



Project title: Development of a common training programme for long term ABI caregivers

Project acronym: ABI

Programme: Lifelong Learning Programme – LdV- Multilateral projects

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1 st DRAFT OF THE DISSEMINATION STRATEGY AND THE EXPLOITATION PLAN

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TABLE OF CONTENTS

1. Introduction.....	3
2. Aims.....	3
3. Target audiences.....	4
4. Dissemination media.....	4
5. Draft of the exploitation plan.....	10
6. Conclusions.....	11

1. Introduction

Acquired brain injuries (ABI) are one of the biggest medico-social problems in the western countries. Many of the individuals who suffered a severe brain injury and live in the community today would have likely not survived their injuries 25 years ago. But they are facing the often extensive and wide ranging consequences of ABI. According to the European Brain Injury Society (EBIS) more than 10,000 persons are severely handicapped due to ABI in Europe each year. ABI is a lifelong injury that impacts function across the lifespan. Long-term care poses different questions and problems than acute care. ABI present problems that are not well understood or treated. The need for training and certification has been recognized increasingly nationally and internationally to increase the quality of services. No formal specialized training is available for long-term ABI service providers in partner countries. The project will respond to the growing need for training at European, national and institutional level. European experts in the field of brain injury long-term rehabilitation, care and support and vocational education and training will develop support for care givers. Additionally the new training programme will offer an apprentice aspect that will allow staff to receive intensive, contextualized training enabling them to better serve persons with ABI. The common training programme will ensure transparency and comparability, guaranteeing its mutual recognition while not excluding specific national characteristics and will enhance and promote equal standards in service providers training. The project is the first step of a common European pathway in long-term care and support for persons with ABI.

This document outlines some preliminary elements for a first draft of a dissemination strategy, drawn up according to a 25 months project plan, which will be updated every 6 months as the project evolves. In this sense the tasks indicated cannot be considered as exhaustive, and additional activities may be added to the scope of activities undertaken to appropriately disseminate the actions and results of the project ABI. Some details of the dissemination strategy have already been suggested in the project proposal.

At the time of drafting of this document, the project ABI Consortium is well aware that the nature of the project and its evolution may well dictate changes in the course and enactment of some of the activities set out below. In fact, numerous dissemination channels not foreseen here may come into being and may demand exploitation, while some activities deemed promising at present may in the future be found to be unattractive and/or ineffective.

Two specific workpackages (WP6 and WP7) have been established in the Application form of the project to coordinate the dissemination and exploitation activities of the project. The objective of these workpackages is to provide a comprehensive approach and concrete basis for the strategies of visibility, dissemination, implementation and exploitation of the project results.

2. AIMS

- To share knowledge gained throughout the project;
- To raise awareness amongst relevant stakeholders and end-users;
- To increase the understanding of relevant stakeholders and end-users;

- To establish partnerships among persons with ABI, service providers and policy decision-makers;
- To facilitate the implementation/integration of the training programme in partner countries;
- To encourage and facilitate the transfer of the training programme as an example of good practice to non-partner countries;
- To encourage further development of the training programme,
- To contribute to the integration of brain injury services across the continuum of care.

3. TARGET AUDIENCES

- Service users,
- Families, relatives,
- Survivors and parents organisations and associations,
- New employed, low experienced staff in organisations and institutions for long-term ABI care, support and rehabilitation,
- Staff in pre-existing community service models that are already working with ABI (ex: nursing homes, services for persons with developmental disabilities...),
- All professionals and paraprofessionals involved in providing some kind of care and support to persons with ABI: family doctors, social workers, future employers, teachers, community carers,...
- Professional associations, bodies,
- Policy decision-makers,
- Credentialing bodies.

4. DISSEMINATION MEDIA

To ensure a comprehensive and appropriately targeted dissemination, the Consortium will use a variety of communications channels. Actions will concentrate on informing about the project («informative promotion») and enrolling («persuasive promotion»).

