

Multi-Component Intervention to Reduce Unhealthy Diets and Physical Inactivity among Adolescents in Ghana and Kenya

Communication, Dissemination & Exploitation Plan



Communication, Dissemination & Exploitation Plan

Project Abstract

The fragile health systems in urban sub-Saharan Africa (SSA) are already overwhelmed with NCDs. Despite this, the implementation of the evidence based WHO Best Buys policies for NCDs prevention in the African region has been found to be off-track. Additionally, less attention has been given to adolescents and yet this is a period in life where behavioural patterns of NCDs risk factors are established and track into adulthood. There is also a gap in our understanding on how to implement and scale up effective diet and physical activity interventions in real world settings in SSA.

Our project therefore aims to reduce two important modifiable risk factors for NCDs: unhealthy diets and physical inactivity and their underlying social determinants among adolescents (aged 10-19 years) living in mixed socio-economic urban communities in two SSA countries (Ghana & Kenya) by designing, deploying, and evaluating strategies for implementation of evidenced and theory based interventions mapped on to the WHO Best Buys. We selected the two countries because they represent different cultural contexts of nutrition transition (East and West Africa), and both countries are undergoing rapid economic development, urbanisation and increases in NCD prevalence. The intervention delivery will take a multi-sectoral approach to increasing the capability, opportunity and motivation of adolescents to eat healthier and be more physically active. We will focus on three settings to enhance the reach: secondary schools and, family/community/faith-based settings and the digital environment using social media.

Together, this project will increase opportunities, awareness, knowledge and health literacy, motivate adolescents to increase self-efficacy, guide self-regulatory actions and adopt positive health behaviour (such as dissuasion from physical inactivity and sedentary behaviours, or unhealthy food choices) to prevent NCDs.

Communication, Dissemination & Exploitation Plan

Document Information

Project title	Multi-Component Intervention to Reduce Unhealthy Diets and Physical Inactivity among Adolescents in Ghana and Kenya			
Project acronym	Generation-H			
Website	https://www.generationh.org/			
Programme (call)	Horizon Europe (HORIZON-HLTH-2022-DISEASE-07-03)			
Grant Agreement number	101095375			
Deliverable	D7.1 Communication, Dissemination & Exploitation Plan			
Version	2 (D7.1 revised version)			
Work Package	7. Dissemination, exploitation and stakeholder engagements			
Type	Report			
Lead Author	Amos Laar (University of Ghana)			
Contribution	Pearl Aovare (Resident Project Coordinator, University of Ghana) Dr Erik Beune (Overall Project Coordinator) and Pam Kingma (Research Assistant-Amsterdam UMC)			
Reviewer(s)	Michelle Holdsworth (Professor IRD, and WP2-leader)			
Date of Delivery	Contractual	Date 31-July-2024	Actual	Date March 2026
Dissemination level	Public			



This deliverable is licensed under Creative Commons Attribution 4.0 International (CC BY 4.0)

Communication, Dissemination & Exploitation Plan

List of Abbreviations

Acronym	Description
EU	European Union
CSO	Civil Society Organization
EUPHA	European Public Health Association
AFPAN	African Physical Activity Network
CAPHA	Conference on Adolescent and Youth Health in Africa
FERN	Food Environment Research Network
GACD	Global Alliance for Chronic Diseases
CBO	Community-Based Organization
FBO	Faith-Based Organization
IDF	International Diabetes Federation
NCD	Non-Communicable Disease
NGO	Non-Governmental organization
UG	University of Ghana
UMC	Amsterdam University Medical Centres
UNICEF	United Nations International Children's Emergency Fund
PASCAR	Pan-African Society of Cardiology
PHC	Primary Health Care
SSA	Sub-Saharan Africa
WHO	World Health Organization
IDF	International Diabetes Federation
MoE	Ministry of Education
MoH	Ministry of Health
WP	Work Package
KPI	Key Performance Indicator

Communication, Dissemination & Exploitation Plan

Executive Summary

Work Package 7 (WP7) plays a central role in ensuring that the Generation-H project achieves impact beyond research production by systematically translating evidence into policy, practice, and sustained action. Deliverable 7.1 (D7.1) sets out a comprehensive Communication, Dissemination, and Exploitation Plan designed to maximise the reach, uptake, and long-term use of Generation-H outputs across Ghana, Kenya, and comparable Sub-Saharan African contexts.

The Generation-H project addresses two major modifiable risk factors for non-communicable diseases (NCDs) among adolescents—unhealthy diets and physical inactivity—within rapidly urbanising settings where evidence-based interventions are often poorly implemented or insufficiently scaled. D7.1 responds directly to this implementation gap by embedding communication, dissemination, and exploitation activities throughout the project lifecycle, rather than treating them as end-of-project add-ons. This approach aligns with Horizon Europe expectations for impact-oriented research and supports the translation of WHO “Best Buys” into adolescent-focused, contextually relevant action.

