



Peer2Peer COMMUNICATION PLAN



"Peer support is a system of giving and receiving help founded on the key principles of respect, shared responsibility, and a mutual agreement of what is helpful." - Mead et al. (2001)



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INTRODUCTION

The Peer2Peer project is a vocational training course that enables individuals who have experienced mental health problems to become peer support workers to those who are currently living with similar difficulties. Peer2Peer approaches support and training for people with mental health problems with a focus on their recovery. In the UK, peer support while playing an important role in recovery also offers a recognised employment and career pathway, promoting both independence and a working future for people with mental health issues. In Italy, psychodrama and video therapy are used as methods to facilitate the integration or re-integration of people with mental illness into the workplace. Recognising the importance of both of these two innovative approaches, PEER2PEER aims to share and promote these skills throughout our partner organisations and throughout Europe. It is a unique project, which affords an opportunity to influence, on a social, political and policy-making level, how we approach recovery for people with mental health issues.

The project aims and objectives can be broken down into four key areas.

- Training & Qualification
- Support
- Recovery
- Innovation

With these objectives in mind, the communication plan and approach for this project uses contemporary methods of dissemination, with emphasis on accessible forms of online presence in order to reach as wide an audience as possible.

The Communication Plan highlights for project partners how to systematically and consistently achieve these project objectives. This document covers the external aspects of the communication strategy and complements the internal communication plan. This document will act as a guide that the partners should consult when needed.



1. PROJECT CONTEXT AND OBJECTIVES

This section summarizes the context of the project; the partner organisations, project objectives, resources, agreed action guidelines, the identification of the target audience, as well as the definition of communication objectives and of the key message: all the strategic foundations of the communication plan.

1.1 Project Partners

There are eight partner organisations from UK, Austria, Bulgaria, Italy, Spain, The Netherlands and Romania involved in Peer2Peer. In order to maintain a consistent inter-regional and multi-lingual message, each partner will follow the agreed action below.

- Partners will agree to maintain consistency of language and meaning with the use of key terms in communication materials. Relevant definitions will be available on the project website, for example the definition for recovery which will be used in this project:

'Recovery is being able to live a meaningful and satisfying life, as defined by each person, in the presence or absence of symptoms. It is about having control over and input into your own life. Each individual's recovery, like his or her experience of the mental health problems or illness, is a unique and deeply personal process.'

Scottish Recovery Network.

- Partners must be aware of the use of technical vocabulary in their communication actions when they are targeting a non-specialized audience. The message has to be always simple, clear and understandable.

- Partners will disseminate the centrally produced project materials in their native language to their individual contacts database. The main tools which will be made available to the public are the Peer2Peer website, newsletters, articles, brochures and social media profiles.

1.2 Project Aims

Peer2Peer has four key project aims; training & qualification, support, recovery and innovation. In relation to the communication plan, the overall objective is to disseminate as widely as possible at a local, national and international level the following clear and consistent message to the relevant target audiences.

Training & Qualification



- Peer2Peer will establish and test an innovative model of vocational training by adapting and integrating psychodrama and video therapy sessions into peer support training methods.
- Peer2Peer will improve accessibility to employment for people with mental illness. Peer2peer will train them to become qualified peer support workers with specific focus on developing their cognitive, social and communication skills.
- Peer2Peer will produce a set of training tools required for the implementation of a mental health peer support program. These tools will include a curriculum manual with educational methodologies and techniques, and didactic videos with practical examples.
- Peer2Peer will carry out two pilot courses which will involve 180 people with past experiences of mental health issues to test the Peer2Peer's methodologies and curriculum in Austria, Bulgaria, Italy, Spain, The Netherlands and Romania.

Support

- Peer2Peer will encourage people with mental illness to support one another and view their experiences as a resource for recovery. The project will facilitate the development of a structured support system for people with mental illness.

Recovery

- This project will support individuals as they progress further along their path to recovery.
- Encourage recognition and awareness of the importance of peer support in the recovery process.

Innovation

- To transfer and share skills amongst partner organisations to create an innovative approach to mental health policy and recovery.
- To produce training materials that facilitate the implementation of the peer support model across Europe.
- To disseminate and share this innovative approach using informative web-platforms and training demonstrations addressed to professionals working in the field of mental health support with an aim towards creating new strategic partnerships at an inter-regional level.
- Dissemination of innovative practices focused on influencing mental health practitioners and policymakers.

