



CBIG-SCREEN

Working collaboratively with vulnerable women to identify the best implementation gains by screening cervical cancer more effectively in European countries

Grant Agreement No. 964049

Start date: 01. Marc 2021

Duration: 60 Months

Deliverable No 7.1 *Communication Tools*

Nature:

Planned delivery date: 31. August 2021

Actual delivery date: 08. September 2021

Lead Beneficiary: Inserm, *Marc Bardou*

Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. CBIG-SCREEN logo and graphical chart

The CBIG-SCREEN logo and graphical chart are designed to generate a common and identifiable image for the consortium. All CBIG-SCREEN members are encouraged to use the logo and graphical chart whenever presenting CBIG-SCREEN -related data to generate a common and identifiable image for CBIG-SCREEN, both internal and external to the consortium. All Communication tools are accessible to all partners on the project's extranet.

CBIG-SCREEN Logo



CBIG-SCREEN Graphical Chart



Visual identity guidelines
APRIL 2021



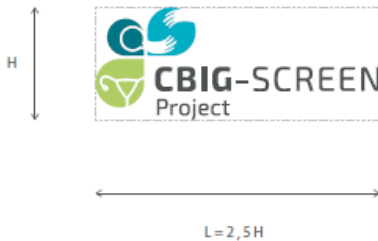
Summary

- 1 - Structure
- 2 - Color palette
- 3 - Logo color variations
- 4 - Typography
- 5 - Backgrounds
- 6 - Logo usage don't's



1- Structure

The typography used is EXO 2



The minimum size for the logo is 20mm wide in print and 90px for digital use

A small version of the logo with a horizontal double-headed arrow below it indicating a width of 20mm.

LOGO CLEAR SPACE

To ensure legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or backgrounds patterns that may reduce the logo's visual impact.



2- Color palette

MAIN COLORS

<p>Peacock blue PANTONE 7469 C CMYK 84 32 38 17 RGB 7 118 133 WEB #077685</p>	<p>Caribbean blue PANTONE 306 C CMYK 80 0 24 0 RGB 0 114 196 WEB #00aec4</p>	<p>Kiwi green PANTONE 7492 C CMYK 39 27 3 0 RGB 176 204 101 WEB #b0cc65</p>	<p>Dark grey PANTONE 7545 C CMYK 62 48 49 48 RGB 76 81 81 WEB #4c5151</p>

SECONDARY COLORS

<p>Blue 1 CMYK 22 0 7 0 RGB 208 234 240 WEB #d0eaf0</p>	<p>Blue 2 CMYK 89 41 49 39 RGB 1 85 91 WEB #01555b</p>	<p>Blue 3 CMYK 60 0 19 0 RGB 98 194 210 WEB #62c2d2</p>	<p>Green 1 CMYK 20 0 48 0 RGB 218 229 159 WEB #dae59f</p>

GREYS

<p>Grey 1 CMYK 46 30 33 10 RGB 144 153 153 WEB #909999</p>	<p>Grey 2 CMYK 17 8 11 0 RGB 220 226 226 WEB #dce2e2</p>

3 - Logo color variations



Original logo is used when the background is white or light



White and color version is used on dark background



Black version



White version

4 - Typography

Exo 2 Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXO 2 Semi Bold is used for main titles in lowercase with an uppercase for the first letter and in colors of the visual identity guidelines.

Exo 2 Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Exo 2 regular is used for subtitles in colors of the visual guidelines.

Exo 2 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Exo 2 light is used for text body in grey or for subtitles in colors of the visual guidelines.

