

Work Package 2: Dissemination of Project Results

Communication and Dissemination Strategy

Project:

*SUNFRAIL: Reference Sites' Network for Prevention and Care of Frailty
and Chronic Conditions in Community Dwelling Persons of EU
Countries*



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SUNFRAIL at a glance

Below you can find key information about the project SUNFRAIL: Reference Sites' Network for Prevention and Care of Frailty and Chronic Conditions in Community Dwelling Persons of EU Countries (hereafter SUNFRAIL), such as the project rationale, general and specific objectives, and the list of partners.

SUNFRAIL has received funding from the European Commission, through the Public Health Programme 2014 – 2020, and will be implemented during 30 months.

Project Rationale

Population ageing is accelerating rapidly worldwide, from 461 million people older than 65 years in 2004 to an estimated 2 billion people by 2050, which has profound implications for the planning and delivery of health and social care. The most problematic expression of population ageing is the clinical condition of frailty.

Frailty is often conceptualized by health care providers as a state of late life decline and extreme vulnerability characterized by weakness and decreased physiologic reserve contributing to increased risk for falls, institutionalization, disability, and death (Clegg A., Young J., Iliffe S., et al. Frailty in elderly people, Lancet 2013).

Studies performed during the last 20 years have progressively demonstrated the importance of the concurrence of multimorbidity and frailty. Chronic diseases are responsible for poor quality of life, worse functional capacity and the majority of deaths in developed countries, mainly due to cardiovascular diseases, cancer, respiratory diseases and diabetes (Non communicable diseases Country Profiles 2011, WHO Global Report; Global Status Report Non communicable diseases, WHO, 2010, Prados-Torres 2014). Moreover, multimorbidity is more frequently found in the ageing population, and poses new challenges to the health services, in terms of professional's skills, resources and organizational aspects.

As frailty and multimorbidity have been found in 46.2% of the population and there is a frequent overlapping with disability (Fried, 2004), it becomes extremely important to develop interventions aimed at the early detection, prevention and management of frailty conditions.

General Objective

The general objective of SUNFRAIL is to improve the identification, prevention and management of frailty and care of multimorbidity in community dwelling persons (over 65) of loco-regional settings of EU countries.

Specific Objectives

- To design an innovative, integrated model for the prevention and management of frailty and care of multimorbidity through the main criteria of efficiency, effectiveness and sustainability, and by building on the outcomes of the initiatives of the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA). The model will be multi-modal, with a common core to

facilitate scale-up and adaptation to the specificities of different health care systems, and to different sociocultural contexts

- To validate the model on the basis of existing systems and services targeting frailty and multimorbidity and on patients' perception and expressed needs for care and quality of life
- To assess the potential for the adoption/replication of the model in different European organizational contexts, and to identify the conditions for its sustainability and replicability
- To promote the dissemination of the results with a focus on strategic decision makers at regional, national and EU level, to support the adoption of effective policies for the prevention and management of frailty and care of multimorbidity.

Partners

SUNFRAIL gathers 11 partners from 6 countries, whereof 7 partners are Reference Sites in the EIP-AHA. The coordinator is Emilia Romagna Region (IT). The full list of partners can be found in Table 1 below.

Table 1 SUNFRAIL Partners

Partner Organisation	Country
Regione Emilia-Romagna - Agenzia Sanitaria e Sociale Regionale (RER-ASSR)	Italy
Regione Piemonte (RHAP)	Italy
Regione Liguria (Liguria)	Italy
Azienda Ospedaliera Universitaria Federico II (Campania)	Italy
Centre Hospitalier Universitaire Montpellier (Montpellier)	France
Universytet Medyczny Lodzi (Lodz University)	Poland
Universidad De La Iglesia De Deusto (Deusto University)	Spain
Regional Health & Social Care Board of Northern Ireland (HSCB)	Northern Ireland, UK
European Regional and Local Health Authorities (EUREGHA)	Belgium
Centre Hospitalier Universitaire De Toulouse (Gerontopole)	France
ASTER - Societa Consortile Per Azioni	Italy

Purpose of the Communication and Dissemination Strategy

The success of SUNFRAIL depends on the quality of work of the project's work packages, and on the quality and effectiveness of how we communicate our work to the right stakeholders and target groups. Only with an efficient and effective communication and dissemination, can SUNFRAIL's results have sustainable impact on policy and practice regarding prevention and management of frailty and care of multimorbidity.

This document, Deliverable D 2.3 "Communication and Dissemination Strategy", has the purpose to establish a structured and clear way in which the project results are communicated and disseminated, both internally to partners, and to external stakeholders and the general public. The purpose is also to establish continuity and effectiveness of the dissemination of the project's results. The strategy defines what SUNFRAIL wants to communicate, to whom (the target groups) and which tools and communication channels the project will use when communicating with the target groups. The desired outcome is to increase the knowledge amongst both partners, external stakeholders, and the general public about the progress and results of SUNFRAIL.

