



## Peer2Peer

# EXPLOITATION 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)*

**PROPOSAL ACRONYM:** PEER2PEER

**PROJECT TITLE:** A ROUTE TO RECOVERY OF PEOPLE WITH MENTAL ILLNESS THROUGH PEER SUPPORT TRAINING AND EMPLOYMENT.

**PROJECT ID:** 2013-1-ES1-LEO05-66277-AN

**FUNDING BY:** LIFELONG LEARNING PROGRAMME – LEONARDO DA VINCE

**COORDINATOR:** FUNDACIÓN INTRAS (SPAIN)

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## 1. 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 exploitation plan and its approach and methods were designed, focused on offering a full overview of benefits related to the approach and the training program developed in the framework of the project.

This document will act as a guide that the partners should consult when needed.

## 2. PROJECT DESCRIPTION

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.

### 3. PARTNERSHIP

There are eight partner organisations from six European countries involved in Peer2Peer. Each partner brings a unique set of skills and experiences to the project. The dedication to the project and the combination of the skills and experiences each partner contributes, has resulted in Peer2Peer becoming an innovative project with tangible and long lasting results.

Fundación INTRAS



INTRAS is a non-profit organisation founded in 1994 dedicated to high quality research and intervention in the mental health field. The organisation nowadays consists of 8 centres in 3 different provinces in Spain with more than 90 psychiatrists, psychologists and professionals from social and economic fields carrying out research, training and clinical practice.

The development of its services is based on a recovery approach. This approach empowers our users to live a self-determined and confident life that enables them to reach their potential. INTRAS provides them with vocational training programmes that aim to assist the users in finding employment in a suitable field.

Years of professional work in the field of European projects and in the development of innovative activities and training tools for employment rehabilitation has resulted in INTRAS having solid experience and excellent referential background both nationally and internationally. Since 2011, INTRAS holds a European Excellency Seal +400 (given by European Foundation for Quality Management).

#### Escuela Andaluza de Salud Pública

EASP's mission is to co-ordinate and establish the basic structures required for the training and specialisation of professionals and organisations in the field of Public Health & Healthcare Administration. This is to be achieved by encouraging debate, promoting teaching, conducting assessment and research activities, and advancing co-operation and exchange in scientific and technical areas on a national and international scale.

EASP drives training towards change and innovation. Indeed, this is the only Public Health School in Europe that combine in-house training and research potentials with a firm commitment to transforming organisations through know-how transfer on an international scale, largely through projects coordinated by the International Co-operation Division.

EASP has a wide experience on teaching, research and consultancy in the topics mental illness stigma, the recovery approach, discrimination and participation in health issues by people with severe mental illness.

#### Scottish Recovery Network

SRN was formally launched in 2004 as an initiative designed to raise awareness of recovery from mental health problems. SRN developed out of a loose affiliation of individuals and organisations with a common interest in recovery, and has been designed to share information and ideas as quickly as possible.



We operate as an autonomous and independent entity hosted by the voluntary sector organisation Penumbra which is a Scottish charity and company limited by guarantee.

SRN has four overall goals: (1) Raise awareness of recovery; (2) Encourage empowerment; (3) Develop the evidence base; (4) Influence policy and practice.

Specific experience in relation to this project includes leading the introduction of the Peer Support Worker role to the Scottish mental health service sector. This has included the development of the nationally validated training award (PDA Mental Health Peer Support), research management and the production of a range of associated support materials.

### Mental Health Centre "Prof. N. Shipkovenski"

MHC "Prof. N. Shipkovenski" Ltd is a hospital for the district Sofia, under the authorization of medical activity, issued by the Minister of Health which carries out diagnostic, treatment and social rehabilitation activities in the field of mental disorders and mental health. It performs specialized support on the issues of youth, gerontological, forensic psychiatric and narcological psychiatry. There are psychotherapeutic, psychosocial, and psychological and EEG studies.

Mental Health Center provides night and day emergency psychiatric care for the capital (40 bed space). Modern equipment and skilled specialists are the guarantee of service to patients as required for good medical practice.

