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Personalised blueprint of intestinal health

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[1] **Type**: Use one of the following codes (in consistence with the Description of the Action):
- R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.

[2] **Dissemination level**: Use one of the following codes (in consistence with the Description of the Action)
- PU: Public, fully open, e.g. web
- SEN: Sensitive, limited under conditions of the Grant Agreement

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Summary

This deliverable details the purpose, target audience and concept of the first miGut-Health audio-visual material, which consists of a roughly two-minute-long video clip that explains the approach and major objectives of the project. Additionally, this report contains the production and publication steps, along with links to the actual clip.

1 Introduction

As part of WP7 "Communication, Dissemination and Exploitation", the production of communication material is one of the key activities and outputs. In line with this, audio-visual material in the form of an animated clip was produced for the miGut-Health project. This material is designed to create visibility and enhance project outreach. Although it is mainly produced for the scientific community and the general public, it is intended to pique the interest of all stakeholder groups associated with the project, serving as an engaging introduction.

2 Description of Activities

2.1 Purpose

The miGut-Health project video aims to raise awareness for and illustrate the project's approach and goals in an informative and understandable format and strives to highlight the expected positive impact of the project results on European society.

The video clip succinctly outlines the rationale behind having a project like miGut-Health and explains its main objectives in lay language, reducing the scientific complexity to a minimum. The material aims to inform the viewer about what inflammatory bowel disease (IBD) is, its types and associated symptoms, before mainly focusing on the message that project partners are working on various scientific aspect with an aim to predict and prevent IBDand improve gut health by focusing on the transition from health to disease. The video outlines the main research activities, such as identifying potential risk factors for IBD, observing the impact of diet and nutrition on gut inflammation, investigating the impact of a gluten-free diet on high-risk individuals and people with IBD, and deploying novel e-Health technologies.

The video was produced for online distribution as the most cost-effective means of dissemination as well as distribution at events that partners attend. In addition, it helps spread information about the project work being funded by the European Commission.

2.2 Target Audience

The miGut-Health video is mainly intended for the general public, especially people with IBD and their friends and families, but it will also help disseminate the project to the scientific community, policy-makers, and healthcare professionals. It has been designed and produced to be used in online communications (like the miGut-Health website, the dedicated LinkedIn and X accounts, partner's YouTube channel) as well as at events and meetings where appropriate.

2.3 Concept

Considering the purpose and target audience, it was decided that an animated clip of approximately 2 minutes would be the most appropriate format for the audio-visual material. This makes it ideal for

mobile viewing and 'on the go', but still has a good length for dissemination at conferences and other events.

The video includes the already established logo and colour scheme of miGut-Health to visually link the clip to the project and the topic. It explains in lay terms what IBD is and how it manifests, what miGut-Health aims to achieve and how project findings can benefit people with IBD, people who are at risk of developing IBD and the healthcare system in general.

In order to engage the audience, a personalised approach was chosen: we see a young woman named Naomi, who is introduced as the video's main character and leads viewers through the entire clip. In the beginning of the video, Naomi is shown watering flowers, when suddenly she experiences strong abdominal pain. The voice-over explains what IBD is, showing the depiction of affected areas in the gut for both Crohn's disease and ulcerative colitis, and then introduces miGut-Health as a research initiative aiming to detect causes and possible ways of preventing IBD. In the next scene, we see Naomi interacting with the medical doctor, but in parallel, we are shown six key health factors through which potential risk factors for IBD are identified (genes, proteins, the chemical reactions in our body, gut bacteria, diet, lifestyle and other social factors). To highlight the focus of the project on the health-to-disease transition, the audience follows Naomi as she grows up and gets a protective shield around her body, signifying a healthy gut, stemming from the research conducted by miGut-Health.

We also see a scene with the scientists in a laboratory, examining miniature in vitro models of human gut grown in the laboratory setting, while the following scene depicts what happens in the intestines of people affected by IBD when gluten-free food is consumed. Finally, we go back to Naomi who is socialising with her friends at a restaurant, and scanning her food plate via an application on her smartwatch. This shows that miGut-Health's eHealth tools aims to enable people with IBD to actively manage their health and self-care, thereby leading to an improved quality of life. The video ends with a project logo, social media icons, funding acknowledgement and all partners' logos.

2.4 Production and delay

As the leader of Task 7.1 (project communication), the dedicated Communication manager from EURICE managed the production process from the beginning to the finished video, including the creation of promotional material and distribution of the final clip via various channels. EURICE worked closely together with the miGut-Health project manager from RISE and the Communication committee to develop an appropriate storyboard and select suitable images. Production steps such as animation and voiceover were contracted to a professional service provider, with several rounds of revision based on feedback provided by EURICE, RISE and the Communication committee.