The Communication and Dissemination Strategy is the guiding document regarding all SUNFRAIL communication and dissemination, and has been developed by work package leader EUREGHA with feedback from Emilia Romagna Region and ASTER.

Communication and dissemination objectives

The general aim of the SUNFRAIL Communication and Dissemination Strategy is to raise awareness and promote the project, its objectives and results to relevant stakeholders, with a focus on local and regional health authorities and the European Institutions, and foremost the European Commission. Another objective is to stimulate dialogue amongst the members of the project consortia and with external stakeholders.

At the same time, more specific aims with the strategy include ensuring the visibility of SUNFRAIL and developing a varied set of online and printed communication tools. Further, we wish to collect feedback from partners, target groups and external stakeholders throughout the project implementation to ensure an as efficient communication and dissemination of project results as possible.

SUNFRAIL also wishes to go beyond traditional dissemination of results to promote the take-up of the model of reference on identification, prevention and care of frailty and management of multimorbidity which the project will develop. Shared good practices and tools will be identified, to facilitate the take up and replication of the model by project members or relevant stakeholders beyond the project's "life".

To facilitate the achievement of the communication and dissemination strategy, tools for internal and external communication will be developed and diverse media will be utilized, ranging from social media to more traditional media such as press releases. Further, a stakeholder analysis will be conducted to map relevant stakeholders which might be interested in the project, in order to optimise the dissemination of the project results.

Target groups

As a part of Work Package 2, a stakeholder mapping will be performed to identify the target groups which the communication and dissemination of SUNFRAIL will focus on. The target groups will further be divided into two groups; primary and secondary target groups with the former being the key audience of the project, and the latter including stakeholders with an interest in the project.

Stakeholder mapping

SUNFRAIL aims to disseminate progress of the project and its result to a wide number of existing stakeholders working in the field of health that will have an interest in the project. The aim of this is to help promote SUNFRAIL, improve our dissemination and outreach potential, as well as establish SUNFRAIL as an important European project. In order to do so, a comprehensive stakeholder mapping will be performed at the start of the project to facilitate target group identification and to ensure the quality of SUNFRAIL's dissemination.

The stakeholder mapping focuses on four groups; government bodies within the field of health and social work, NGOs/networks/associations, EU projects and initiatives, and universities and research institutes. For all four groups stakeholders will be mapped at four levels; European, national, regional and local. Through the mapping, both internal and external stakeholders will be identified. Here, internal stakeholders signify key persons from the project partners, and external stakeholders are key persons with an interest in the project outside of the project consortia. These stakeholders will form the SUNFRAIL contacts' database, which will be used when communicating results of the project.

In Figure 1 below, an overview of how the stakeholder mapping will be conducted can be viewed.

Figure 1 SUNFRAIL Stakeholder Mapping

SUNFRAIL Draft Stakeholder Mapping						
Health and Social Care Authorities						
Level	Organisation	Country	Contact Person	Job Title	Email	Comments
European						
National						
Regional						
Local						

Primary and secondary target groups

The primary target group are local and regional health authorities, and within this group a distinction is made between two sub-groups. The first group is policy and decision makers, responsible for taking decisions on how healthcare is managed and organised at the regional and local level.

The second group is practitioners, i.e. health professionals responsible for the identification, prevention and management of frailty and care of multimorbidity of health and social services. SUNFRAIL will directly involve general practitioners, specialists, geriatricians, nurses and the personnel operating within the social services in experimenting the model.

The secondary target group include other health stakeholders such as health networks and associations, EU projects and initiatives, universities and research centres, private sector actors working on frailty and multimorbidity, and press and media.

The different communication and dissemination tools will provide different level of details, depending on the target group they are developed for. In Table 2 below, an overview of the different dissemination tools are presented, as well as which target group they are focusing on. Each tool will further be discussed in detail later in this strategy.

Visual identity and promotion tools

This section of the Communication and Dissemination Strategy presents the SUNFRAIL visual identity, i.e. the logo and promotional tools of the project.

SUNFRAIL logo



Inserted above is the SUNFRAIL logo in colour. For the best visibility possible, all partners are encouraged to include the logo on their own websites. The logo exists in several sizes and resolutions and is available via the website intranet and by contacting EUREGHA. A visual identity manual will be developed, and disseminated to the partners, with guidelines on how to use the different versions of the logo.

Project brochure

A project brochure will be produced which will present SUNFRAIL's rationale, objectives, expected outcomes, activities and partners. The brochure will be produced in English and will be available both in printed format and via the website. Partners will be responsible for the translation of the brochure to their own language.

