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MENTBEST

Protecting
mental health
in times of change.

MENTBEST

Protecting mental health in times of change

MENTBEST Website

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MENTBEST Consortium

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UNIVERSIDAD AUTONOMA DE MADRID	**UAM**	**3**	**Beneficiary**
NATIONAL SUICIDE RESEARCH FOUNDATION	NSRF	4	Beneficiary
REGION HOVEDSTADEN	PCC	5	Beneficiary
DET NATIONALE FORSKNINGSCENTER FOR ARBEJDSMILJØ	NFA	6	Beneficiary
EESTI-ROOTSI VAIMSE TERVISE JA SUITSIDOLOOGIA INSTITUUT	ERSI	7	Beneficiary
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MENTBEST Website

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1. Executive Summary

This document is the deliverable D8.2 – *MENTBEST Website* of the European project *MENTBEST-Protecting mental health in times of change* (project reference: 101080651).

This deliverable is part of Work Package 8 – Communication, Dissemination and Future Implementation (WP8). It contains two main chapters: first, the introduction and background, which briefly describes the project and its objectives, the relation with other project tasks and work packages, and the target audience; second, a detailed description of the project's website, including information on its development, structure and content, hosting and maintenance.

The project website will serve as a critical medium through which MENTBEST will showcase the project. It includes information about the project's objectives, partners, work packages, and activities.

The website is a living organism that will be updated regularly to keep it relevant and engaging for stakeholders. Moreover, as the project progresses, WP8 will identify possible improvements and make modifications if needed.

The MENTBEST website went live on 20 July 2023 and is available at: https://mentbest.com/

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3. Introduction and Background

3.1 Project Overview

MENTBEST is a 5-year Horizon Europe EU-funded project (April 2023 – March 2028) designed to support vulnerable groups in the general population, especially at risk of being disadvantaged by dramatic societal change, experiencing stressors, and suffering (further) adverse impacts on their well-being, including mental health. The European Alliance Against Depression (EAAD) leads this ambitious project with a multi-disciplinary consortium of 14 European partners.

Members of MENTBEST have extensive expertise and have researched, created and delivered community-based interventions to reduce depression and suicidal behaviour. For instance, the EAAD intervention framework (EAAD 4-level model) has been implemented and proven effective in 120 communities across 17 EU countries.

Building on this experience, the MENTBEST consortium will first characterise the scale of the change-related mental health challenges in Europe. It will also work with patients, healthcare and other stakeholders to identify interventions and tools to build resilience and maintain good mental health. Next, MENTBEST will combine these interventions into a comprehensive community-based intervention named COMBINA and deliver and validate it in five model regions, namely Albania, Estonia, Greece, Ireland and Spain, with a particular focus on the benefits for vulnerable groups such as children and adolescents, older adults, migrants, unemployed and people with a history of mental conditions.

An innovative addition will be the randomised controlled trial (RCT) of app-based self-monitoring and self-management technologies for mental health, which use AI and n=1 longitudinal statistics to create individualised predictive models and provide users with preventive and self-management support. The MENTBEST app (i.e., MENTINA) will be trialled in Denmark, Germany and Spain.

After validation and process evaluation, enhanced COMBINA will be a ready-to-use package which can be implemented in Europe and beyond.

WP8, as the communication, dissemination and future implementation work package, is responsible for maximising the project's impact by increasing awareness in a wide range of audiences and key stakeholder groups about MENTBEST's aims and disseminating the project's outputs. This document (D8.2) is key in this regard, as the project's website and social media profiles are the main channels for promoting the project and its activities.

3.2 Relation with other tasks and work packages

The WHO Collaborating Centre at the UAM (beneficiary no. 3) leads the communication and dissemination activities of the project (i.e., WP8 – Communication, Dissemination and Future Implementation). Table 1 summarises the tasks and outputs related to WP8.

Tasks	Outputs
T8.1 Communication and dissemination plan	D8.1 Communication and Dissemination Plan
T8.2 Communicate and disseminate all WPs key findings to the target audiences	**D8.2 Project Website**
T8.3 Implementation policy brief and Recommendations	D8.4 Policy Brief and Recommendations
T8.4 COMBINA transfer	D8.4 Policy Brief and Recommendations
T8.5 Exploitation and future planning	D8.5 Exploitation Plan

Table 1. List of WP8 tasks and outputs

The MENTBEST website is the second deliverable of WP8 (D8.2), and it is a crucial part of the communication and dissemination strategy outlined in the D8.1 – *Communication and Dissemination Plan* (Task 8.1; outcome D8.2). The website will help MENTBEST partners promote the project and disseminate key research outcomes to a wide range of audiences, including the wider public (Task 8.2).

WP8 will also aim to identify strategies pertinent to the uptake of the COMBINA intervention, including the MENTINA app, and develop policy recommendations targeted at relevant stakeholders, such as health policymakers (Taks 8.3, 8.4 and 8.5). The MENTBEST website will benefit these tasks by making information and resources available that increase and spread awareness about the project and its activities and attract key stakeholders and policymakers.

For more information on the aims of WP8 and the communication and dissemination strategy, please refer to the deliverable report D8.1.

Another important aspect is that all MENTBEST partners and work packages (WPs) will collaborate with WP8 and provide materials for uploading to the website. For instance, all public deliverables will be uploaded to the website once approved by the funding body - European Health and Digital Executive Agency (HaDEA). Furthermore, partners will collaborate with WP8 to create print and digital materials such as brochures, leaflets, infographics and videos that will be available on the website and help WP8 translate the website's main content into the languages of the COMBINA model regions. Project partners will also collaborate with the MENTBEST blog.

In addition, the project website will include activities carried out by other WPs, such as slides of presentations, keynote speeches, articles in peered-reviewed journals and conference proceedings, amongst other activities.

3.3 Target audience

In order to communicate MENTBEST activities and raise awareness about the project, we will address specific target audiences through selected communication and dissemination channels and tools, including the website and social media channels. These target audiences include:

- The general public.
- End-users and vulnerable groups such as young adults, older adults, migrants and refugees, long-term unemployed and people with existing mental health conditions.
- Academic and NGO research communities.
- Healthcare professionals.
- Policymakers and healthcare authorities.

Furthermore, the project's website will also help disseminate key research findings beyond the scientific community, reaching regions and municipalities that could benefit from the COMBINA package, as well as healthcare providers and policymakers.

4. MENTBEST Website

4.1 Website design

As part of WP8 tasks, the UAM team committed to creating a dedicated website available for users by month four of the project, together with MENTBEST profiles in social media channels (i.e., Twitter, LinkedIn and YouTube).

The project's website has been active since 20 July 2023 at the following URL: https://mentbest.com/

The website was structured and designed as the primary tool for communicating and disseminating the MENTBEST project. It includes information about MENTBEST objectives, partners, work packages, project activities and outputs. A detailed description of the website's structure can be found in section *3.3 Website Structure and Content*, page 12.

Although the website's primary language is English, the main content (including, for example, information about the project aims, work packages and the MENTBEST consortium) will be available in other languages of the COMBINA study model regions (i.e., Albanian, Estonian, Greek, Spanish and Catalan) in the upcoming months.

An essential feature of the website is that it is mobile-friendly and easy to view, allowing MENTBEST not to miss traffic from mobile devices and tablets. Moreover, it is always accessible, and it can potentially gain the attention of stakeholders worldwide, helping increase the exposure of the MENTBEST project.

The website's graphic design was developed by the website design and development team, and it is based on the MENTBEST logos and branding (see Figure 1).

