



Meaningful Integration of Data, Analytics and Services

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Deliverable 7.9

D7.9 Brochure, Poster and e-Newsletters 2

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| Role | Partner | Signature | Date |
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Abstract

This deliverable as per the Grant Agreement is a Version 2 update on the design and production of MIDAS promotional materials including the design of a generic MIDAS poster / pop-up stand and brochure / folder, the first MIDAS Digital Story and the production and circulation of two e-newsletters.

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- DCU – Dublin City University (Ireland)
- KU Leuven – Katholieke Universiteit Leuven (Belgium)
- VICOM – Fundación Centro De Tecnologías De Interacción Visual y Comunicaciones Vicomtech (Spain)
- UOULU – Oulun Yliopisto (University of Oulu) (Finland)
- ANALYTICS ENG – Analytics Engines Limited (UK)
- QUIN – Quintelligence D.O.O. (Slovenia)
- BSO – Regional Business Services Organisation (UK)
- DH – Department of Health (Public Health England) (UK)
- BIOEF – Fundación Vasca De Innovación E Investigación Sanitarias (Spain)
- VTT – Teknologian Tutkimuskeskus VTT Oy (Technical Research Centre of Finland Ltd.) (Finland)
- THL – Terveystieteiden tutkimuskeskus (National Institute for Health and Welfare) (Finland)
- SET – South Eastern Health & Social Care Trust (UK)
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| 1.0 | 04/12/2017 | Draft for Review | |
| 1.1 | 15/12/2017 | Release | Minor typographical changes |
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Statement of Originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive Summary

| | |
|-----------------------------|---|
| Work Package: | WP 7 |
| Work Package leader: | Jonathan Wallace |
| Task: | D7.9 MIDAS Brochure, Poster and e-Newsletters 2 |
| Task leader: | Ulster - University of Ulster |

This deliverable as per the Grant Agreement is a Version 2 update on the design and production of MIDAS promotional materials including the updated design of a generic MIDAS poster / pop-up stand and brochure / folder to reflect changes in partners' logos, the first MIDAS Digital Story and the production and circulation of two e-newsletters.

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1 Physical Media

1.1 MIDAS Brochure

The purpose of any brochure or flyer is to promote and disseminate the project. In order to provide as much flexibility to partners as to what specific content they might want to promote relating to MIDAS, rather than having a brochure to look to try to fit all audiences, which would be expensive to produce and would need to have at least three versions produced during the project as we progress through the three iterations of the MIDAS platform development and testing, we have agreed to produce a MIDAS folder within which partners can place info sheets / inserts on whichever aspects they are looking to promote e.g. the technical platform, data analytics, data visualisation, or ethics and governance of big data, etc.

The Brochure template has been updated to reflect logo changes from some of the partner organisations

