



Deliverable reports

Deliverable 18. Website and social media platform launched and available. M4 (WG1).

(Action Deliverables are distinct, expected, and tangible outputs of an Action which are meaningful in terms of the Action's overall Objectives, such as reports, documents, technical diagrams, software, etc.)

Challenge of reference:

Challenge 4. Researchers approaches, industrial entities working in the field of VBD, lack communication and interactions in relation to environmental sustainability and innovation. *OneHealthdrugs will represent the ideal platform for networking and communication, to establish interaction and contribute to the training of young researchers.*

Challenge 5. The transfer of knowledge at European level on H&A drugs R&D is not achieved yet, despite the available initiatives. *This COST Action will promote the transfer of knowledge among the different stakeholders also through neighbouring and international partners to train young researchers in the field of the R&D of VBD antiparasitic drugs*

Objective of reference (Research Coordination Objective)

Objective 5. Dissemination and transfer of knowledge, tools, research results, and the proposed solutions to a broad audience (EU agencies, SMEs and industries, general public, etc.) via a common website, scientific papers (codified knowledge), conference contributions, newsletters, social media, and integration of existing guidelines. Achievements of new patents on new compound class with H&A action (codified knowledge). Input to stakeholders in particular SMEs, industries and governmental institutions to strengthen the partnerships on the drug discovery programs of the Action. This will facilitate broad cross-sectorial dissemination and implementation of results, and a network with strong potential to stimulate new interest by EU and other agencies granting systems. **KPI:** 7 metrics adopted to measure dissemination and exploitation activities that will be continuously updated, at least every 6 months 1. Visits to the Action's website; 2. Social Medias followers; 3. Contacted Stakeholders; 4. Papers on peer-reviewed international journals; special issues on international journals; 5. Organized conferences/workshops/webinars, organized special sessions at major international conferences; 6. Fairs and events attended, events directly organized or co-organized; 7. Attendees, web and media coverage.

Working group of reference:

WG5. Promote dissemination. (Challenge 5) Objectives: to coordinate and promote dissemination activities of the Action. (See section 3.2.2). The **white paper** will be prepared during the final 18 months and discussed at the final Action meeting. **T5.1** Preparation and *distribution of the white paper along with minutes of discussions at the Action conference to stakeholders*, including governmental Health Institutions in European nations and to EC (D5.1). **T5.2** *Website and social media platform launched and available.* (D5.2)

Deliverable description

The sharing of scientific results is vitally important in strengthening science and research. Due to the value and impact communication and dissemination activities can have on the wider research community, COST actively encourages and supports Actions to share outcomes with researchers, policymakers, the private sector and civic society such as NGOs. In addition, the Website can be used to communicate with people with relevant interests and experience, such as experts,



to learn their opinions and what they know. Websites are incredibly versatile tools with a wide range of uses. Here are some of the most common ways websites are used:

- **Information Sharing:** Websites are excellent platforms for sharing information. The Action can use it to provide details about the activities, while individuals can use them to share their thoughts, experiences, or expertise.
- **Communication:** Websites often include tools for communication, such as contact forms, registrations forms, guidelines. This allows visitors to get in touch with the network participants.
- **Community Building:** Websites can be used to create online communities where people with shared interests can connect and interact. This can be done through forums, social media integration, or other community-building features.

Overall, websites are essential tools for organizations, and individuals to connect with our audience, share information, and achieve their goals online.

Description of what we have done.

(meetings, training schools, STSM workshop performed, the reports, documents, technical diagrams, software etc. with reference – link to the website or other external document of interest)

We have built the website (<https://www.onehealthdrugs.com>) by including information about our Action. We have implemented the following tools.



Communication and Dissemination (CD) activities that will support all OneHealthdrugs Working Groups (WGs) ensuring high visibility, equitable accessibility, and maximum impact of the project activities. All activities will be designed ensure project outcomes are visible and accessible to the different target stakeholders.

