

Expression of Interest – Maastricht University (July 2026)

TOPIC ID: HORIZON-HLTH-2027-01-DISEASE-10

Interest in joining consortium for 'Prevention and management of chronic non-communicable diseases in children and young people (GACD)'

Dear reader,

On behalf of the **Department of Family Medicine and CAPHRI Care and Public Health Research Institute at Maastricht University**, we would like to express interest in joining a consortium for Prevention and management of chronic non-communicable diseases in children and young people (GACD) under Horizon Europe.

We are particularly interested in consortia focusing on **tobacco/nicotine, lifestyle-related NCD risk factors, behavioural prevention, digital support or equitable implementation among underserved young people**.

Our envisioned role would be a **project partner, work package leader for implementation strategy/process evaluation, pilot/data partner, or implementation partner**, depending on the needs of the consortium.

1. Expertise

Our core expertise includes:

- Tobacco and nicotine prevention and cessation among adolescents, young adults and underserved groups, including behavioural counselling, digital support, financial incentives and policy/environmental approaches.
- Quantitative and qualitative evaluation designs, including RCTs, quasi-experimental designs, GEE/mixed models, process evaluation, survey research, interviews and implementation outcome measurement.
- Implementation science for prevention and health behaviour change.
- Co-creation and stakeholder engagement with young people, healthcare professionals, schools, community organizations, employers, public health organizations and implementation partners.

This expertise is relevant to implementation research on prevention and management of NCD risk factors in young people, equitable adaptation and scaling of evidence-based interventions, stakeholder engagement, capacity building, and measurement of real-world effectiveness and implementation outcomes.

2. Relevant track record and projects

- **HORIZON-HLTH-2022-DISEASE-07: FRESHAIR4Life** – International implementation project on tobacco and nicotine prevention/cessation and clean air (household and ambient air pollution) among disadvantaged adolescents and young people in Uganda, Romania, Pakistan, Greece and Kyrgyzstan; contribution to implementation frameworks, adaptation, training, monitoring and evaluation.
- **Adolescent and young adult vaping cessation** – Development and planned evaluation of a blended cessation intervention combining healthcare professional counselling with digital AI-supported support for 16-25-year-olds; focus on co-creation, behavioural support, safety, engagement and implementation.
- **Samen Sterker Stoppen / workplace smoking cessation with financial incentives** – Implementation of evidence-based cessation support for lower socioeconomic and occupational groups, including employer-facing tools, stakeholder engagement and implementation strategy development.
- **Stoptober and tobacco policy evaluations** – Prospective cohort and quasi-experimental evaluations of cessation campaigns, retail policy and determinants of smoking behaviour, including equity-related analyses and public health recommendations.

3. Data, infrastructure, technology, or pilots

Through Maastricht University, CAPHRI and national/international collaborations, we can contribute access to research and implementation networks that strengthen real-world relevance and impact.

- **Data:** We can explore opportunities to connect with the Research Network Family Medicine (RNFM), a Maastricht University primary care data infrastructure containing routinely collected, pseudonymised data from general practices in Limburg. RNFM data could support real-world epidemiological analyses, needs assessments and evaluation of prevention or care pathways for chronic non-communicable diseases in children and young people.
- **Technology/tools:** Co-creation methods, implementation mapping tools, intervention logic models, implementation strategy matrices, fidelity tools, training materials, digital cessation-support workflows and process evaluation instruments.
- **Infrastructure:** Board member of the Society for Research on Nicotine and Tobacco Europe (SRNT-E), links with public health organizations, smoking cessation providers, healthcare professionals, youth/community partners, international implementation partners in youth tobacco prevention and cessation.
- **Pilots:** Potential settings in primary care, youth/community settings, schools, smoking cessation services and digital blended-care pathways for adolescents and young adults.

Contact

I would be pleased to discuss how my expertise and assets could complement a consortium for this call: HORIZON-HLTH-2027-01-DISEASE-10 - Prevention and management of chronic non-communicable diseases in children and young people (GACD).

Please reach out by email and include the Horizon Europe contact of our local Grants Office in CC (i.beeren@maastrichtuniversity.nl).

Dr. Floor van den Brand

Assistant Professor at the Department of Family Medicine, CAPHRI Care and Public Health Research Institute, Maastricht University, The Netherlands

Email: f.vandenbrand@maastrichtuniversity.nl

LinkedIn: <https://www.linkedin.com/in/floor-van-den-brand-78338571/>