1.3 Target Audience and Message

Each partner organisation will have their individual contact database for the Peer2Peer project. This section will act as a guide for targeting primary and secondary audiences.

1.3a Primary Target



The primary target audience for Peer2Peer dissemination material fall into two categories; passive and contributory. The passive audience receive the disseminated material as an update and to raise awareness of the project's development. In relation to the second primary target group, the contributory audience needs to be both engaged and motivated by the communication material. The aim of the dissemination material should be to make this audience type aware of the benefit for them of sharing information, research and news about Peer2Peer.

We consider the following to be primary targets:

- Decision and policy-makers at European, national level and local levels.
- Mental health care professionals.
- Stakeholders: public and private institutions identified by the partners in their countries.

1.3b Secondary Target

The secondary target audience for the Peer2Peer are those who would have an interest in what the project is trying to achieve or who would be in a position to benefit from exposure to innovative practices and to further spread these innovative practices. The secondary target audience are in a position to act as either intermediary or instigator.

We consider the following to be secondary targets:

- Scientific Community: Universities, researchers, etc.
- Health & Social Care Providers: Hospitals, Residential facilities, Day Care Centers, Tele-assistance Providers, etc.
- Social & Leisure centres for people with mental health issues: Clubs, Social Centres, Gyms, etc.
- Society in general: in particular end-users project results, like elderly people or their careers.



2. COMMUNICATION WORKING PLAN

The communication plan is envisaged as a way to efficiently reach a wide range of the public and begin a dialogue with them. It is designed according to the latest content marketing trends, producing compelling, innovative, credible and intriguing content, which will involve the target audience in a mutually engaging relationship. This is the new paradigm of various content-related forms of marketing and brand building, sustaining contact with the audience on the basis of credibility and loyalty. The dissemination of this project and its results are planned as a process of brand building. The PR campaign will be based upon the visual identity and graphic image of the project with an emphasis on coherence in all external communication using the communicative tools below.

2.1 Visual identity

A design firm will be hired to develop a project logo, which will then guide the visual identity of Peer2Peer. The Quality Board will select the logo before any external communication with the public begins in order to build and protect the consistency of the project brand and message.

The Peer2Peer logo will be applied to all project related emails and work documents, power point presentations, and promotional material such as posters, newsletters and websites.

Partners should also be aware of including the European Lifelong learning logo and disclaimer in all communication material.

Partners will also be required to provide their organisation's logo for relevant dissemination material. Low and high quality resolution will be necessary for online and print documents.

2.2 Stakeholder's database

Each project partner will compile an email database of media contacts and further contacts in the areas of vocational and training institutions, mental health, social and healthcare bodies, rehabilitation institutions, public authorities and public beneficiaries, residential and day care institutions, social services etc.

This contacts database will be one of the core tools for the project's dissemination.

2.3 Website

The Peer2Peer website will act as an information hub for the project. The project will have its own website which ties into the visual aesthetics of



the Peer2Peer logo and further promotes the Peer2Peer brand. The website will be available in all partner languages.

The purpose of the website is to provide clear and accessible information about the project in its entirety, enabling the exchange of knowledge and training and information updates. The website will act as an information source for a spectrum of people varying from members of the general public to healthcare professionals.

The website will provide options for subscribing to further updates e.g.: project newsletters, and should be actively promoted by all partners. It will also be a point of contact for the project with contact phone numbers available for queries and questions.

2.4 Quarterly Newsletter

The newsletter will be given a standard structural form, which will be used to update recipients on project developments every four months. The newsletter will encompass news and updates on the project's developments and growth. It will provide active links to the website where readers will be able to access articles, educational resources, videos and any upcoming events. Each newsletter will be translated into all partner organisation's national language.

Each partner will be responsible for documenting training exercises, writing articles about their experiences and making research available for the newsletter content.

Each partner will also be required to disseminate the newsletter through their contacts database.

2.5 Poster

Peer2Peer posters will be produced within the project framework. The aim of the posters is not to simply promote the project but also to attract participants to the vocational training course. The structure and text of the posters will be proposed by the lead partner and approved by the Quality Board. Once the poster content has been approved it will be translated and made available in all partner's national languages.

2.6 Social Media

A profile of the project and specialised group on peer support in mental health shall be created on Facebook and on LinkedIn. The lead partner will have responsibility for maintenance and promotion of the social and professional media profiles.