The process began early in November 2023, when EURICE outlined the first version of the **storyboard.** The storyboard went through several iterations by the Communication committee, and the initial version was reduced from 381 to 265 words. Due to the upcoming Christmas holidays and the high workload for the production company, the company informed us that they will not manage to produce the video in the expected time, but rather later in January. Late in December, they provided us with the **action-on-screen** file, showing how the script would interact with the images on the screen. Following the review and feedback from the Communication committee, a new version of action-on-screen was prepared in mid-January 2024, when we also submitted several images of bacteria, organoids and other research-specific images, based on which the animations were created.

The next step, early in February, was the approval of the first **illustrations** (Figure 1.) as a base for animations, with voice-over text indicated along with the description of the action for each scene. This led to a new feedback round with the Communication committee, as well as the Management team. It was crucial to have everything aligned and confirmed at this point, as all revisions at a later stage would lead to further delays and incur extra costs. As some of the Communication committee

members had different visions of the style and depiction of bacteria on several images, this feedback round took slightly longer than expected.

Once we had reviewed the illustrations and selected the suitable voice, the **animation phase** started. The first version of the video with all animations and voice-over was received on February 26th. We had some additional suggestions regarding the flow and background music, and based on that, a new version of the video was presented on March 4th. After checking and confirming the final version with all partners involved in the process, we competed the final sound and colour adjustments and included the subtitles, and then the video was ready to be launched.

Even though the initial intention was to release the video by the end of December 2023 or in January 2024, there have been unexpected delays both due to the winter seasonal holidays period and our aim to include a broad group of consortium members in every feedback round of the process, in order to come up with a high quality video that would represent the project well and would be used by all partners throughout the runtime of the project.



Figure 1. One of the illustrations provided by the production company in preparation for the animation phase



Figure 2. Figure 2. Scene from the final video highlighting six key health factors associated with potential risk factors for IBD: genes, proteins, chemical reactions in the body, gut bacteria, diet, lifestyle, and social factors.

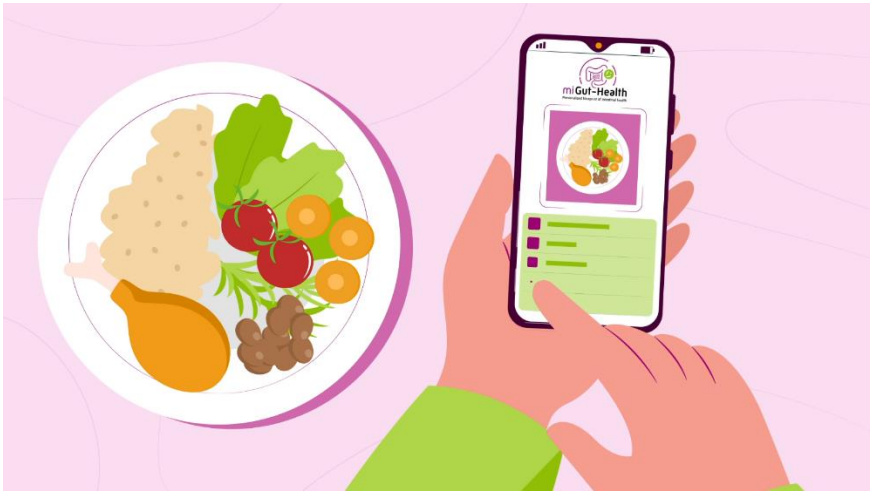


Figure 3. Scene from the final video depicting the usage of eHealth tools that are being developed in the frames of miGut-Health project

3 Results

The original video in English has been published on March 7th, on EURICE's YouTube channel and on the miGut-Health website (homepage). The announcement of the launch has been published on miGut-Health, with the YouTube video embedded in the post. On Friday March 8th, all project partners were informed about the video and provided with a one-pager containing further instructions and guidance with regards to promoting and disseminating the audio-visual material (Annex II). A news release has been prepared as well (Annex III), allowing press distribution via the miGut-Health website.

As the miGut-Health clip has been designed and produced for online communication, the key communication channels are defined as follows:

Websites / News sections

- miGut-Health website (https://www.migut-health.eu/)
- Websites/news sections of partner institutions involved in miGut-Health (e.g. EURICE: https://www.eurice.eu/news/creating-a-personalised-blueprint-of-intestinal-health-new-migut-health-project-video-out-now)



Figure 4. Screenshot of the video launch from the miGut-Health website

YouTube / Other video sharing channels

- Video-sharing channels of partner institutions involved in miGut-Health (e.g. EURICE, USKH)

Social media

- miGut-Health LinkedIn page and X account
- social networking sites of partner institutions (or participants)