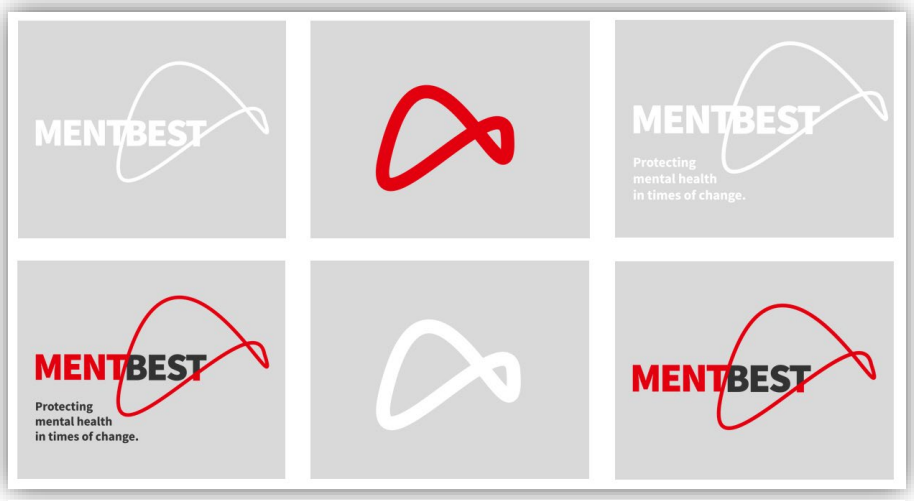

Figure 1. MENTBEST logos

The MENTBEST logo reflects that the project builds on the consortium's expertise in creating and delivering community-based interventions to reduce depression, especially on the EAAD intervention framework, as it is based on the EAAD's logo colour scheme and some graphic elements (such as the loop).

For the website, we considered important branding components such as the colour and typography of the MENTBEST logo. For more information regarding graphic design, please see below (section *3.2 Website development process*).

Finally, the project website acknowledges the European Commission's Horizon Europe support and displays the EU flag. It also complies with the EU General Data Protection Regulation (GDPR).

4.2 Website development process

The MENTBEST Website development process has been carried out in five key phases.

1) Definition of features and purpose.
2) Structure, content planning and organisation.
3) Graphic design of key site pages.
4) Development and optimisation.
5) Launch and maintenance.

The UAM team, in collaboration with WP9 - Project Management, clearly defined phases 1 and 2 and handed them off to the website design and development team.

After analysing the required content and website structure (please see section 3.3 *Website Structure and Content*, page 12), a wireframe outline of key site pages was created. This process indicated where key content should be located and provided a draft guide for more detailed graphic design.

Exact graphic designs of key site pages were created using Figma graphic design software (see Figure 2). These designs incorporated key MENTBEST branding components, including colour and typography, to create visually attractive, intuitive and 'on-brand' page designs.

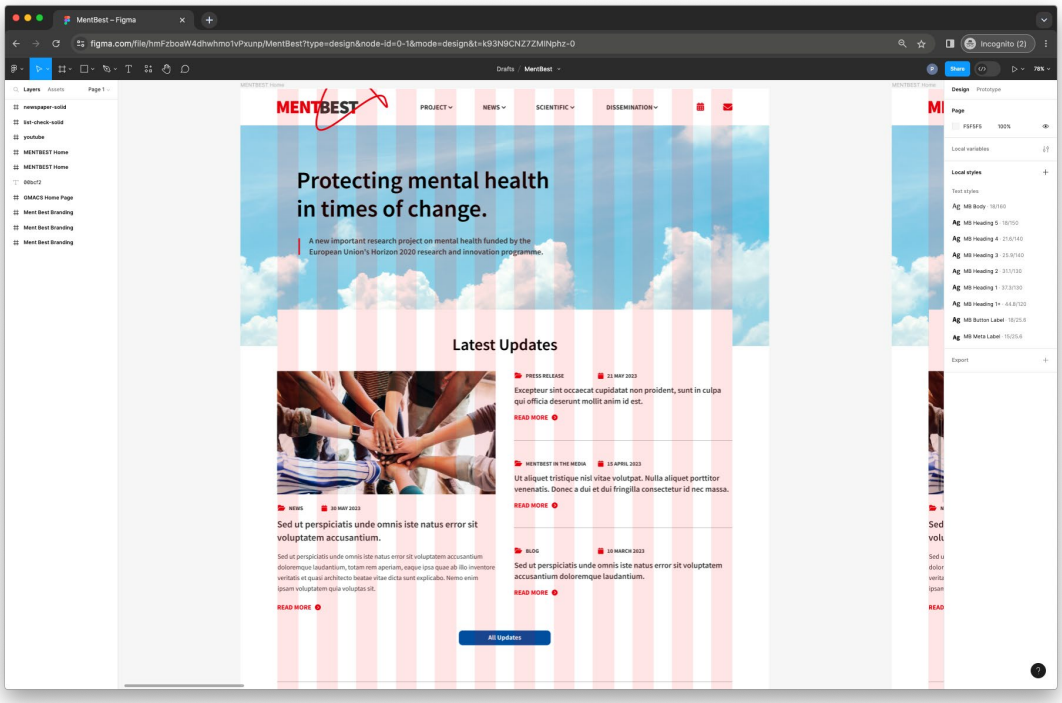

Figure 2. Graphic mockup of MENTBEST Home Page in Figma software, with standard 12-column web design grid overlaid.

The designs were shared with the MENTBEST consortium, and after discussion and edits, the page designs were approved for web development. Figure 3 shows the implementation of the design in an active browser window in an early development phase.

The development team used a custom-built WordPress installation running on SiteGround servers to develop the designs into a fast and secure website, which excels in Google's benchmark testing, with scores of 87-100 for performance, accessibility, best practices and search engine optimisation (see Figure 4).

The site is fully responsive for all screen sizes and protected at all levels from threats such as malware or brute force attacks.

Regarding maintenance, the website has been built to allow updates and new material to be published easily and intuitively, with zero coding or additional design work required.

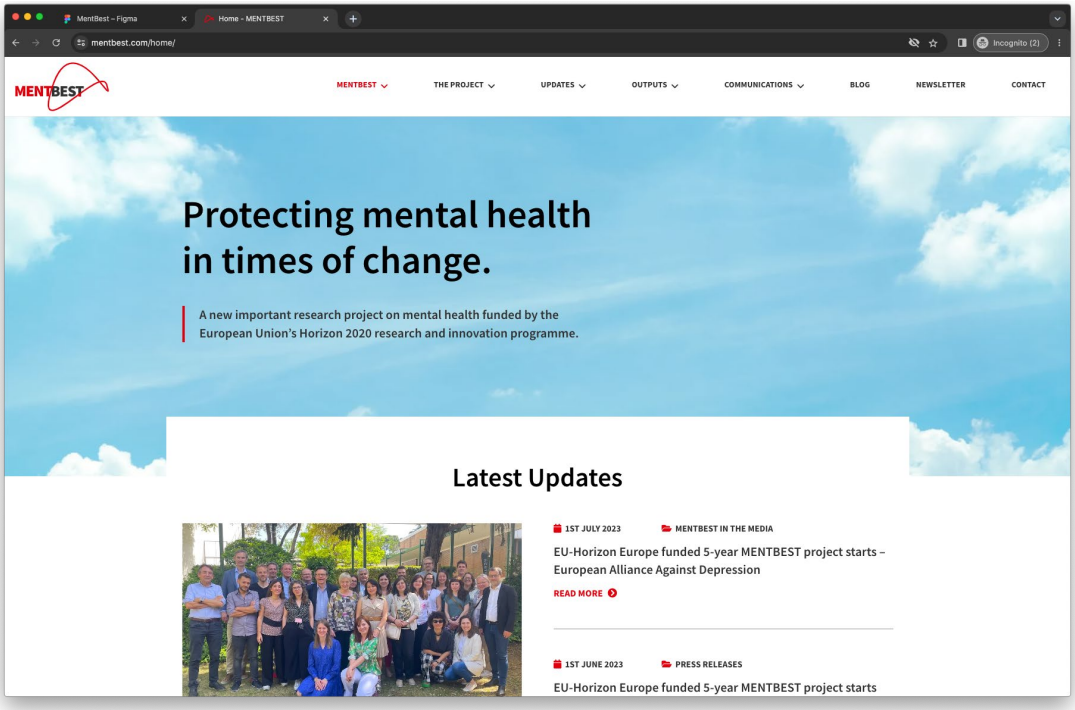

Figure 3. Corresponding area of MENTBEST Home Page in an early development phase, showing implementation of design in the active browser window.

