UNIVERSITY CENTERS FOR
NEURODEVELOPMENT

NeuroDev Project
Dissemination & Communication Plan (WP7)

Project Number: 101179335 | Deliverable: WP7 Plan | Lead: Hebron University (HU)

Website: https://www.neurodev.eu

Introduction:

The NeuroDev project aims to establish a University Centers for Neurodevelopment (UCN) in three Palestinian universities: An-Najah National University, Bethlehem University, and Hebron University. The centers will provide practical training, research, and community services. Establishing this center is an essential step towards bridging the gap between theory and practice, enhancing research capacity, and strengthening institutions, beneficiaries and community links and relations. One of the key elements to ensuring awareness raising, stakeholder engagement, and community involvement has been the dissemination of the project. Strategies and initiatives utilized to support the initiative, translate its goals, and engage consequential audiences such as practitioners, students, university staff members, health professionals, policymakers, and the general public are presented in this report. Our objectives are to encourage communication, motivate collaboration, and lay the groundwork for future sustainability and impact through various methods and across different platforms. This report aims to reflect the dissemination activities we used to achieve our objectives.

Purpose & Scope

This Dissemination & Communication Plan operationalizes WP7 for the NeuroDev Project. It converts the project's objectives into a structured strategy, processes, and tools to reach audiences across Palestine and internationally. The plan coordinates online and in-person communications, ensures EU/Erasmus+ visibility rules, and provides a repeatable workflow for partners.

Objectives

- Increase visibility and impact of the NeuroDev project.
- Disseminate the NeuroDev project's activities and results.
- Engage practitioners, students and stakeholders.

Target audience

We aim to share information about the NeuroDev project and raise awareness about neurodevelopmental disorders in Palestine. Our target groups include universities, practitioners, research centers, graduate and undergraduate students, children with neurodevelopmental disorders and their families, hospitals, and institutions specializing in Neurodevelopmental disorders, as well as the public audience.

- **Audience Segments & Core Messages**

Primary segments include universities, practitioners, ministries, hospitals, NGOs, students (UG/PG), families of children with neurodevelopmental disorders, and the general public.

Audience	Needs/Interests	Core Benefits Message	Call-to-Action
Practitioners & NGOs	Evidence-based tools, training, referral networks	NeuroDev connects you with CPD training, referral pathways, and the PNCN to improve service quality.	Subscribe to the newsletter; join PNCN; attend workshops.
Universities & Researchers	Collaboration, data access, joint projects	NeuroDev provides a hub for collaborative research and student training with	Co-author studies; host seminars; share lab resources.

		real-world impact.	
Ministries & Policymakers	System-level insights, capacity building	NeuroDev supports policy dialogue and workforce development for child neurodevelopment services.	Participate in policy roundtables; endorse joint initiatives.
Students (UG/PG)	Learning, skills, career pathways	Gain practical experience in neurodevelopment through labs, internships, and community projects.	Apply to internships; follow social channels; volunteer.
Families & Public	Awareness, early detection, stigma reduction	Access plain-language guidance and events to support children and caregivers.	Follow NeuroDev channels; attend community sessions.

NeuroDev Banner

designed to post the project information. It is sent to all partner to print it and use it to disseminate the project idea and information, as show in below figure.

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Dissemination Channels:
A. Offline Platforms

To ensure broad visibility and engagement across diverse stakeholders, the project will utilize multiple offline dissemination platforms, including:

- **Conferences and Workshops:** Presentation of project progress, outcomes, and best practices at national and international academic and professional events.
- **Information Sessions:** Organized within partner institutions and relevant networks to share project updates and outputs.
- **Radio Programs:** Targeting the general public to raise awareness about neurodevelopmental issues and the project's impact.
- **Partner Media:** Publication of articles, interviews, and news features through institutional and partner communication outlets.
- **Meetings with Organizations and Stakeholders:** Engagement with NGOs, educational institutions, healthcare professionals, and policymakers to promote collaboration and knowledge transfer.
- **Round Table Discussions and Seminars:** Focused sessions for exchanging expertise and feedback

among professionals and researchers.