The plan adopts a structured, multi-stream strategy encompassing: (i) policy and advocacy engagement; (ii) community-based engagement and mobilisation; (iii) scientific and professional dissemination; and (iv) public, digital, and media outreach. Each stream is explicitly linked to clearly defined target groups, objectives, outputs, and Key Performance Indicators (KPIs), enabling transparent monitoring, adaptive management, and accountability. Particular emphasis is placed on cross-sectoral engagement, recognising that sustainable improvements in adolescent diets and physical activity require coordinated action across health, education, community, and policy systems.

D7.1 also defines clear exploitation and sustainability pathways to ensure that Generation-H outputs—such as school and community intervention packages, policy

Communication, Dissemination & Exploitation Plan

briefs, implementation evidence, and advocacy toolkits—are institutionalised within existing systems and remain in use beyond the project period. These pathways prioritise policy integration, institutional adoption, community ownership, and open access to resources through digital platforms.

Overall, Deliverable 7.1 provides a coherent and actionable framework for maximising the societal, policy, and scientific value of Generation-H. By strengthening communication pathways, fostering stakeholder ownership, and embedding sustainability from the outset, the plan positions Generation-H to contribute meaningfully to scalable, adolescent-centred NCD prevention efforts in Sub-Saharan Africa and beyond.

Table of Contents

Project Abstract.....	i
Document Information.....	ii
List of Abbreviations.....	iii
Executive Summary	iv
Table of Contents.....	17
1.0 Introduction.....	18
2.0 Methods	21
3.0 Results.....	33
4.0 Discussion.....	37
Conclusion	38
References	39
Annexes	40

Communication, Dissemination & Exploitation Plan

1.0 Introduction

Deliverable 7.1 (D7.1) components are presented using a standardized structure comprising Context, Aim, Target Groups, methods and Planned Results, in line with Horizon Europe deliverable guidance and coherence with D7.2.(1,2)

The Generation-H project seeks to reduce unhealthy dietary behaviours and physical inactivity among adolescents in Sub-Saharan Africa through the design and implementation of culturally appropriate, multi-component interventions in Ghana and Kenya. Adolescence represents a critical window for establishing lifelong health behaviours, yet adolescent-focused implementation of evidence-based non-communicable disease (NCD) prevention strategies remains limited across the region(3–5). Deliverable 7.1 (D7.1) focuses on ensuring that knowledge generated, results achieved, and best practices identified through Generation-H are effectively communicated, disseminated, and exploited to inform policy, practice, and community action. By embedding dissemination and exploitation activities throughout the project lifecycle, D7.1 supports sustainable adoption, institutionalization, and scale-up of Generation-H interventions beyond the project lifespan and across diverse Sub-Saharan African contexts.

The aim of D7.1 is to develop and implement a comprehensive, coherent, and participatory Communication, Dissemination, and Exploitation Plan that:

- 1.Promotes awareness and understanding of Generation-H objectives, activities, and evidence-based interventions among diverse stakeholder groups (see Table 1).
- 2.Facilitates the uptake and use of project findings and interventions by policymakers, practitioners, educators, and community actors involved in adolescent health and NCD prevention.

Communication, Dissemination & Exploitation Plan

3. Supports long-term sustainability, scalability, and transferability of Generation-H outcomes within and beyond Ghana and Kenya, contributing to regional and continental NCD prevention efforts.

Table 1. Stakeholder Groups

Stakeholders	Category
Policymakers & Public Health Authorities	Ministries of Health, Education, Municipality authorities
Practitioners & Professionals	Dietitians, physical activity experts, teachers, health promotion officers
Scientific & Academic Communities	Researchers, universities, scientific societies (e.g., African Nutrition Society, AFPAN)
Community Stakeholders	Local leaders, NGOs, FBOs, youth associations, parents' groups
Advocacy & Development Partners	WHO, NCD Alliance, CAPHA, PASCAR, FERN
General Public	Adolescents, caregivers, media, civil society

D7.1 is expected to deliver the following results:

1. To enhance the visibility and recognition of the Generation-H project and its evidence-based interventions across partner countries and the wider Sub-Saharan African region.
2. To strengthen stakeholder engagement, collaboration, and ownership across policy, practice, research, and community sectors.

