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Maastricht University *Leading in Learning!*



Health promotion and prevention of risk –
actions for seniors

WP 2 (horizontal WP)

– DISSEMINATION –

Milena Pavlova, Elina Miteniece
Maastricht University

2nd Conference of the Project 'Pro Health 65+'
ROME, SEPTEMBER 29-30, 2016

WP2 Dissemination strategy

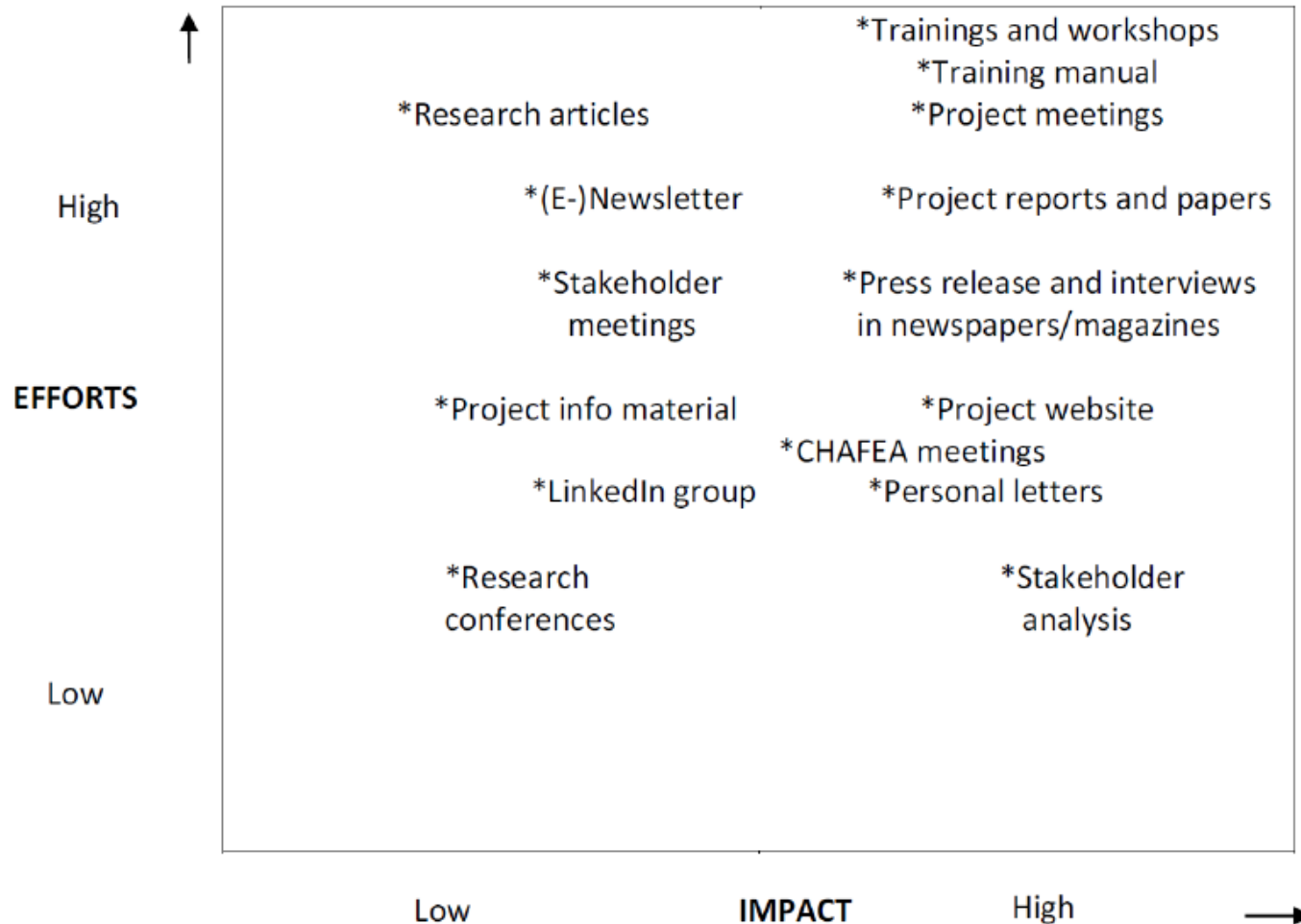
Key dissemination actions:

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

Board of Health Promoters
Initial stakeholder analysis
Project dissemination plan



WP2 Dissemination plan



WP2 Dissemination targets

TARGET GROUPS:

I. The first target group is the final beneficiary group

– the elderly themselves:

- Population of professionally active persons aged 60-67.
- Population aged 67 - 80/85.
- Population 80/85 facing an increase of special health care needs.