- **Neuropsychology Lab Visits:** Open days and guided visits for local communities, professionals, and students to demonstrate the project's applied outcomes and innovative methodologies.

Sample of X Platform Post

B. Online and Digital Platforms

Several strategies have been implemented to ensure the dissemination of the project's outputs and their accessibility to target audiences through:

1. Website [(www.neurodev.eu)](www.neurodev.eu)

An official project website has been created, containing detailed information about the objectives, activities, committees, the Palestinian Network for Child Neurodevelopment, newsletter, and events. The website is available in both Arabic and English, featuring forums to facilitate communication among members.

- **Webpage Content**

The NeuroDev Webpage will include the following content and menus:

- Home
- About
    - o About
    - o Overview
    - o Objectives
    - o Importance
- Erasmus+
- Partners
    - o Bethlehem University
    - o An-Najah National University
    - o Hebron University
    - o University Clermont Auvergne
    - o University of Granada
- Units
    - o Community Services Unit
    - o Practical Training Unit
    - o Research Unit
- Committees

- o   Arab University Committees (AUC)
- o   Gender Equality Committee (GEC)
- o   NeuroDev Project Steering Committee (STC)
- o   Quality Control Committee (QCC)
- o   Work Package Leaders Committee (WPLC)
- Latest News
- Forums
- Network
- Contact

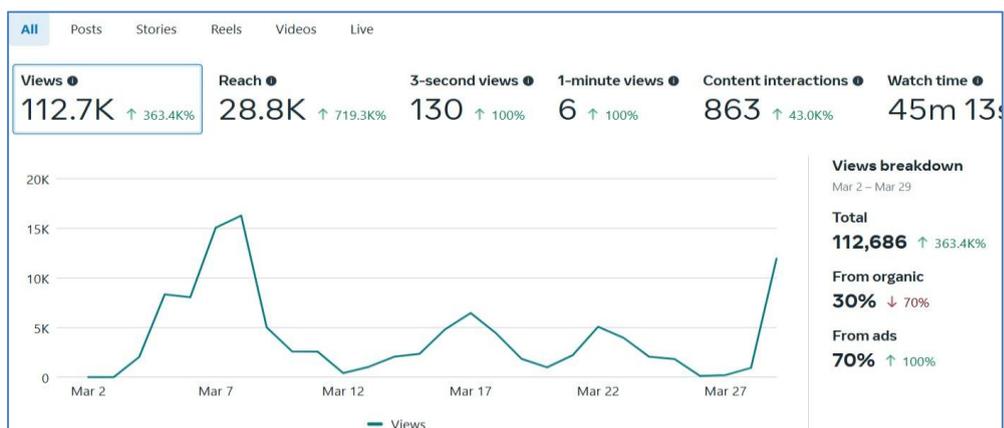| Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2025	103	129	143	143	86.74 KB
Feb 2025	97	261	697	1,057	12.12 MB
Mar 2025	2,575	3,345	29,079	62,178	2.64 GB
Apr 2025	0	0	0	0	0
May 2025	0	0	0	0	0
Jun 2025	0	0	0	0	0
Jul 2025	0	0	0	0	0
Aug 2025	0	0	0	0	0
Sep 2025	0	0	0	0	0
Oct 2025	0	0	0	0	0
Nov 2025	0	0	0	0	0
Dec 2025	0	0	0	0	0
Total	2,775	3,735	29,919	63,378	2.65 GB

Monthly history

Sample of Page view and number of visitors to the NeuroDev website.

2. Social Media

To ensure the project's outputs reach target audiences, a dynamic dissemination strategy was adopted, primarily relying on social media due to its ability to achieve widespread reach and direct impact.

Official accounts were launched on platforms such as Facebook, Twitter, Instagram, YouTube, WhatsApp, and TikTok to share updates, news, and announcements about upcoming events.

