

UNIVERSITY CENTERS FOR
NEURODEVELOPMENT

NeuroDev Project Dissemination & Communication Plan (WP7)

Website: <https://www.neurodev.eu>



Co-funded by
the European Union



1. Introduction

This deliverable presents the digital dissemination activities implemented during the second reporting period of the NeuroDev Project. Building on the foundations established in the first reporting phase, the project continued to strengthen its communication strategy to ensure effective visibility of its objectives, activities, and outcomes at local, national, and international levels.

Given the contextual and mobility challenges, dissemination efforts during this period relied primarily on digital and online platforms to ensure broad accessibility and sustained engagement with target audiences. The project aims to establish University Centers for Neurodevelopment (UCN) at An-Najah National University, Bethlehem University, and Hebron University, providing practical training, research opportunities, and community-based services in child neurodevelopment.

Dissemination remains a central component of the project's implementation, supporting awareness-raising, stakeholder engagement, and long-term sustainability. This report outlines the communication strategies and outreach activities carried out during the second phase, highlighting progress achieved, engagement indicators, and continued efforts to enhance collaboration among practitioners, students, institutions, policymakers, and the wider community.

Purpose & Scope

This second dissemination report builds on the WP7 Dissemination & Communication Plan of the NeuroDev Project. During this reporting period, the plan was further implemented and strengthened to enhance the project's visibility and stakeholder engagement at local and international levels.

The activities carried out translated the project's objectives into structured communication actions, measurable outreach indicators, and coordinated digital and in-person efforts. This report highlights the progress achieved, continued compliance with Erasmus+ visibility requirements, and the contribution of dissemination activities to the project's sustained impact.

Objectives

- Strengthen and expand the visibility and impact of the NeuroDev Project at local, national, and international levels.
- Consolidate and enhance the dissemination of the project's activities, outputs, and results across digital and institutional platforms.
- Deepen engagement with practitioners, students, and key stakeholders to foster sustainable collaboration and long-term impact.

Target Audience – Project Phase II

This report covers **Project Phase II** of the NeuroDev project, which aims to share information about the project and raise awareness of neurodevelopmental disorders in Palestine. The target groups include universities, healthcare 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 general public. To achieve these objectives during this

phase, numerous centers dedicated to children with neurodevelopmental disorders in Nablus, Bethlehem, and Hebron were visited. Additionally, several public and private hospitals were visited, including Dora Governmental Hospital and the Red Crescent Hospital. These visits enabled the project team to engage with specialists, observe current practices, and assess the support provided to children with neurodevelopmental disorders and their families.

Dissemination Channels – Project Phase II

During **Project Phase II**, a range of dissemination activities were carried out to ensure broad outreach and engagement with stakeholders, all of which involved visits and meetings.

Non-Digital Platforms:

To maximize the project's visibility and impact, several non-digital dissemination channels were implemented:

- **Neurodevelopmental Network:** A network for neurodevelopmental growth was established and activated through visits and meetings.
- **Media and Radio Activities:** Media sessions and radio programs were organized within partner institutions and related networks to share project updates and outputs, and to raise public awareness about neurodevelopmental issues. During this phase, two radio interviews were conducted.
- **Printed Articles and News Reports:** Articles and news reports were published through the project's communication channels and made available via the project website.
- **Meetings with Center Staff and University Visits:** Visits and meetings were conducted at centers serving children with neurodevelopmental disorders, and at the Neuropsychology laboratories of Hebron University and Bethlehem University to introduce graduate students to neuropsychological assessment tools and project progress.

A. 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:

Website (www.neurodev.eu)

An official project website <https://www.neurodev.eu> has been created as part of the dissemination activities of the NeuroDev Project. The website is available in Arabic and English, ensuring broad accessibility for the target audiences. It includes detailed information on the project's objectives, work packages, partner institutions, committees, the Palestinian Network for Child Neurodevelopment, newsletters, events, and relevant resources. In addition, the platform incorporates forums designed to facilitate communication and exchange among network members and stakeholders.