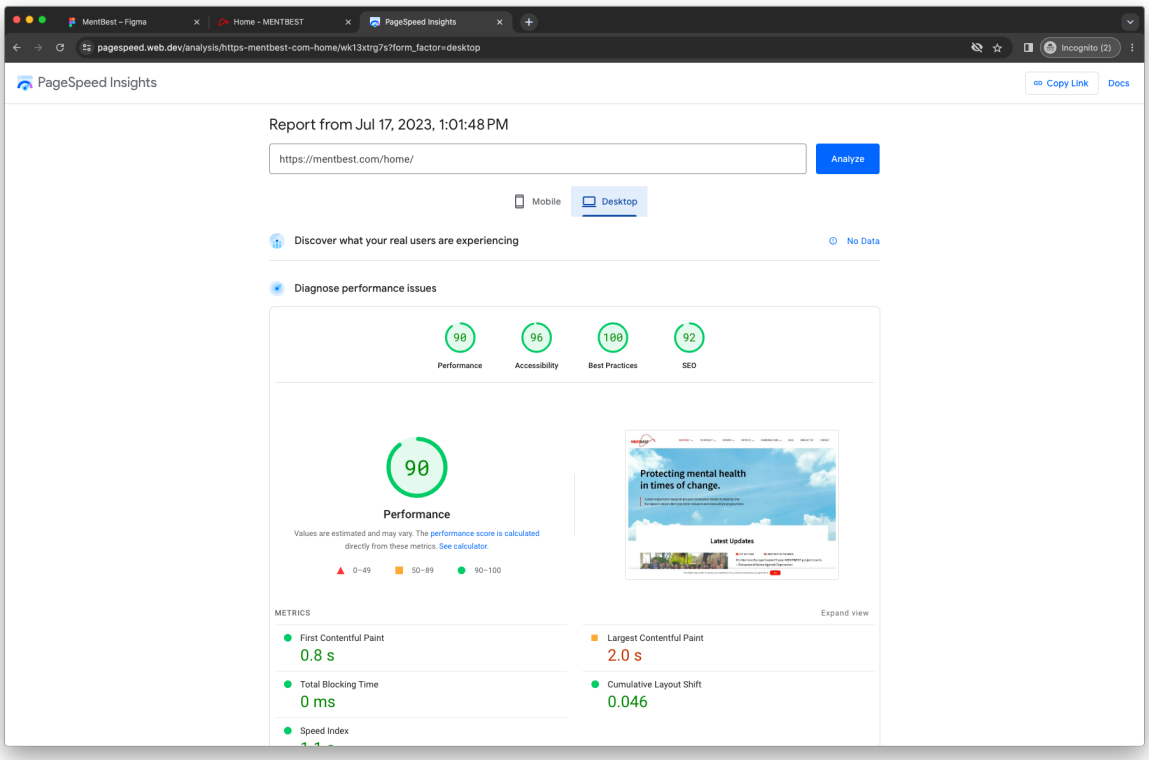

Figure 4. Google performance metrics from the MENTBEST Home Page during the development phase.

4.3 Website Structure and Content

Not all website pages are populated at this early phase of the MENTBEST project (month four). As soon as available, additional information and materials will be added. In the meantime, visitors will find a "coming soon" message and can sign up for the project's newsletter.

WP8, with the support of the consortium, will update the website regularly, following the guidelines for consortium members to report communication and dissemination activities to WP8, as outlined in the Communication and Dissemination Plan (D8.1).

Table 2 lists MENTBEST's website structure.

Website structure	Subcategories
MENTBEST	• Team • Advisors
The Project	• Objectives • Work packages
Updates	• News • Agenda • Videos
Outputs	• Scientific publications ✓ MENTBEST papers ✓ Related papers • Policy briefs • Public deliverables
Communications	• MENTBEST in the media • Press releases • Network ✓ Sister projects ✓ Related projects ✓ Useful links
MENTBEST blog	N/A
Newsletter	N/A
Contact	N/A

Table 2. MENTBEST's website structure. *N/A = not applicable*

Homepage

The homepage is the first page visitors see when accessing the project's website. By controlling the homepage's content, we can direct the user experience. In this regard, we aim to inform users about MENTBEST objectives and the latest activities of the project, including upcoming events, news and outcomes.

Firstly, on the top of the homepage is the menu with the following items: “MENTBEST”, “The project”, “Updates”, “Outputs”, “Communications”, “Blog”, “Newsletter”, and “Contact”. Followed by a headline and visual of the MENTBEST branding to show visitors what the website is about (see Figure 5).

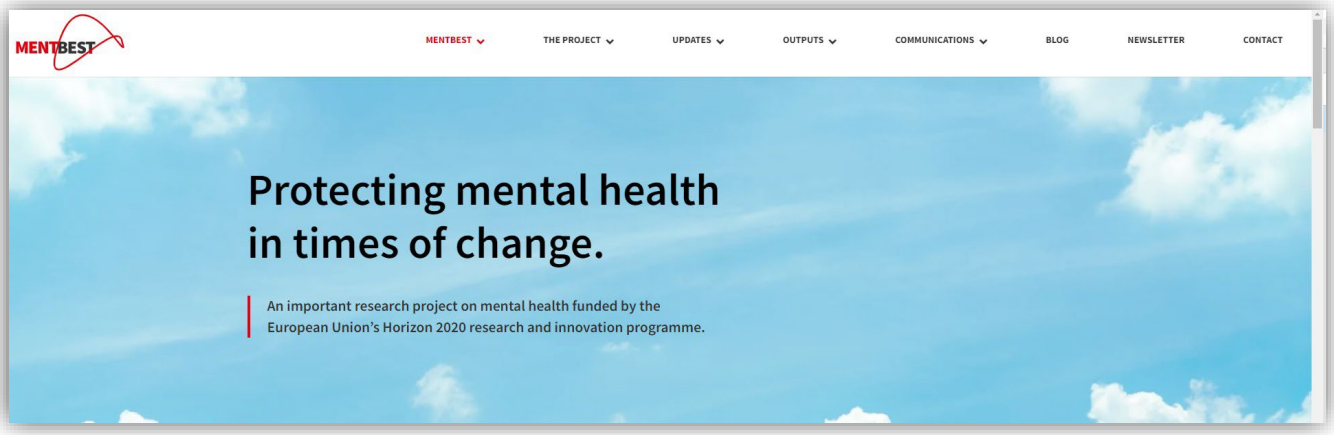

Figure 5. Website's homepage menu.