Example of paragraphs

Lorem ipsum

SOUS-TITRE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui

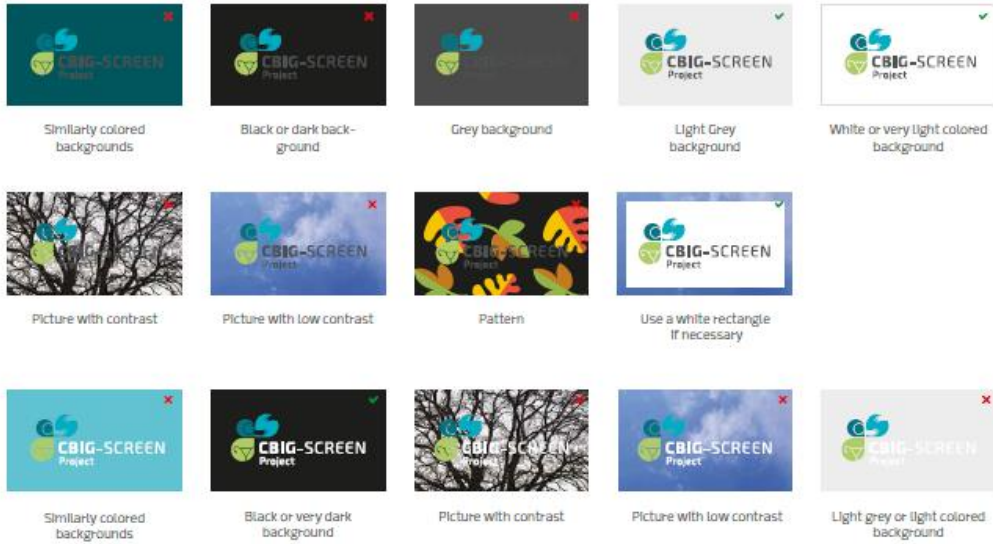
Replacement font

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

If you can't install Exo 2 font, you can use Calibri for PPT and Word Templates.

5 - Backgrounds do and dont's



6 - Logo usage dont's

To preserve the integrity of CBIG-SCREEN's logo, never alter the approved configurations or deviate from the produced standards detailed in these guidelines.



Don't stretch, condense or distort the logo.
Always keep the original proportions of the logo.



Don't change the logo colors.
Always use the authorized colors.



Don't modify the proportions.
Don't rearrange parts or create compositions that are not already provided.
No rotation, no symmetrical modifications.