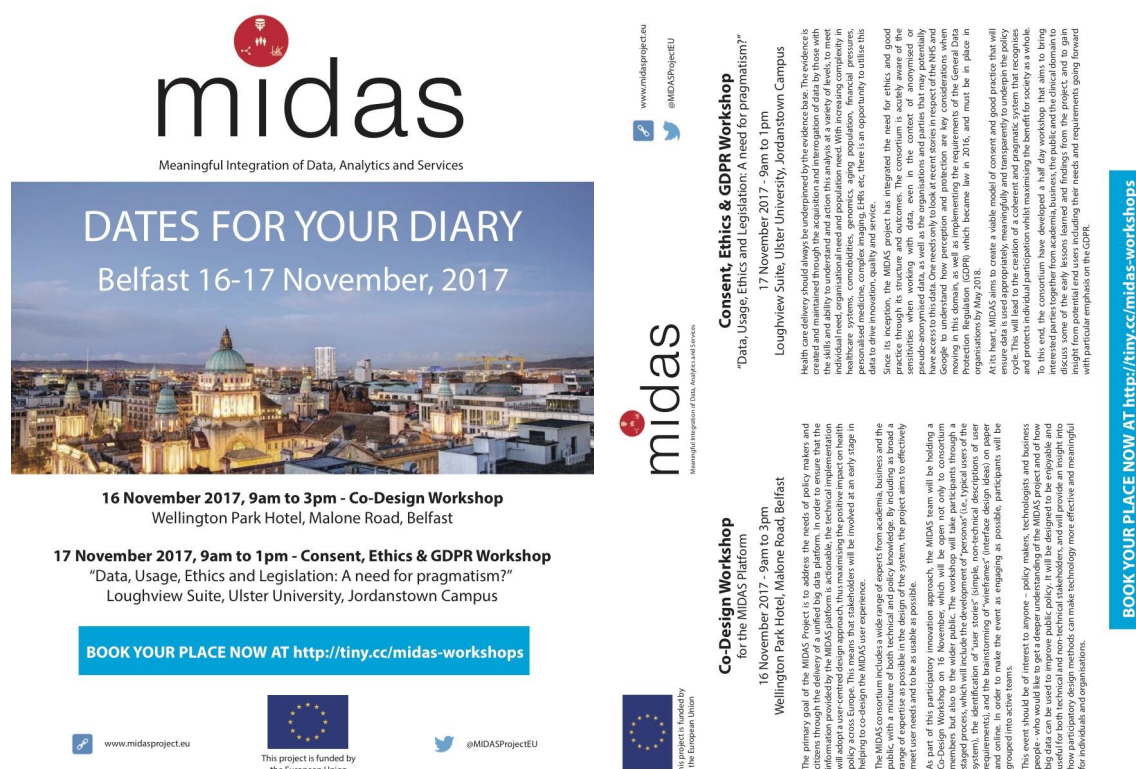


Figure 1: Artwork of MIDAS folder template for professional printing and self-assembly.

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As there is a limited consumable budget available for the coordinating partner as is the case with the promotional poster / pop-up stand below we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the folders to meet their needs from their own budgets.

A flyer was also produced for the two Belfast workshops in November 2017 on Co-Design and Consent, Ethics and GDPR (see Figure 2 below).



midas
Meaningful Integration of Data, Analytics and Services

DATES FOR YOUR DIARY
Belfast 16-17 November, 2017

16 November 2017, 9am to 3pm - Co-Design Workshop
Wellington Park Hotel, Malone Road, Belfast

17 November 2017, 9am to 1pm - Consent, Ethics & GDPR Workshop
"Data, Usage, Ethics and Legislation: A need for pragmatism?"
Loughview Suite, Ulster University, Jordanstown Campus

BOOK YOUR PLACE NOW AT <http://tiny.cc/midas-workshops>

www.midasproject.eu @MIDASProjectEU

This project is funded by the European Union

Co-Design Workshop for the MIDAS Platform
16 November 2017 - 9am to 3pm
Wellington Park Hotel, Malone Road, Belfast

The primary goal of the MIDAS Project is to address the needs of policy makers and the wider public. This is achieved through a user-centred design approach, which involves the identification of user needs, the development of a user-centred design approach, and the implementation of a user-centred design approach. The MIDAS platform is a user-centred design approach, which involves the identification of user needs, the development of a user-centred design approach, and the implementation of a user-centred design approach. The MIDAS platform is a user-centred design approach, which involves the identification of user needs, the development of a user-centred design approach, and the implementation of a user-centred design approach.

Consent, Ethics & GDPR Workshop
17 November 2017 - 9am to 1pm
Loughview Suite, Ulster University, Jordanstown Campus

"Data, Usage, Ethics and Legislation: A need for pragmatism?"

Health care delivery decisions have implications for the wider society. The address is created and maintained through the acquisition and integration of data by those with the skills and ability to understand and action this analysis at a variety of levels, to meet the individual need, organisational need and population need. With increasing complexity in the data landscape, the need for a user-centred design approach is becoming increasingly apparent. The MIDAS project is a user-centred design approach, which involves the identification of user needs, the development of a user-centred design approach, and the implementation of a user-centred design approach. The MIDAS project is a user-centred design approach, which involves the identification of user needs, the development of a user-centred design approach, and the implementation of a user-centred design approach.

BOOK YOUR PLACE NOW AT <http://tiny.cc/midas-workshops>

Figure 2: A5 flyer for Belfast Co-Design and Consent, Ethics and GDPR workshops.

