



InChildHealth Deliverable

D7.3 Website of Action

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Abstract
<p>This Deliverable contains information on the project website, which is a key tool for communicating the project's relevance and results to a wide audience. All partners will contribute to the content of the website under AALTO's coordination. The use of platforms such as LinkedIn, Twitter, YouTube, and Instagram will be explored with the aim of helping to share the InChildHealth content with a wider audience.</p>

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1 Website Creation

This deliverable D7.3 is the first deliverable of the project: the setup of the InChildHealth website.

The project website is available at inchildhealth.eu. It has been technically built by Unigrafia, which is specialised to serve the academic community as it is a company owned by four universities, Aalto University, Haaga-Helia University of Applied Sciences, Helsinki University and University of the Arts Helsinki. The website initial content is based on the Proposal and existing Work Package presentations, but it will be updated and complemented by all, as the project work continues.

The InChildHealth website will work as a primary platform for communication activities, and all the public project material will be collected on the project website including public Deliverables, press releases, publications, presentation slides and available demonstrations of project results.

2 Website Structure

The website consists of the following sub-pages:

- Home
- Partners
- Project overview
- Deliverables
- Publications&News
- Citizen of Science
- Contact

The screen shot of the InChildHealth website can be seen in Figure 1.

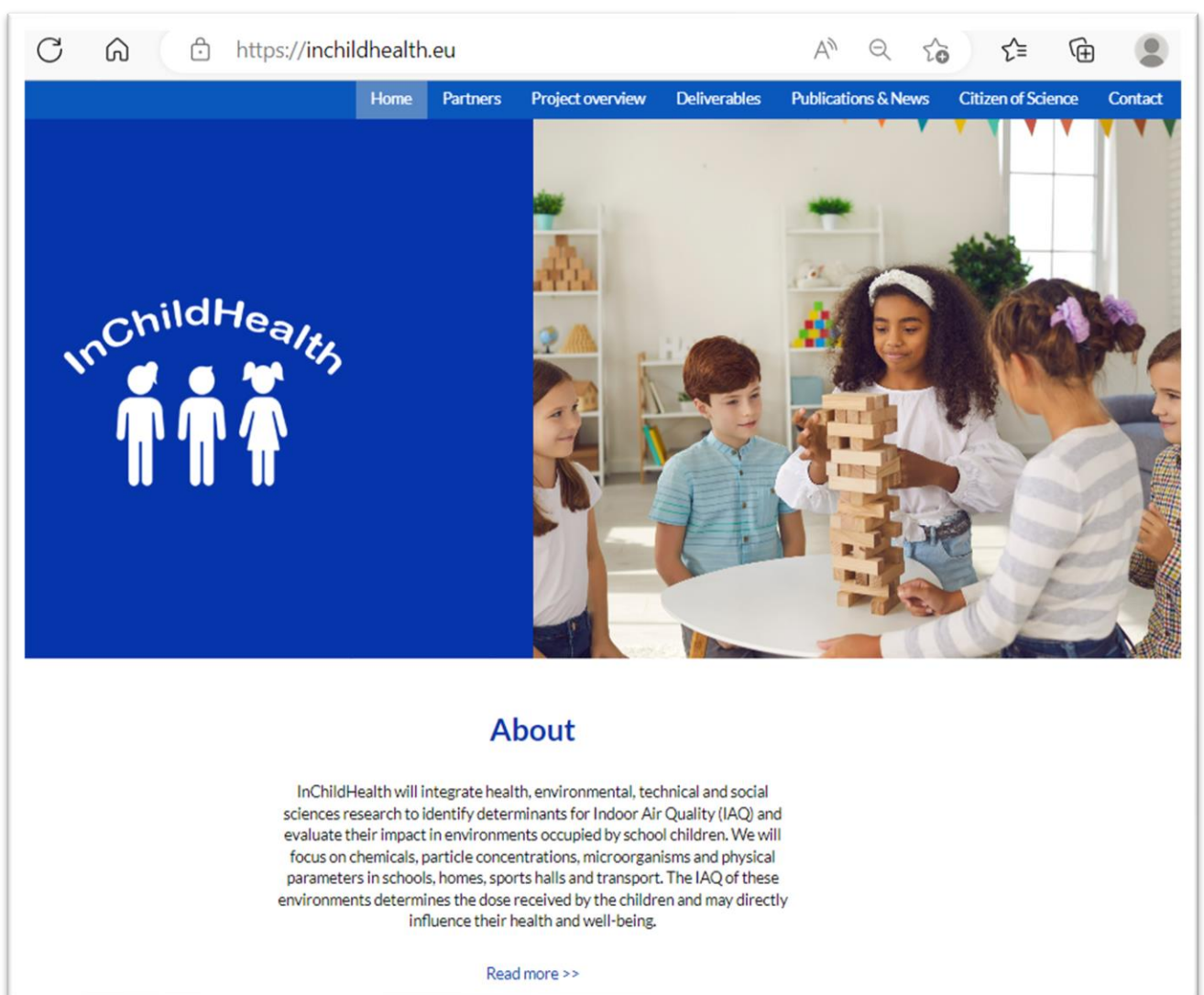


Figure 1. Screen Shot of InChildHealth Website

3 Website Updates

AALTO as the coordinator and as the partner in charge of maintaining the webpage will create instructions for other partners for updating the website. All partners will actively collaborate in providing content to feed the website.

The project consortium commits to publishing project content throughout the project and whenever important milestones or accomplishments are reached. Individual partners are also committed to provide content in their own national languages targeted to highlight the benefits of the project in their own area, especially considering the tasks pertaining to the T0 school measurements and interventions. All publications funded by the project will be collected and made available on the project website, as far as possible, as well as the project Deliverables.

During the InChildHealth project implementation, social media is used for communicating with the interest groups. The InChildHealth website directs the stakeholders and general public to the project's social media channels. The project already uses LinkedIn (<https://www.linkedin.com/company/inchildhealth/>), but the use of other platforms such as LinkedIn, Twitter, YouTube, and Instagram will be explored with the aim of helping to share the InChildHealth content with a wider audience. On the other hand, the social media channels will direct stakeholders to the project website to further promote the project outcomes. Further use of social media is defined in the WP7 Communication, dissemination and exploitation of results and guidelines.

A key component of the InChildHealth communication relates to the IDEAL cluster. The InChildHealth website will direct users towards the IDEAL cluster website, and vice versa.