola" prize, set up for research theses in Neurosurgery and Bionanotechnology, for her brain studies. Below are the press releases and where they can be sourced.

- Il Gruppo Nazionale di Bioingegneria premia due tesi di ricerca svolte al Centro Piaggio (*The National Group of Bioengineering rewards two research theses at the Piaggio Center*). Available at [<http://www.centropiaggio.unifi.it/news/>]
- Il Gruppo Nazionale di Bioingegneria premia due tesi di ricerca dell'Unifi (*The National Bioengineering Group rewards two research theses of Unifi*). Available at [<https://www.unifi.it/>]
- Il Gruppo Nazionale di Bioingegneria premia due tesi di dottorato svolte al DII (*The National Bioengineering Group awarded two doctoral theses to DII*). Available at [<http://www.dii.unifi.it/news/latest-news>]
- Riconoscimento di bioingegneria per due studentesse dell'Università di Pisa (*Recognition of bioengineering for two students at the University of Pisa*). Available at [<http://www.pisatoday.it>]
- Chiara Magliaro e Mimma Nardelli premiate per le due tesi di ricerca al Centro Piaggio (*Chiara Magliaro and Mimma Nardelli awarded for the two research theses at the Piaggio Center*). Available at [<http://www.gonews.it>]

**Table 6:** Key performance indicators for months 1-24

<b>Activity</b>	<b>Indicators</b>	<b>Timing</b>	<b>Completed in Months 1-24</b>
<b>Attending conferences</b>	10	During the 4 year duration of the project	8
<b>Exhibiting at conferences and health related events</b>	4	During the 4 year duration of the project	6
<b>Scientific journal articles</b>	8	During the 4 year duration of the project	5
<b>Press releases</b>	1	Yearly, 4 in total	13
<b>Social network reach and membership</b>	200	During the 4 year duration of the project	35
<b>Newsletter</b>	8	Bi-annually	3
<b>Stakeholder Engagement</b>	At least 50 per year	Yearly (200 over project duration)	1792/ 22 182*
<b>Presentations to key stakeholders</b>	36	One presentation per year per partner	19

\* 1792 directly targeting stakeholders, 22 182 including conferences, exhibitions and workshops

**Table 7:** Dissemination activities completed per beneficiary in months 1-24

<b>Beneficiary</b>	<b>Number of activities completed</b>	<b>Audience</b>
UNIFI	25	Scientific community, general public
UPM	2	Scientific community
UESSEX	4	Scientific community
UNITO	0	N/A
AIDFM	1	Medical community
KI	12	Scientific community, policy makers
INVENTYA	2	National Health Service UK, industry, scientific community
GAIA AG	1	Scientific community
SMARTEX	6	National Health Service UK, industry, scientific community, policy makers

## Social Media

Both Twitter (@Nevermind\_eu) and LinkedIn (Nevermind Project) profiles for NEVERMIND were launched in May 2017. Currently the social media accounts are posting press releases about the project as well as related content to increase interest in the pages. The Twitter account has 24 followers and the LinkedIn account has 10 followers at time of publishing. Figures 1 and 2 outline the impact of each post on the different social media sites. The NEVERMIND LinkedIn page has had a total of 1506 impressions, with 9 engagements in total. The Twitter account has had 295 impressions and 17 engagements. Impressions are the number of times content posted is displayed and engagements are the number of times the post was interacted with, including likes, comments, shares and retweets. Once data is available to the public from the trials it is expected that these numbers will increase drastically as the social media accounts will be shared widely to potential stakeholders so they can follow the progress of the project.

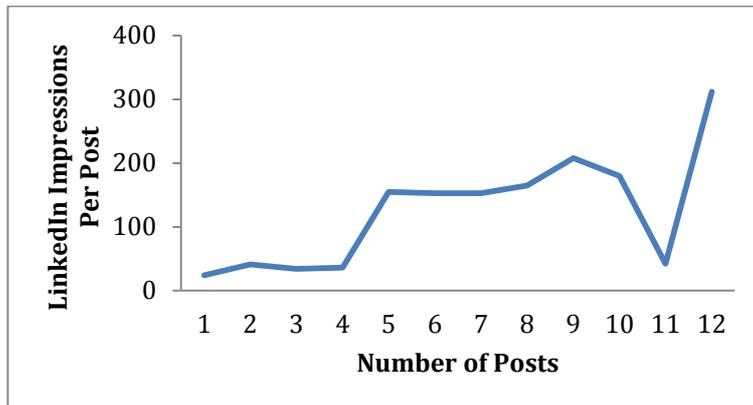


Figure 1: LinkedIn impressions per post

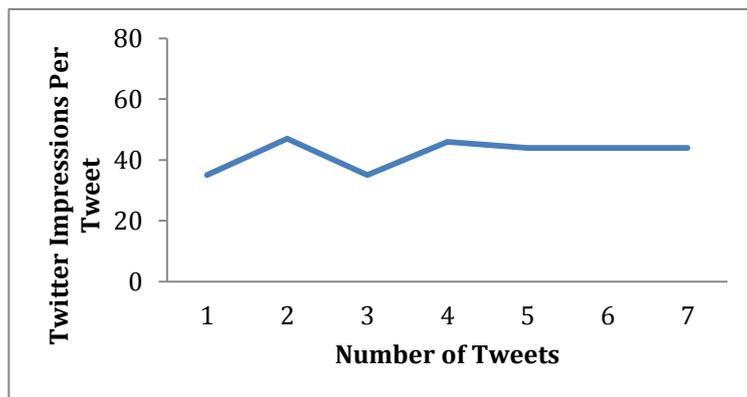


Figure 2: Twitter impressions per tweet

## Stakeholder engagement

### *Specialist Societies & Primary Care Doctors*

Specialist societies and primary care doctors are the gatekeepers to the patients who can benefit from the NEVERMIND system, because of this, it is important to target these stakeholders early on. This should be done in each country that the NEVERMIND system is available to begin with. Dissemination should be through several different channels to ensure all potential stakeholders in the field are reached. Flyers should be distributed to both specialist societies and primary care doctors. In addition to this presentations and workshops should be organised to demonstrate how the NEVERMIND system works in a real life situation and to illustrate how the system can help patients with the management of their primary disease as well as taking care of their mental health, lifestyle and general wellbeing.

### *NHS*

The National Health Services are expected to be one of the largest stakeholders of the NEVERMIND system. Therefore, it is important to begin dissemination as soon as possible to maximise impact in this sector. Presentations and workshops will be held with members of the NHS when data on efficacy, quality of life of the patient and cost effectiveness is available. The focus of these presentations should be the NEVERMIND system itself, showing a demo of the product as well as highlighting how it can reduce the burden on the healthcare system and the patient.

### *Policy Briefs*

As soon as data is available on the effectiveness of the NEVERMIND system, a policy brief will be drafted and aimed at policymakers in countries where the NEVERMIND system is available. This should be an advocacy brief relating to the overarching aim of NEVERMIND to empower the patient and reduce the burden on the healthcare system. Similarly to dissemination to the National Health Services, focus should be more on the quality of life of the patients and the cost effectiveness of the system. However, the brief should include suggested revisions to current policy for the prevention and treatment of depression in individuals with a primary somatic disease. The brief will also highlight the effects of the revised policies and the advantages and disadvantages of the policy revisions. They may include cases based on individuals participating in the trial to share their experiences.

## References

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## Appendix 1

### *Updated Dissemination Activity Report Template*

#### **1. NEVERMIND Partner Information**

Beneficiary\*:

Name of beneficiary participant(s)\*:

#### **2. Event Description**

Title of the Event\*:

Organiser/Host Institution\*:

Place (City, Country)\*:

Link to Event\*:

Date(s):

Month	Day	Year
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#### **3. Dissemination Activity Description**

Dissemination Activity

Title of Intervention

Stakeholder/Audience Type

Other Stakeholder/Audience Type

**4. Audience Size**

*Scientific community*

*Industry*

*Civil Society*

*Policy Makers*

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*Customers*

*Investors*

*Media*

*General Public*

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Specify the total funding amount used for this activity (€)

Other information about this activity