1.2 Pop-up Stand

In order to maximise professional visibility of the MIDAS project and events including workshops, conferences, public engagements we created the artwork for and have produced two pop-up stands.

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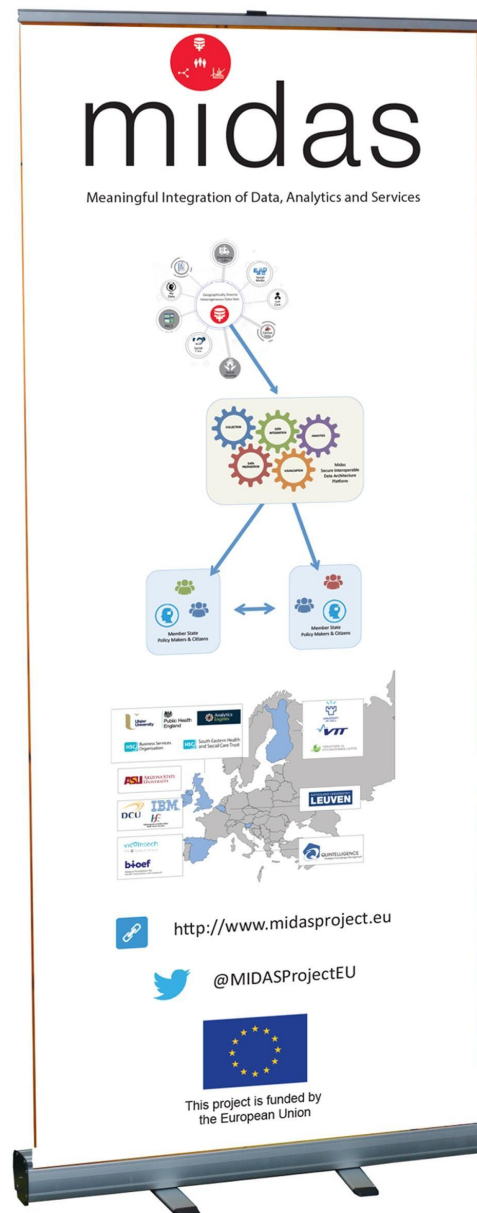


Figure 3: MIDAS Pop-Up Stand

As with the poster / folder above as there is a limited consumable budget available for the coordinating partner we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the pop-up stand to meet their promotional / dissemination needs from their own budgets. Colleagues in Finland have also produced pop-up stands from the provided artwork.

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Figure 4: MIDAS Pop-up stand as produced from high-resolution artwork by colleagues in Finland for their dissemination.

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Figure 5: MIDAS Pop-up stand in background of project representatives' group photograph at MIDAS General Assembly in Belfast in November 2017, as produced from high-resolution artwork by Ulster for their dissemination.

1.3 Poster

We have created a common poster publication template for the project and now have had two paper poster publications at conferences using this template in the interim period:

- One accepted for EMBEC '27 entitled 'Meaningful Integration of Data Analytics and Services – Finnish Pilot' (Fig. 5)
- One accepted for TMED 2017 entitled 'The MIDAS Platform: Facilitating the Utilisation of Healthcare Big Data in Northern Ireland and Beyond. (Fig. 6)

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Meaningful Integration of Data, Analytics and Services – Finnish Pilot

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Introduction

The MIDAS EU project will bring **policy makers, data owners and scientists together** to develop a **decision support system (DSS)** for information-based **health policy making** at regional and national level. Currently, the main limitations for data driven decision making in healthcare are in **legislation and heterogeneous data management** [1]. It is a governance and consent issue combined with heterogeneous data.

For example, using healthcare records together with biobank registers and hospital management data requires significant amount of paperwork and sometimes the planned study can even turn out to be prohibitively difficult to carry out due to the involved bureaucracy.

MIDAS develops a **proof of concept (PoC)** of a DSS for policy making to discover the opportunities, which a broader range of data integration in health domain would enable. The concept is visualized in Figure 1.

