



**Project Title:** Sensing and predictive treatment of frailty and associated co-morbidities using advanced personalized models and advanced interventions

**Contract No:** 690140

**Instrument:** Collaborative Project

**Call identifier:** H2020-PHC-2014-2015

**Topic:** PHC-21-2015: Advancing active and healthy ageing with ICT: Early risk detection and intervention

**Start of project:** 1 January 2016

**Duration:** 36 months

## **Deliverable No: D8.1**

### **Dissemination plan and FrailSafe dissemination material (vers. a)**

**Due date of deliverable:** April 1<sup>st</sup> 2016


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**Version:** 1.0

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 **Horizon 2020**  
European Union funding  
for Research & Innovation

## Change History

Ver.	Date	Status	Author (Beneficiary)	Description
1.0	9/03/2016	draft	Maude Luherne and Nathalie De Craecker (AGE)	First draft version sent to WP leader and project coordinator before submission to partners
1.1	17/03/16	draft	Maude Luherne (AGE)	Inclusion of comments following skype call on 17/03 with UoP and HYPERTECH
1.2	25/03/16	Draft	Maude Luherne (AGE) Luca Bianconi and Cristina Degano (SIGLA) Ilias Kalamaras (CERTH) Vasilis Megalooikonomou (UoP)	Inclusion of comments, additional workshops and conferences and other dissemination plans
1.3	29/03/16	Final	Vasilis Megalooikonomou (UoP) Maude Luherne (AGE)	Final changes included (missing links on the website, updates on conferences)

## **EXECUTIVE SUMMARY**

Deliverable D8.1. reports on the communication policy of FrailSafe. It identifies the relevant audiences to target and the appropriate channels to use for that. It guides partners on how to report on dissemination activities, corresponding to the key milestones of the project.

Following a Plan – Do – Check – Act cycle, it provides partners all elements to plan for their communication activities following the project proposal and communication rules, together with guidelines to implement the activities per year. The project will follow different phases from awareness raising to engagement of external stakeholders and promotion and foresee specific campaigns around key milestones. Together with communication channels, it includes a list of indicators and a template for monitoring the communication activities. The deliverable will be updated yearly.

## DOCUMENT INFORMATION

<b>Contract Number:</b>	H2020-PHC–690140	<b>Acronym:</b>	FRAILSAFE
<b>Full title</b>	Sensing and predictive treatment of frailty and associated co-morbidities using advanced personalized models and advanced interventions		
<b>Project URL</b>	<a href="http://frailsafe-project.eu/">http://frailsafe-project.eu/</a>		
<b>EU Project officer</b>	Mr. Ramón Sanmartín Sola		

<b>Deliverable number:</b>	8.1	<b>Title:</b>	Dissemination plan and FrailSafe dissemination material (vers. a)
<b>Work package number:</b>	8	<b>Title:</b>	Dissemination and exploitation

Date of delivery	Contractual	01/04/2016 (M3)	Actual	31/03/2016
Status	Draft <input checked="" type="checkbox"/>		Final <input type="checkbox"/>	
Nature	Report <input checked="" type="checkbox"/>	Demonstrator <input type="checkbox"/>	Other <input type="checkbox"/>	
Dissemination Level	Public <input checked="" type="checkbox"/>	Consortium <input type="checkbox"/>		
Abstract (for dissemination)	This deliverable provides a detailed report of the communication policy of FrailSafe. It identifies the relevant audiences to target and the appropriate channels to use for that. It guides partners on how to report on dissemination activities, corresponding to the key milestones of the project.			
Keywords	Dissemination, communication			

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# 1 INTRODUCTION

## 1.1 Deliverable introduction

This deliverable aims to provide guidance to the FrailSafe project partners on how to best disseminate all types of information concerning the project, and how to report on their communication and dissemination activities. The document includes at the end a list of dissemination material and useful templates for the project partners.

To achieve a success, the dissemination plan needs to be implemented by all partners, so as to ensure that all relevant communities are reached, not merely those of a nominated “dissemination partner”.

The deliverable follows a continuous improvement cycle, on the basis of the Plan – Do – Check – Act approach. It will be updated once a year to include any relevant adjustment, and include communication reports.