- Facebook:
    - o   https://www.facebook.com/neurodevproject
- Instagram:
    - o   https://www.instagram.com/neurodevproject/
- YouTube:
    - o   https://www.youtube.com/@NeuroDevProject
- Twitter/X:
    - o   https://x.com/NeuroDevProject
- Tiktok
    - o   https://www.tiktok.com/@neurodevproject

Sample of NeuroDev Project Social Media Outreach

Impact Indicators

To measure the impact of our dissemination activities, the Internal Quality Assurance Committee recommended the following key indicators:

- Website traffic: Number of visits and page views.
- Social media metrics: followers, shares, likes, comments, and engagement rates on platforms.
- Event attendance: Number of participants in workshops.

Storytelling and Human Impact

To enhance the visibility and engagement of the NeuroDev Project, a storytelling approach will be integrated into our dissemination strategy through both the website and social media platforms, and stories in both Arabic or English.

- **Purpose of Storytelling**

The goal is to humanize the project by transforming key milestones, partner activities, and participant experiences into compelling stories that resonate with diverse audiences, and increase the visibility and emotional impact of the project's work with children and families affected by neurodevelopmental disorders.

These stories are collected through:

- Recorded testimonials during events and sessions.
- Interviews and focus group discussions.
- Informal contributions shared via personal and institutional channels.

- **Implementation Strategy**

1. Monthly Feature Stories on the Website:

Each month, a story will be published on the project website highlighting:

- A participant's journey or transformation.
- A behind-the-scenes look at a partner's contribution.
- A community impacted by the project outcomes.
-

NeuroDev Website articles and blog posts sharing personal stories in both Arabic and English.

2. Narrative Social Media Campaigns:

Stories will be adapted into short formats (text + photo/video) to be shared on Facebook, Instagram, and X and TikTok with emotional hooks and clear messages.

Hashtags:

#FacesOfNeuroDev #NeuroDev_ImpactJourney #EUFundedStories #NeuroDev_Stories #NeuroDev_ Storytelling #NeuroDev_SuccessStories

3. Video Testimonials:

A series of short videos will be produced where participants and stakeholders share their personal experience with the project, emphasizing the human impact rather than technical outcomes.

4. Visual Identity & Emotive Design:

Graphic design elements (colors, photos, typography) will reflect inclusive and accessible storytelling, in alignment with the EU's guidance.

 Alignment with EU Guidelines

This approach is aligned with the recommendations outlined on page 21 of the "How to communicate your project" guide, which emphasizes the value of narrative-driven communication for audience connection and long-term impact.

Storytelling will continue to be developed throughout the project lifecycle. A content calendar has been created to ensure regular publishing of stories across platforms. This aligns with the guidance in the official EU communication manual, which emphasizes storytelling as a vital tool for impactful dissemination.

Reporting and Publications

Conducting digital media interviews about the project and its significance.

Preparing monthly newsletters that include project-related news and events.

Partnerships and Collaborations

Collaborating with institutions and centers to enhance the project's impact and expand its reach.

Engaging with non-governmental organizations (NGOs) to raise awareness in local communities.

Establishing the Palestinian Network for Child Neurodevelopment (PNCN).

Challenges:

Below is a summary of the challenges faced in conducting dissemination activities. Those challenges limited reach through media platforms, and hindered the ability of people to physically reach activities.

- Limited Mobility: Barriers and Israeli checkpoints hinder direct meetings with centers and institutions.
- Limited Internet & Infrastructure: High-speed internet is not widely available in Palestine, and regular electricity outages affect online engagement.
- Traditional Media Challenges: Mainstream media gives priority to political and economic topics rather than scientific material.

Conclusion:

A project website and social media accounts were established to share information about the project's objectives and activities. Additionally, effective communication was successfully implemented with hospitals, schools, and other stakeholders to collaborate and provide valuable community services. Significant progress has been made

in sharing the outputs of NeuroDev, with plans to enhance engagement and impact within both scientific and general communities. Continuous internal evaluations will be conducted to measure the reach and effectiveness of the dissemination activities, ensuring that the project's objectives are successfully met.