Communication and Dissemination activities are designed to:

- Ensure good internal communication amongst partners, with regular updates on progress and achievements,

- Promote the Action and its related results, achievements and knowledge generated by OneHealthdrugs,
- Raise awareness on the topic of vector-borne infectious diseases, Increase OneHealthdrugs project visibility,
- Ensure stakeholder engagement,
- Action-orientated for broad distribution of the OneHealthdrugs scope, activities and results,
- Stimulate new projects and innovation,
- Inspire the next generation of researchers,
- Ensure long term sustainability and relevance beyond the project lifetime.

In view of the above, the following terms should be understood (Table 1):

Dissemination of Action results: Sharing Action scientific results and expert consultation findings across the scientific community, not limited to the field(s) or discipline(s) covered by the Action.

Scientific impact (from the MoU)

- a shared experience for researchers, industry stakeholders and national/international organizations opening the way to novel fruitful collaborations for transfer of knowledge/ new knowledge creation about targets, drug research strategies, hits and leads elaboration, assays for HTS approaches, nanotechnology for drug delivery and animal studies; ecotoxicology and environmental tools applied to the research process.



- relevant scientific training for Young Researchers and Innovators in a multidisciplinary context favouring their career development.

The long-term benefits (from the MoU)

- substantial increase of the One Health awareness in Young Researchers and Innovators and all participants working together on drug discovery and environmental health;
- a long-lasting impact on antiparasitic drug development in Europe due to targeted training of Young Researchers and Innovators;
- a permanent on-line network of stakeholders in antiparasitic drug discovery and development to maintain a transfer of knowledge, new One Health knowledge creation and strengthen collaborations;
- engagement of RTD platforms active in the field;
- increased funding into antiparasitic drug development integrated with environmental scientists due to the improved multidisciplinary and multi-centre applications resulting from collaborations between participants in the Action and successful activity of contact and networking within this Action.

Innovation

Cross-sectorial and interdisciplinary networking approach to advance the drug discovery and development field in VB parasitic diseases in H&A (because an effective cure of the human infections can be achieved if animals' infections are cured or eliminated). Integration of the innovative approaches with the environmental impact concepts, will involve also pharmaceuticals manufacturing and use.

Hits and lead compounds database tailored on H&A VB parasitic diseases and obtained during the Action lifetime will foster new research activities.

The Action will facilitate such innovation through active promotion of the database (IP regulated) and search for collaborators in academia and industry. IP on new advanced candidates with promising or relevant pharmacological activity will be promoted.



WEBSITE STATISTICS GP2



Document Presentation.

A brief colloquial document is requested for the presentation of access and usage statistics of the onehealthdrugs.com website

The source of the information is Google Analytics (GA4)

The period under consideration is the last year, so: 1/11/23-30/10/24

Access statistics

Sessions (comparable to “visits”) to the site come from different channels: regardless of which ones are accessed, navigations are on average of interest and for a sufficient time to make them useful for finding and reading page content.

The total number of visits recorded in the past year is 6814 of which 4464 turned out to be of actual interest (65.51%)
With an average stay per session of 44 seconds.

Gruppo di canali (predefinito) ▾ +	↓ Sessioni	Sessioni con coinvolgimento	Tasso di coinvolgimento	Durata media del coinvolgimento per sessione
Totale	6.814 100% del totale	4.464 100% del totale	65,51% Uguale alla media	44 s Uguale alla media
Direct	2.840	1.439	50,67%	37 s
Organic Search	2.072	1.546	74,61%	55 s
Referral	1.386	1.170	84,42%	50 s
Organic Social	217	157	72,35%	35 s
Email	128	55	42,97%	36 s
Unassigned	77	0	0%	25 s



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The users who perform all these visits also have a provenance:

The fact that they are mostly engaged through “direct” and “referral” means that they are more like insiders or people who come to the site through mostly academic channels.

The number of Users involved on the site is 3585

With as many as 641 users who have returned multiple times

With an average stay of about 1.5 minutes each.