The website is regularly updated with news, articles, feature stories, storytelling content, following the project's dissemination strategy. As of March 2026, the website has recorded more than 40,000 visits and 300,848 page views, reflecting growing engagement from practitioners, students, researchers, families, and the general public.

Latest news

Jan 6: Bethlehem University Hosts International Expert Dr. Linah Al-Banna to Develop the First Specialized Center for Child Neuropsychological Assessment



info@neurodev.eu



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Latest News



NEWS

Bethlehem University Hosts International Expert Dr. Linah Al-Banna To Develop The First Specialized Center For Child Neuropsychological Assessment

January 6, 2026

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NEWS

School Psychology Students Visit To The Neuropsychology Laboratory At Bethlehem University

January 2, 2026

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NEWS

The Palestinian Child Institute Participates In The Guidance Day "Different But Special" At Kamal Jumblatt Secondary School For Girls

January 2, 2026

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Publications

- ✓ Why They Matter In The Palestinian Context?
- ✓ الاضطرابات النمائية العصبية ماهيتها وأهميتها في السياق الفلسطيني

Media & Infographics



1.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:

<https://www.facebook.com/neurodevproject>

Instagram:

<https://www.instagram.com/neurodevproject/>

YouTube:

<https://www.youtube.com/@NeuroDevProject>

Twitter/X:

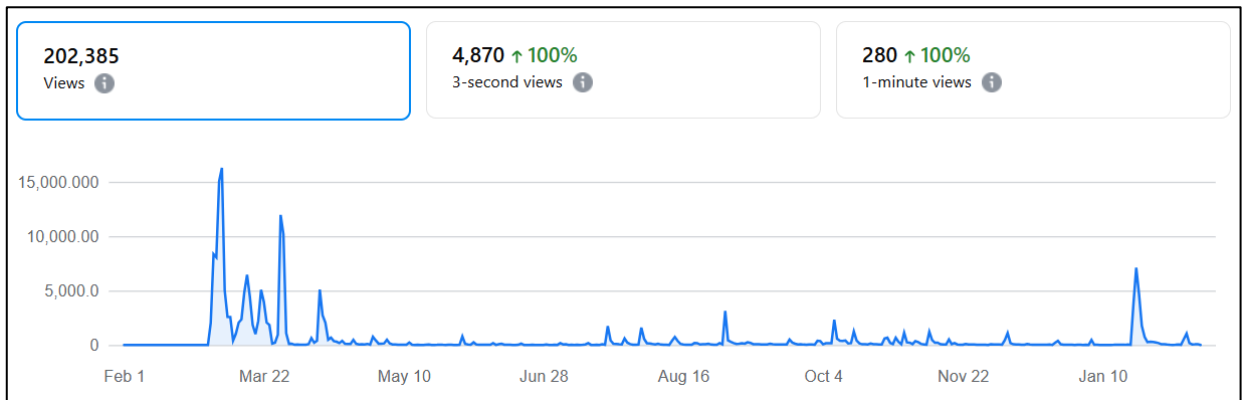
<https://x.com/NeuroDevProject>

TikTok

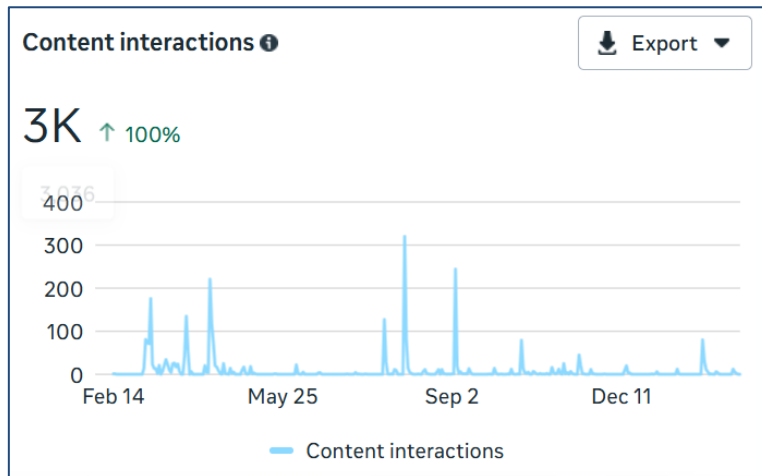
<https://www.tiktok.com/@neurodevproject>

Social Media Outreach

- The most effective platforms were prioritized based on the target audience, with viewership statistics as follows for each platform:
 1. Facebook (<https://www.facebook.com/neurodevproject>)
 1. Facebook (<https://www.facebook.com/neurodevproject>)
- **Facebook views (202,385):** The number of times your content was played or displayed. Content includes videos, posts, stories and ads.