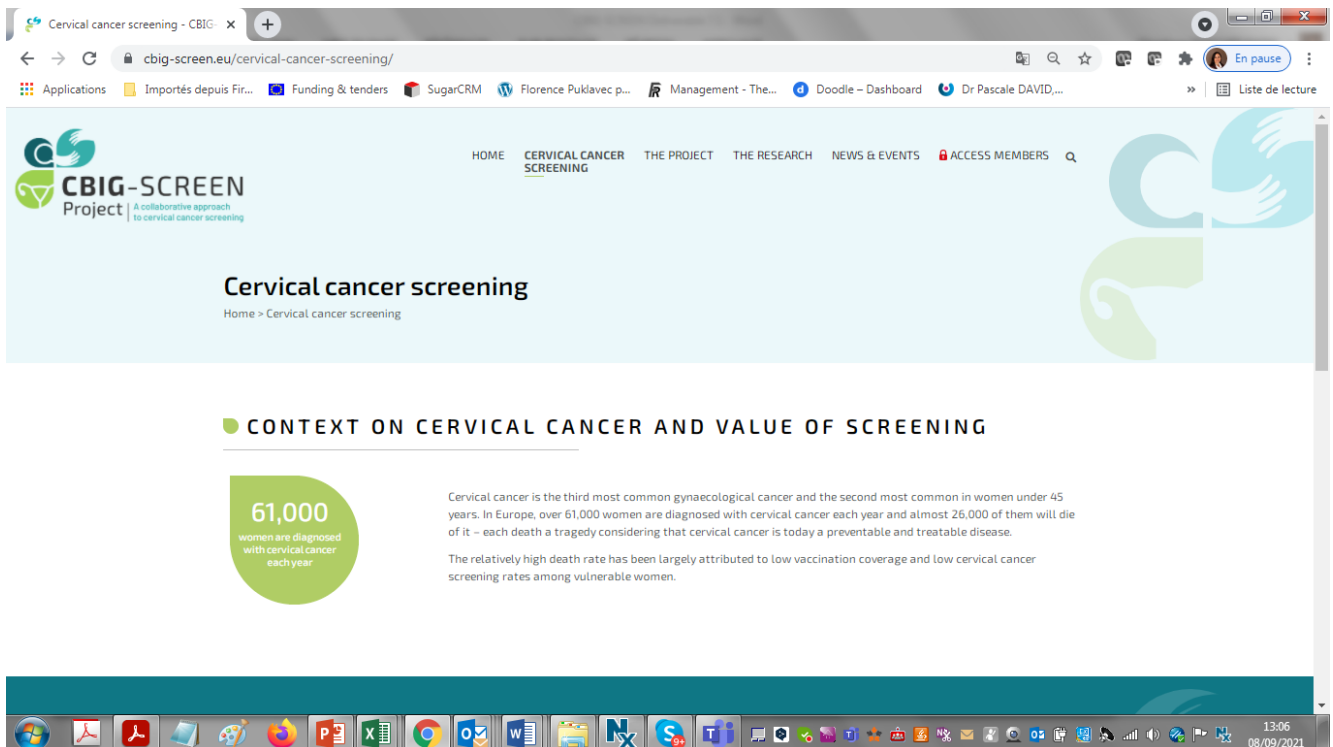
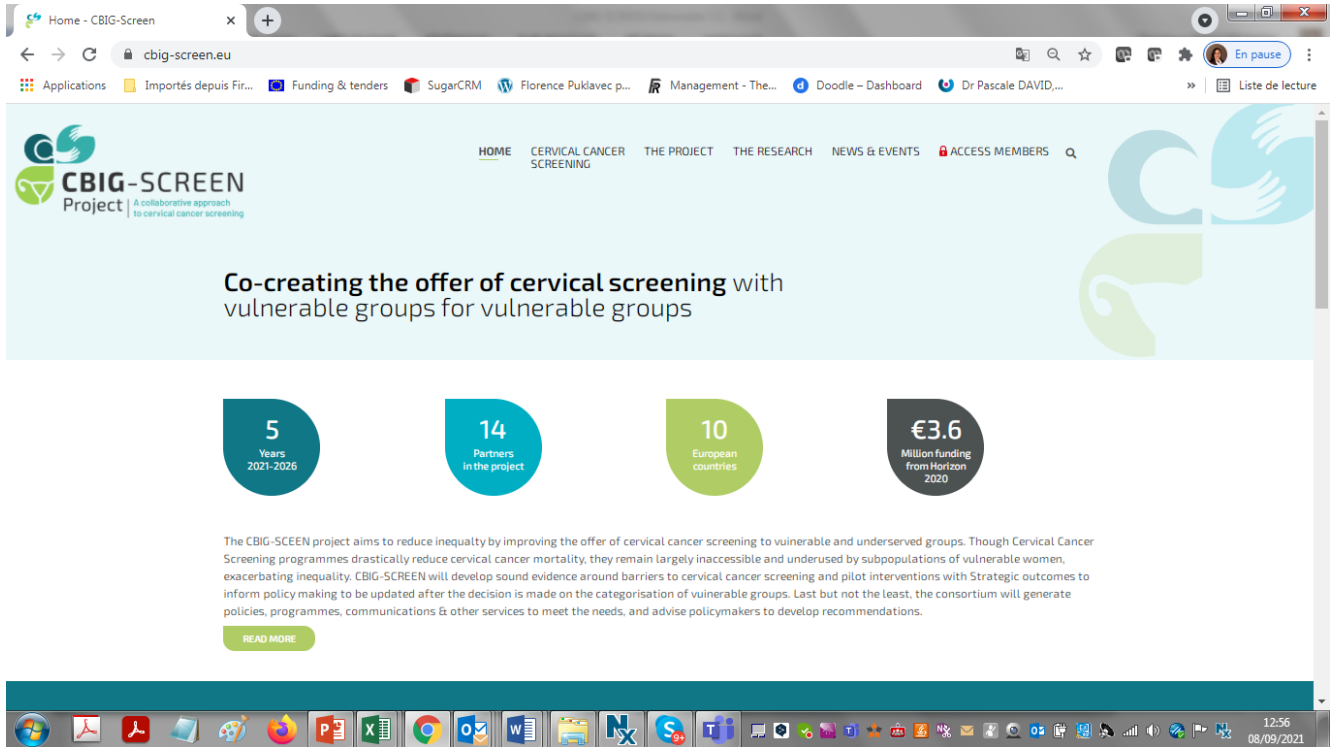
2. CBIG-SCREEN website

