



Project Number: 101057390

Project Acronym: HappyMums

Project title:

Understanding, predicting, and treating depression in pregnancy to improve mothers and offspring mental health outcomes.

D1.3 Project website

Research and Innovation Action

HORIZON-HLTH-2021-STAYHLTH-01-02

Work Package: 1

Due date of deliverable: 31/01/2023

Actual submission date: 02/08/2023

Lead beneficiary: UMIL

Contributors: Libera Cavaliere (UMIL), All Partners

Reviewers: Annamaria Cattaneo (UMIL)

Disclaimer

The content of this deliverable does not reflect the official opinion of the European Union. Responsibility for the information and views expressed herein lies entirely with the author(s).



E)	xecutive Summary					
4	cronym	s	. 4			
1.	Intro	oduction	.5			
2.	The	HappyMums website Structure	.6			
	2.1	The Home page	7			
	2.2	The Project	8			
	2.3	Perinatal mental health	8			
	2.4	Partners	9			
	2.5	Teams	10			
	2.6	Events	10			
	2.7	Resources and Links	11			
	2.8	Contact us	12			
3.	Con	clusions	12			



Executive Summary

This document provides a general overview of the structure and contents of the *HappyMums* project website. It reflects the current status and the planned content and features evolution that will be developed along with the project progress during the 4 years lifespan.

The *HappyMums* website was created and developed by WP1 (*Management and Coordination*) together with WP9 (*Dissemination & Impact to Society*). The managing responsible partner is UMIL, *HappyMums* Project Coordinator, but feedback and contributions are expected by all the consortium partners.

The *HappyMums* website is as a key part of the Dissemination and Communication strategy of the project as it represents the main point of initial contact and information to the public and to other researchers. It is based on an interactive layout and provides a comprehensive general overview of the project rationale and mission, workplan and implementation, consortium partners with related roles, as well as details of the project, its goals and its deliverables. It will also function as a point of reference for anyone interested in following the day-to-day life and progress of the project - timely showcasing project events and presentations, publications, achievements and other updates — and allows to get in touch with the consortium.

Moreover, it will represent a tool to achieve key objectives of the project. In particular:

- i) raise awareness about the importance of promoting perinatal mental health and recognizing psychopathological disorders during pregnancy to protect both the mother and the development of the child and its family;
- ii) attract possible collaborators and build new alliances to extend the project impact.

The website also includes a private area, accessible only to members of the consortium, which contains non-public data, work-in-progress files to work on collaboratively and project management tools and information, including a progress dashboard for milestones and deliverables, a discussion forum, emailing lists, information for meetings, minutes, project participants, important events, etc.

Possible modifications and improvements might be identified in future to address any needs not identified at this stage of the project.



Acronyms

Abbreviation	Full term	
CA	Consortium Agreement	
EU	European Union	
ECNP	European College of Neuropsychopharmacology	
GA	General Assembly	
PR	Project Reporting	
RIA	Research and Innovation Action	
SESAB	Scientific, Ethical and Social Advisory Board	
TC	TC Teleconference WP Work Package	
WP		
WPL	Work package Leader	



1. Introduction

The purpose of this deliverable is to describe the *HappyMums* website.

The website is structured and designed as the vehicle for awareness raising and dissemination of the project, both to the general public and also to other researchers and experts in the field or perinatal mental health. It provides detailed information about the *HappyMums* project objectives and activities.

The intended use is for both internal consortium communication and public communication and dissemination. The website will be constantly updated with material such as upcoming meetings, participations to events, dissemination actions, conferences, publications, whitepapers, newsletters, news, photos, etc. It will be a key enabler for communications between project partners, stakeholders and the wider public to share project outcomes.

The website is divided into a Public and a Restricted area. The Public area will be open to the general public and will be viewable by anyone, whereas the Restricted Area will be accessible only to consortium members and will be used as a document repository and a platform to collaborate.

The Project Coordinator UMIL has registered the following domain name:

https://www.happymums.eu/

For the public area, the content updates will be produced mainly as part of WP9 (Dissemination & Impact to Society), providing project updates including news and events, publications and other produced materials, and much more in order to favour a high level of engagement with different target audiences. All the contents will be produced maintaining a high-level comprehensible language, to make the project description and contents available for all types of audiences, including the general public. Specific communication materials will be produced for mothers and families.



2. The *HappyMums* website structure

The structure of the website is divided in the following sections:

- Home
- The Project
- Perinatal Mental Health
- Partners
- Teams
- Events
- Resources&Links
- Contact us.

This menu is shown at the top of all pages, below the project logo and active links to the social media accounts.

In all the pages, there is also the possibility to log into the website private area.



At the bottom of all the pages, the acknowledgement of funding and related disclaimer, as requested by ARTICLE 17 of the Grant Agreement, are provided.



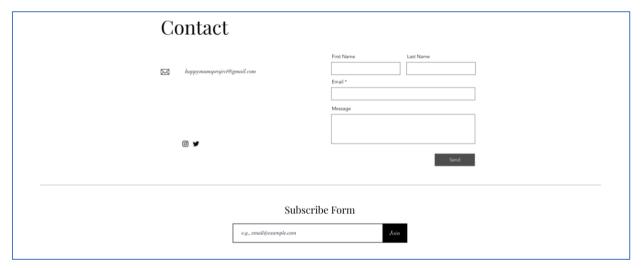


2.1 The Home page

The home page of the *HappyMums* website represents the front-end message of project to communicate the project objectives.