- **Content interactions (3036):** The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.



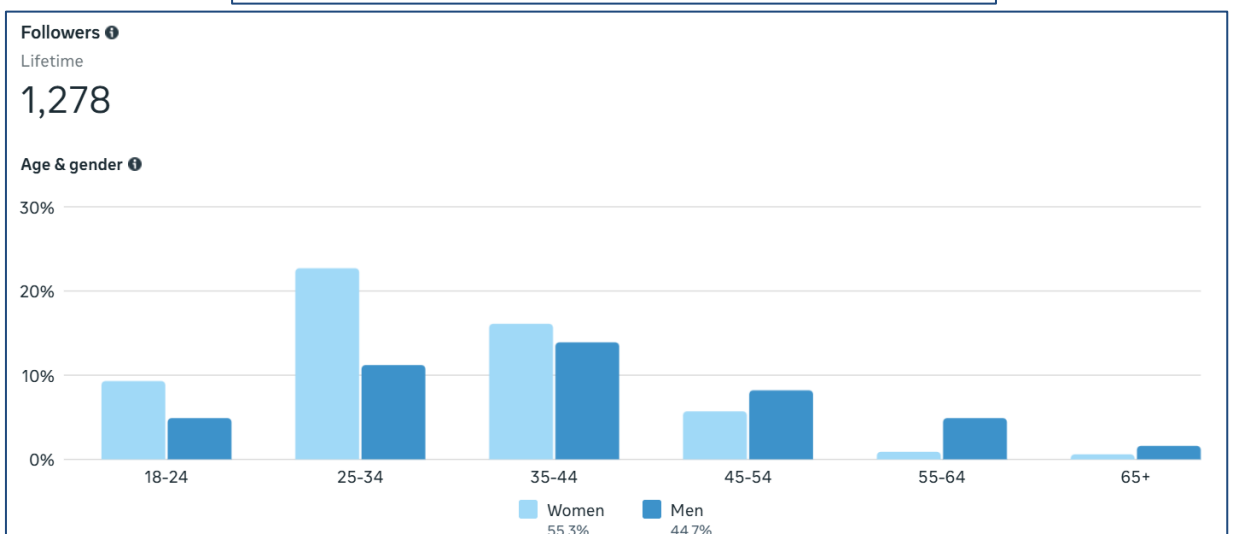
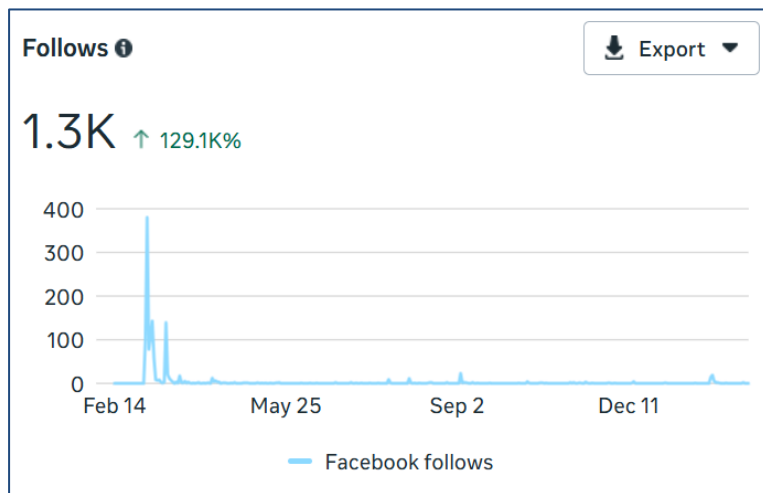
- **Facebook link clicks (1,355):** The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels, and videos that led to destinations or experiences, on or off Facebook.



