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Maastricht University *Leading in Learning!*



Health promotion and prevention of risk –
actions for seniors

WP 2 (horizontal WP)

– DISSEMINATION CONCEPT OF THE PROJECT –

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Maastricht University

1st Conference of the Project 'Pro Health 65+'
CRACOW, SEPTEMBER 21-22, 2015

WP2 Dissemination

Actions undertaken to ensure that the results and deliverables of the project are made available to the target groups

- visibility of the project
- engaging target groups
- stimulating a on-line dialog
- receiving feedback
- sustainability strategy

Board of Health Promoters

Project dissemination plan



WP2 Dissemination

- Throughout the entire project
- Work plan

Task 2.1. Preparation of project dissemination plan

Step 2.1A: Establishing the Board of Health Promoters

Step 2.1B: Stakeholder analysis

Step 2.1C: Preparation of project dissemination plan

Task 2.2. Collection of information on project dissemination activities

Step 2.2A: Collection of dissemination material

Step 2.2B: Preparation of dissemination reports

Task 2.3. Dissemination of project results among stakeholders

Step 2.3A: Initial dissemination activities

Step 2.3B: Engaging target groups in project activities

Step 2.3C: Organizing project seminars

Step 2.3D: Stimulating on-line discussions about the project

Step 2.3E: Dissemination of results among researchers

Task 2.4. Development of a strategy for future take-up

Step 2.4A: Drafting the sustainability strategy.

Step 2.4B: Promoting project outcomes among users.



BOARD OF HEALTH PROMOTERS

- discuss and define target groups of health promotion activities proposed in the project
- evaluation of training materials
- support for trainings
- evaluation of training performance
- further dissemination and implementation of project outcomes.

16 MEMBERS FROM THE PARTNET COUNTRIES OR OUTSIDE

Poland, the Netherlands, Germany, Italy, Lithuania, etc.