It is strongly related to the project proposal contents, the advices from the European Commission as well as deliverable 8.2 on web presence. It does not include information on the project’s data management, which will be covered in D.8.6.

## 1.2 Introduction to the FrailSafe project (standard presentation)

Ageing population is increasing worldwide to reach an estimated two billion people aged over 65 years by 2050. While the increasing life expectancy is a positive outcome due to long-lasting health and social improvements, there is still much to do to improve the Healthy life years indicator i.e. the number of years without disability.

In this context, frailty is a condition that represents an important challenge for ageing population. It is defined as a syndrome characterized by diminished strength, endurance, and reduced physiologic function that increases an individual’s vulnerability for developing increased dependency, and/or death. Frailty is also related to multiple pathologies: weight loss, and/or fatigue, weakness, low activity, slow motor performance, and balance and gait abnormalities. It makes older persons more vulnerable to stressors and has major health care implications, which in turn have an impact on the planning and delivery of health and social services. Frailty together with functional decline and disability are common conditions among older people, and are increasing with ageing. However, frailty is a dynamic and not an irreversible process; it seems preventable, may be delayed, or reversed.

FrailSafe, an international partnership of nine partners from six countries, aims to join forces to find solutions to delay the onset of frailty. Partners include: the University of Patras (Greece, coordinator), Brainstorm (Spain), Smartex and Gruppo SIGLA (Italy), CERTH and Hypertech (Greece), INSERM (France), AgeCare (Cyprus) and AGE Platform Europe (Belgium).

FrailSafe aims to:

- better **understand frailty** and its relation to other health conditions;
- **identify** quantitative and qualitative **measures of frailty through advanced data mining approaches** and use them to predict short and long-term outcome and risk of frailty;
- develop **real life sensing** and an **intervention** platform;
- provide a **digital patient model of frailty** sensitive to several dynamic parameters, including physiological, behavioural and contextual;
- create “**prevent-frailty**” **evidence-based recommendations** for older persons;
- strengthen the motor, cognitive, and other “anti-frailty” activities through the delivery of **personalised treatment programmes**, monitoring alerts, guidance and education;
- achieve the above through a **safe, unobtrusive and acceptable system** for the ageing population while reducing the cost of health care systems.

## 2. PLANNING

An important part of communicating effectively on a project is to plan ahead, so the partners have the adequate communication tools used at the right time, adapted to their audience.

### 2.1 Communication and dissemination objectives

#### 2.1.1 Overall objectives

FrailSafe communication activities are closely related with, and tightly integrated into, its dissemination activities. We will communicate online, using web-based, social network and internet-based tools, to reach widely into diverse groups and to address broad reaches of community interest.

The aim of communication and dissemination activities in FrailSafe are the following:

- Raise awareness
- **inform** wide audience on the project goals and concept (one-way communication)
- generate interaction among project partners and the wider community, and support **engagement** of relevant stakeholders to achieve sustainability
- longer-term **promotion** of project results (two-way communication)
- ultimately, the aim of the communication activities is to benefit from the support of organizations willing to use and **deploy** the FrailSafe solution.

The adopted strategy for the FrailSafe project is based on the following diagram:

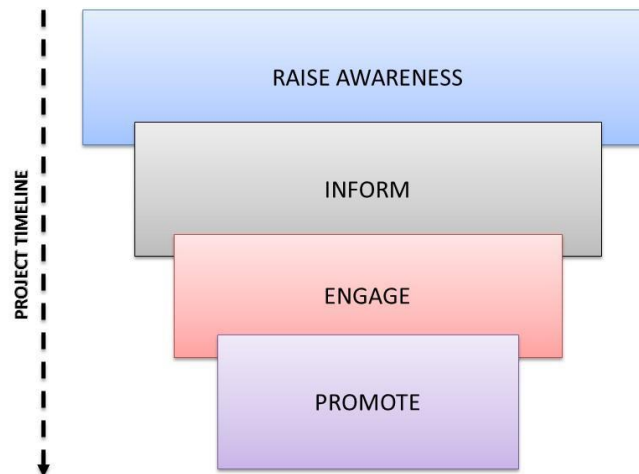


Fig. Communication strategy (FrailSafe proposal)

In addition to traditional communication means, we will communicate through various other media channels, including broadcast media, if possible, to introduce project concepts and achievements to the largest number of people possible. This communication activity complements our web portal in the general communication role. We will communicate in person to large numbers of people at conferences, trade shows and in presentation environments. We will communicate in an individual face-to-face manner to increase the levels of buy-in for our approach and to cement post-project relationships.