The project brochure is developed for all target groups, and will be distributed by partners at events organised within the framework of SUNFRAIL but also at other events related to the topic of the project. The brochure will be updated during the project's implementation to take important developments and results into account.

Power point presentation

A standard SUNFRAIL power point presentation will be developed and available via the project website. Just as the brochure, the presentation will include SUNFRAIL's rationale, objectives, expected outcomes, activities and partners. It will also be updated continuously during the project's implementation to take important developments and results into account.

The purpose of the presentation is to promote the project and raise awareness about SUNFRAIL at relevant events across Europe. The standard presentation will be developed for all target groups. However, versions adapted after specific target groups will also be available if they are developed for a particular event or seminar.

Newsletters

The SUNFRAIL newsletter will be disseminated electronically every 8 months, and in total four times during the project implementation. The three first versions will be disseminated after the local dissemination workshops the transnational workshop, and the last version will be disseminated after the final conference.

The newsletter will be disseminated to the primary target group and interested external stakeholders will also be able to register for the newsletter via the website. The purpose of the newsletters is to highlight the visibility of SUNFRAIL and to showcase important progress of the project, as well as updates on SUNFRAIL activities and events.

The newsletters will have fixed sections such as SUNFRAIL news and updates per work package, relevant EU health news, and forthcoming event. The newsletter will be produced by EUREGHA but partners will provide information they wish to be included. The newsletter will be disseminated via a mailing list and published at the project website.

Press Kit

A press kit will be developed which can be used to communicate with journalists on important developments of the SUNFRAIL project. The kit will include the project brochure, images and infographics of interest, together with links to SUNFRAIL papers and documents etc. A standard template for a press release will also be developed, which can be translated and adapted by the partners, to be disseminated when deemed necessary.

Online and Social media

The online and social media channels used by SUNFRAIL are the project website, Twitter and LinkedIn. In general, the purpose of using these media channels are to complement the traditional media, such as the project brochure, events and newsletters.

Of the three, the website serves as the main gateway to the project for the partners and the general public and will contain the most important information about the project. It will also contain a partners' section that will have the function of an intranet for the partners. Twitter and LinkedIn on the other hand, have the purpose of complementing the website, and to boost the traffic to the website. They also offer the opportunity to provide interested stakeholders with easy access to updates on project developments, as well as on site coverage of events attended and/or organised by partners.

Website

The SUNFRAIL website will be available on www.sunfrailproject.eu and will be the main gateway to the project. The website will provide information on SUNFRAIL's objectives, partners, news, calendar over forthcoming events and a link to the project's page on twitter. The website will also contain a partners' section accessible through log-in (see below).

The design of the website will be user friendly and include infographics and images where possible. The text will be easily accessible without containing too much technical information in order to appeal to the general public. The website design will also be adaptable to multiple devices so that it will be possible to view using tablets and smart phones. Inspiring communication tools such as videos, tag clouds and video scribes will be incorporated if possible.

The website will be in English but will offer translation into the partners' languages. i.e. Italian, French, Spanish, and Polish. The website will also include links to the partners' respective websites and links to relevant EU projects and initiatives. The website aims at reaching all target groups and it should be the natural place for both the general public and the partners to access information about the project.

SUNFRAIL Partners' Section

The SUNFRAIL website will contain a special partners' section, i.e. a restricted area, which all partners can access with a personal login, and which targets the partners exclusively. Here, internal project documents will be published and the partners will be able to access key documents related to the project. This section of the website will be managed by Regione Emilia-Romagna - Agenzia Sanitaria e Sociale Regionale (RER-ASSR).

Social media

Twitter

A twitter account will be created for SUNFRAIL, and the aim with using twitter is to complement the website and to promote traffic to the website. Twitter provides an easy way for stakeholders and partners to communicate with SUNFRAIL, as well as a way of providing updates about the progress of the project, and to promote events and conferences that SUNFRAIL or its partners organise. As a communication channel, twitter targets all target groups.

LinkedIn

SUNFRAIL will also create a LinkedIn profile. The purpose of the LinkedIn page is to create an expert community of people from the SUNFRAIL partner organisations and other stakeholders. Just as with twitter, the aim is to complement the website and provide project updates. However, since LinkedIn is a networking website for people in professional occupations, the SUNFRAIL page will also be a forum where experts can exchange experience on topics related to the project. As a communication channel, LinkedIn targets all target groups.

Networking events and tools

To make the communication and dissemination of SUNFRAIL as efficient as possible several networking events will be organised and networking tools will also be established to strengthen the

dissemination. The networking events are important in order to avoid that too much of the dissemination is focused on the final conference. The tools, such as the contact database and links to other European projects and initiatives, are important to ensure dissemination to a wide number of stakeholders and to establish links to other projects of value to SUNFRAIL.