Because policies should affect always to populations, **MIDAS project concentrates on larger cohorts instead of single subjects.**

Implementation

Initial MIDAS data sources include:

- **Citizen data** like MyData [2],
- **Social media** like Twitter,
- **Open data** [3, 4] and
- **Healthcare data**, which is provided in Finland from the University of Oulu (UO), City of Oulu (CO) and the Finnish National Institute of Health and Welfare (THL)

Main components of MIDAS system:

- Analytics Engines XPD; state of the art **data virtualization** [5],
- Apache Spark framework with **state-of-the-art data analytics**
 - e.g. from Python, R and Scala

- Semantics server software [7] for the **model-based forecasts.**
- **Social media analytics** and **other free text analytics**
- **User Interface (UI)** with VTT OpenVA framework [8].

Key concepts:

- Data stays on **original source systems** and integration is done only **on request** when needed.
- **System dynamic forecasting models** are built with specialist knowledge from domain experts and data analytics
- The evaluation of **impact models** is supported by social media and news analytics.
- **Dedicated smart UI system**
 - Fully customizable shareable dashboards,
 - Three main types of users will be catered for:
 - high-level policy makers (predefined dashboards);
 - supporting personnel (creators of the dashboards); and
 - research oriented users (developers of new analytics).

Results & Discussion

The first Finnish pilot topics from the initial interviews in Oulu:

- Prevention of mental health problems;
- Wellbeing of young people and;
- Wellbeing of elderly people.

Main topic for Finnish pilot after interviews with extended group of policy makers:

- **The mental health and wellbeing of young people.**

The interviews with owners of controlled data have shown that:

- Current **legislation and data sensitivity** requires **anonymized secured datasets**, and
- Only preprocessed secured datasets can be connected to MIDAS data virtualization system.

These create challenges for the data integration and analytics.

The project started in November 2016 and lasts 40 months. The MIDAS system will be implemented in parallel for: Finland, Northern Ireland, Republic of Ireland and Basque Country.

References

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5. Analytics Engines XDP™ at <http://www.analyticsengines.com/>
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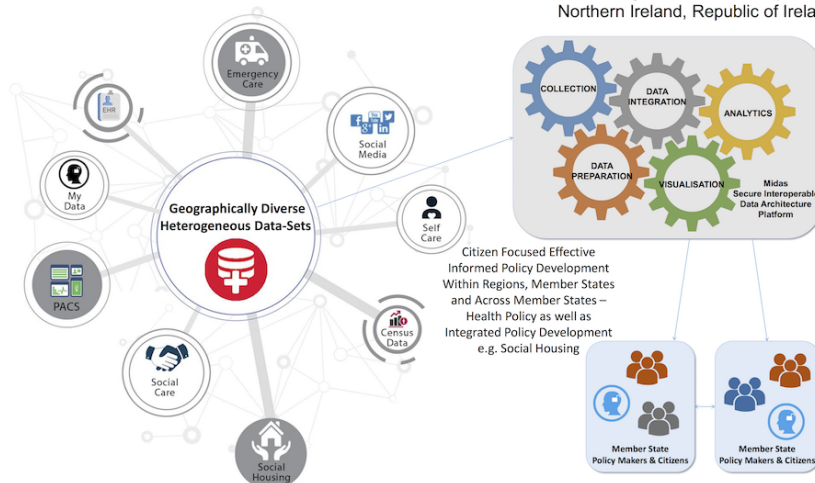