### 2.1.2 An evolutive communication and dissemination plan

The communication strategy will first of all focus on raising awareness and informing dissemination targets as to the aims and objectives during the earlier stages of the project. At these stages, it will focus at passively creating awareness and raising the profile of the project online and in reality.

As the project progresses, the focus will sharpen as it aims to engage the community and promote the benefits and unique selling points of the FrailSafe solution. This more active phase is designed to promote our initial results and engage with a variety of community groups. In this sense, although the purpose of the communication strategy will become more focused as the project progresses through a wide variety of channels as detailed above, the audience will widen in scope and the message delivered will depend on the particular interest of the audience in question.

Once a sufficiently high profile has been achieved and the relevant communities are fully engaged, proactive dialogue-based dissemination activities commence. In this phase, we focus on demonstration of our results. Here, we involve key individuals who have been identified as leaders in their respective areas. We engaged actively with them in order to ensure the sustainability of project results.

During the later stages of the communication strategy the consortium will also highlight the opportunities that can arise from applying a gamification approach to the non-leisure application areas. The consortium will seek to show that although FrailSafe is conceived as an innovative approach to addressing some of the issues and challenges with which older people are faced, the concept and approach could be used to good effect in the wider elderly care sector as well as other application areas.

For example, as the consortium prepares for market release, the aim of the communication strategy directed at primary and secondary users will be to promote the benefits of the FrailSafe solution whilst the aim of the strategy focused on the wider digital gaming sector, will be to show how the approach adopted in FrailSafe can open up new opportunities for both traditional gaming companies as well as those involved with the design and development of serious games for non-leisure activities.

### 2.1.3 Expected Impact and target groups

The FrailSafe expected impacts are the following:

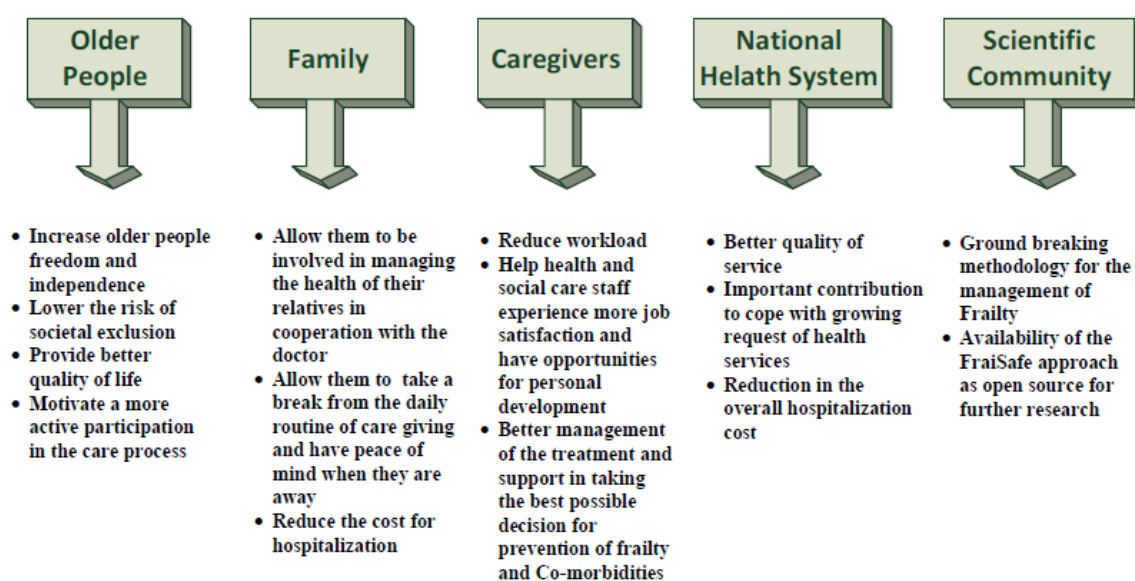


Fig. 8: Benefits of FrailSafe

Fig. Benefits of FrailSafe (from proposal)