Networking Events

Transnational Workshop

SUNFRAIL will organise two transnational workshops targeting project partners and relevant institutions and stakeholders from the partner organisations. The workshops will be organised in Months 8 and Month 15, with the purpose to collect feedback and reach a consensus from experts at national and international level on the operational definition of frailty and multimorbidity (Work Package 4), and to share the model on frailty and multimorbidity (Work Package 5).

Local Dissemination Workshops

SUNFRAIL will also organise three local dissemination workshops, in months 9, 16 and 28. The purpose of these workshops will be to make sure that the progress of the project will be disseminated throughout the duration of the project at local level, with local stakeholders. In order to strengthen institution's capacity, through information sharing and periodic assessment of the activities performed, results of monitoring and evaluation of activities (task 3.2) will be shared in concurrence with local dissemination workshops (task 2.6). Thus, providing a chance to local stakeholders to contribute actively to assess the project's activities and identify measures for its improvement.

Final Conference

The final conference will serve as the main dissemination event of SUNFRAIL. The conference aims at targeting all target groups and during the conference, the project results and deliverables will be presented and discussed. In order to make the conference as innovative and interesting as possible, the methodology of the conference will be discussed and planned well in advance.

Networking Tools

Contact Database

For the promotion of SUNFRAIL, EUREGHA and the other project partners will use their own contacts as well as conducting a stakeholder mapping, to disseminate news and information about the project. Together, these contacts will form a database of hundreds of stakeholders working in the field of health at local, regional, national and European level. Stakeholders involved in relevant European projects and initiatives, and especially in the European Innovation Partnership on Active and Healthy Ageing, will also be approached to be included in the database to enhance dissemination.

The database will also be extended to include the stakeholders that register to receive the project newsletter via the SUNFRAIL website and the ones attending SUNFRAIL events.

Monitoring and evaluating dissemination

To monitor the communication and dissemination tasks, a dissemination schedule will be elaborated. As the work package leader, EUREGHA will monitor that the tasks and deliverables are completed within deadline, and liaise with the partners that are involved in the tasks. The schedule will be circulated to the partners for agreement before its implementation.

To monitor and evaluate the success of the dissemination activities several steps will be taken. The traffic to the website will be carefully monitored, as well as the number of connections and followers on LinkedIn and twitter, together with the number of retweets. Regarding the traffic for the website, we aim to also monitor additional data such as; countries of origin, sections visited and time of visits. Regarding the newsletters, they will include a control setting to monitor whether or not the recipient has read the newsletter.

Regarding events like the local dissemination workshops and the final conference, a questionnaire will be disseminated to the attendees to evaluate the workshops and to find out more about how the participants found information about the event etc. Feedback will also be sought from the project partners on the communication and dissemination, to ensure good internal communication of SUNFRAIL. This will for instance include feedback on the promotional tools produced, website, twitter and newsletters etc.

Annex 1: SUNFRAIL Dissemination Schedule

SUNFRAIL Schedule: Work Package 2 Dissemination					
NUM	TASK	WHAT	WHEN	RESPONSIBLE	INPUT FROM
2.1	Dissemination Strategy and Stakeholder Mapping	Strategy structuring the dissemination of the project results	Month 4	EUREGHA	All PPs
2.2	Project Website	Developing the SUNFRAIL website, www.sunfrail.eu	Month 3	RER-ASSR	EUREGHA
2.3	Visual Identity and Promotional Tools	Developing the visual identity of the project			
	2.3.1	Logo	Month 1	EUREGHA	RER-ASSR
	2.3.2	Project Brochure	Month 3	EUREGHA	RER-ASSR
	2.3.3	Power Point Presentation	Month 3	EUREGHA	RER-ASSR
	2.3.4	Newsletters	Month 8, 16, 24, 30	EUREGHA	All PPs
	2.3.5	Press Kit	Month 8	EUREGHA	All PPs
2.4	Online and Social Media	Establishing the project online and in social media channels			
	2.4.1	Twitter	Month 3	EUREGHA	All PPs
	2.4.2	LinkedIn	Month 3	EUREGHA	All PPs
2.5	Networking Events and Tools	Organising transnational and local workshops to disseminate project results			
	2.5.1	Transnational Workshops	Months 8, 15	RER-ASSR	Aster, EUREGHA
	2.5.2	Local Dissemination Workshops	Month 9, 16 and 28	All PPs	EUREGHA
	2.5.3	Final Conference	Month 30	RER-ASSR	Aster, EUREGHA
2.6	Reports	Reports summarising the main results of the work package			
	2.6.1	Summary report of the Final Conference	Month 30	EUREGHA	RER-ASSR
	2.6.2	Summary report of dissemination activities (Layman version of the Final Report)	Month 30	EUREGHA	RER-ASSR