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STAKEHOLDER ANALYSIS

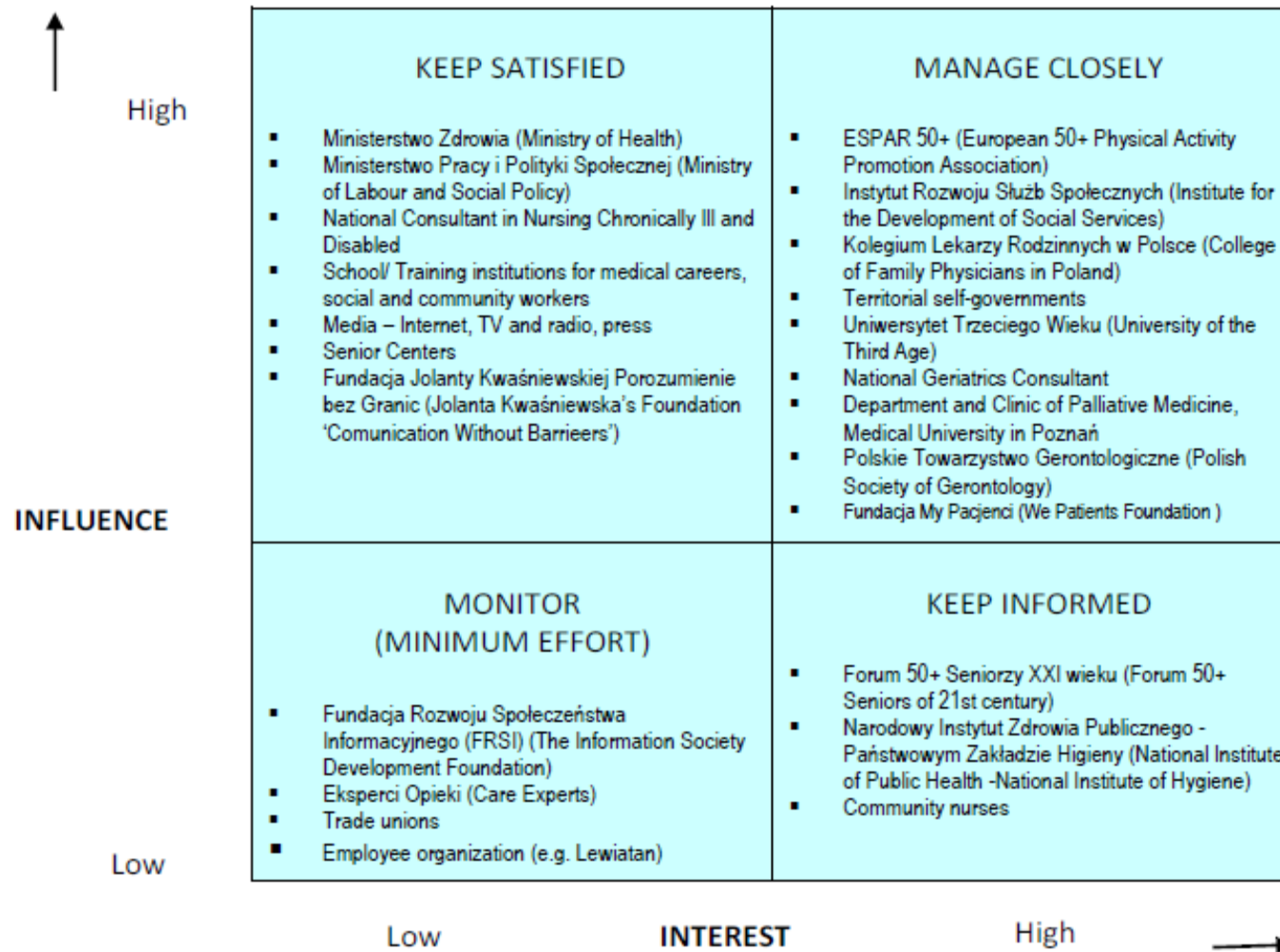
	WP
Stake-holder	Who? – elderly, those involved in promotion for elderly, EC
Goals	Why? – raise awareness, inform, engage, promote (EU level, countries)
Key message	What? – tailored, clear, simple, easy to understand, realistic
Medium	How? – newsletter, press, website, report, conference, article, training
Timing	When? – at the beginning, throughout, at the end of the project
Location	Where? – partners' countries and elsewhere