The communication and dissemination activities will aim to support the project's expected impacts according to its target groups, as indicated in the project proposal:

- **Older People, informal carers and general public** to gain awareness on what is frailty and how new technologies can help reduce frailty and improve their quality of life
- **Patient surrounding community** to use the FrailSafe Virtual Community
- **Health-care personnel and care organisations** to gain awareness on available tools and processes to better estimate frailty stage, risk of transition and risk of adverse outcome, and improve their understanding of the potential of new technologies
- **Clinicians** to gain interest and use the FrailSafe solution and methodologies, and increase their understanding of frailty, including behavioral and psychological interdependencies.
- **Health-care system/policy makers** to gain understanding on the potential cost-effectiveness of the FrailSafe solution on the longer term
- **The Scientific community** to gain knowledge on frailty and technical solutions to reverse its onset
- **The technical community** to gain knowledge on signal processing; data mining and knowledge discovery, data, info and knowledge management (e.g. in private, medical and health contexts); user profiling; symptom modelling; frailty definition and therapy; medical interventions in the context of social care; etc.
- **SMEs, MNOs, Pharma industries** to get informed and commit to investigate new business concepts and models either directly (e.g. self-management system, clinical prediction engine, intervention services etc.) or indirectly (e.g. identification of physiological-behavioral correlates for development of new drugs). They potentially would like to use the project results to improve their own medical services and therapies to become more competitive or to distinguish themselves from similar entities.

Using the intelligence we derive from analysing web statistics (traffic-based and portal-structure-based), we will also profile potential new user and interest communities and seek to reach them out.

## 2.2 Communication and information budget and rules

In the framework of European funding, partners have a dedicated budget to implement communication and dissemination activities. They also have to follow specific rules that are clarified below.

**Rules are stated in the Grant agreement and in the Consortium agreement that all partners should read carefully.** We summarize here the main aspects.

### 2.2.1 Budget

WP8 is dedicated to Dissemination and exploitation. All partners have a budget dedicated to dissemination and exploitation activities:

WP No		8			Start Date or Starting Event			M1	
WP Title					Dissemination and Exploitation				
Participant No	1	2	3	4	5	6	7	8	9
Short name of participant	UOP	BRA	SMA RTEX	AGE	CERTH	MAT ERIA	SIGLA	HYPE RTEC H	INSE R M

Person/months per participant:	7	5	3	15	2	7	5	14	5
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### 2.2.2 EU communication rules

**Important** : The FrailSafe Grant agreement mentions the following:

#### **“29.4 Information on EU funding — Obligation and right to use the EU emblem**

Unless the *Commission* requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) **must**:

(a) display the EU emblem and

(b) include the following text:

**“This project has received funding from the *European Union’s Horizon 2020 research and innovation programme* under grant agreement No 690140”.**

When displayed together with another logo, the **EU emblem** must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the *Commission*.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

#### **29.5 Disclaimer excluding *Commission* responsibility**

Any dissemination of results must indicate that it reflects only the author's view and that the *Commission* is not responsible for any use that may be made of the information it contains.

#### **29.6 Consequences of non-compliance**

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 43).”

In addition, the project:

- needs to address the "public policy perspective" with its communication activities
- needs to keep their communication measures proportionate to the scale of the action (local/not local)

### 2.2.3 Publications policy

According to art. 29.2 of the FrailSafe Grant agreement:

“Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

- (b) ensure open access to the deposited publication — via the repository — at the latest:
  - (i) on publication, if an electronic version is available for free via the publisher, or
  - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “*European Union (EU)*” and “*Horizon 2020*”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.”

#### 2.2.4 Confidentiality policy

Art. 36 of the Grant agreement explains the rule related to confidentiality. The general rule is the following:

“During implementation of the action and for four years after the period set out in Article 3, the parties must keep confidential any data, documents or other material (in any form) that is identified as confidential at the time it is disclosed (**‘confidential information’**).”

Many of the FrailSafe deliverables have a limited dissemination policy. Partners are invited to refer to the Project proposal with the list of deliverables, together with the dissemination policy attached to it, and the consortium agreement for more information on confidentiality policies.