MHC works jointly with Bulgarian Society for Psychodrama and Group Therapy as well as with Psycodrama Center Orpheus (Institute of Psychotherapy created and managed by MD Galabina Tarashoeva, also manager of MHC) to train psychologists/ therapists belonging to MHC on psychodrama techniques.

### Pro mente Oberösterreich

For 45 years now, pro mente Upper Austria, Society for mental and social health, has provided counseling and care for persons suffering from mental health problems, with a staff of almost 1,350 professional employees and 260 volunteers.

It runs roughly 150 facilities providing assistance in the province of Upper Austria. pro mente Upper Austria activities include counseling both for persons with mental health and social problems and also for their relatives.

Vocational training being one of its main areas of work, various training and counseling centers prepare clients for reemployment after a disease or crisis. In addition a number of different centers in Upper



Austria provide assistance with regard to housing, work and spare time as well as addiction. Here a central aim is to facilitate the integration into local communities of persons with mental problems.

With regards the project proposed, pro mente run a specific peer training and have also hired peer workers in their staff.

### Stichting Gek op Werk

GOW is a non-profit foundation which provides a program of e-coaching combined with face to face coaching for people with a psychiatric background that are in search of competitive jobs.

Gek op Werk works in cooperation with other Dutch organizations, such as private companies, different Patient organizations, social security services and employers from all sectors, in order to increase equal opportunities for people from the target group to find a job that is according to their personal preferences and capabilities.

Gek Op Werk is unique in its approach because of the following two points:

GOW specializes on the Job Reintegration of people who have or have had psychic or psychiatric problems;

GOW uses experience-skilled people as job coaches (peer-to-peer coaching).

Gek Op Werk has good knowledge and vast experience with the methods and good practices in the working field as well as a relatively high succes rate in placing people from the target group.

### Liga Romana pentru Sanatate Mintala

The Romanian League of Mental Health has as main mission to become the most powerful membership based organization influencing government policy and promoting alternatives in mental health area in Romania. It is an inter-professional, non-governmental organization funded in 1990, acting in the mental health area, open to all the persons or groups interested in this area.

Its main activities are the following:

Promoting accessibility of training programs for people with disabilities

Promoting employment among people with disabilities

Training in advocacy for the NGOs working with the persons with disabilities

Training in advocacy for people with disabilities

Promoting Health Education within the Romanian Schools



## Scottish Qualifications Authority

SQA is the national accreditation and awarding body in Scotland. In its accreditation role, SQA accredit vocational qualifications that are offered across Scotland, including Scottish Vocational Qualifications and approve awarding bodies that wish to award them. As an awarding body, it works with schools, colleges, universities, industry, and government, to provide high quality, flexible and relevant qualifications.

SQA strives to ensure that their qualifications are inclusive and accessible to all, that they recognise the achievements of learners, and that they provide clear pathways to further learning or employment.

Within the Scottish Credit and Qualification Framework, SQA has created a PDA in Mental Health Peer Support. This is a new award which has been designed to meet the needs of peer support workers and provide them with a robust accredited award which will not only serve to set standards but also contribute to the creation of a recognised employment.

## 4. EXPLOITATION PLAN

### 4.1 MAIN OBJECTIVES:

The main goal of the present Exploitation Plan is to establish suitable actions to make Peer2Peer a successful and sustainable project. This document should be considered together with the communication and dissemination plan, in order to exploit the results achieved during the project implementation, make them accessible and useful for other organizations working in the mental health field.

Furthermore, this document provides the guidelines to organize dissemination events, and the minimum impact to be achieved by the project. Besides, it includes all the evidences to be gathered to successfully report these events. All of this must be considered at the time to organize the exploitation events.

More specifically, the objectives of the exploitation plan are:

- To establish the mechanisms to organize an effective exploitation campaign.
- To inform and encourage stakeholders to make use of the project results, creating a network of interest.
- To coordinate actions to transfer the knowledge produced by the project.
- To ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.