Next, the central part of the website presents the latest updates on the project, including upcoming events, news, and social media feed plugins such as Twitter. It also includes a quick-access toolbar to the project’s results (i.e., policy briefs, public deliverables and scientific publications) and MENTBEST EU-funded sister projects (i.e., projects funded under the same call). See Figures 6 and 7.

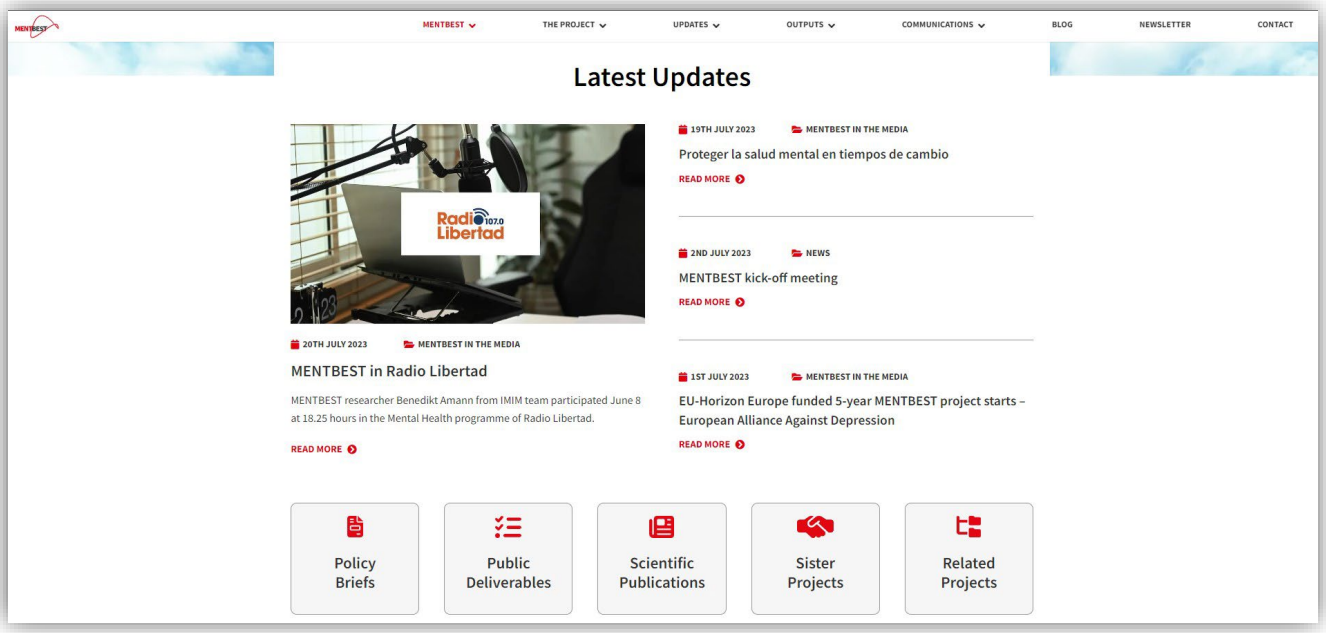

Figure 6. Website’s homepage: latest updates and quick-access toolbar.

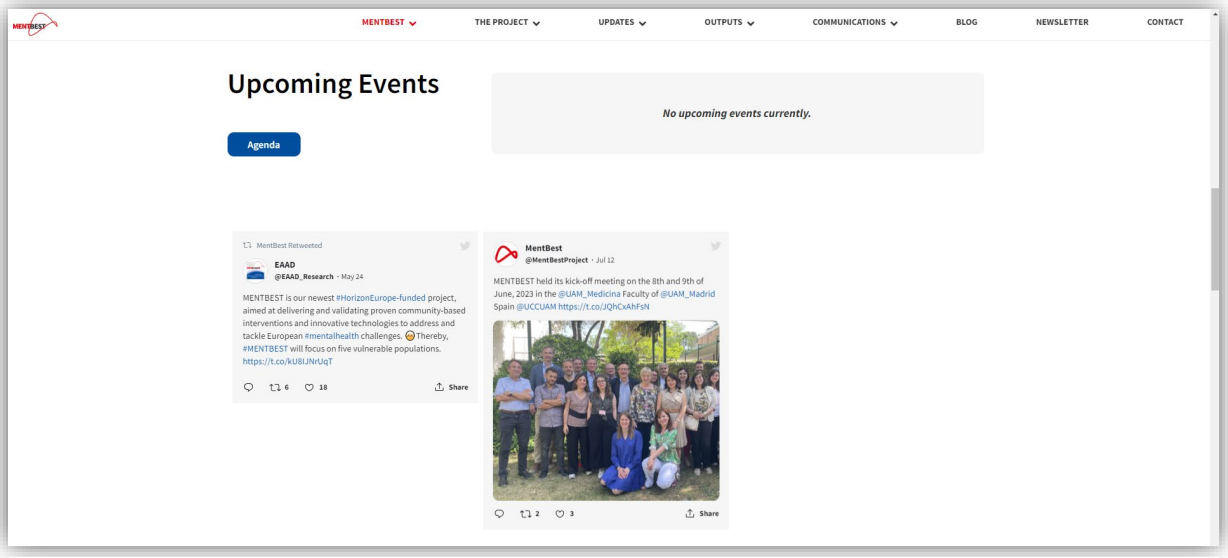

Figure 7. Website's homepage: upcoming events and social media feeds.

The bottom part of the homepage (see Figure 8) includes information about the project, with an action button to access more information, followed by contact details. Visitors can contact MENTBEST at dissemination.mentbest@uam.es or fill in a short contact form through the website. GDPR is taken into account.

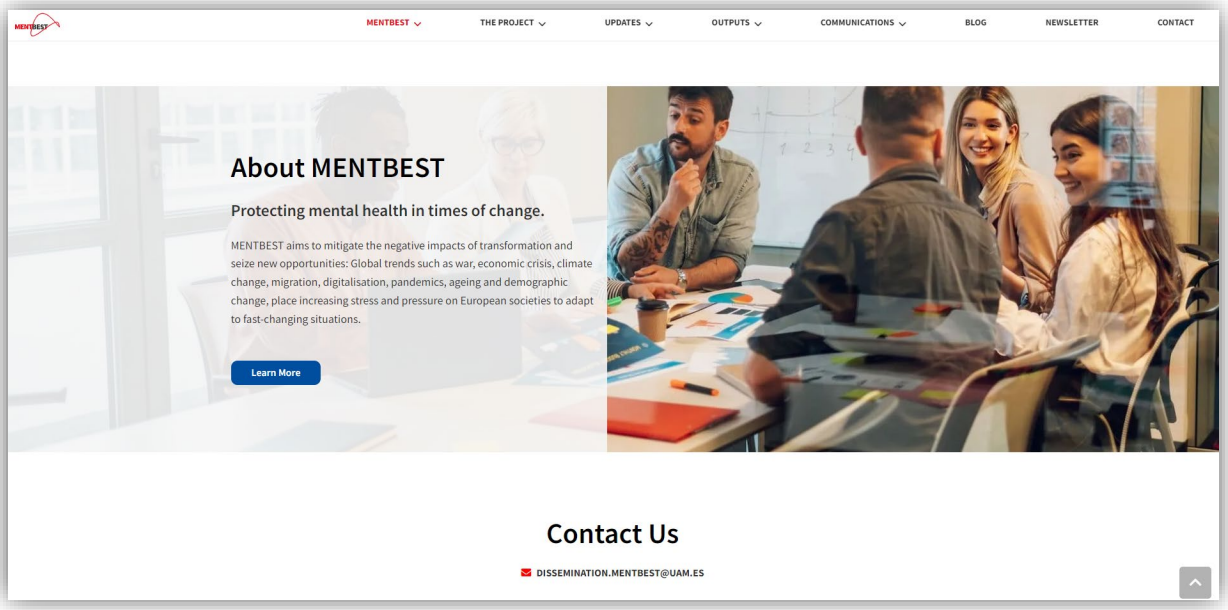

Figure 8. Website's homepage: information about MENTBEST and contact details.