### 2.3 Communication and information tools

Summary of communication tools, related audiences and writing style

#### 2.3.1 Visual identity: the logo

As agreed by a majority of partners, the FrailSafe logo (horizontal and vertical versions) is the following:



The heart, symbol of good health, is formed by the f of ‘frail’ and the s of ‘safe’. Colours have been chosen to give a dynamic and ‘fresh’ image. The typo aimed to be a modern but representing strength, as opposed to frailty, the project’s objective being to delay frailty.

#### 2.3.2 Dissemination and communication channels: a summary

Channel	Main target groups	Objectives	Writing style
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Website	Wide audience	Central information point on the project	Plain language but also relevant information for health practitioners and IT organisations.
Leaflet (wider audience)	Participants to conferences, workshops, visitors to the partners' organisations	Paper information on the project that anyone can carry on	Focus on clear messages and benefits for wider public, health professionals, IT organisations
Leaflet (health sites)	Patients recruited in the FrailSafe project, health practitioners	Paper information to support the recruitment process and engagement of professionals and users	Plain language, focus on the process steps, benefits and risks to take part to FrailSafe
Press releases	Media, and general public	Inform all relevant stakeholders on key activities and events of FrailSafe	Journalistic and plain language style – catchy title and 5 lines to summarize the key message at the start
PPT presentation	Health practitioners and organisations, IT companies, researchers, policy makers, user organisations	Standard presentation that partners need to adapt/translate according to their needs, objectives and target audience	A short version summarizing the key project objectives and activities/plain language A longer version that can be adapted to experts in the field – with figures, schemes
Blog	Researchers and policy makers	Wider reflection related to challenges around the project	Direct and personal style – max 1000 words
Twitter	Policy makers, think tanks, EU stakeholders	Increase awareness on FrailSafe and website Mark key milestones and events	Short, linked to hashtags, with a picture or a link to FrailSafe website – max 140 characters
Facebook	Older people, informal carers, health professionals and their organisations	Mark key milestones and events for the wider public	Short summary in plain language with a picture and a link to FrailSafe website
Poster presentation	Researchers and participants to conferences	Provide in a single printed page a comprehensive and clear overview of FrailSafe	Visual communication with clear messages, scheme and list of partners

Workshops and demos	User organisations, health practitioners and organisations, companies, policy makers	Gather the feedback and views of a wide range of stakeholders on the FrailSafe activities and products	n.a. Plan well ahead according to the target group, emphasize on key outcomes out of the workshops
Newsletter	Wider audience	Increase traffic to the website, remind stakeholders of FrailSafe and keep them abreast	Related to the website, summarizes key project news and events
External events and webinars	Health and/or ICT organisations and companies, policy makers, user organisations	Increase the number of stakeholders aware of FrailSafe, link it to existing processes and projects, increase the sustainability potential of FrailSafe products	n.a.
Scientific publications and journals	Academics	Increase the acknowledgement of FrailSafe reflections and scientific advancements by the scientific community	Scientific publications criteria
Project short film	Wide audience	Improve attractiveness of FrailSafe project results and experience	Visual communication, short movie of 3-5 min.
Final conference	Policy makers, researchers and companies	Focus a public attention on the results of FrailSafe and link it to ongoing policy processes	½ day conference involving a multistakeholders approach (policy makers, project partners, companies, etc.)

### 2.3.3 The website and the blog

The website is accessible through the following link: [frailsafe-project.eu](https://frailsafe-project.eu).