Communication, Dissemination & Exploitation Plan

3. To Improve knowledge translation, leading to increased uptake and adaptation of effective adolescent-focused interventions targeting unhealthy diets and physical inactivity.
4. To Increase policy, institutional, and community support for healthier adolescent lifestyles aligned with WHO “Best Buys” and national NCD strategies.
5. The establishment of sustainable dissemination and communication infrastructure, including a project website, active social media platforms, newsletters, and stakeholder networks, to support ongoing knowledge sharing beyond the project duration.

The indicators to track achievements of these results are summarized in Table 2.

Table 2. Key Performance Indicators (KPIs)

Indicator	Target
Policy briefs	≥ 4 (2 per country)
Workshops / community meetings	≥ 6
Scientific publications	≥ 10 peer-reviewed papers
Social media engagements	≥ 5,000 interactions
Website visitors	≥ 10,000 unique visits
Press releases / media coverage	≥ 6
Stakeholder events	≥ 4 multi-country dissemination events

Communication, Dissemination & Exploitation Plan

Monitoring, Reporting and Responsibility for KPIs

Key Performance Indicators (KPIs) will be monitored on an annual basis to assess progress, effectiveness, and reach of communication, dissemination, and exploitation activities. Responsibility for KPI monitoring is shared among consortium partners, coordinated by the University of Ghana - WP7 lead.

- **Policy briefs and policy dialogues:** Led by the Ghana and Kenya teams; reviewed at key policy engagement milestones and reported in periodic technical reports.
- **Scientific publications and conference presentations:** Led by Generation H WP leaders and thematic leads; tracked annually and reported in dissemination updates.
- **Digital engagement (website visits, social media interactions):** Monitored quarterly by UG and Amsterdam UMC using web analytics and platform metrics.
- **Stakeholder and community events:** Documented through attendance records, feedback forms, and post-event reports.

KPI findings will inform adaptive management of dissemination strategies and will be used to demonstrate impact, support policy dialogue, and inform future exploitation and scale-up opportunities.

2.0 Methods

The strategies to be leveraged to deliver D7.1 include policy and advocacy, community engagement, scientific and professional dissemination, public, digital, and media outreach, communication tools and channels, and exploitation and sustainability.

Communication, Dissemination & Exploitation Plan

Strategy for Communication, Dissemination and Exploitation

2.1 Policy and Advocacy

Context

Adolescents in Sub-Saharan Africa face increasing exposure to unhealthy diets and physical inactivity, driven by social, environmental, and policy-level determinants. Although evidence-based strategies such as the WHO “Best Buys” exist, their translation into adolescent-focused policies and programmes remains limited. For the Generation-H project to achieve sustainable impact, supportive policy environments at national and sub-national levels are essential.

Aim

The aim of the Policy and Advocacy component is to influence policy environments and decision-making processes to enable healthier dietary behaviours and increased physical activity among adolescents. This will be achieved by translating Generation-H evidence into actionable policy-relevant outputs and fostering sustained engagement with policymakers and key decision-makers.

Target Groups

1. National policymakers in Ministries of Health, Education, Local Government, and Youth

- Sub-national and municipal authorities responsible for health, education, and urban planning
- National NCD coordinating bodies and adolescent health units

2. Parliamentary committees and policy advisory groups

Communication, Dissemination & Exploitation Plan

3. Regional and international organizations involved in NCD prevention and adolescent health (e.g. WHO, NCD Alliance. Etc.)

The Policy and Advocacy activities will follow a structured and participatory approach that includes:

1. Stakeholder mapping to identify key decision-makers, policy influencers, and advocacy partners at national and local levels.
2. Direct engagement with policymakers and authorities through meetings, public forums, and webinars to facilitate dialogue and uptake of recommendations.
3. Preparation of manuscripts and targeted presentations that synthesize project evidence into clear, actionable messages aligned with national health priorities and the WHO “Best Buys”.
4. To align the project outputs with existing policy processes, such as NCD strategy reviews and education sector reforms, thereby enhancing policy uptake and influence.
5. The integration of continuous feedback and follow-up mechanisms to support policy adoption, monitor implementation uptake, and ensure sustained engagement beyond the project period.

Planned results

1. To increase policymakers’ awareness of effective interventions that address unhealthy diets and physical inactivity among adolescents
2. To integrate Generation-H recommendations into national and sub-national NCD, adolescent health, education, and physical activity policies and strategies.

Communication, Dissemination & Exploitation Plan

3. To strengthen policy dialogue and collaboration between health, education, and community development sectors.
4. To improve enabling environments that support healthy food choices and active lifestyles for adolescents in schools and communities.