#### 4.2 TARGET AUDIENCE:

For an effective exploitation of Peer2Peer outcomes, the following main target groups and key actors have been identified as the final end-users to adopt or apply the results of the project and potentially benefit from the knowledge produced:

##### **Target groups (TG)**

- 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.
- People with mental health issues interested in becoming peer workers

##### **Key actors (KA)**

- 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.
- People with mental health issues interested in becoming peer workers

Each partner organisation will have their individual contact database for the Peer2Peer project. This section will act as a guide for targeting target groups and key actors.

The target groups audience for Peer2Peer exploitation campaign will receive the disseminated material as an update and to raise awareness of the project's development. Besides, this audience needs to be both engaged and motivated by the exploitation message. The aim of the exploitation material should be to make this audience type aware of the benefit of applying peer2peer approach, research and knowledge produced.

The key actors audience for the Peer2Peer are those who would have an interest in what the project achieved or who would be in a position



to benefit from exposure to innovative practices and to further spread these innovative practices.

#### 4.2 KEY ACTIONS:

The main Peer2Peer tools and channels of dissemination (already described in detail in the dissemination plan) shall be used for the purpose of exploiting project results. That includes:

##### 1 Visual identity

A design firm was hired to develop a project logo, which guided the visual identity of Peer2Peer. This logo must be used in any external communication with the public 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 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 exploitation campaign.

##### 3 Website

The Peer2Peer website acts as an information hub for the project. The project has its own website which ties into the visual aesthetics of the Peer2Peer logo and further promotes the Peer2Peer brand. The website is 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 acts as an information source for a spectrum of people varying from members of the general public to healthcare professionals.

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

#### **4 Quarterly Newsletter**

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

#### **5 Poster**

Peer2Peer posters were produced with the aim of promoting the project and attract participants to the vocational training courses. The structure and text of the posters was proposed by the lead partner and approved by the Quality Board. The poster was translated and available in all partner's national languages.

#### **6 Social Media**

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

#### **7 Promotional booklet**

The promotional booklet included the aims and vision of the developed vocational training approach and methodology, life stories and comments of the trainees, etc. Its format and design was based on current corporate publishing trends. The promotional booklet is available in all partner languages.

#### **8 Press Releases**



Each partner prepared one written PR statement per semester with information about the latest project developments and upcoming activities.

## 9 Corporate Pen Drives

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

In addition to the dissemination tools, Peer2Peer plans also specific actions for the exploitation of the peer2peer results. Major one-day events in a form of seminars shall be organized, presenting all final products and results of the project in all partner countries, thus giving opportunity to the interested individuals to learn about it in an integral, accessible and first-hand manner. In addition to that, tailored training demonstrations will be designed by the partner countries to coach other organisations/ professionals interested in replicate the vocational training programme. Each country will expand its contact list within the areas of power structures, mental health, occupational institutions and vocational training institutions and thus announce the seminar to them with a written personal invitation. Tools to organize a successful exploitation campaign are:

### 1. Exploitation manual:

This manual shall provide details about the structure of the exploitation phase as well as guidelines for the partners to design the exploitation seminars and the training demonstrations.

### 2. Exploitation seminars:

Each seminar will last one day in each of the partner countries with the following preliminary schedule:

9.00 – 9.30 – coffee, gathering of the guests

9.30 – 10.00 – keynote speech (authority representative)

10.00 – 11.00 – project presentation

11.00 – 12.00 – peer support curriculum and psychodrama/ video therapy methodology

12.00 – 12.30 – coffee break

12.30 – 14.00 – results of the project + press conference

14.00 - 15.00 – cold lunch



15.00 – 17.00 – teaching materials produced + training demonstrations (key situations, role playing examples)

17.00 – 18.00 – drinks & networking

### **3. Training demonstrations:**

Training demonstrations will be conducted by the partner organisations addressed to organisations/ professionals interested in applying/ replicate the training programme within their own work. Each testing partner shall conduct at least 3 training demonstrations addressing the target group in question. The demonstrations are initially planned to focus on the creation of key situations scenarios though the programme will be adapted to the needs/ requirements of the organisations/ professionals to visit.