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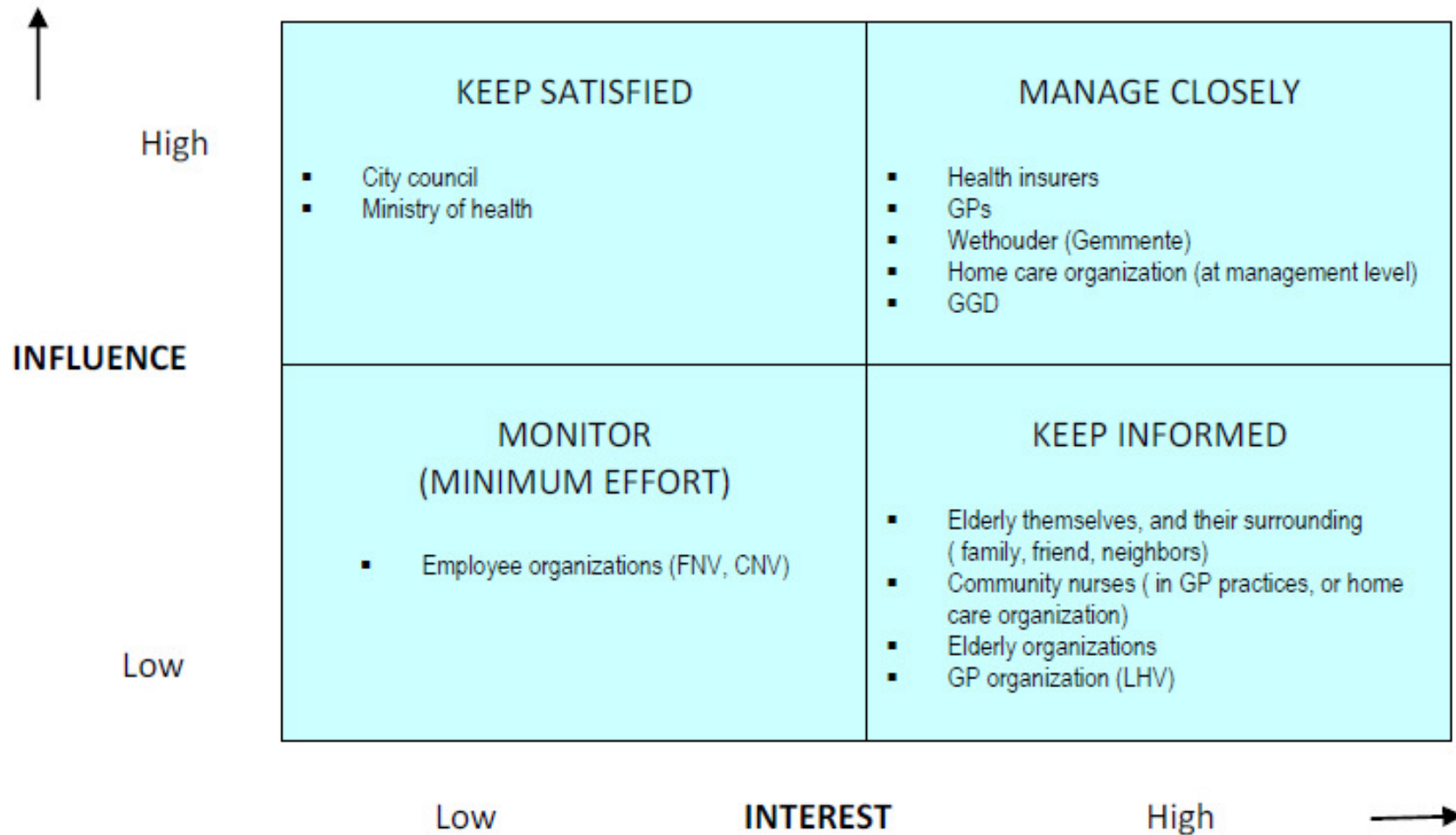
STAKEHOLDER ANALYSIS