Finally, the website footer includes the following information: an overview of the MENTBEST project, such as the logo, project number, EU contribution, duration and start date; the website's sitemap; the social media and contact icons; and the EU emblem and disclaimer (see Figure 9).

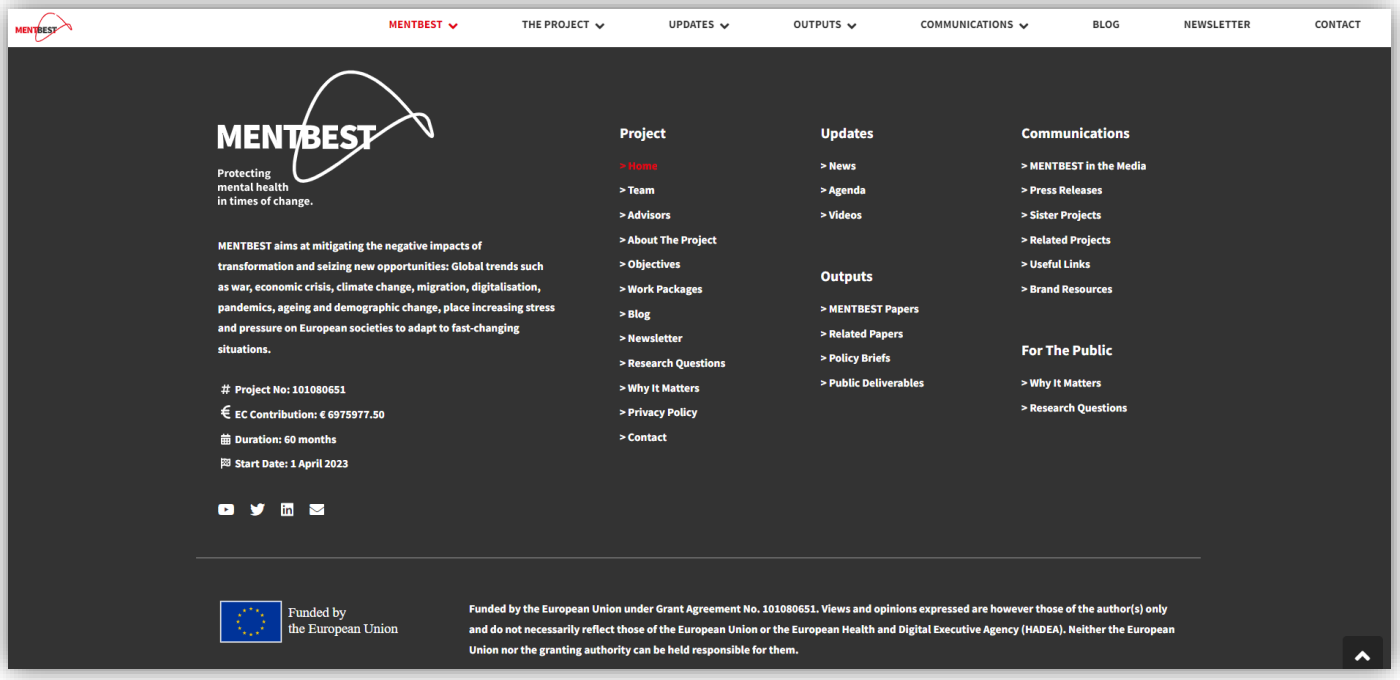

Figure 9. Website's footer.

Regarding the social media icons, WP8 created project profiles on LinkedIn, Twitter and Youtube, and they have been available since July 2023 (month four of the project).

All profiles will be updated regularly by WP8:

- **Twitter** (daily): @MentBest
- **LinkedIn** (weekly): www.linkedin.com/in/mentbest-project
- **YouTube** (when videos are available): https://www.youtube.com/@MentBest

If needed, we will create other profiles in the future targeted at specific vulnerable groups, such as Instagram (adolescents/younger adults) or Facebook (older adults), and include these icons within the website footer.

MENTBEST page

The "MENTBEST" page aims to provide a detailed overview of the MENTBEST consortium. A drop-down menu lets users access information about the MENTBEST team and the project's advisors. See Figure 10 for a representation of this page.

An important aspect of the "MENTBEST page" is that it shows static information (i.e., information that will not change during the project's lifetime unless the consortium makes a significant change by way of an EU-approved amendment).

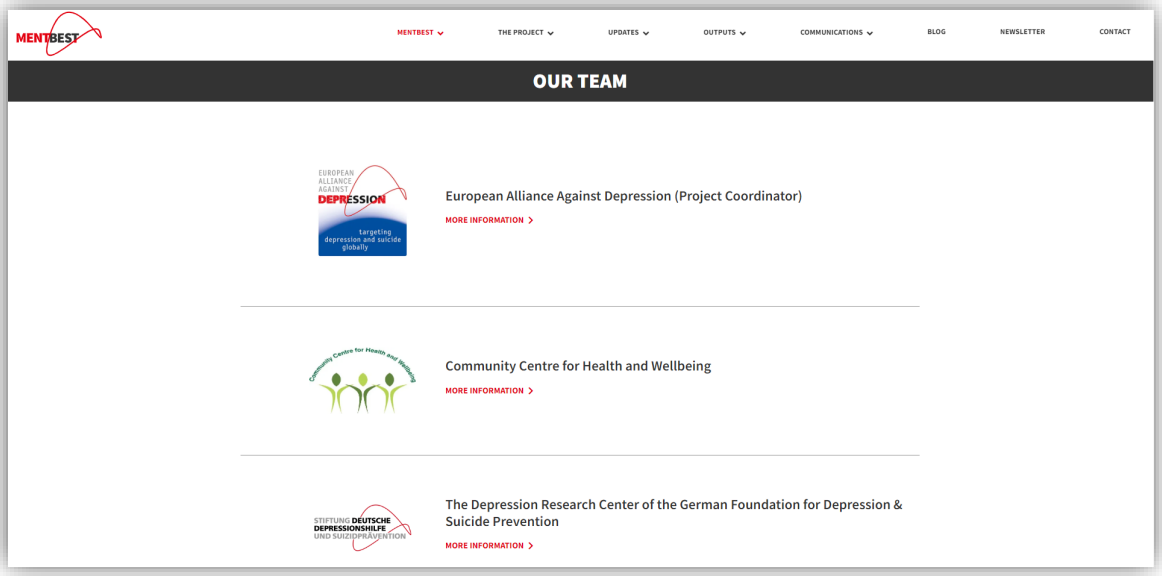

Figure 10. MENTBEST page.

The Project page

"The Project" page aims to provide information about the MENTBEST project (see Figure 11). A drop-down menu lets visitors access detailed information regarding the objectives of the project and its work packages (see Figures 12 and 13, respectively).

This page also shows static information.