Figure 1. MIDAS concept for EU, national and regional point of view


<http://www.midasproject.eu>


@MIDASProjectEU



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Figure 6: EMBEC 27 Poster

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2 Digital Media

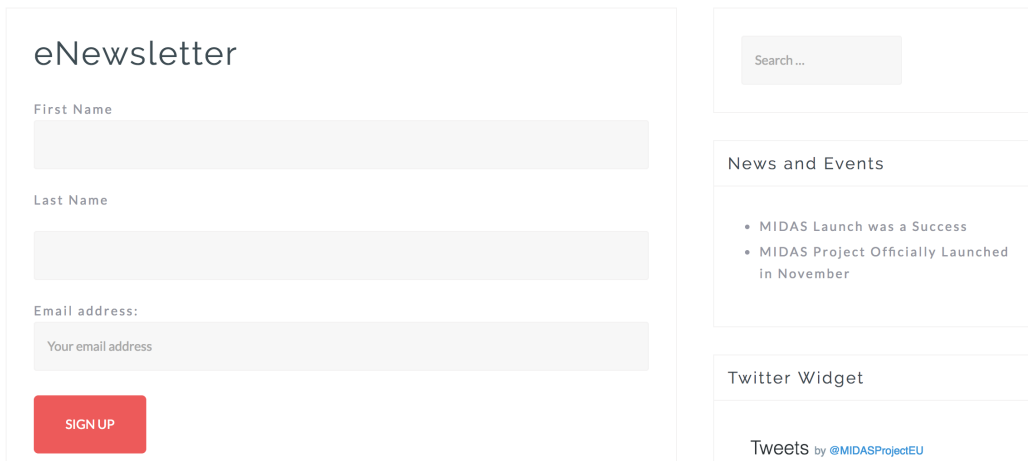
2.1 e-Newsletters

As reported in D7.8 a mailchimp account has been set-up and a Wordpress plugin installed to allow users to subscribe to our newsletter from the MIDAS website.



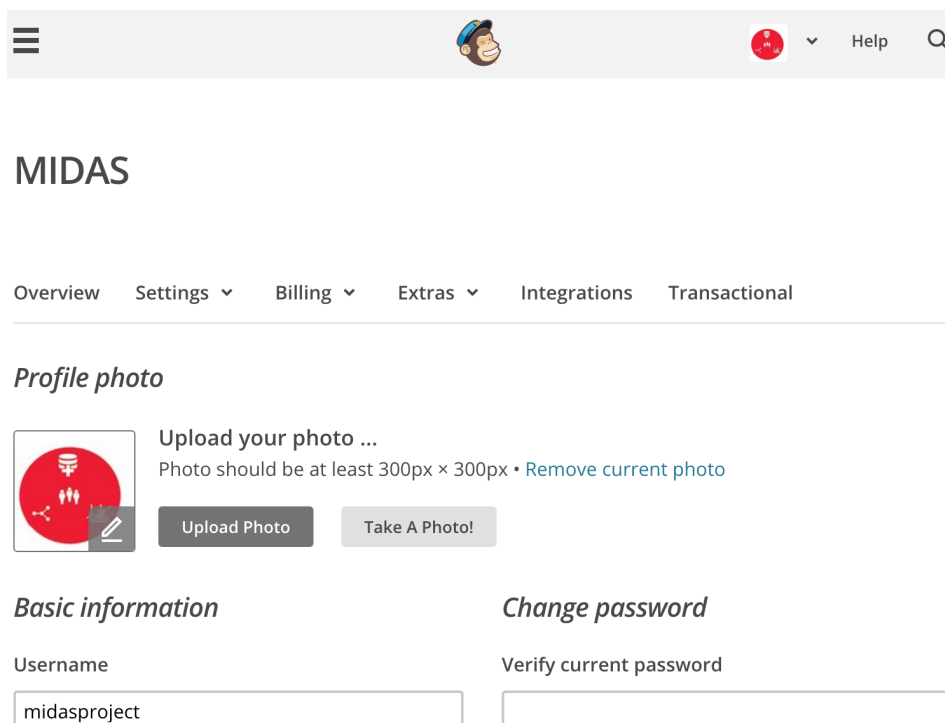
Figure 8: Screenshot of MIDAS home page with link to newsletter

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The screenshot shows the 'eNewsletter' subscription form. It includes input fields for 'First Name', 'Last Name', and 'Email address:'. Below the email field is a red 'SIGN UP' button. To the right of the form, there is a search bar, a 'News and Events' section with two bullet points, and a 'Twitter Widget' showing tweets from @MIDASProjectEU.

Figure 9: Screenshot of the subscription form to the MIDAS newsletter
<http://www.midasproject.eu/enewsletter/>



The screenshot shows the MailChimp account page. At the top, there is a navigation bar with a hamburger menu, a monkey icon, a profile icon, and a 'Help' link. Below the navigation bar is the 'MIDAS' header. The main content area has a navigation menu with 'Overview', 'Settings', 'Billing', 'Extras', 'Integrations', and 'Transactional'. The 'Profile photo' section shows a placeholder for a profile picture with an 'Upload your photo ...' button and a 'Remove current photo' link. Below this are 'Upload Photo' and 'Take A Photo!' buttons. The 'Basic information' section includes a 'Username' field with the value 'midasproject'. The 'Change password' section includes a 'Verify current password' field.