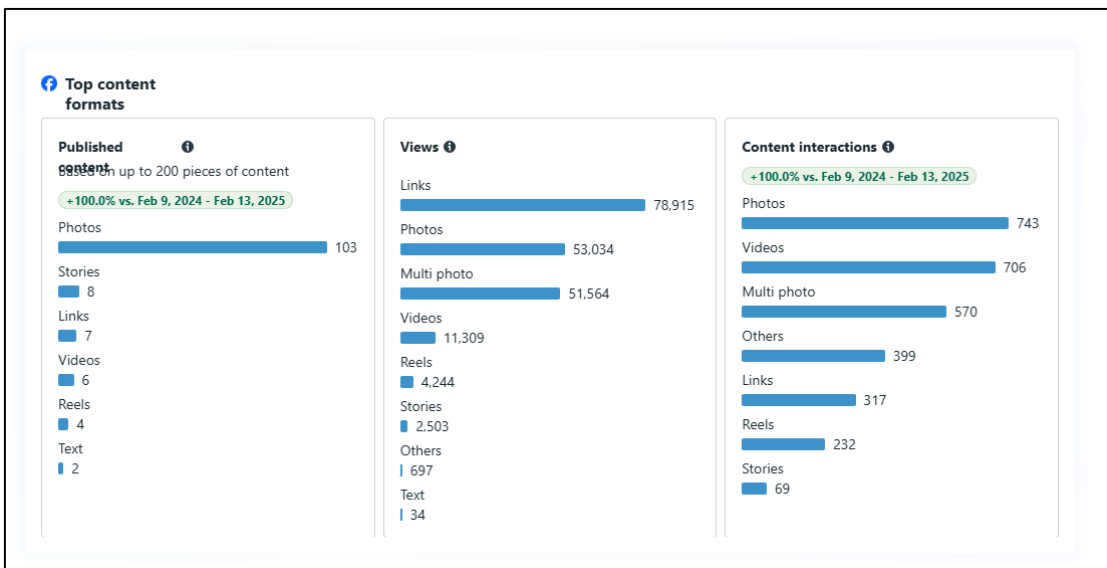
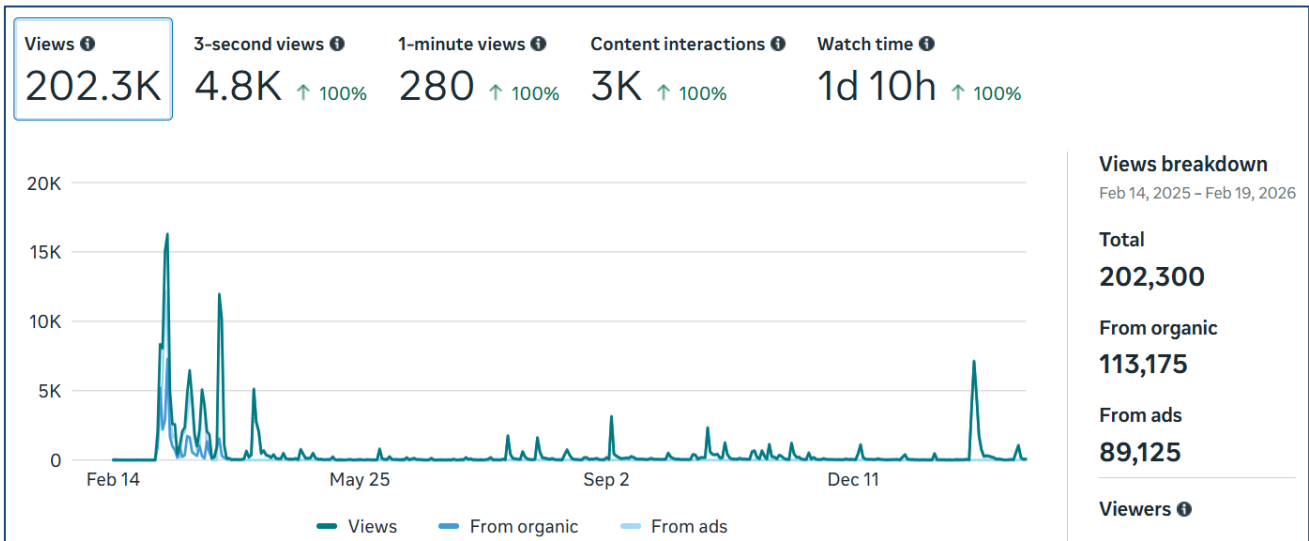
- **Facebook visits (9485):** The number of times your Page or profile was visited.



- **Facebook follows (1,292):** The number of times accounts followed you in the selected time period.



- **Content Overview:**

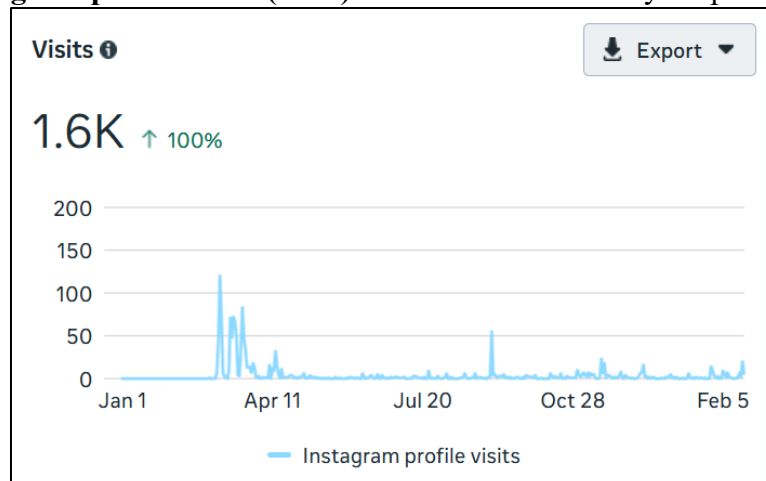


- **Earned achievements:**
 - 200
 - 75
 - **Published 200 or more Facebook posts.**
 - **Published 75 or more Instagram posts.**

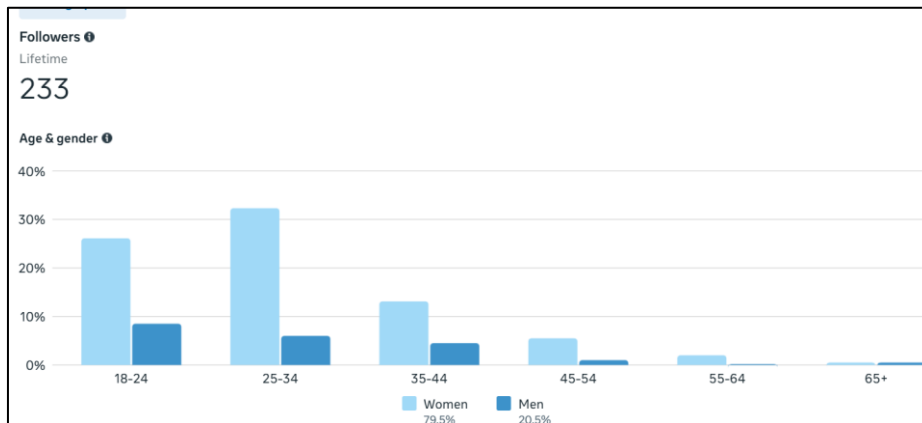
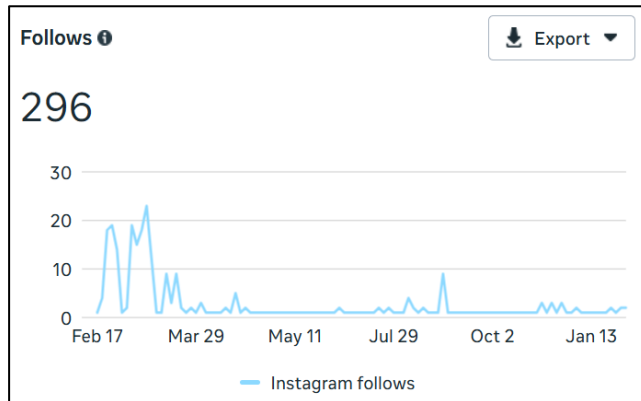
2. Instagram (<https://www.instagram.com/neurodevproject>)

- **Instagram views (28,098):** The number of times your content was played or displayed. Content includes reels, posts, stories and ads.