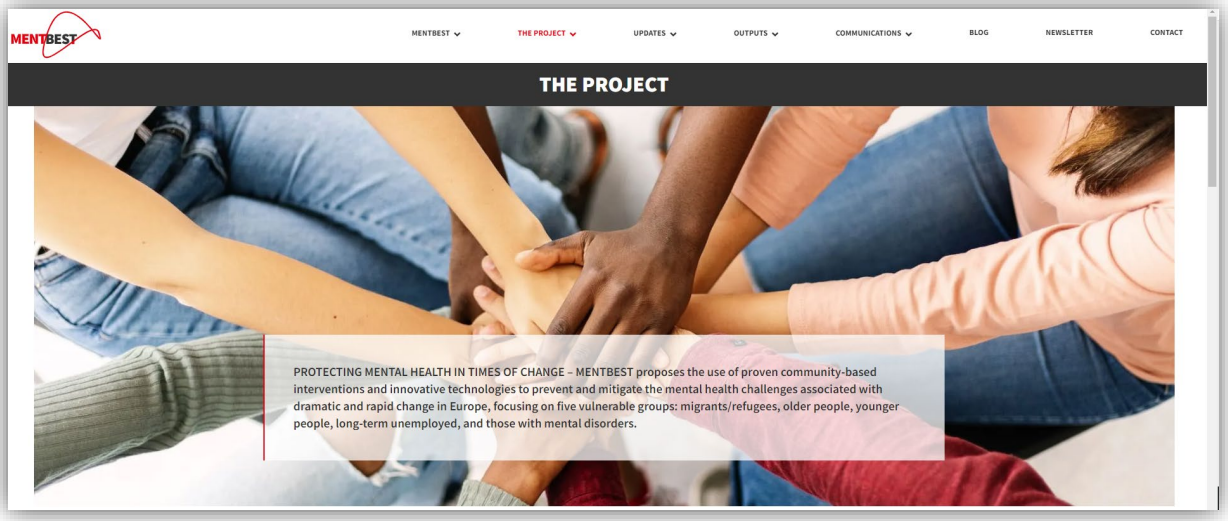

Figure 11. The Project page.

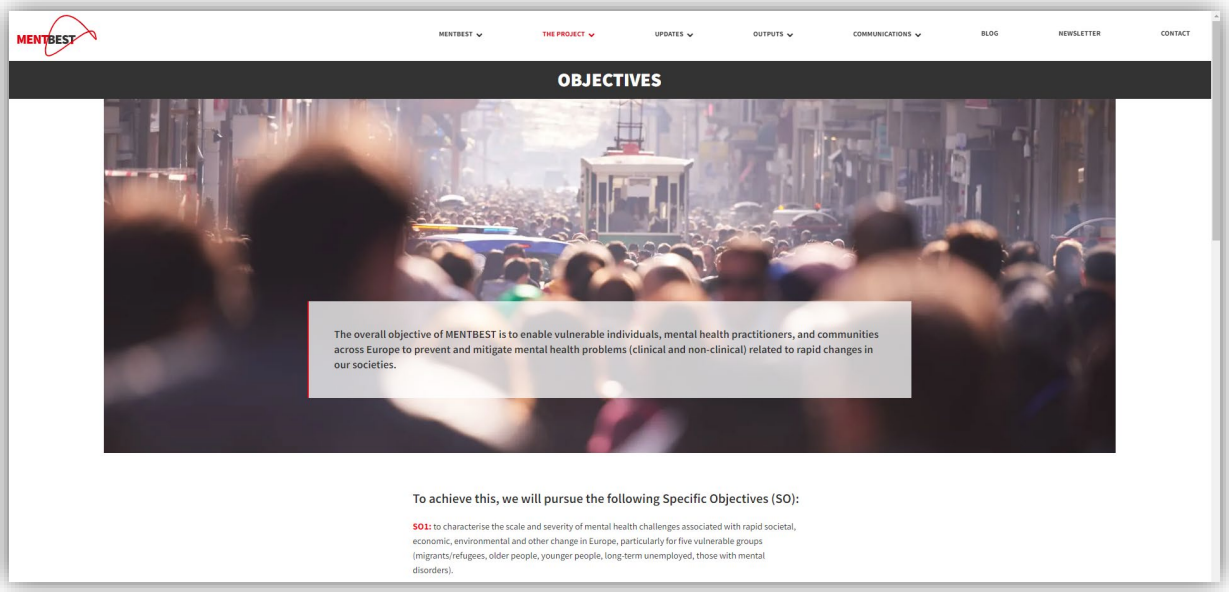

Figure 12. The Project page: objectives.

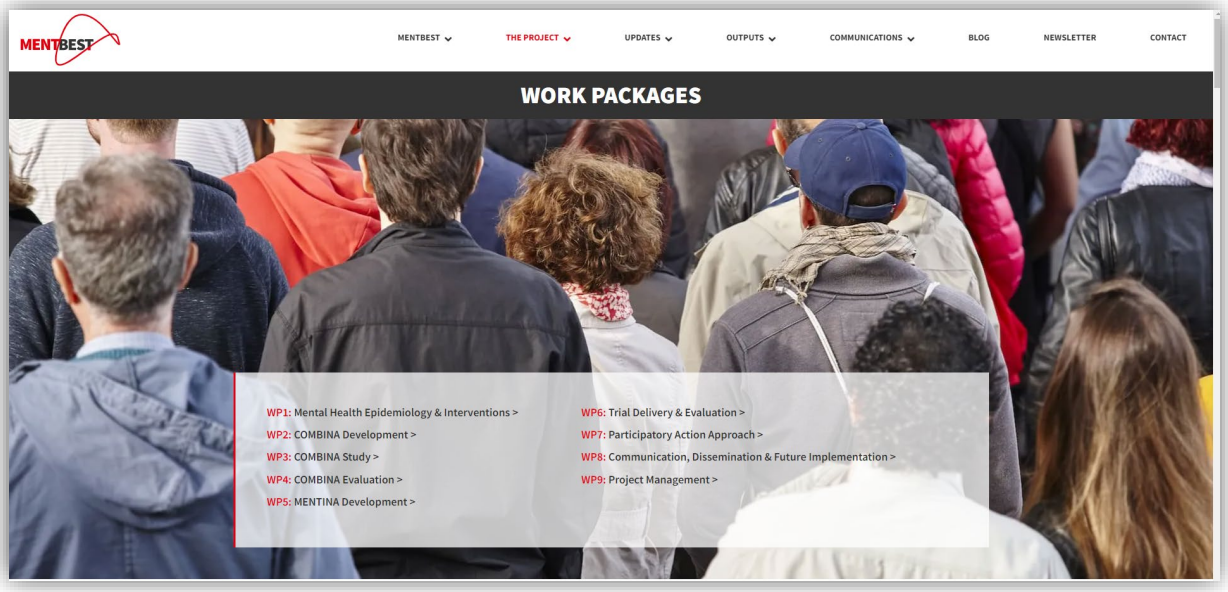

Figure 13. The Project page: work packages.

Updates page

This page aims to present the latest updates on the project, including activities such as news, agenda (i.e., upcoming events) and videos. Visitors can select these activities from a drop-down menu.

The content of this page is dynamic and will be updated regularly by WP8 with the support of the consortium (via their regular reporting). As the MENTBEST project is at an early stage, this page is not highly populated yet. Figure 14 shows a representation of this page.