2.2 Community Engagement

Context

Community environments play a critical role in shaping adolescents' dietary behaviours and physical activity patterns. Social norms, cultural practices, family influences, and the availability of supportive spaces for healthy living, strongly affect adolescents' choices. In many urban and peri-urban settings in Sub-Saharan Africa, local leaders, faith-based organizations, youth groups, and community-based organizations are influential actors in promoting behavioural change. Meaningful community engagement is therefore needed to ensure that Generation-H interventions are culturally relevant, locally owned, and sustained beyond the project period.

Aim

The aim of the Community Engagement component is to mobilize community leadership and structures to support and promote healthy dietary behaviours and increased physical activity among adolescents. This will be achieved by fostering community ownership, strengthening local advocacy capacity, and embedding Generation-H messages within existing community platforms and communication channels.

Target Groups

1. Traditional, religious, and community leaders

Communication, Dissemination & Exploitation Plan

2. Faith-based organizations (FBOs) and community-based organizations (CBOs)
3. Youth associations and adolescent peer groups
4. Parents, caregivers, and parent–teacher associations
5. Local media outlets and community communication platforms

Community engagement activities will adopt a participatory and culturally sensitive approach, including:

1. Identification and mapping of key community leaders and organizations to serve as champions for adolescent health and NCD prevention (from Month 12).
2. Co-development of culturally relevant communication and advocacy tools, including leaflets, posters, PowerPoint presentations, and community discussion guides tailored to local contexts and languages.
3. Organization of community meetings, advocacy workshops, and dialogue sessions to share project messages, encourage community-driven solutions, and strengthen local capacity for behaviour change promotion.
4. The facilitation of local advocacy and media engagement through community radio, local newspapers, and social media platforms to amplify Generation-H messages (Months 12–18).
5. Continuous feedback and learning mechanisms to adapt engagement strategies based on community responses and emerging needs.

Planned Results

1. To increase community awareness and understanding of adolescent NCD risk factors and prevention strategies.

Communication, Dissemination & Exploitation Plan

2. To strengthen community leadership and advocacy for healthier food environments and opportunities for physical activity.
3. To improve acceptability, relevance, and uptake of Generation-H interventions within community settings.
4. To enhance community and media support for positive behavioural change among adolescents.
5. To strengthen community ownership, contributing to the sustainability and scalability of the project outcomes.

2.3 Scientific and Professional Dissemination

Context

Scientific and professional dissemination is essential to ensure that evidence generated by the Generation-H project contributes to global, regional, and national knowledge on adolescent health and non-communicable disease (NCD) prevention. By disseminating findings through scientific and professional channels, Generation-H will strengthen the evidence base, promote methodological innovation, and inform future research, policy, and practice in adolescent NCD prevention.

Aim

The aim of the Scientific and Professional Dissemination component is to contribute to global and regional knowledge exchange by sharing Generation-H evidence, methodologies, and lessons learned with scientific, academic, and professional audiences. This will support evidence-informed practice, stimulate further research, and position Generation-H as a reference project for adolescent-focused NCD prevention in low- and middle-income settings.

Communication, Dissemination & Exploitation Plan

Target Groups

1. Researchers and academics in public health, nutrition, physical activity, and adolescent health
2. Universities, research institutions, and training programmes
3. Professional and scientific societies (e.g. African Physical Activity Network – AFPAN, European Public Health Association – EUPHA, African Nutrition Society)
4. Public health practitioners and technical experts
5. Regional and international organizations involved in NCD prevention and adolescent health

Scientific and professional dissemination activities will be implemented through a coordinated and quality-assured approach, including:

1. Preparation and submission of manuscripts to high-impact, peer-reviewed journals covering intervention development, implementation processes, effectiveness, and cost-effectiveness
2. Presentation of the project findings at national, regional, and international scientific conferences, symposia, and professional meetings (e.g. EUPHA, AFPAN, FERN, and African Nutrition Society conferences).
3. The organization of project-led webinars, joint scientific sessions with partner institutions to promote dialogue, cross-learning, and dissemination of interim and final findings.
4. Promotion of open science principles, including data sharing (where appropriate) and dissemination of preprints and policy-relevant summaries to broaden access to evidence.

Communication, Dissemination & Exploitation Plan

5. Capacity strengthening of early-career researchers through mentorship, co-authorship, and participation in dissemination activities.

Planned Results

1. To increase the availability of high-quality, peer-reviewed evidence on adolescent diet and physical activity interventions in Sub-Saharan Africa.
2. To enhance the visibility of Generation-H within regional and international scientific and professional networks.
3. To strengthen research collaboration and capacity-building among partner institutions.
4. Uptake of Generation-H findings and methodologies in future research, guidelines, and training programmes.
5. To Contribute to the advancement of implementation science approaches for adolescent NCD prevention.

2.4 Public, Digital, and Media Outreach

Context

Effective public, digital, and media outreach is critical for increasing visibility, transparency, and societal impact of the Generation-H project. Adolescents, caregivers/Parents, educators, and community members increasingly access information through digital and media platforms, making these channels essential for disseminating evidence-based messages on healthy diets and physical activity. Public-facing communication also plays a key role in building public support for

Communication, Dissemination & Exploitation Plan

adolescent-focused NCD prevention and ensuring that project findings are accessible, understandable, and actionable for non-technical audiences.

Aim

The aim of the Public, Digital, and Media Outreach component is to raise awareness of Generation-H activities and findings and to make project evidence accessible to broad and diverse audiences. This will be achieved by delivering clear, engaging, and age-appropriate messages through digital platforms, traditional media, and visual communication tools, thereby supporting behaviour change, public engagement, and policy advocacy.

Target Groups

1. Adolescents
2. Parents, caregivers, and families
3. Teachers, school administrators, and youth workers.
4. Media professionals
5. Civil society organizations and the general public

This will be implemented through an integrated and coordinated communication strategy, including:

1. Development and ongoing maintenance of a dedicated project website serving as a central hub for project information, resources, publications, and updates (from Month 6 onwards).

Communication, Dissemination & Exploitation Plan

2. Production and dissemination of quarterly newsletters and regular social media updates via platforms such as LinkedIn to share progress, key findings, and upcoming events.

3. Creation of visually engaging communication materials, including infographics, short videos, and social media content, using a standardized graphic identity, with a specific focus on ensuring accessibility, relevance, and appeal to the youth target group, particularly adolescents.

4. Issuing press releases and engagement with media outlets to promote major milestones, findings, and events, supporting wider public and media coverage.

5. Monitoring and evaluation of digital engagement metrics (e.g. website traffic, social media reach and interactions) to refine outreach strategies and maximize impact.

Planned results

1. To increase public awareness of adolescent NCD risk factors and prevention strategies.

2. To enhance visibility and recognition of the Generation-H project at national and regional levels.

3. To improve the accessibility of the project findings through user-friendly digital and visual formats.

4. To strengthen public engagement and dialogue around healthy lifestyles for adolescents.

Communication, Dissemination & Exploitation Plan

2.5 Communication Tools and Channels

Context

Effective communication requires a multi-channel approach to reach diverse stakeholders. Digital, print, and face-to-face tools complement each other for maximum reach and engagement.

Aim

To ensure all stakeholders receive timely, accurate, and engaging information about the project.

Target Groups

All stakeholder categories.

Methods

1. To maintain a central project website with open-access resources, publications, and news.
2. To update social media platforms (LinkedIn) with project highlights.
3. To publish newsletters summarizing achievements and upcoming activities.
4. To disseminate press releases and media articles to align with key milestones.
5. To conduct webinars, workshops, and conferences for in-depth engagement.
6. To apply a unified visual identity across all materials to reinforce project branding.

Communication, Dissemination & Exploitation Plan

Planned results

1. To present clear, consistent, and recognizable communication of the project and outputs.
2. To also strengthen stakeholder engagement and continuous knowledge sharing.

2.6 Exploitation and Sustainability Pathways

The Generation-H project is designed to ensure that its outcomes extend beyond the project duration through deliberate exploitation and sustainability strategies. These pathways focus on embedding evidence-based interventions into existing systems, strengthening partnerships, and enabling long-term ownership at policy, institutional, and community levels.

The Generation-H project identifies clear exploitable results and defines pathways to support their uptake, institutionalisation, and scale-up beyond the project duration. Exploitation activities focus on translating evidence into practice and embedding effective interventions within existing policy, educational, and community systems in Ghana, Kenya, and similar contexts. Refer to key exploitable results in the table below.

Communication, Dissemination & Exploitation Plan

3.0 Results

Key exploitable results

Exploitable Result	Primary Users	Uptake Mechanism	Post-Project Ownership
Evidence-based school and community intervention packages	Ministries of Education, schools, FBOs	Integration into curricula and youth programmes	Education authorities, FBO networks
Community engagement and advocacy toolkits	NGOs, CSOs, community leaders	Training-of-trainers and community replication	Local NGOs and community organisations
Policy briefs and evidence syntheses	Relevant Ministries, Departments and Agencies e.g. Ministries of Health and Education	Policy review cycles and NCD strategy updates	National NCD Control Programmes
Cost-effectiveness and implementation evidence	Policymakers, donors	Funding proposals and programme design	Government and development partners

Communication, Dissemination & Exploitation Plan

3.1 Integration into Policy and Programmes

The Generation-H intervention outcomes and recommendations will be aligned with and integrated into national and sub-national adolescent health, nutrition, physical activity, and NCD prevention programmes.

There will be Partnerships for Scale-Up: Collaboration with ministries, NGOs, faith-based organizations, and development partners will support the replication and adaptation of the interventions in other settings.

3.2 Open-Access Resource Hub

An online repository will be established to provide practitioners, educators, and policymakers with access to tools, training materials, policy briefs, and implementation guidance.

3.3 Evidence-Driven Scale-Up

Dissemination metrics, KPI monitoring and stakeholder feedback will be used to demonstrate impact and inform future funding, policy uptake, and wider replication. Strategic partnerships with ministries, NGOs, faith-based organisations, and development partners will further support scaling and adaptation in additional settings.

3.4 Sustainability Measures

Sustainability of Generation-H outcomes is supported through institutional, digital, and community-based mechanisms designed to ensure continued use and ownership beyond the project lifecycle as outlined below.

- **The Continuation of Digital Platforms:** The project website and social media channels will be maintained for at least two years after project

Communication, Dissemination & Exploitation Plan

completion to ensure continued access to resources and ongoing knowledge sharing.

- **Institutional Adoption:** Schools, community organizations, and partner institutions will be encouraged to adopt and integrate Generation-H tools, curricula, and communication materials into routine activities.
- **Community-Based Champions:** Community leaders, educators, and youth advocates will be supported to act as local champions, sustaining advocacy and promoting healthy behaviours among adolescents beyond the project period.

3.5 Visual identity, digital presence and branding

To ensure coherent, recognisable, and compliant communication across all dissemination and engagement activities, the Generation-H project applies a unified visual identity and digital communication framework, fully aligned with its Communication Strategy.

All project communication materials adhere to the European Union's visibility and branding guidelines and consistently display the EU emblem and funding acknowledgement. A standardised visual identity including logos, colour palette, typography, is being applied across all digital and print outputs, including policy briefs, presentations, newsletters, social media graphics, and reports.

The Generation-H project website serves as the central digital hub for communication and dissemination activities, hosting open-access resources, publications, news updates, and event information. Social media channels, particularly LinkedIn, are used to amplify key messages, share milestones, and engage professional, policy, and public audiences.

Communication, Dissemination & Exploitation Plan

Responsibility for maintaining visual consistency and digital content quality rests with UG (WP7 lead) and Amsterdam UMC (Generation-H Project Lead), in close collaboration with project partners.

Communication, Dissemination & Exploitation Plan

4.0 Discussion

This deliverable demonstrates a deliberate shift from dissemination as a passive reporting function to dissemination and exploitation as active drivers of impact. D7.1 is structured in line with Horizon Europe guidance and reflects contemporary best practice in implementation science by explicitly linking evidence generation to policy uptake, community engagement, and institutional change.

A key strength of the Communication, Dissemination, and Exploitation Plan lies in its multi-level design. By integrating policy advocacy, community engagement, scientific dissemination, and public-facing communication, the plan acknowledges that adolescent health behaviours are shaped by interacting social, institutional, and environmental determinants. The deliberate inclusion of education systems, faith-based organisations, community leaders, and digital platforms alongside traditional health stakeholders enhances the likelihood that Generation-H findings will be translated into real-world action.

The use of clearly defined KPIs and monitoring mechanisms represents another important contribution. These indicators move beyond output counting to support adaptive management, allowing dissemination strategies to be refined in response to stakeholder feedback, engagement levels, and emerging opportunities for scale-up. This results-oriented approach strengthens accountability and aligns with Horizon Europe's emphasis on demonstrable and measurable impact.

D7.1 also addresses a common weakness in global health research projects: limited attention to post-project sustainability. By identifying exploitable results early and articulating pathways for institutional adoption, policy integration, and community ownership, the plan increases the likelihood that effective interventions will persist beyond the funding period. The focus on open-access resources and

Communication, Dissemination & Exploitation Plan

continued digital presence further supports knowledge transfer and reuse by practitioners, policymakers, and researchers.

At the same time, the plan recognises the complexity of translating evidence into practice in resource-constrained and rapidly changing urban settings. The emphasis on participatory engagement, co-creation of communication tools, and alignment with national and sub-national policy processes reflects an understanding that uptake is contingent not only on evidence quality, but also on relevance, timing, and political feasibility.

In sum, D7.1 positions dissemination and exploitation as integral components of the Generation-H theory of change. It strengthens the project's contribution to adolescent NCD prevention by bridging the gap between research evidence and sustained action across policy, institutional, and community domains.

Conclusion

Deliverable 7.1 outlines a clear approach to communicating, disseminating, and sustaining Generation-H outcomes. It provides a robust and impact-oriented framework for ensuring that the Generation-H project delivers value beyond academic outputs. Through a coordinated and measurable approach to communication, dissemination, and exploitation, the plan supports the translation of evidence into policy, practice, and sustained community action in Ghana, Kenya, and similar Sub-Saharan African contexts.

By embedding stakeholder engagement, policy alignment, and sustainability considerations throughout the project lifecycle, D7.1 strengthens the conditions for long-term adoption and scale-up of adolescent-centred interventions targeting unhealthy diets and physical inactivity. The deliverable therefore contributes directly to Horizon Europe objectives by enhancing societal relevance, promoting

Communication, Dissemination & Exploitation Plan

cross-sectoral collaboration, and supporting lasting impact beyond the duration of EU funding.

References

1. European Commission. Communicating EU research and innovation guidance. Brussels: European Commission; 2021.
2. H2020 Programme AGA-Annotated Model Grant Agreement. 2019.
3. Akseer N, Mehta S, Wigle J, Chera R, Brickman ZJ, Al-Gashm S, et al. non-communicable diseases among adolescents: current status, determinants, interventions and policies. BMC Public Health. 2020 Dec 1;20(1).
4. De C, Eriksson C, Zeck W, Hipgrave D, Peterson S. Mychelle Farmer (NCD Child), Susan Sawyer (International Association of Adolescent Health. 2019.
5. Baird S, Choonara S, Azzopardi PS, Banati P, Bessant J, Biermann O, et al. A call to action: the second Lancet Commission on adolescent health and wellbeing. Vol. 405, The Lancet. Elsevier B.V.; 2025. p. 1945–2022.

Communication, Dissemination & Exploitation Plan

Annexes

A MULTI-COMPONENT INTERVENTION TO REDUCING UNHEALTHY DIETS AND PHYSICAL

WP7.1 Communication, Dissemination & Exploitation Plan

Plan	Recommendation	Dissemination Channel and Strategies	Key Persons/Target Audiences	Strategy to Implement Dissemination	Activities needed	Who (Responsibility)	Timing
Implement tailored interventions that account for local dietary and physical activity context	Adapt interventions to local contexts	Will leverage direct communication and engagement with intervention providers using approaches including workshops and training sessions.	Providers of Interventions (e.g., Dietitians, physical activity experts to be determined once we have identified the intervention)	- Regular updates through targeted communication channels like professional networks, emails, and specialized newsletters	1.Stakeholder Mapping and Engagement. -To identify and map key intervention deliverers and stakeholders by country and district, disaggregated by socioeconomic status (low-	The Ghana& Kenya Team	Month 1-6, 12 &18

Communication, Dissemination & Exploitation Plan

					SES and high-SES settings). - To categorize stakeholders by role (policy, service delivery, community, education, civil society) and level of influence. 2.Development and Implementation of		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					Communication Strategies. -To align with identified stakeholder groups. -To Produce and disseminate project updates and evidence summaries through websites, newsletters, and relevant professional networks.		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					-To engage stakeholders through targeted outreach to promote awareness, uptake, and feedback on project activities and findings.		
Promote interventions to reduce unhealthy diets and	Advocate for public health interventions	- For example, policy briefs, position papers, and tailored	Decision-Makers on Public Health and Nutrition/physi	Informing and advocating for public	1.Evidence Synthesis and Message Development	The Ghana& Kenya Team	Month 1-6, ongoing

Communication, Dissemination & Exploitation Plan

physical inactivity among adolescents		presentations for decision-making. - Engagement through direct outreach, press releases, and participation in public health forums.	cal activity (e.g., Ministry of Health, Ministry of Education, Municipality)	health interventions	-Synthesize project findings on unhealthy diets and physical inactivity among adolescents into clear messages. 2.Production of Advocacy Materials 3. To conduct direct outreach to key decision-		
---------------------------------------	--	--	--	----------------------	--	--	--

Communication, Dissemination & Exploitation Plan

					makers within the Ministry of Health, Ministry of Education, and municipal authorities. - To organize and participate in policy dialogues and consultative meetings to present evidence and recommendations.		
--	--	--	--	--	--	--	--

Communication, Dissemination & Exploitation Plan

					4. Media and Public Health Forum Engagement -To Disseminate key messages through press releases and selected media platforms to raise visibility of adolescent health priorities. -To Participate in national and subnational public health		
--	--	--	--	--	--	--	--

Communication, Dissemination & Exploitation Plan

					and nutrition forums to advocate for effective interventions. 5. Follow-up and Policy Uptake Support - Maintain engagement with decision-makers through follow-up meetings and feedback mechanisms.		
Engage community	Mobilize communities	- Community meetings and			1. Development of a Structured	The Ghana & Kenya Team	Month 12-18,