II. The second target group is the group of health promoters:

- health sector, particularly primary health care and LTC
- health and safety at the workplace, inspectorates, employers organizations, trade unions
- social assistance focused on older people
- specific public health authorities, regional and local level, and community organizations
- non-governmental organizations, focused on elderly and chronic disease prevention
- mass media, especially those specialized in health issues

WP2 Dissemination tasks

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

Start of the project

Task 2.2. Collection of information on project dissemination

activities

Step 2.2A: Collection of dissemination material

Step 2.2B: Preparation of dissemination reports

Current activities

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 researchers

End of the project

WP2 Dissemination deliverables

- Milestones:
 - Project information package
(month 6, update every 6 months) } **Achieved for year 1 and year 2
update expected**
 - Project conferences
(month 36, once per year) } **Achieved for year 1 and year 2
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**

Conferences & meetings

Chronic Diseases and Healthy Ageing workshop, The Hague, 12-13 February 2015

IAGG-ER 8th Congress, Dublin, 23-26 April 2015

Rural health International conference, Lodi, 8-11 September 2015

Malopolska conference on preventive healthcare, Cracow, 21 September 2015

8th European Public Health Conference, Milan, 14-17 October 2015

Italian conference of public health, Milan, 15-17 October 2015

13 International Conference of Polish Pharmacoeconomics Society, Warsaw, 2-4 December 2015

78th national Conference of the Italian Association of Occupational Health and Industrial Hygiene

EuHEA Conference, Hamburg, 13-16 July 2016

Conference on the 25th anniversary of the Institute of Public Health, Cracow, June 3rd 2016

Policy briefs

Policy brief 1: PUBLIC HEALTH ACTIVITIES: BRINGING THEORETICAL CONSIDERATIONS TO THE ATTENTION OF DECISION-MAKERS

Policy brief 2: HEALTH STATUS AND LIFESTYLE OF OLDER PEOPLE IN EUROPEAN COUNTRIES

Policy brief 3: HEALTH PROMOTION INTERVENTIONS: EFFECTIVE IN ELDERLY POPULATION

Policy brief 4: FUNDING MECHANISMS FOR HEALTH PROMOTION IN EUROPE: A LACK OF MONEY OR A LACK OF INFORMATION?

Policy brief 5: GOOD PRACTICE PHYSICAL ACTIVITY PROGRAMS FOR OLDER ADULTS IN EU

Policy brief 6: PHYSICAL ACTIVITY ON PRESCRIPTION - MOVING SLOWLY TOWARDS HEALTHY AGEING

Policy brief 7: IS THERE A RATIONALE FOR OUT-OF-POCKET PAYMENTS IN HEALTH PROMOTION AND PREVENTION FOR ELDERLY?

Policy brief 8: MAPPING THE BENEFIT OF ECONOMIC EVALUATIONS OF HEALTH PROMOTION INTERVENTIONS FOR OLDER PEOPLE

Country reports

Country profile: BULGARIA

Country profile: GERMANY

Country profile: GREECE

Country profile: HUNGARY

Country profile: ITALY

Country profile: NETHERLANDS

Country profile: POLAND

Country profile: PORTUGAL

Country profile: CZECH REPUBLIC

Country profile: LITHUANIA

Abstracts



Policy briefs



Policy papers



Comparative report

Research papers

BMC Health Services Research 2016 16 (Suppl 5)