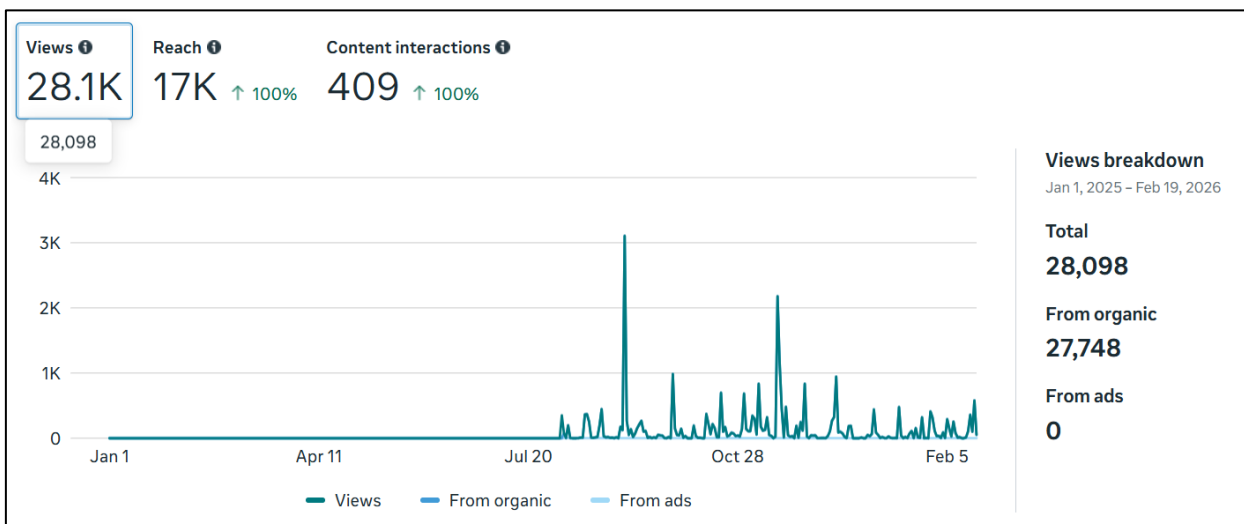
- **Instagram reach (16,978):** This metric counts reach from the organic or paid distribution of your Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.
- **Content interactions (409):** The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.
- **Instagram link clicks (527):** The number of clicks, taps or swipes on links within your stories or ads that led to destinations or experiences, on or off Instagram.
- **Instagram profile visits (1600):** The number of times your profile was visited.



- **Instagram follows (296):** The number of times accounts followed you in the selected time period.