Communication, Dissemination & Exploitation Plan

leaders to encourage healthy eating and physical activity	for 'lifestyle' changes, i.e. promoting a healthier diet and physical activity	workshops to engage leaders. - Personal communications, presentations, and distribution of materials like leaflets and PowerPoint presentations to support community advocacy.	Community Leaders and Local Organizations	- Develop a community engagement plan with tailored materials and direct communication strategies.	Community Engagement Plan -Develop a tailored engagement plan outlining objectives, key messages, communication approaches (e.g., presentations, community meetings, one-on-one engagement), and roles of		
---	--	---	---	--	--	--	--

Communication, Dissemination & Exploitation Plan

					community leaders. -Adapt engagement approaches to local cultural and socioeconomic contexts. 2.Development and Dissemination of Community Advocacy Materials -Develop culturally		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					appropriate and easy-to-use materials (e.g., presentation slides, leaflets, talking points) to support community leaders in promoting healthy eating and physical activity. -Distribute materials and provide brief orientation to enable effective		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					use during community outreach activities.		
Engage various stakeholders in the Generation-H Project to support interventions that promote healthy diets and physical activity	Develop a comprehensive communication, dissemination, and engagement plan	- Project website with open-access resources. - Newsletters, social media, and public campaigns to share findings. - Presentations at conferences	1. Scientists 2. Professional Organizations (e.g., African Nutrition Society, African Physical Activity Network (AFPAN), PASCAR,	- Develop a robust online presence and utilize all the multiple channels (e.g. website, social media channels) to disseminate information broadly.	1.To create and maintain a project website with open-access resources, toolkits, and research outputs. -Newsletters: Regularly share project updates, research	Communication Officer, Project Leads, Social Media Manager, Newsletter Coordinator	Month 12-18

Communication, Dissemination & Exploitation Plan

		and publications in scientific journals.	FERN, EUPHA) 3. Community Organizations (e.g., FBOs, youth associations) 4. Policymakers (e.g., Ministry of Health, Ministry of Education, WHO) 5. Advocacy Groups (e.g., NCD Alliance, CAPHA)		findings, and upcoming events with stakeholders. -Social media & Public Campaigns: Disseminate information via Twitter, LinkedIn, and Instagram; run campaigns promoting healthy diets and physical activity.		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					-Conferences & Scientific Publications: Present findings at regional, continental, and global conferences; publish research in peer-reviewed journals. -Policy Briefs & Press Releases: Develop targeted		
--	--	--	--	--	--	--	--

Communication, Dissemination & Exploitation Plan

					materials for policymakers and media to support evidence-based decision-making. 2.Targeted Awareness and Engagement Activities -To conduct community awareness campaigns with youth groups, faith-based		
--	--	--	--	--	--	--	--

Communication, Dissemination & Exploitation Plan

					organizations, and local community associations. -To organize webinars and workshops tailored to different audiences. -To develop tailored dissemination materials (e.g., infographics, videos, etc....) specific to		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					stakeholder needs. -To facilitate feedback sessions with communities and professional organizations to refine interventions.		
Increase public awareness and accessibility to information on healthy diets	Ensure widespread access to intervention details and results	- Project website with open-access resources. - Newsletters, social media, and public	General Public, Scientific and Clinical Communities	- Develop a robust online presence and utilize multiple channels to disseminate	1.Project Website Development and Maintenance	Website Administrator , Communication Officer, Research Team	Month 12-18, ongoing

Communication, Dissemination & Exploitation Plan

and physical activity		campaigns to share findings. - Presentations at conferences and publications in scientific journals.		information broadly	-To create and maintain a website with open-access resources, toolkits, and research outputs. -To ensure easy navigation and regularly update of content with latest findings. -To develop and distribute regular newsletters to		
-----------------------	--	---	--	---------------------	---	--	--

Communication, Dissemination & Exploitation Plan

					stakeholders and the general public. 2. Scientific Communication -Present findings at conferences, workshops, and seminars. -Publish results in scientific journals to reach the clinical and scientific community.		
--	--	--	--	--	--	--	--

Communication, Dissemination & Exploitation Plan

					3. Dissemination of Intervention -To share specific details of interventions and results through infographics and reports. -To make materials accessible to both the public and professional communities.		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					4. Stakeholder Engagement -To engage with the general public, scientific community, clinical professionals, and policymakers to promote interventions. -To organize webinars, workshops, and feedback sessions to enhance		
--	--	--	--	--	---	--	--

Communication, Dissemination & Exploitation Plan

					awareness and uptake.		
--	--	--	--	--	-----------------------	--	--