Figure 10: Screenshot of MailChimp account

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The process, roles, responsibilities/actions and timings for the MIDAS Newsletter are described below:

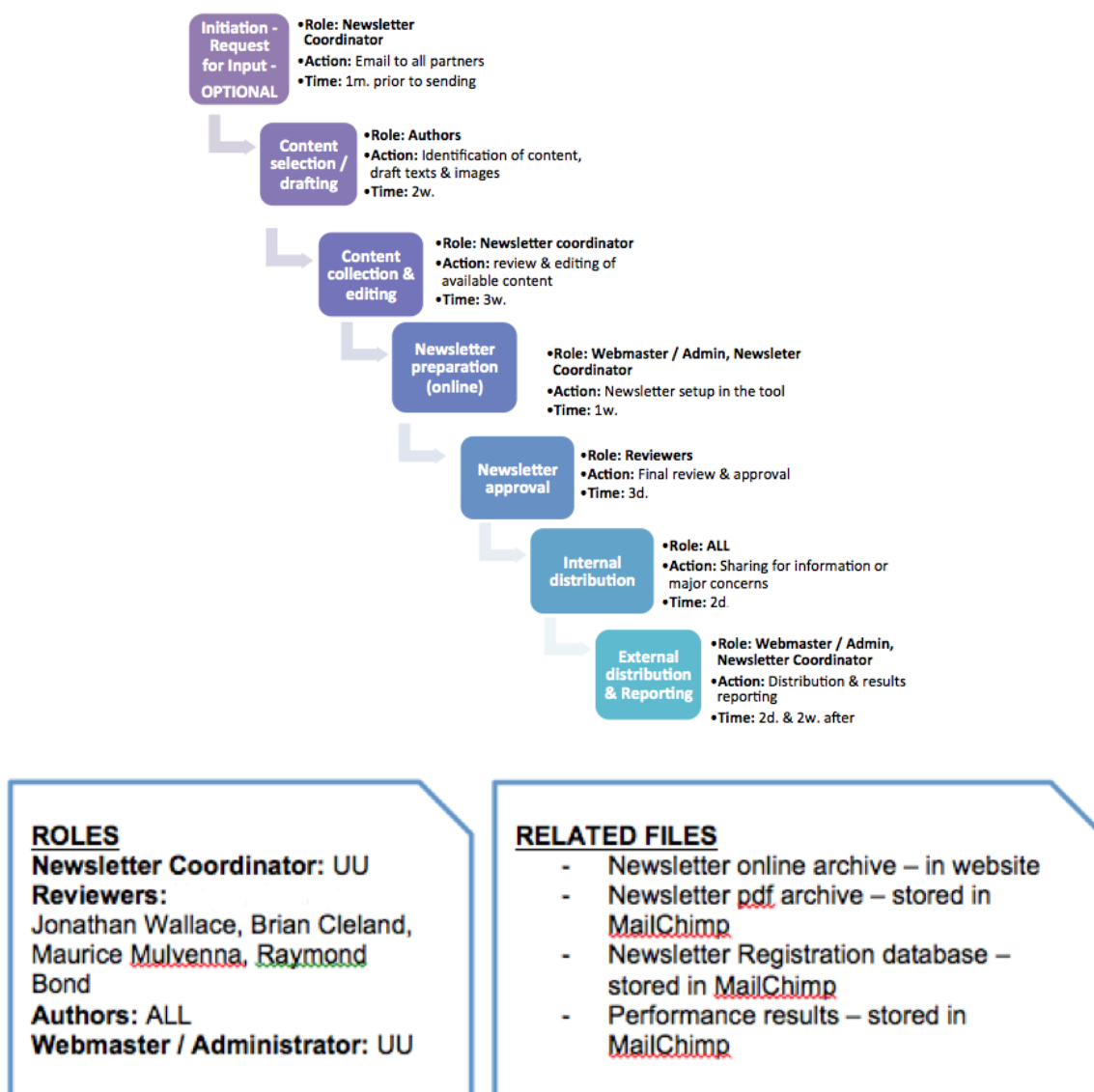


Figure 11: E-Newsletter Process

To date as per the schedule we have released two Newsletters to those subscribed to the MIDAS Newsletter, which currently stands at 86 subscribers. The newsletters contain the aggregated Blog posts from the website as well as any major news events. The 2nd Newsletter also contained the first MIDAS Digital Story shared via the MIDAS YouTube Channel.