- **WEBSITE:** an interactive website will be developed by the end of December 2009. The responsible partner for the development and maintenance of the website is Zavod Zarja. The website will be used as the primary dissemination channel to the public and as an archive for public information about ABI project. In addition the website will function for the duration of the project as a project management tool involving a discussion forum that will also facilitate collaborative work among partners. All the actors in the project will receive a username and a password to access the forum.

The public part of the website will contain general information on the project (project logo, background information, aims and objectives, introduction of the partners and their roles, contact details, accomplishments), as well as relevant news and events. All project reports and deliverables will be transformed into a format that makes the information easily accessible for the visitor of the website. The content of the website will be available in all partner languages (English, Slovenian, German, French and Hungarian).

It will thus have to run parallel with the project's evolution in order to provide timely and appropriate information, thereby requiring constant updating and maintenance.

As a principle all partners' websites should have a visible link to the project ABI website. Then an active work of convincing individuals outside the project to visit the project's website should be undertaken.

The website is to be maintained for at least 3 years after the project start.

- **CREATION OF THE PROJECT LOGO:** a logo will be produced by the end of December 2009 by the Contractor. The logo will be voted by the partners to be used officially.
- **E-MAIL/MAILBASE LISTS:** to increase the project's exposure as much as possible amongst potentially interested users, specific mailing lists will be created. All project partners will be invited to gather contact data (e-mail addresses) of individuals and/or organisations who might be interested in staying informed about the project and its outcome. All project partners will send info-mails to identified interested stakeholders to raise awareness and keep them informed.
- **DISSEMINATION THROUGH NEWSFLASHES BY E-MAIL:** the Contractor is responsible for the preparation of a dissemination newsflash in English (to be translated) and in Slovenian to be e-mailed to all stakeholders.
- **INFORMATION LEAFLETS:** an information leaflet will be published twice during the time of the project (at the beginning and at the end). The content will be prepared by the Project Coordinator in English, translated into Slovenian, French, German and Hungarian. This leaflet will be disseminated at conferences, workshops, meetings, events..... It shall be a useful tool for disseminating basic information on the project, its objectives and results to various target groups.
- **ONE-TO-ONE CONTACTS:** all partners will target key people who they believe will enhance the chances of success of the project. All partners will undertake to actively involve external organisations and experts.
- **CREATION OF A STANDARDIZED PROJECT PRESENTATION BACKGROUND :** the Contractor is responsible for the creation of a Power point template in English to be used for project presentations.

- **MEDIA:** Obtaining news coverage (press releases, interviews by journalists), whether at a national or local level, will increase the profile of the project greatly and reach a very wide body of people within the sector. The press shall be notified/targeted notably prior and/or after relevant events, activities and meetings for the project.

The content of the press release shall be written by the Contractor. The other project partners involved will be notified and given opportunity to comment and contribute.

- **PUBLIC KICK-OFF MEETING:** the 2-days kick-off start meeting of the project took place in Ljubljana on Thursday 15. and Friday 16. October 2009, where the partners got acquainted with each other and all relevant decisions concerning the future functioning of the project were adopted. The meeting was open for a wider interested public which members will be actively involved during the project duration as data suppliers, advisors and feedback providers.
- **PUBLIC FINAL PROJECT CONFERENCE:** the 1-day conference will take place on October 26th 2011 in Slovenia. It will be planned as an exhibition and dissemination tool to address end-users and relevant stakeholders on the project results and outcome. The Contractor and Zavod Korak will be responsible for the organisation.
- **NATIONAL EXPERT CONFERENCES:** a 1-day conference will take place in each partner country except Belgium at the beginning of February 2010. Different experts, additional and relevant stakeholders, ABI survivors and their relatives shall be invited to get acquainted with the project, the anticipated results, to analyse the training and future competences needs in the respective country, to analyse samples of already existing training programmes and to make recommendations for the development of the common training programme. Responsible for the organisation in Slovenia is VDC Nova Gorica.
- **ATTENDING CONFERENCES, CONGRESSES, WORKSHOPS....:** target audiences already have events, journals, professional bodies and subject associations that they engage with. The project will stand a greater chance of success if it can be worked through these existing channels. All partners shall identify existing events and other activities that they are aware of that may provide useful channels for dissemination for project ABI. (See table 1).
- **PUBLICATIONS:** During the project and after project completion, project results ought to be published in journals as a tool for stimulating knowledge sharing. Jointly developed results should also be published jointly. In advance of submission of papers, the other project partners involved must be notified and be given opportunity to comment and contribute. All partners shall identify what journals the target audiences are most likely to read. A first list of the most relevant journals to the project will be kept by the Contractor and monitored and continuously updated. (See table 1).