Gruppo di canal...i predefinito) ▾ +	↓	Totale utenti	Nuovi utenti	Utenti di ritorno	Durata media del coinvolgimento per utente attivo	Sessioni con coinvolgimento per utente attivo
Totale	100% del totale	3.585	3.457	641	1 m 24 s Uguale alla media	1,25 Uguale alla media
Direct		1.853	1.752	334	1 m 20 s	1,03
Referral		816	807	94	1 m 09 s	1,34
Organic Search		783	760	197	1 m 51 s	1,51
Organic Social		79	76	11	1 m 48 s	2,00
Email		62	62	5	28 s	0,45

This figure suggests to us that the site is indeed for insiders, but that the number of stakeholders is not to be overlooked being hundreds of users.

Engagement statistics

Users involved in browsing by turning pages provide us with one more interesting statistic: page views, that is, the total number of pages being viewed on screens.

During the period there are as many as 17,795.

The system allows us at this point to assess which pages are the most viewed, thus, by association, those with maximum interest.



Titolo pagina e...asse schermata	+ ↓ Visualizzazioni	Utenti attivi	Visualizzazioni per utente attivo	Durata media del coinvolgimento per utente attivo
Totale	17.795 100% del totale	3.584 100% del totale	4.97 Uguale alla media	1 m 24 s Uguale alla media
OneHealthDrugs	6.105	2.491	2,45	28 s
Training schools	1.189	422	2,82	41 s
Scientific meeting	1.135	430	2,64	1 m 01 s
Natural products in antiparasitic drug discovery: experimental and computational approaches	723	263	2,75	1 m 00 s
STSM	662	239	2,77	41 s
Working group	610	246	2,48	29 s
The Project	496	263	1,89	42 s
The team	453	277	1,64	54 s
Calendar of OneHealthdrugs events YEAR 2 (2024)	411	213	1,93	26 s
Rules and templates for STSM	283	115	2,46	52 s

In the table above we can read in the first column the “title” of the page.

“Onehealthdrugs” is the title of the home page, which by nature is almost always the most viewed page because it is ‘passing through’ in almost every navigation.

Reading the next ones we see that there is particular interest in the “2024 events” page, then moving on to STSM, then to your structure (the working groups) and the project.

So certainly a varied interest that demonstrates the need to use cross-site navigation to all the areas you are touching today with this project.

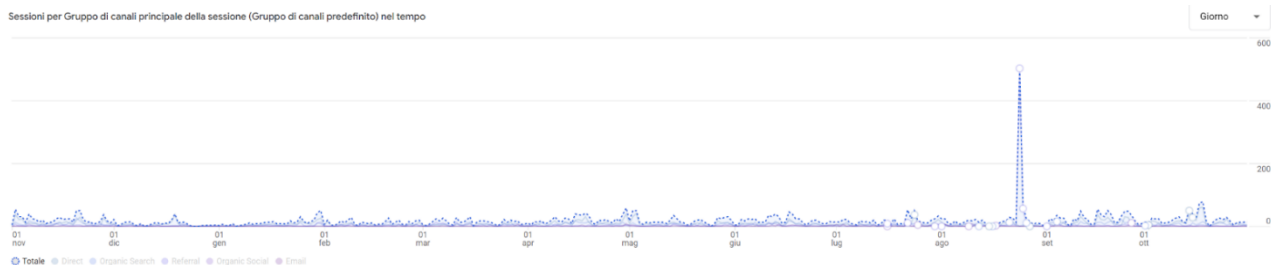
Distribution of site use over time

The last parameter one usually addresses to understand the effectiveness of a site on its target audience is the distribution of usage over time.

This is done more to understand if there is a seasonality that influences browsing or if the interest in the content is constant throughout the year.

In your case we have this graph:

where you can see that on one specific day (Saturday, August 24) there was a really huge and non-standard increase.





This event is related to a bot display, because all the browsing was done on the homepage from referral browsing (typical of bots).

In the absence of this misleading data, it is inferred that there is no seasonality at all.
Interest in the site is constant.

Conclusions

This is a healthy site and in good shape, because it evinces no serious problems with navigation or reachability.

It appears to be a specialized visitors site.