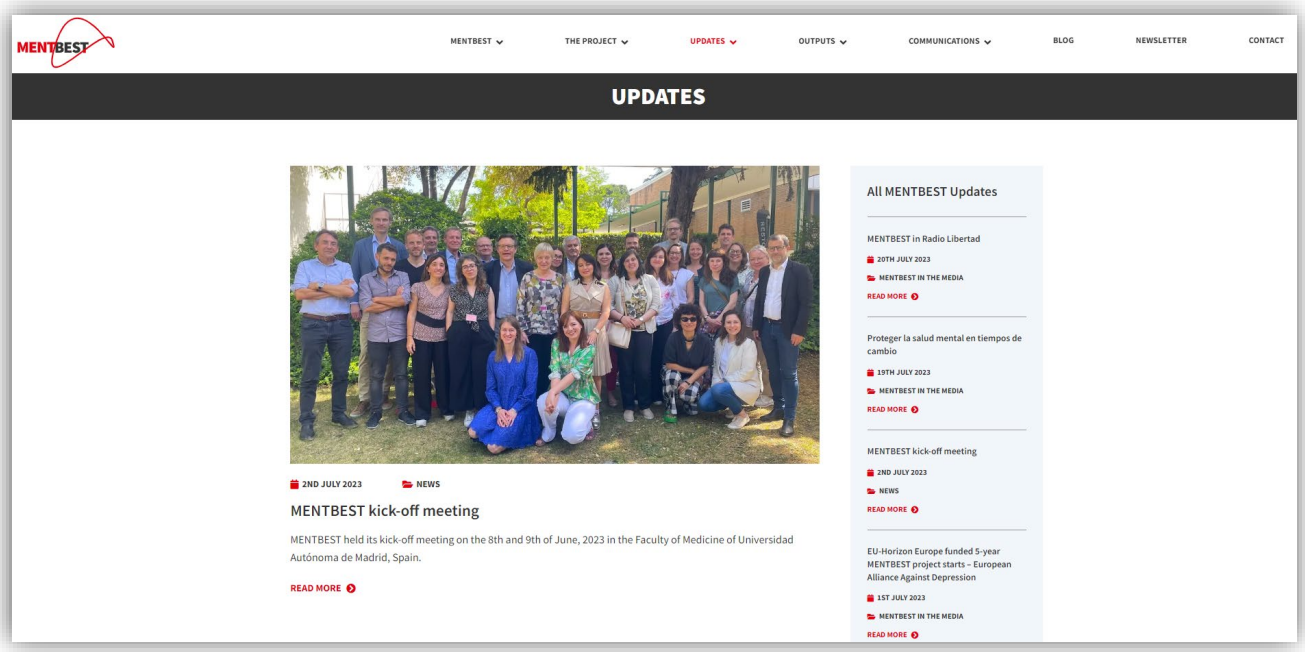

***Figure 14. The Project page: updates*.**

Outputs page

The "Outputs" page aims to disseminate the project's results, including scientific publications, public deliverables and policy briefs. Although we want to reach the scientific community, this section is for all who can learn and benefit from the project's results (i.e., key stakeholders).

This page will be updated as soon as the project's first results are available. In the meantime, users will find a "coming soon" message and can sign up for the project's newsletter. Visitors can also select the different options from a drop-down menu (see Figure 15).

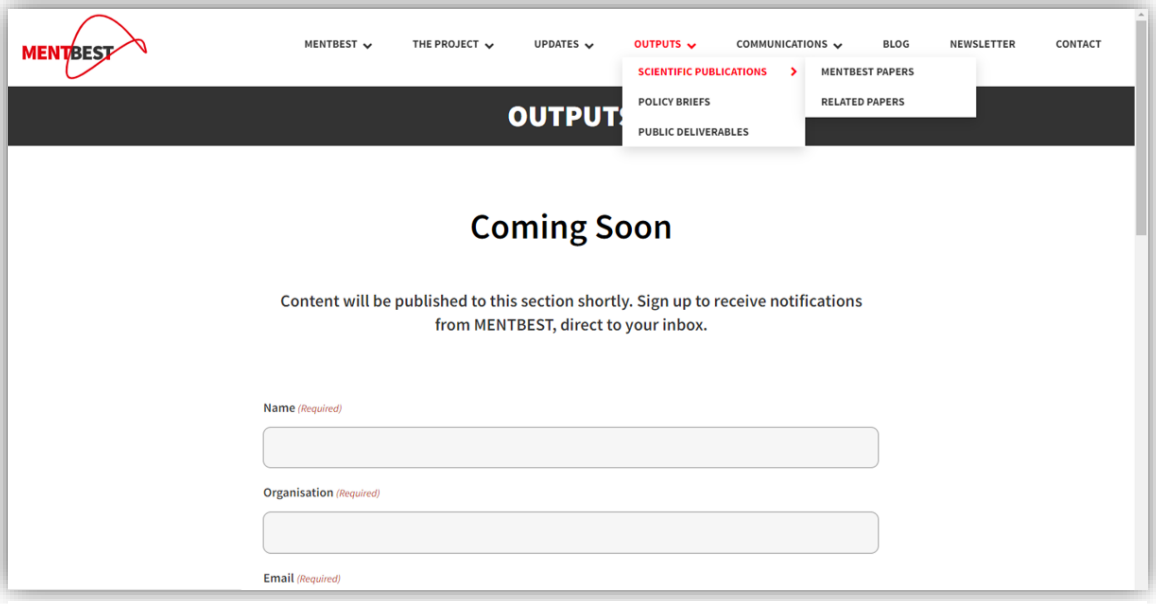

Figure 15. Outputs page.

Communications page

This page holds information about activities to promote the action and its results to multiple audiences, including the wider public and the media (see Figure 16).

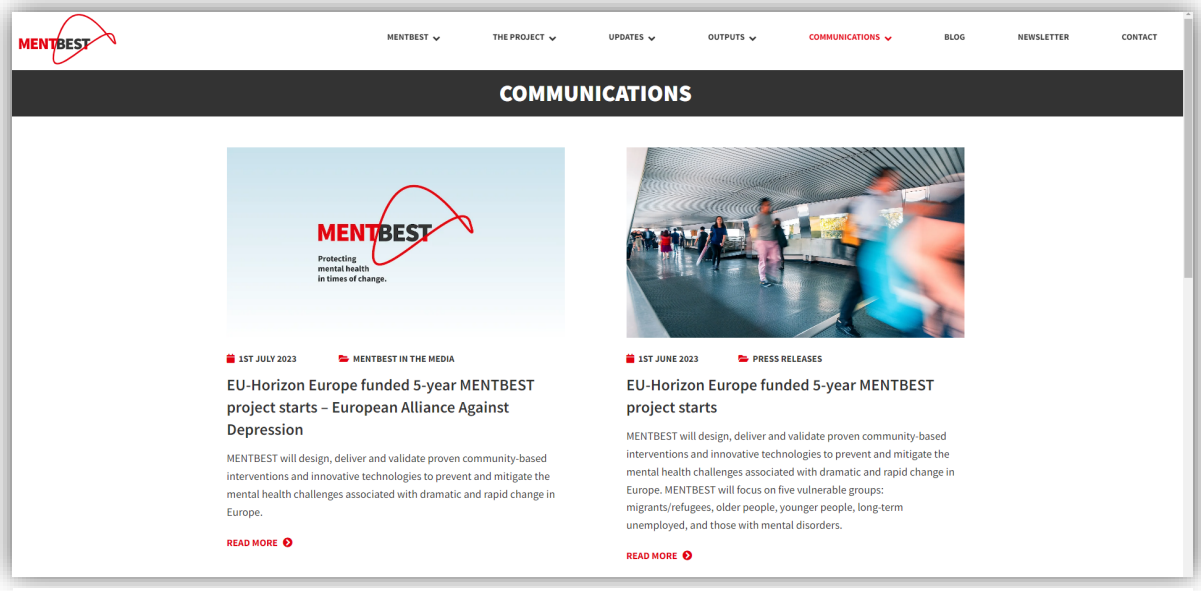

Figure 16. Communications page.