At the bottom of the page, the possibility to get in contact with the consortium, as well as to subscribe for the *HappyMums* newsletter, by signing-up with an e-mail address, is provided.





2.2 The Project

This section provides a more in-depth description of the project as well as its components.



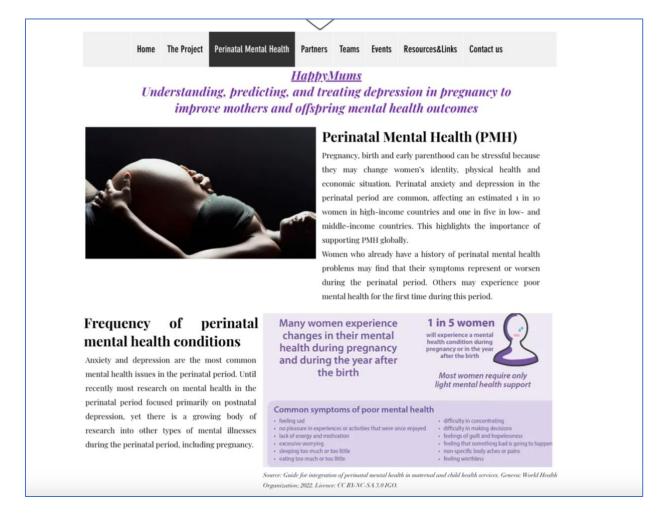
2.3 Perinatal mental health

This section provides general information about the importance of perinatal mental health, underlining that the physical and emotional changes of pregnancy, childbirth and the care of a newborn baby can make the perinatal period a moment of vulnerability for mothers (as well as fathers).

The promotion of perinatal mental health is one of the mail overarching goals of *HappyMums*, starting from the consideration that recognizing and addressing perinatal mental illness is important for the mother, the child and the whole family. Therefore, it is fundamental to carry out research to support vulnerable mothers and to improve the outcomes of the more severe perinatal mental disorders and to provide families with as much information as possible to raise awareness and fight stigma.

Moreover, by the end of the project, this section will provide policymakers and clinical stakeholders data and guidelines to improve perinatal mental health services, identify warning signs and symptoms of mental health problems and respond in a way that is adapted to their local and cultural context.





2.4 Partners

This page describes the *HappyMums* consortium composition with a map, showing its geographical spread. The official logos of all the partners, linked to the official websites are also present.

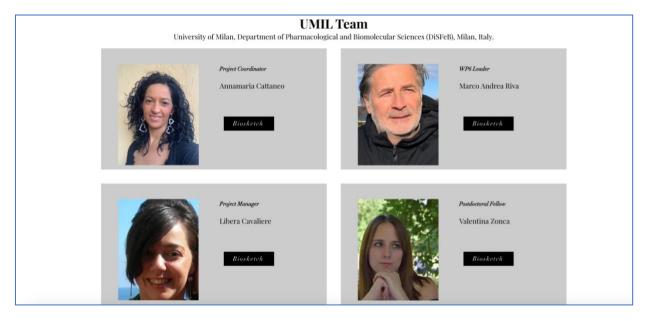
The vast geographical distribution of the *HappyMums* partners represents an additional asset of the project as it will not only enable to assemble the best international expertise in the relevant fields but will also provide access to heterogeneous data with regional differences in genetic, lifestyle and environmental factors whose effects will be evaluated within the project. Moreover, it will greatly facilitate international dissemination to optimize impact.





2.5 Teams

This section reports the role and the expertise of all the people involved in *Happymums* from all the different teams (below UMIL Team as an example):



2.6 Events

This section reports all the project-specific events, such us *HappyMums* Consortium meetings but also *HappyMums* related events, such as awareness rising initiatives (e.g. *HappyMums-HappyRUN*, which was a noncompetitive 5Ks or 10Ks run open to the public organized on Mother's Day, to promote the *HappyMums* project and raise awareness on the importance of perinatal mental health).





2.7 Resources and Links

This section collects various resources about the perinatal period and the first years of life. The purpose of this is to provide evidence-based information to the community and to health professionals, in order to raise awareness of, and improve the general understanding of, perinatal mental illness and the perinatal period in general.





2.8 Contact us

This section includes a dedicated Contact section to facilitate effective communication. In addition to a dedicate project email address, happymumsproject@gmail.com.

<u>HappyMums</u>							
•	Understanding, predicting, and treating depression in pregnancy	to					
	improve mothers and offspring mental health outcomes						
	CONTACT US						
	Name '						
	Email."						
	Subject						
	Message						
	Send						

3. Conclusions

This deliverable provides a complete description of the *HappyMums* project website. Possible modifications and improvements might be identified in future to address any need not identified at this stage of the project.

The Website will be monitored based on web analytics. The aim is to measure the digital impact of the project, collecting information like number of visitors per month, visitor per country, visited pages, used device and browser for entering the website.