### **4. Scientific articles:**

The leader of WP8 shall produce at least one scientific article in relation to the project to be translated by the partners into their own languages and sent to relevant publications in their countries. The article shall be sent not only to the partner country relevant publications but also to European ones.

### **5. Conferences and event networking:**

During the second project year, each of the partners will participate in two content-relevant national conferences or public events to present the project results and network there, promoting mental health peer support to other important players in the field. The dates for conference visits are not decided yet, but they shall take place after all of the end results of the project are produced and after all project effects have been properly evaluated.

To properly report exploitation events, the following template should be filled and the evidences listed below gathered:



<p><b>DATE:</b> _____</p> <p><b>ORGANIZATION - COUNTRY:</b> _____ - _____</p> <p><b>EVENT:</b></p> <p>_____</p> <p>_____</p>
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## REPORTING

This report should be sent to INTRAS by October, 30<sup>th</sup>.

## INTRODUCTION

To give the opportunity to the interesting individuals or organizations to learn about the project and peer support model, we must take the exploitation of the project very seriously by:

- Participating in two networking events or conferences.
- Organizing 3 training demonstrations
- Organizing 1 national exploitation seminar.

### 1. FIRST NETWORKING EVENT / PARTICIPATION IN A CONFERENCE:

Please summarize the organization of this event (15-20 lines). Include place, date, description of the activities carried out and n° of attendees. Please specify the target group: policy makers, professionals, institutions, etc.) .

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Please be sure you gather all the evidences needed to proof the Commission that we have made a good job in regards to the exploitation of the project. Include here a list of all the evidences you attach to this report.

- Pictures (at least 4)
- Dissemination materials used (poster, leaflet)
- Presentations (if you used it)
- Programme of the event.
- Press release (if any)

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### 2. SECOND NETWORKING EVENT / PARTICIPATION IN A CONFERENCE:



Please summarize the organization of this event (15-20 lines). Include place, date, description of the activities carried out and n° of attendees. Please specify the target group: policy makers, professionals, institutions, etc.) .

Please be sure you gather all the evidences needed to proof the Commission that we have made a good job in regards to the exploitation of the project. Include here a list of all the evidences you attach to this report.

- Pictures (at least 4)
- Dissemination materials used (poster, leaflet)
- Presentations (if you used it)
- Programme of the event.
- Press release (if any)
- ...

### 3. NATIONAL CONFERENCE

Please summarize the organization of this event (15-20 lines). Include place, date, description of the activities carried out and n° of attendees. Please specify the target group: policy makers, professionals, institutions, etc.) .

Please be sure you gather all the evidences needed to proof the Commission that we have made a good job in regards to the exploitation of the project. Include here a list of all the evidences you attach to this report.

- Pictures (at least 4)
- Dissemination materials used (poster, leaflet, rolled up)
- Presentations (if you used it)
- Programme of the event.
- Press release
- invitations in your own language
- ...



#### 4. THREE TRAINING DEMONSTRATIONS



Please summarize the organization of these events (15-20 lines). Include place, date, description of the activities carried out and n° of attendees. Please specify the target group: policy makers, professionals, institutions, etc.) .

Please be sure you gather all the evidences needed to proof the Commission that we have made a good job in regards to the exploitation of the project.  
Include here a list of all the evidences you attach to this report.

- Pictures (at least 4)
- Dissemination materials used (poster, leaflet)
- Presentations (if you used it)
- Programme of the event.
- Press release (if any)
- ...

## 5. EFFECTIVENESS AND IMPACT

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

- The implementation of the exploitation plan,
- The impact of the exploitation (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 exploitation strategy will be measuring the reaction, consumption and engagement of the target audience with the disseminated materials, trainings and events organised and attended.



Indicators	Results
1 Exploitation manual produced	
7 Exploitation seminars organized	
21 Training demonstrations organized.	
1 Scientific article published.	
14 participations in conferences or networking events.	

The long-term impact of the exploitation 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.