The initial website www.cbigscreen.eu was put online M1 at the time of the Kick-off meeting (24 March 2021). It provided information on the CBIG-SCREENS objectives, the partners' list and contact information



This initial website was replaced by the final website at the beginning of M7 (see screenshots below). The website will further evolve in the coming months where we will add in particular a section “How to get

involved” targeting key stake holder groups: policymakers, programme managers and the public (women and their representatives)



The project

Home > The project

THE PROJECT MISSION

THE PROJECT AMBITIONS

- 1 Increase structural knowledge and provide insights into performance and policies of screening vulnerable women.
- 2 Increase early detection and appropriate management of CCS in vulnerable women.
- 3 Create a flexible and responsive evaluation framework of co-constructed implementation models that predict the efficacy and effectiveness of tailored CCS programmes.

METHODOLOGY

Step 1 Step 2 Step 3 Step 4 Step 5

A) CBIG-SCREEN will engage with key stakeholders on multiple levels (WP2 - WP7).

We will generate an action framework and policy recommendations to address the CC divide between and within European countries with active involvement of key stakeholders. At the micro-level, we will use and develop strategies for eliciting preferences for and beliefs about CCS from women who have not yet participated in organised screening, and collect information on cognitive and behavioural factors that may influence adherence to follow up. Though health services directly influence patient-level outcomes for illnesses, population health is determined by a broader range of meso- and macro-level factors. Stakeholders' perspectives, their experiences and expectations are key to frame any targeted policy. Policies must close the health gap within and between countries and increase equity and social justice by prioritising underprivileged and vulnerable groups.

B) We will elicit stakeholders' preferences (WP2 and WP4)

and use this knowledge to inform our design of context specific interventions that encourage tailored CCS in high-risk women. CBIG-SCREEN will use quantitative methods drawn from behavioural economics to identify the main barriers to CCS and study the preferences of vulnerable women for potential interventions to increase screening. CBIG-SCREEN will build on the qualitative evidence generated across its WPs to maximise perceived benefits while mitigating risks and fears (e.g., stigma, coercion) of users that could result from implementing commonly used interventions to increase uptake of cancer screening. CBIG-SCREEN will explore the potential effectiveness of interventions designed to enhance screening uptake in participating countries. We will generate evidence on the relative likely effects of interventions that rely on structural adaptation of existing screening programmes, e.g., financial and non-financial incentives to change behaviours, and on their optimal design.

The screenshot shows a web browser window with the URL cbig-screen.eu/the-research/. The page content is titled '> EXPECTED IMPACTS' and features eight numbered items in a grid layout, each with a brief description of a project goal.