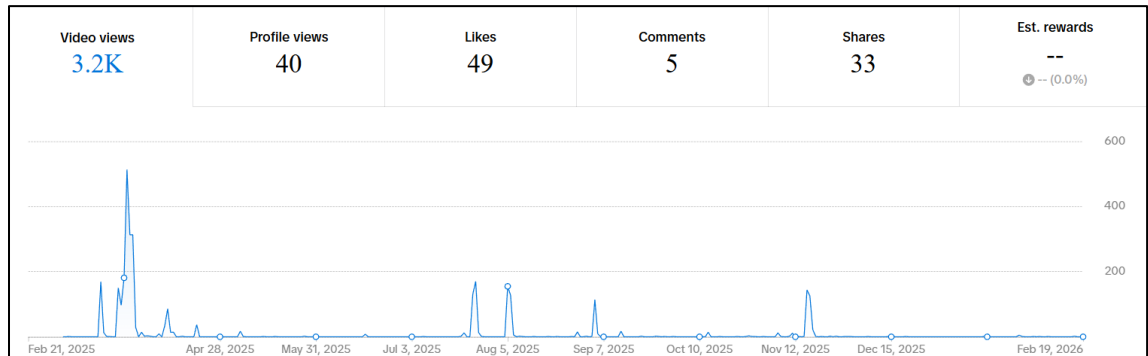


- **Content Overview:**

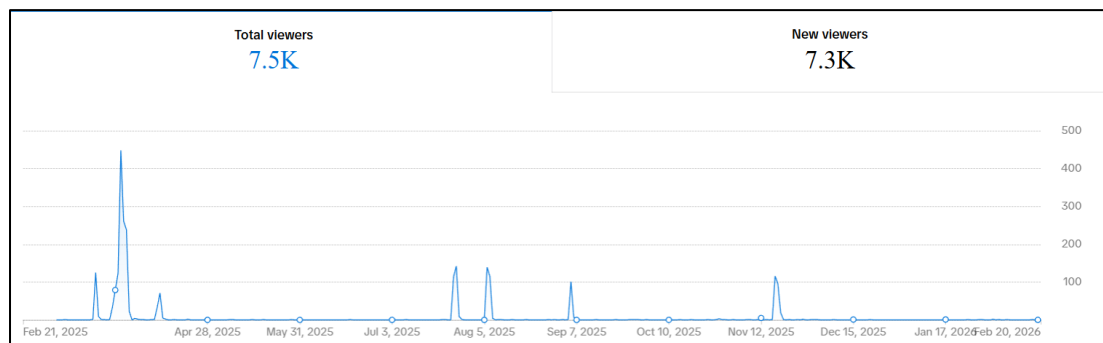


3. Tiktok (<https://www.tiktok.com/@neurodevproject>)

- Video views: +3200

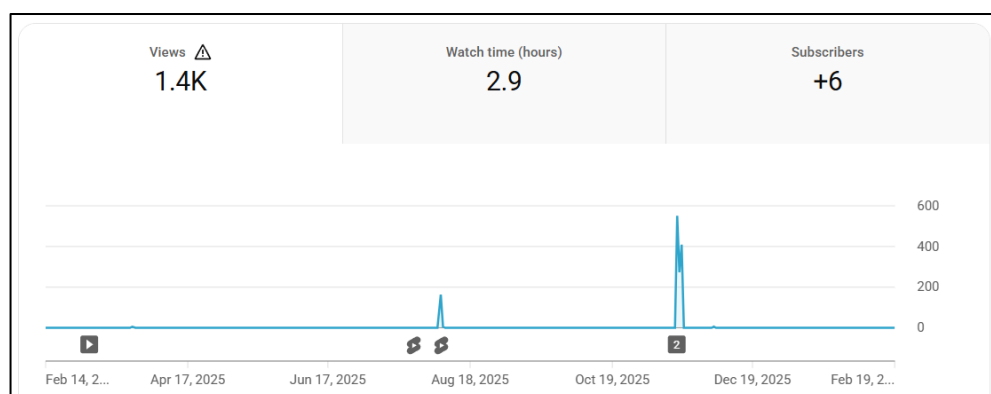


- Total viewers: +7500



3. YouTube (<https://www.youtube.com/@NeuroDevProject>)

- Views (1448)



- 5. Twitter/X (<https://x.com/NeuroDevProject>)

- Content is regularly published on this platform; however, it is used less frequently in Palestine. The number of Impressions (Times your posts were seen on X) has reached (951) and Engagement Rate (4.2%).

Strategies to Enhance Engagement

- Using effective hashtags such as #NeuroDev, #Neuro_Development_Project, #ErasmusPlus Partners: #University_of_Granada, #Hebron_University, #Bethlehem_University, #An_Najah_National_University, #University_Clermont_Auvergne #أطفالنا_مسؤوليتنا #النمو_النفسي_العصبي #جامعة_النجاح #جامعة_بيت_لحم #جامعة_الخليل
- Posting about important public events, such as World Down Syndrome Day.
- Sharing content on official university pages and social media, along with media outlets like **Radio Alam at Hebron University**.
- Sharing on personal social media pages (+5K Viewer).
- Maintaining a **regular posting schedule** to ensure continuity and increase engagement in raising awareness about the project.

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.