Table 1. Events/Publications where ABI results may be submitted

Existing Event/Activity/Publication	Organisation/Individual	Project member for approach / possible contact
Forum national annuel 2010 and/or 2011	France traumatisme Crânien (FTC) <i>www.francetraumatismecranien.fr</i>	Arièle Lambert membre de FTC, directrice Arceau Anjou
Conférence européenne annuelle 2010 and /or 2011	EBIS (européan brain injury society)	Christine Croisiaux Présidente EBIS Arièle Lambert directrice Arceau Anjou
Publication in »Résurgences« Specialist magazine	UNAFTC	Arièle Lambert, directrice Arceau Anjou Marie Christine CAZALS Vice Présidente UNAFTC
Activities : Diplome inter universitaire traumatisme crânio-cérébral	Universités de médecine ets sciences humaines Versailles – Bordeaux 2 et Angers	Arièle Lambert, directrice Arceau Anjou
Congrès de réadaptation 2011 en France	AERDPQ Québec Réseau francophone de réadaptation	Arièle Lambert, directrice Arceau Anjou Francis Guiteau, directeur pole handicap Murtualité Française, président réseau francophone
EASPD conference “What about me? – Including the most excluded- Improving the quality of life of people with profound disabilities” , Helsinki, 3-5 June 2010	EASPD	Leaflets can be distributed
EASPD conference “Towards Community living: current realities, future challenges” , Skopje, 7-9 October 2010	EASPD	Leaflets can be distributed
Večer (interview)	Zavod Naprej, Jasna V. Damiš	jasna.damis@gmail.com
Mariborski utrip (interview)	Zavod Naprej, Jasna V. Damiš	jasna.damis@gmail.com

- **NETWORKING:** all the partners will use their contacts at local, national and international level to disseminate and advertise the project. All partners will undertake to actively involve external organisations, experts, ABI survivors, families and relatives, politicians and decision-makers.
- **EXTERNAL INTERFACES:** to achieve multilateral synergies, the project ABI Consortium intends to liaise with other initiatives into which potential users of the project ABI results are already tied into

Table 2 Potential liaison initiatives and working groups

Liaison initiative	Description	Contact
LLP-LdV- Transfer of innovation »Creating a Common Foundation for Care with the ECC /CCFC«	There is no common understanding for front line staff, those actually delivering social care, about the validity of qualifications gained in member countries and their relevance to employment. Via the ECC Professional Carers Card CCFC offers an easy means of proving identity and knowledge gained for employers everywhere.	The Association for Real Change, UK, Mr. Winston Churchill, james.churchill@arcuk.org.uk

Table 3 Dissemination plan

Project member	Dissemination method	Target audience	Submission date
Zavod Korak, Kranj	Presentation of the project and project-related events on Zavod Korak's website	Visitors of Zavod Korak's website	ongoing
Zavod Korak, Kranj	Presentation of the project	Members of »En korak več« society (society was founded to help people who suffered brain injury)	Mach 2010
Zavod Korak, Kranj	»Open day « for all involved in ABI care	Experts employed in different institutes in Gorenjska region, who meet »abi« persons at their work	May 2010