2.7 Promotional booklet



The promotional booklet will include the aims and vision of the developed vocational training approach and methodology, life stories and comments of the trainees, the profile of one member of the peer support training course with photographic material of that individual as they embark on psychodrama and video therapy programmes. Its format and design will be based on current corporate publishing trends. The promotional booklet shall be made available in all partner languages.

2.8 Press Releases

Each partner will prepare at least one written PR statement per semester with information about the latest project developments and upcoming activities. All press releases will be available on the Peer2Peer website. Each press statement will be made available in all partner languages.

2.9 Corporate Pen Drives

Specialised Peer2Peer pen drives will be distributed throughout seminar and training demonstrations. They will also be made available to professionals or institutions who hope to replicate Peer2Peer training. Each pen drive will contain a digital training pack and a didactic video.

2.10 Internal Communication plan

Internal communication makes sure that all partners speak with one voice and provide the same consistent information. Internal communication will be managed through e-mails, skype, dropbox and scheduled face-to-face meetings.



3. EFFECTIVENESS AND IMPACT

The approach to measuring the effectiveness and impact of the Peer2Peer Communication Plan focuses on the output and results indicators as forms of measurement.

- The implementation of the communication plan and the dissemination of the communication tools (output indicators),
- The impact of the dissemination (results indicators).

Output Indicators are measured by comparing the agreed upon dissemination aims and the results throughout the lifespan of the project.

The approach that will be taken to measuring the short-term impact of the Communication strategy will be measuring the reaction, consumption and engagement of the target audience with the disseminated materials, trainings and events organised and attended.

| Indicators | Target | Results |
|---|--------|---------|
| Press releases disseminated | 24 | |
| Brochures created | 7 | |
| Brochures disseminated | 1500 | |
| Newsletters created | 36 | |
| Newsletters disseminated | 3600 | |
| Pen drives disseminated | 1000 | |
| Articles/ Appearance in press and media | 20 | |
| Training participants | 90 | |
| Average visits to project website per month | 300 | |

The long-term impact of the communication strategy cannot be measured during the life span of the project. The goal is however, that the approach to mental health recovery taken by Peer2Peer will continue to grow and develop and will become more prominent in how healthcare professionals and the general public engage with mental health and recovery.



4. ACTIONS TRACKING SHEET



- PARTNERS**
- P0 Fundación INTRAS (coordinador)
 - P1 Scottish Recovery Network (UK)
 - P3 Escuela Andaluza de Salud Pública (Spain)
 - P4 Mental Health Center Prof. N. Shiplovenski (Bulgaria)
 - P5 Pro Mente Oberösterreich (Austria)
 - P6 Stichting Gek op Werk (Netherlands)
 - P7 Liga Romana pentru Sanatate Mintala (Romania)
 - P8 Scottish Qualifications Authority (UK)

PEER2PEER - A ROUTE TO RECOVERY OF PEOPLE WITH MENTAL ILLNESS THROUGH PEER SUPPORT TRAINING AND EMPLOYMENT

| PLANNING | DEADLINE | 2013 | | | | | | | | | | | | 2014 | | | | | | | | | | | | 2015 | | | | | | | | | | | |
|--|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|--|--|--|--|--|--|--|--|
| | | oct | nov | dic | Jan | feb | mar | apr | may | jun | jul | aug | sep | oct | nov | dic | Jan | feb | mar | apr | may | jun | jul | aug | sep | | | | | | | | | | | | |
| WP1: MANAGEMENT AND COORDINATION - FUNDACIÓN INTRAS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Communication plan | 30/11/2013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project graphic image | 30/11/2013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stakeholders map | 30/11/2013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Poster translated into partners' languages | 30/01/2014 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project website | 28/02/2014 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Facebook and linkedin profile | 30/11/2013 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletters | Every four months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Booklet | 30/01/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Send the booklet and poster to national stakeholders | 2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Production of pen drives | 15/02/2014 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Producción de roller up | 31/08/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| press releases translated into all partners' languages | Every six months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Exploitation plan | 30/09/2014 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Conference and events networking | 15/01/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Practical demonstrations (2) | 15/07/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Scientific articles translated in all partners languages | 01/06/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Invitation for the seminar | 30/07/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Exploitation seminar | 15/09/2015 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |