

## Introduction

A birth cohort study of the effects of environmental pollutants on human health generates important data on the impact of the environment on child health. In addition to methodological issues of study design, it faces the challenge of communicating its findings to a diverse audience, including academics, health professionals, policymakers, and the wider community. Effective communication is essential for promoting environmental health, equity, and development. In this context, the Project on Childhood and Environmental Pollutants, PIPA project, at the Federal University of Rio de Janeiro, **uses a multifaceted communication strategy that utilizes both digital and traditional platforms to ensure that complex information is accessible and actionable.** The approach is carefully tailored to each stakeholder group, taking into account the importance of cultural context and message structuring.

## Objective

This study aimed to highlight communication approaches adapted to each stakeholder group, emphasizing the importance of context, cultural sensitivity, and message structuring. It also explores the challenges of bridging the gap between complex scientific data and public discourse.

## Methods

Methodology focuses on a qualitative analysis of the project's multifaceted approach to disseminating research findings to a broad audience. The audience was divided into four main categories: **participant families, the academic community, health professionals and policymakers, and the general public.** The content was classified into five categories with language and approaches suitable for each audience.

Figure 1. Main audience x Content categories





	participant families	<b>1. Tips and recommendations</b> <b>2. Science education</b> <b>3. Impact stories</b>
	general public	
	academic community	<b>4. Results and research</b> <b>5. Reports and updates</b>
	health profs. and policymakers	








Figure 2. Content examples



## Results

The content categories were strategically distributed across various channels to effectively reach and engage the target audience. This multifaceted approach ensures that complex scientific findings are communicated in a manner that is both accessible and impactful for diverse stakeholder groups. The following table presents a detailed overview of the communication mix, highlighting key elements and performance indicators (KPIs) for each channel.

Figure 3. PIPA's Communication mix x highlights x kpi's

	<b>Website</b>	Segmented portal, educational materials, lay summaries of research.	5,200 visitors from 10 countries (2023)
	<b>Instagram</b>	Educational and informational content, announcements.	2,163 followers
	<b>Youtube</b>	Interviews, animations, events, lectures.	10,312 views
	<b>Podcasts</b>	Serie of 11 interviews on project-related topics.	349 plays
	<b>WhatsApp</b>	Groups communication for families, with engagement activities.	12 groups, with 350 participants
	<b>Families Council</b>	Meetings for engagement and result presentations in simplified language.	3 council meetings
	<b>Press Relations</b>	Expanding the reach of research through the traditional press.	Mentioned in 3 reports

## Conclusions

**PIPA's strategies highlight the importance of diversifying communication channels to reach and engage different audiences.** Experience shows that the combination of digital platforms and direct interactions significantly increases the impact of communication and public participation. Greater integration between digital channels is recommended, using data analysis technologies to tailor content more effectively. Increasing the frequency and variety of live and virtual events is essential to strengthen the community of practice and promote ongoing discussion of study results and implications.

## References

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