Partner: UJCM, Poland



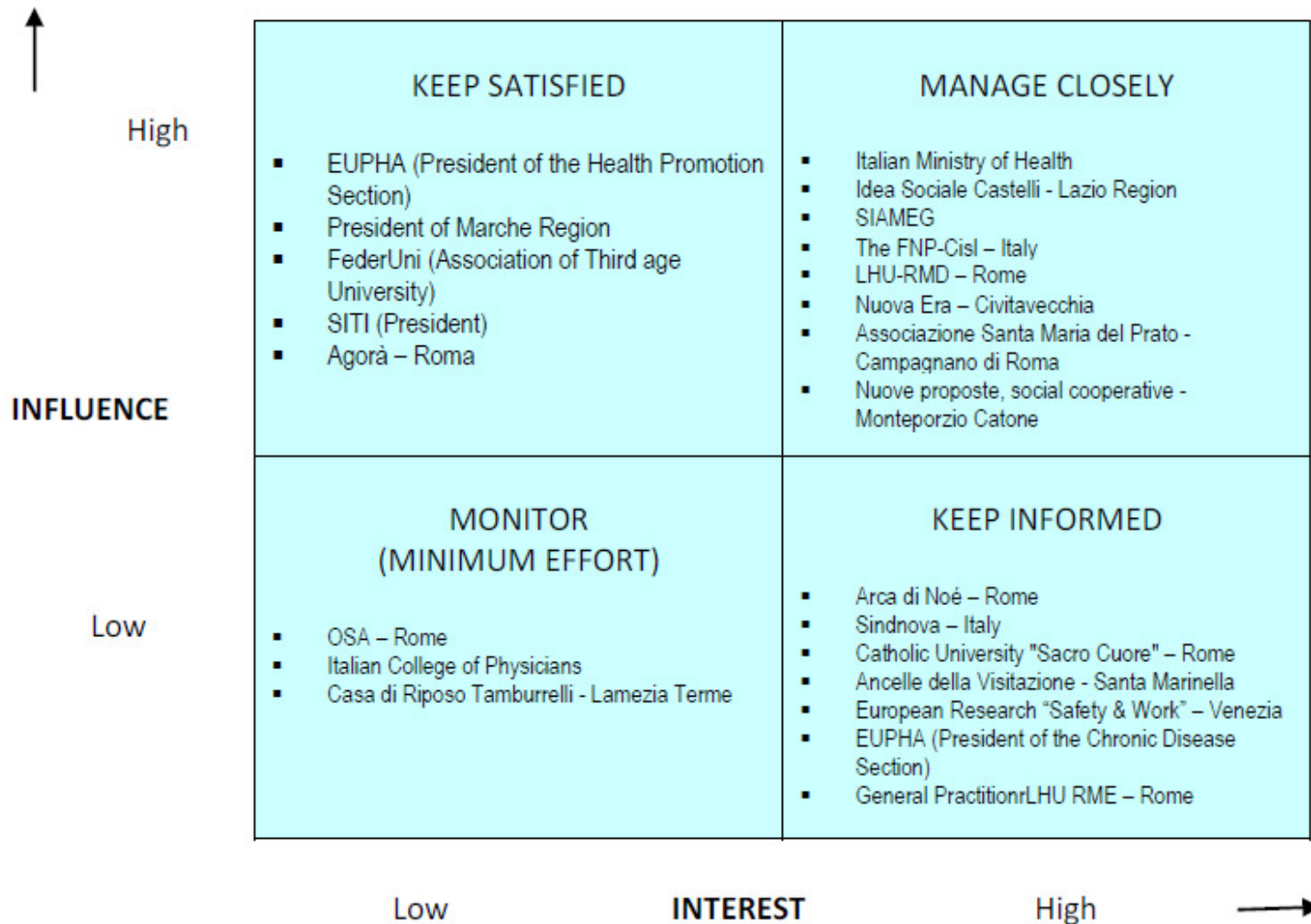
STAKEHOLDER ANALYSIS

Partner: UM, the Netherlands



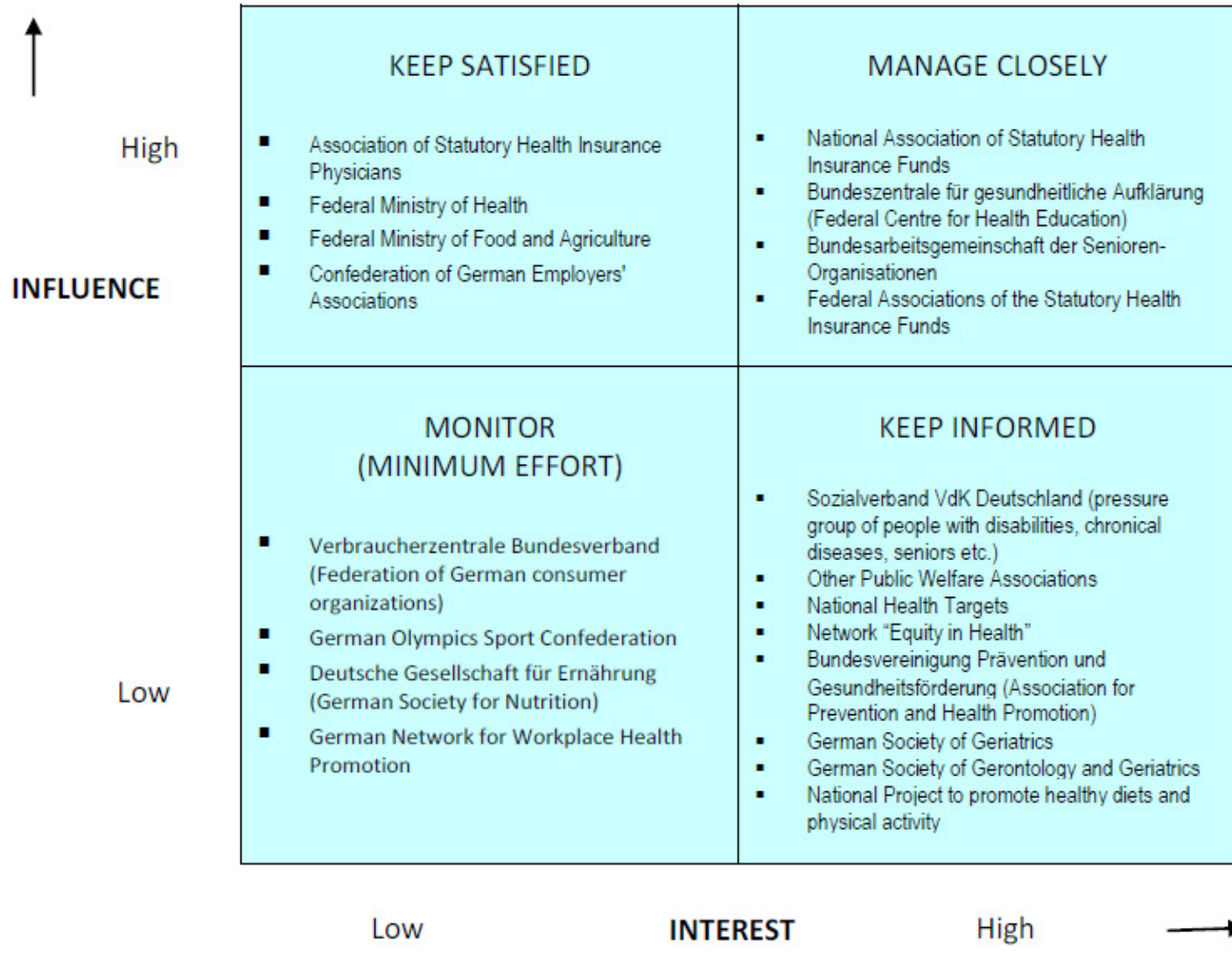
STAKEHOLDER ANALYSIS

Partner: UCSC, Italy



STAKEHOLDER ANALYSIS

Partner: UB, Germany



DISSEMINATION PLAN

1 DISSEMINATION OBJECTIVES, PROCESS AND SCOPE

2 KEY TARGET GROUPS

3 HEALTH PROMOTERS BOARD

4. PROJECT DISSEMINATION STRATEGY – HOW? WHY? WHO? WHAT? WHEN? WHERE?

5 IMPLEMENTATION PLAN AND PARTNERS' RESPONSIBILITIES

6 MONITORING AND EVALUATION OF DISSEMINATION PROGRESS

APPENDIX A: REPORT ON THE INITIAL STAKEHOLDER ANALYSIS

– DECEMBER 2014

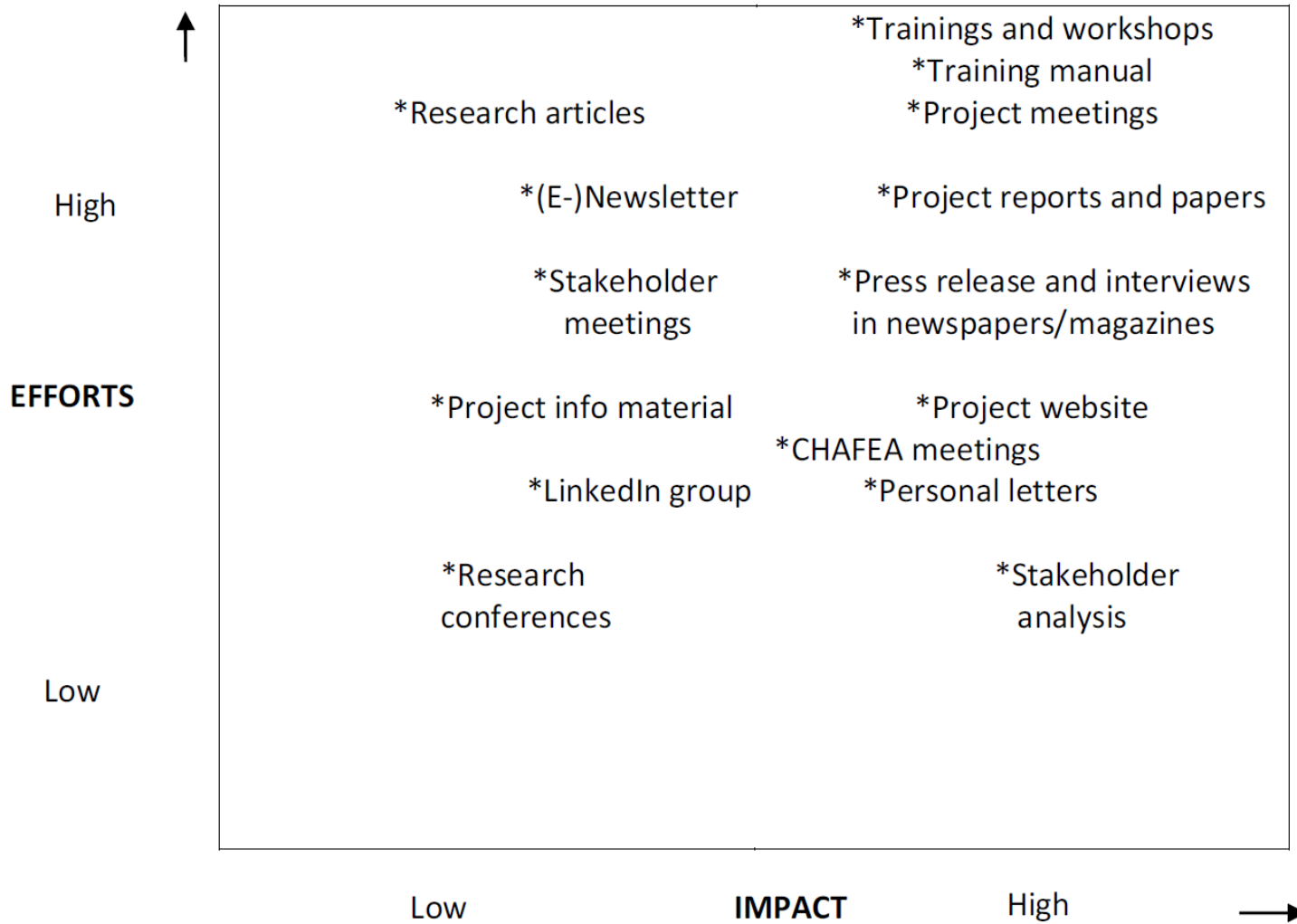
APPENDIX B: SUMMARY OF THE INITIAL STAKEHOLDER ANALYSIS WORKSHEETS

– DECEMBER 2014