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2.2 Website

The MIDAS website has been building traffic and is up just under 3.5% over the last 12 months with 2.1k visitors as per the Google Analytics analysis shown below:



Figure 12: MIDAS Website Google Analytics Analysis Months 1 to 12

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2.3 Social Media

We have chosen Twitter as the preferred Social Media Platform for MIDAS, using the handle @MIDASProjectEU and hashtags such as #MIDAS, #BigData, #PublicHealth and #GDPR. With the number of dissemination events that partners across MIDAS have undertaken MIDAS has achieved good impressions on Twitter. The four figures below show the Twitter impressions for each quarter of the first 12 months of the project, where we have gained 9.8k Twitter impressions in total.

1 Dec 2016 - 1 Mar 2017

Your Tweets earned **4.5K impressions** over this **91 day** period

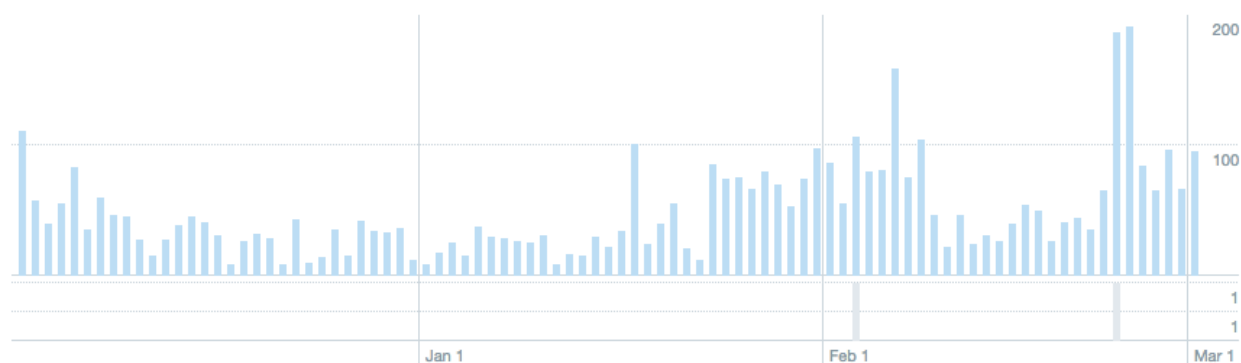


Figure 13: MIDAS Twitter Analytics Months 1 to 3

2 Mar 2017 - 1 Jun 2017

Your Tweets earned **2.2K impressions** over this **92 day** period

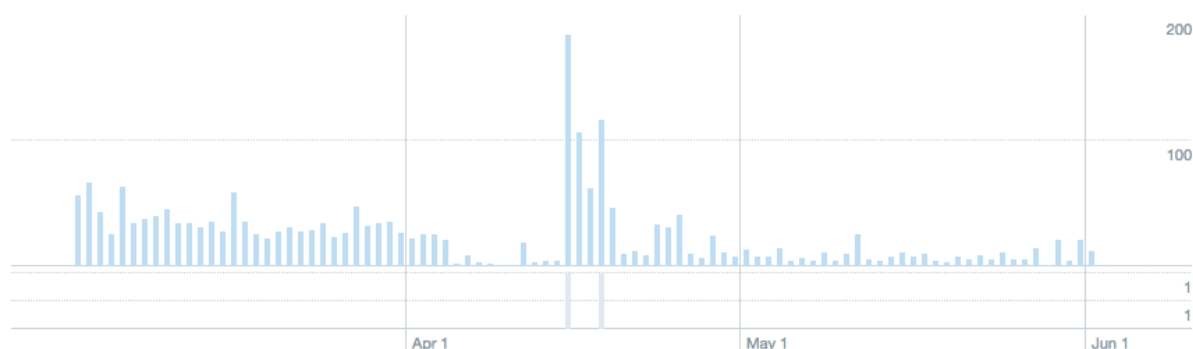


Figure 14: MIDAS Twitter Analytics Months 4 to 6

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2 Jun 2017 - 31 Aug 2017

Your Tweets earned **901 impressions** over this **91 day** period