1. Advance local, regional or national cancer prevention and/or early diagnostic health policies, alleviating the global burden of cancer
2. Establish the contextual effectiveness of cancer intervention(s), including at health systems level
3. Improve tailored and affordable prevention and/or early diagnosis
4. Provide evidence and recommendations to national programmes and policies focusing on prevention, screening, and/or early diagnosis
5. Show health service providers, policy and decision makers how to effectively scale up cancer interventions at local, regional, and national levels and make them more affordable to users and health providers
6. Reduce health inequalities and inequities, including due consideration of socio-economic, gender and age issues where relevant, in the prevention and/or early diagnosis of cancer at both local and global levels
7. Maximise the use of existing relevant programmes and platforms (e.g. research, data, and delivery platforms)
8. Contribute to the United Nations' Sustainable Development Goal 3.4 "By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being."

The screenshot shows a web browser window with the URL cbig-screen.eu/news-events/. The page features a navigation menu at the top, a 'News & Events' header, and a section for 'EVENTS' with a table listing upcoming activities.

Navigation Menu: HOME, CERVICAL CANCER SCREENING, THE PROJECT, THE RESEARCH, NEWS & EVENTS, ACCESS MEMBERS

Section: **EVENTS**

Name of event	Date	Place	Type of event
CBIG-SCREEN workshop for Collaborative User Board facilitators (CUB)	2021-09-06	Scandic City Hotel, Østergade 10, 8000 Aarhus C, Denmark	Workshop

3. CBIG-SCREEN project leaflet, poster and roll-up

The CBIG-SCREEN project leaflet, poster and roll-up presenting the project, the consortium and its activities have been edited in English. The documents can be printed for distribution during meetings and to key stakeholders, and will be made available for download on the project website. Information will also be made available on downloadable documentation in other languages than English in the coming months.

CBIG-SCREEN leaflet

PERT CHART

PARTNERS

CONTEXT

Cervical cancer is the third most common gynaecological cancer and the second most common in women under 45 years in Europe, over 51,000 women are diagnosed with cervical cancer each year and almost 25,000 of them will die due to it. Cervical cancer is largely preventable and treatable disease. The relatively high death rate has been largely attributed to low vaccination coverage and low cervical cancer screening rates among vulnerable women.

THE PROJECT'S MISSION

A defined CCS implementation strategy that will increase early detection and appropriate management of cervical cancer screening in vulnerable women, advancing the global burden of disease.

An evaluation framework of its contextual implementation models that predict the contextual efficacy and effectiveness of tailored CCS programmes, including at the health systems level.

Recommendations for tailored CCS programmes to reach vulnerable women.

EXPECTED RESULTS

- Increase structural knowledge and provide insights into performance and points of leverage vulnerable women.
- Increase early detection and appropriate management of CCS in vulnerable women.
- Create a flexible and responsive evaluation framework of Co-constructed implementation models that predict the efficacy and effectiveness of tailored CCS programmes.
- Reduce the burden of CCS in the European Union, improve life expectancy and well-being, and reduce health inequities.
- Decrease disease burden by more efficiently targeting vulnerable women and thus, accelerate cervical cancer elimination.

THE CONCEPT

Three major pillars support the concept of CBIG-SCREEN

Pillar 1 | Context assessment - systemic barriers and enablers

- Behavioral determinants, structural barriers, contextual issues
- Map existing policies
- Identify stakeholders
- Identify barriers
- Assess preferences among target groups
- Identify/address economic, legal and ethical issues

Pillar 2 | Develop intervention packages - context specific tailoring of intervention tools and dissemination

- Co-create intervention packages
- Develop stakeholder engagement tool
- Co-construct policy-makers can implement intervention packages for specific vulnerable subgroups, taking into account country-specific health economic factors

Pillar 3 | Evaluation & Dissemination

- Proof of effectiveness of intervention packages
- Health economic case for each targeted subgroup
- Policy recommendations
- Awareness on EU-level

CBIG-SCREEN Outputs

- Policy oriented, structural, decision-making focused
- An evaluation framework of Co-constructed implementation models
- A map of existing screening policies with focus on vulnerable women
- Tailored CCS programmes that match vulnerable women's needs and preference
- CCS implementation strategies to increase early detection of cervical cancer in vulnerable women