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DISSEMINATION ACTIVITIES



WP2 Dissemination

- Throughout the entire project
- Work plan

Task 2.1. Preparation of project dissemination plan

Step 2.1A: Establishing the Board of Health Promoters

Step 2.1B: Stakeholder analysis

Step 2.1C: Preparation of project dissemination plan

achieved

Task 2.2. Collection of information on project dissemination activities

Step 2.2A: Collection of dissemination material

Step 2.2B: Preparation of dissemination reports

Task 2.3. Dissemination of project results among stakeholders

Step 2.3A: Initial dissemination activities

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Step 2.3C: Organizing project seminars

Step 2.3D: Stimulating on-line discussions about the project

Step 2.3E: Dissemination of results among researchers

**work in
progress**

Task 2.4. Development of a strategy for future take-up

Step 2.4A: Drafting the sustainability strategy.

Step 2.4B: Promoting project outcomes among users.



WP2 Dissemination

- Milestones:
 - Project information package (month 6, update every 6 months) } **Achieved for year 1 update expected**
 - Project conferences (month 36, once per year) } **Achieved for year 1 this conference**
- Deliverable 4: Dissemination website (month 6)
Concept of dissemination, preparation of materials, placing them on the website and monitoring reactions of internet users } **Submitted**

MORE EFFECTIVE DISSEMINATION