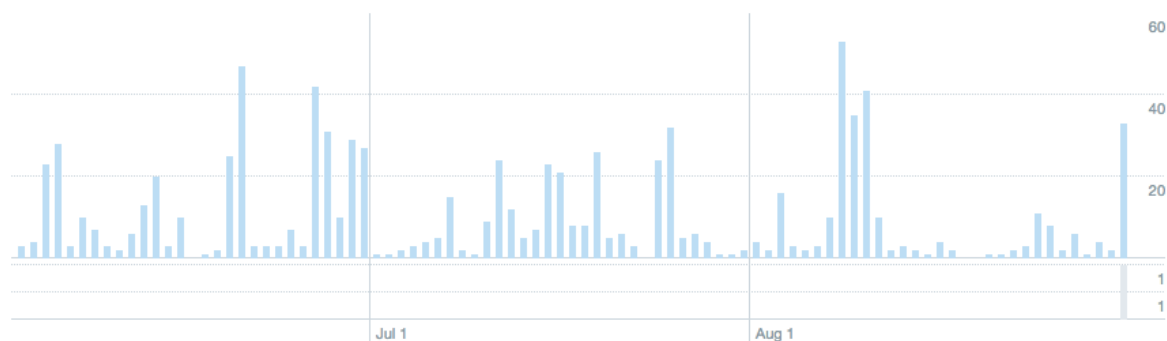


Figure 15: MIDAS Twitter Analytics Months 7 to 9

1 Sep 2017 - 30 Nov 2017

Your Tweets earned **2.2K impressions** over this **91 day** period

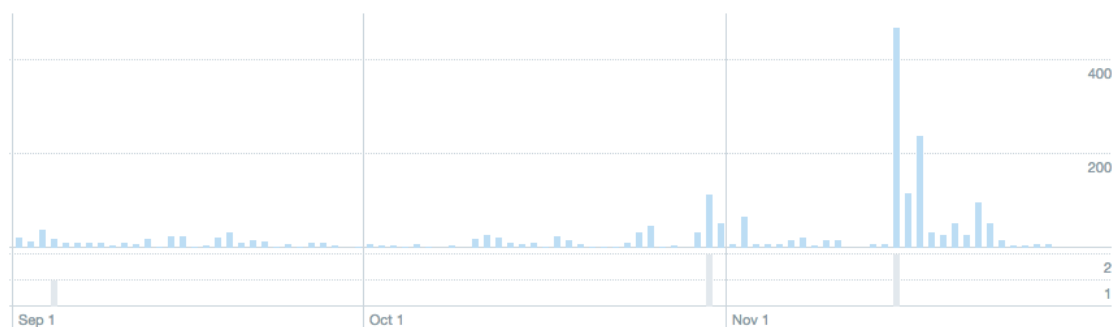


Figure 16: MIDAS Twitter Analytics Months 10 to 12

2.4 YouTube Channel

We have also created a MIDAS YouTube Channel called MIDAS Project for dissemination of any video material that we create. Thus far we have uploaded the video of the full public workshop held in Helsinki in June 2017 as well as the first of the Digital Stories to be released from MIDAS – this one by Susan Campbell from BSO in relation to Anonymising Childrens' Data for MIDAS.

Thus far we have had 70 views on the YouTube Channel.

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3 Conclusion

This deliverable describes how various information materials have been developed within the MIDAS brand platform. Specifically, we have outlined physical media that have been created - such as brochures and flyers, pop-up stand and posters - as well as digital materials including the MIDAS website, e-newsletters, Twitter content and YouTube videos. These materials have all been developed consistently with the MIDAS logo and branding, in order to effectively raise awareness of the project and assist in dissemination activities across the consortium partner regions.