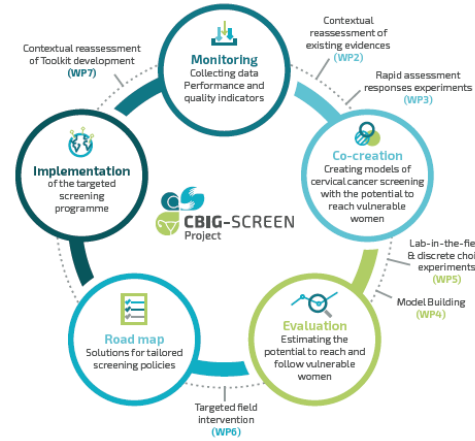
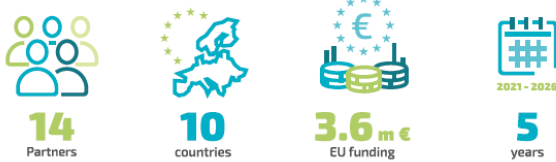
CBIG-SCREEN poster



Working collaboratively with vulnerable women to identify the best implementation gains by screening cervical cancer more effectively in European countries

CONTEXT

Cervical cancer is the third most common gynaecological cancer and the second most common in women under 45 years. In Europe, over 61,000 women are diagnosed with cervical cancer each year and almost 26,000 of them will die of it – each death a tragedy considering that cervical cancer is today a preventable and treatable disease. The relatively high death rate has been largely attributed to low vaccination coverage and low cervical cancer screening rates among vulnerable women.

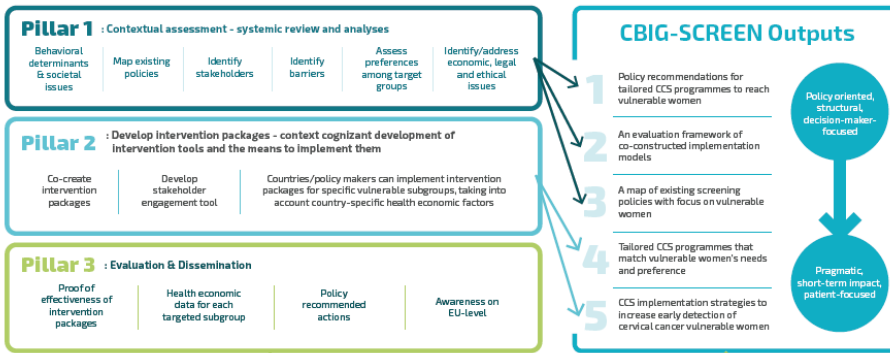


Steps of the CBIG-SCREEN project, shown as a health policy cycle. We will build capacity for RBCCS implementation and monitoring throughout the project

OBJECTIVES

THE CONCEPT

Three major pillars support the concept of CBIG-SCREEN



PARTNERS



www.cbig-screen.eu

The CBIG-SCREEN project has received funding from the EU Horizon 2020 research and innovation programme under Grant Agreement No 964049

CBIG-SCREEN roll-up



OBJECTIVES



A defined CCS implementation strategy that will increase early detection and appropriate management of cervical cancer screening in vulnerable women, alleviating the global burden of disease.



An evaluation framework of co-constructed implementation models that predict the contextual efficacy and effectiveness of tailored CCS programmes, including at the health systems level.



A map of existing screening policies focusing on vulnerable women.



Recommendations for tailored CCS programmes to reach vulnerable women.



Tailored CCS programmes that match vulnerable women's needs and preference and can be adapted to national and regional levels.

PARTNERS



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WANT TO KNOW MORE ?

www.cbig-screen.eu

4. CBIG-SCREEN Power Point presentation template

An official Power Point Presentation Template has been created which will be used by all Consortium members for CBIG-SCREEN presentations.