HEALTH PROMOTION TARGETING OLDER PEOPLE

A REVIEW OF HEALTH PROMOTION FUNDING FOR OLDER ADULTS IN EUROPE: A CROSS-COUNTRY COMPARISON

INSTITUTIONAL ANALYSIS OF HEALTH PROMOTION FOR OLDER PEOPLE IN EUROPE - CONCEPT AND RESEARCH TOOL

FINANCIAL INCENTIVES FOR A HEALTHY LIFE STYLE AND DISEASE PREVENTION AMONG OLDER PEOPLE: A SYSTEMATIC LITERATURE REVIEW

WORKPLACE HEALTH PROMOTION FOR OLDER WORKERS: A SYSTEMATIC LITERATURE REVIEW

ECONOMIC EVALUATION OF HEALTH PROMOTION FOR OLDER PEOPLE-METHODOLOGICAL PROBLEMS AND CHALLENGES

PREDICTORS OF HEALTHY AGEING: PUBLIC HEALTH POLICY TARGETS

SCOPING REVIEW OF HEALTH PROMOTION AND DISEASE PREVENTION INTERVENTIONS ADDRESSED TO ELDERLY PEOPLE

THE USE OF E-HEALTH AND M-HEALTH TOOLS IN HEALTH PROMOTION AND PRIMARY PREVENTION AMONG OLDER ADULTS: A SYSTEMATIC LITERATURE REVIEW

Project info & website



Home page

Home page
About project
Target groups
Coordinator & associated partners
Project team
Project External Boards
Collaborating Partners
Work Packages
Projects Events
Publications
External conferences
Pro-Health 65+ in the news
Contact
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Sitemap
Your opinion about Pro-Health 65+

Home page

**PRO HEALTH 65+
Health Promotion and Prevention of Risk – Action for Seniors**

ProHealth 65+ is focused on health promotion and prevention of health risks among seniors. The project seeks to determine effective methods of promoting a healthy lifestyle among older population groups by bringing together knowledge and experience of main partners and health promoters from Poland, Germany, Italy and the Netherlands and exchange it with collaborating partners: Portugal, Greece, Bulgaria, Czech Republic and Hungary. The effective implementation of training of health promoters working with this age group is the ultimate project goal.

The project is coordinated by the Jagiellonian University in Cracow which cooperates in this area with the Maastricht University. Two other associated partners are Università Cattolica del Sacro Cuore from Rome and Universität Bremen. As many as 32 persons are involved with different disciplinary backgrounds including epidemiology, medical sociology, health economics, politology, law, social communications. The project is led by Stanisława Golinowska (leader) and Andrzej Kropiwnicki (manager) as well as heads of work packages: Milena Pavlova, Beata Tobiasz – Adamczyk, Mariusz Duplaga, Walter Ricciardi, Wim Groot, Heinz Rothgänger, Cezary W. Włodarczyk, Stojniew Sitko.


NEW ON THIS WEBSITE:

**2nd CONFERENCE of PROJECT PRO HEALTH 65+
IN SEARCH OF GOOD PRACTICES IN HEALTH PROMOTION
FOR OLDER PEOPLE
ROME, SEPTEMBER 29-30, 2016**


Conference place: Santa Maria Della Pietà - Pavilion 90; Piazza S. Maria della Pietà n° 5, 00168 - Rome
Hosting organization: U.C.S.C. Rome, Italy - Associated Partner of 'Pro Health 65+' Project
Further information: [LINK TO THE CONFERENCE PROGRAM](#)

The first set of PRO HEALTH 65+ Policy Briefs and Country Profiles
Available at: [PROHEALTH65+ PUBLICATIONS](#)

You can download here our project overview material:
[Project flyer](#)
[Project presentation](#)
[Project poster](#)



Please join our LinkedIn discussion group at:
<https://www.linkedin.com/groups/ProHealth-65-Health-Promotion-Prevention-8354112/about>

 Co-funded by the Health Programme of the European Union

This website arises from the project Pro-Health65+ which has received funding from the European Union, in the framework of the Health Programme (2008-2013)

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Project events and online proceedings

Project information Package

Project LinkedIn discussion forum



WP2 Dissemination plan



WP2 Dissemination strategy

Key dissemination actions:

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Board of Health Promoters
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Engaging target groups

Related to WP9:

- Training manual
- Workshop to promote and adjust the manual

Related to WP2:

- Personal letters to stakeholders
- Press relies and interviews in newspapers/magazines



Receiving feedback



External evaluation of the project output from WP 4,5,6,7
– the research-oriented WPs

On-line questionnaire is being developed

Partners will be asked to identify relevant experts for the
external evaluation and to contact them

Sustainability strategy

Towards the end of the project to ensure that the project effects are sustained after the project:

- What should happen to the project outputs and project outcomes after the end of the project?
- How can project outputs and outcomes be embedded and taken-up by the community?

Cooperation between the implementation work package WP 9 and WP 2