Zavod Korak, Kranj	Presentation of the project in local newspapers	Readers of local newspapers in Gorenjska region.	April 2010
Zavod Korak, Kranj	Presentation of the project on local TV and radio stations	Audience of local TV and radio Stations	April 2010
Zavod Zarja	Posting of ABI information on Zavod Zarja website+ cretaion of a link on Zavod Zarja webiste to ABI website	Visitors of Zavod Zarja website	Ongoing
Zavod Zarja	Creation of ABI logo	Wider public	December 2009
Zavod Zarja	Printing of ABI information leaflet	Wider public	Beginning of 2010
Zavod Zarja	Attendance of EBIS seminar in Brussels + oral introduction of ABI	Members of EBIS	11.12.2009
Zavod Zarja	Organisation and hosting of the 1st Conference on long-term suppor or persons with ABI (oral' power-point introduction+ distribuation of ABI leaflet)	Professionals in ABI, persons with ABI, family members, foreigh guests from abroad, authorities, other interested stekeholders, wider interested oublec	19.03.2010
Zavod Zarja	Visit of ABI Ireland under a Mobility project (introduction of ABI, mutual cooperation in staff training and EU projects)	Employees of ABI Ireland	May 2010
Arceau Anjou	WEB site Mutualité Française Anjou Mayenne	All publics	2010
Arceau-Anjou	WEB site : Arceau Anjou	All publics	2010
Arceau-Anjou	Article inInternal news paper »le p'tit butineur«	Salaries (1300)	2010
Arceau-Anjou	Article in »traits d'union« UNAFTC internal newspaper	All publics (families, professionnals ,...)	2010
Jasna Vešligaj Damiš	short presentation : 3 X	users and their families	End of december 2009
Jasna Vešligaj Damiš	Workshops, lectures about the results of work 1 X	users, their families and interested public	End of marc 2010 (after the meeting in France)
Jasna Vešligaj Damiš	Internet announcements	For wider public	From january 2010 every month new and fresh news
Jasna Vešligaj Damiš	Announcements in media 2 X	For wider public	September 2010 and at the end of

			the project
Jasna Vešligaj Damiš	Dissemination workshop	For users, their families, volunteers and wider public	september 2011

5. DRAFT OF THE EXPLOITATION PLAN

This document provides the framework for the use and exploitation of the ABI project results. At this stage of the project, exploitable ABI project results can not be accurately identified because the development has not yet started. Therefore only the framework of the exploitation activities – both for the Consortium as a whole and for individual partners- can be foreseen. Genuine exploitable project results that will be developed during the course of the project and a detailed exploitation plan will be presented at the end of the project (project month 25). The responsible partner to lead the exploitation plan will be Zavod Zarja (the Contractor).

The partners will agree amongst themselves during the course of the project the allocation and terms of exercising, in a proper manner compatible with their obligations under the Agreement, :

- ***THE OWNERSHIP OF THE TRAINING PROGRAMME,***
- ***THE PROTECTION OF PROJECT RESULTS,***
- ***THE FUTURE COMMERCIAL USE OF THE TRAINING PROGRAMME.***

ONGOING EXPLOITATION ACTIVITIES:

1. **Active involvement of the project potential end-users throughout the project:** as data suppliers in the needs identification and analysis which will enable the exact definition of the project target group and ensure that the project will address their specific training and future competence needs. In the development phase of the project in order to develop a common training programme, end- users will be involved as advisors. They will also intensively cooperate in the testing phase of the project in order to give feedback on the quality of the project and its results. After the end of the project they will act as recipients of the project results.
2. **Ensuring availability of the project website:** by promoting it and encouraging potential end-users and relevant stakeholders to visit it. All partners' websites should have a visible link to the project ABI website. The project website will be maintained and updated at least 3 years after the project.
3. **Convincing activities at national level:** the project and its results will be used by all partners in convincing policy decision makers on the specifics of acquired brain

injury and the importance of developing specific services with highly trained and experienced staff.

- 4. Networking:** all partners will use their contacts in order to promote the project and facilitate its further development and use after its ending.

6. CONCLUSIONS

Key to the achievement of project ABI dissemination goals will be the efforts of single partners in exploiting occasions and opportunities to generate exposure of the project. By following this strategy, it should be ensured that the dissemination efforts achieve the goal of a broad utilisation of the emerging project ABI results.

Updates of the project ABI dissemination strategy are planned for June 2010.