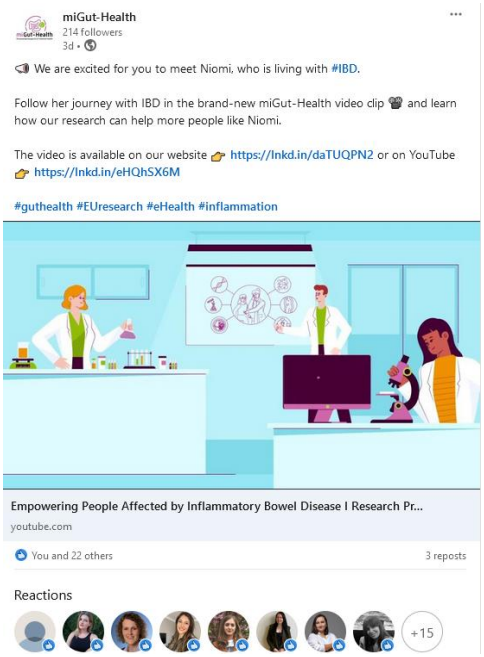




Figure 5. and 6. Screenshots from miGut-Health LinkedIn and X account

4 Conclusion

In month 14, miGut-Health project produced a ~2:03 minute-long animated clip which introduced the aims of the project and its expected impact on patients affected by inflammatory bowel disease.

The clip was designed and produced to be used by the miGut-Health consortium partners and the EC in online communications or at events/meetings. It will help to raise awareness about the project and its scientific relevance.

5 Annexes

5.1 Annex I – Script

Meet Naomi, one of 3 million people in Europe living with Inflammatory Bowel Disease, a group of chronic conditions that cause gut inflammation and severe symptoms.

IBD, which includes Crohn's disease and ulcerative colitis, can flare up unexpectedly, which makes daily life challenging.

But what if people like Naomi could get help before becoming sick?

The innovative research initiative miGut-Health has an ambitious goal: to predict and prevent IBD and improve gut health by focusing on the transition from health to disease.

miGut-Health combines advanced machine learning methods with omics data, which entails a comprehensive study of our body's biomolecules and cellular processes.

By examining six key health factors—genes, proteins, the chemical reactions in our body, gut bacteria, diet, lifestyle, and other social factors— the researchers identify potential risk factors for IBD.

To validate this approach, researchers create intestinal organoid models – miniature models of human guts grown in the lab. These models help observe the impact of diet and nutrition on gut inflammation.

Additionally, a clinical trial investigates the impact of a gluten-free diet on high-risk individuals and people with IBD.

miGut-Health also deploys novel eHealth technologies, enabling people to actively manage their health and self-care.

By creating such a personalised blueprint of intestinal health, miGut-Health aims to reduce healthcare costs and, most importantly, improve the quality of life for people like Naomi.

5.2 Annex II – One-pager for partners



5.3 Annex III – News release (published on March 7th)

Creating a Personalised Blueprint of Intestinal Health: miGut-Health Project Releases New Video

Millions across Europe are affected by Inflammatory Bowel Disease (IBD), encompassing Crohn's disease and ulcerative colitis. As the number of diagnosed cases rises, the need for personalised solutions intensifies.

The EU-funded miGut-Health project tackles this need head-on, aiming to empower individuals with IBD through innovative data-driven approaches, personalised preventive interventions (such as nutritional changes), and novel eHealth solutions.

Now, the project has released a brand-new video that delves into the experiences of individuals living with IBD, highlighting disease symptoms and showcasing the innovative miGut-Health approach to improve the lives of people with IBD.

The short clip follows Niomi, a young woman diagnosed with IBD, seeing her grow from a child to a young woman to highlight the crucial aspect of preventing the health-to-disease transition – one of the main focus points of the project. By transmitting the video messages in an easy-to-understand animated format, the complex scientific information is accessible to the wider public as well as interested fellow researchers.

Delve into the project video on the miGut-Health homepage and YouTube.

07/03/2024

Creating a Personalised Blueprint of Intestinal Health: New miGut-Health Project Video Out Now

Millions across Europe are affected by Inflammatory Bowel Disease (IBD), encompassing Crohn's disease and ulcerative colitis. As diagnosed cases rise, the need for personalised solutions to manage and improve the lives of individuals with IBD becomes increasingly critical.

The EU-funded miGut-Health project tackles this challenge head-on through the development of innovative data-driven approaches, personalised preventive interventions (such as nutritional changes), and novel eHealth solutions.

Now, the project has released a brand-new video to raise awareness for IBD. To that end, the clip delves into the experiences of people with IBD by highlighting disease symptoms and individuals' common daily experiences. The video also showcases the innovative miGut-Health approach that aims to improve the lives of people with IBD.

The short clip follows the journey of Niomi seeing her grow from a child to a young woman affected by IBD to highlight the crucial aspect of preventing the health-to-disease transition – one of the main focus points of the miGut-Health project. By transmitting the video messages in an easy-to-understand animated format, the complex scientific information is accessible to the wider public as well as interested fellow researchers.

Delve into the project by watching the video on the miGut-Health homepage and YouTube.