LinkedIn statistics

https://www.linkedin.com/groups/9557829/?midToken=AQGsNtlcq3w4QA&midSig=0noD8RjqMSuHw1&trk=eml-email_groups_recommended_by_admin_01-groups-0-h~view_all_posts&trkEmail=eml-email_groups_recommended_by_admin_01-groups-0-h~view_all_posts-null-1y8sww~m3okfm4f~s3-null-null&eid=1y8sww-m3okfm4f-s3

Used social media:

- Twitter
- LinkedIn (both company page and group page)
- Instagram

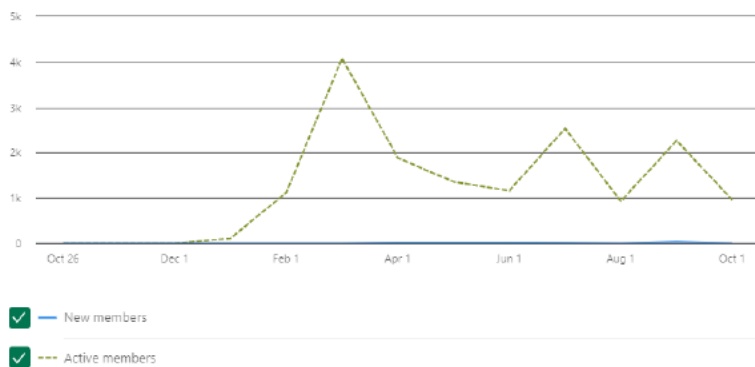
For the [LinkedIn group](#) established on Mar 21st 2024, the following stats are available

- 167 new members
- 6848 active members
- 30965 post views

Growth highlights

167 Total members 6,848 Active members
▲1% post 7 days

Growth details





Member demographics

Job title

- Professor - 21.2%
- Postdoctoral Researcher - 6.2%
- Research Assistant - 3%
- Lecturer - 3%
- Teacher - 1.0%

Show all →

Engagement highlights

49 Posts
+2% post 7 days

30,905 Post views
+2% post 7 days

Engagement details

Legend: Post views, Comments, Reactions

NEWSLETTERS AND EDITORIALS

➤ Eight Monthly Newsletter from the Chair to update every participant about

the recent and forthcoming activities will be issued.

- Collaboration with One Health Initiative (OHI, <https://onehealthinitiative.com>) and One Health Commission (OHC, <https://www.onehealthcommission.org>) to promote the Action globally. A collaborative editorial in collaboration will be published with OHI and OHC in Trends in Parasitology.
- Viewpoints has been published in ACS Infectious diseases.

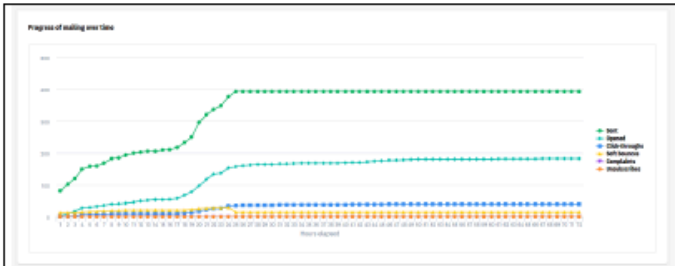
Some stats on the latest newsletter.

Campaign summary

Start date: 14 Oct 2023, 10:00:00
 Member name: onehealth@cost.ac.uk
 Member email: onehealth@onehealth.com
 Subject: OHD Newsletter Sept 24 - At TRENDS, Action Report and Viewpoints in Parasitology: Science for OHD Initiatives
 Pre header: One Health Drug Action Report and Viewpoints in Parasitology: Science for OHD Initiatives
 Audience size: 100
 Recipients: 100

Mailbox

Legend: Completed, Not Sent, Not Opened, Not Read, Opened



PRESS RELEASES (ONLINE AND NEWSPAPER)

All Action activities will be widely highlighted via press releases globally. Information about the Action, its' activities, and results will be distributed in the form of press releases sent by e-mail to national, regional, European and other international media.