Visitors can select the following options from a drop-down menu: MENTBEST in the media, press releases and network. The network subcategory includes information on our EU-sister-funded projects; other related projects of MENTBEST partners, such as the EAAD project; and useful links that provide educational information about mental health and other resources (see Figure 17 for an example). It can be the case that a person in crisis finds the MENTBEST website when searching terms such as 'suicide, mental health, depression', and for this reason one of the key resources is a list of international crisis helplines.

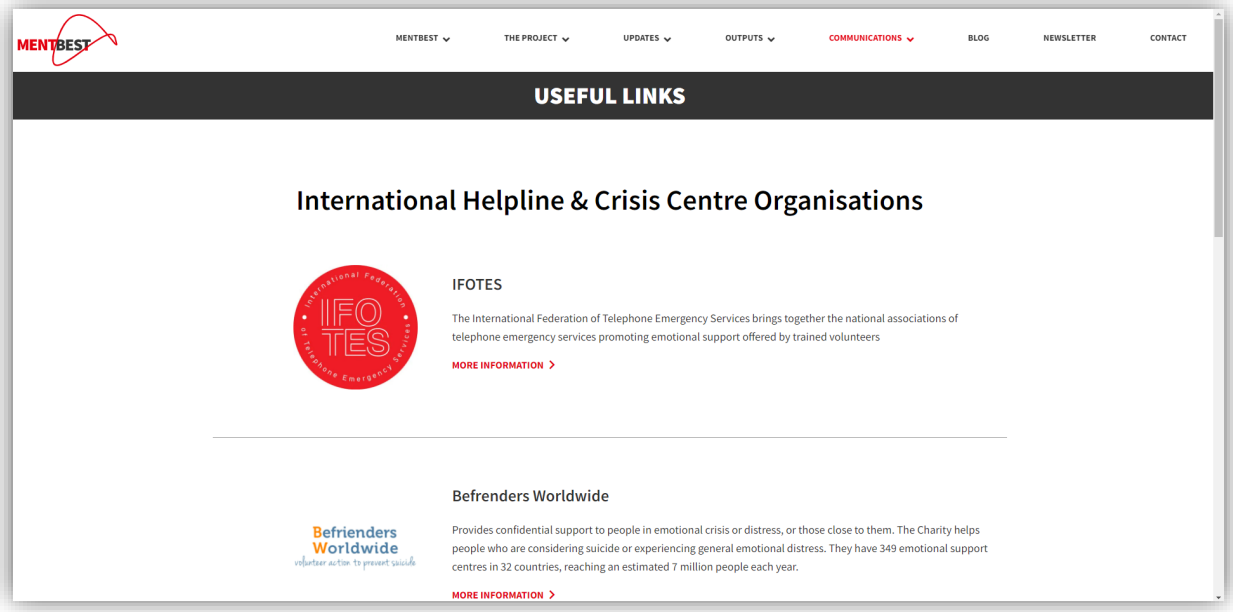

Figure 17. Communications page: useful links.

MENTBEST Blog page

MENTBEST will have a dedicated blog on the project's website by month six. It will be an excellent platform to share good practices and evidence in mental health with broad audiences and increase mental health awareness in the general population and vulnerable groups. The blog will include digital and print material elaborated in collaboration with other work packages, videos, photos, podcasts, brief pieces, and stakeholder opinions.

All consortium members will be invited to collaborate with the blog. We aim to produce a blog post every three months. Moreover, the blog content will also feed our social media channels to share relevant content and create meaningful conversations with target audiences.

Currently, users will find a "coming soon" message on this page and can sign up for the project's newsletter (see Figure 18).

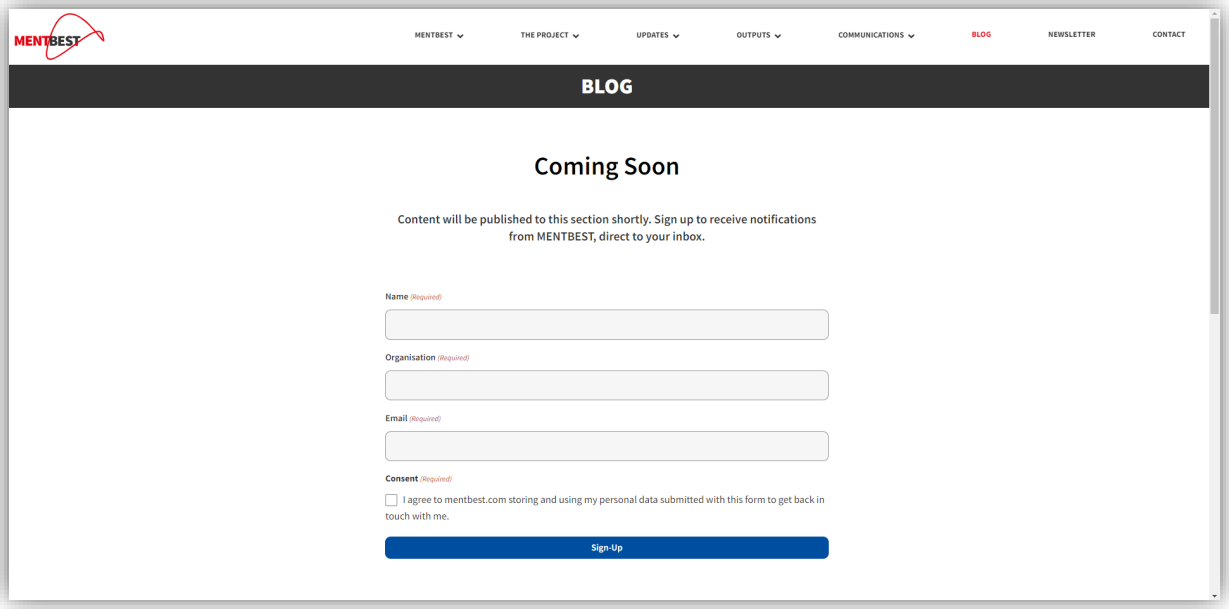

Figure 18. MENTBEST Blog.

Newsletter

This page will host the project's newsletter, which we will use to update MENTBEST's efforts, results, and upcoming events and commemorate global awareness opportunities. The aim is to send the newsletter via email every three months to relevant audiences. All interested individuals or organisations can subscribe to this newsletter via our website. Moreover, we will invite stakeholder groups to collaborate (e.g., our sister EU-funded projects).

Currently, users will find a "coming soon" message on this page and can sign up for the project's newsletter.

4.4 Website Hosting and Maintenance

The UAM team (WP8) has registered the following domain name: https://mentbest.com/

This domain will host the website of the MENTBEST project for the whole project and at least five years after the project ends.

WP8, with the support of the MENTBEST consortium, will update the website regularly to keep it relevant and engaging for all stakeholders. Furthermore, as the project progresses, we will identify possible improvements and make modifications when needed. For instance, in the upcoming months, the static information on the website (i.e., the "MENTBEST" page and "The Project" page) will be available in the languages of the COMBINA study model regions.

Finally, and as part of the evaluation process of the communication and dissemination activities, WP8 has identified a set of key performance indicators (KPIs) covering the website, which will be collected periodically and be part of the external grant reporting. In this regard, we will use a web trends statistics tool (i.e., Google Analytics) to monitor website usage patterns, such as the total number of visitors and page views.