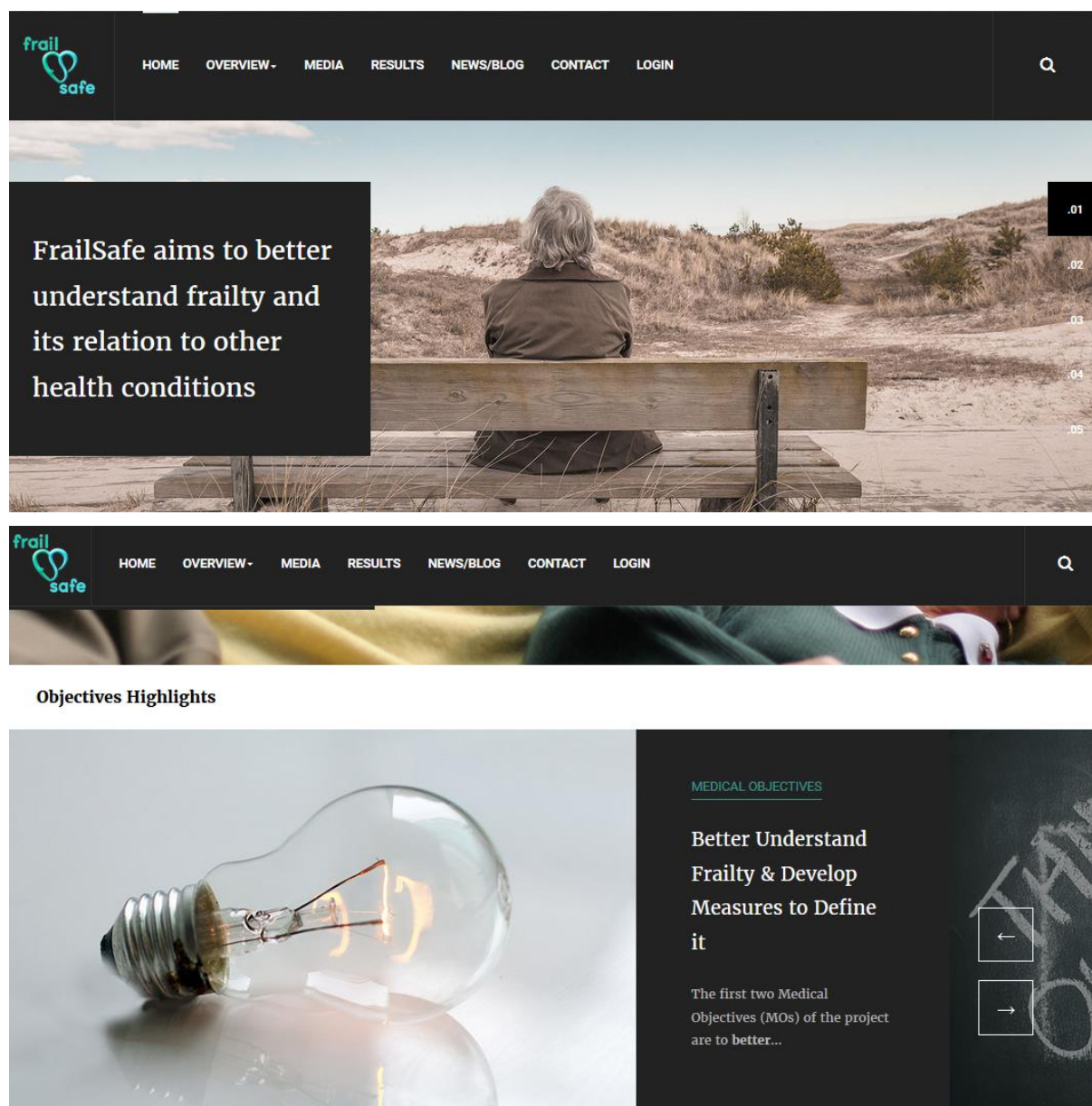
It aims to target a wide audience, both the wider public and a more technical/expert field of health professionals and IT companies and researchers. It will evolve according to the content and project progresses. For example, the news section may evolve according to the type of news that are provided, or the results be presented in a clearer way as they are introduced on the website.

It is designed to be engaging, exciting and not ‘the usual’ research project website which tends to be ignored by the general public. Attractive pictures, clear messages and figures, interesting articles related to news, events, etc. are displayed. Public deliverables, scientific papers, regular summary of activities, will be included.

The website also contains a section called 'news/blog', including general news, and some blog articles with a more personal and direct style list of articles related to the challenges around the FrailSafe project, written by project partners and any relevant contributor. The blog articles are limited to 1000 words.

Finally, the website is complemented by an internal project portal accessible only to project partners.

The website concept and content is thoroughly described in D 8.2 Web presence, released on M3.





## We aim ambitiously so that you will dream and live your life!

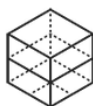
**T**he aim is ambitious: delaying frailty by developing a set of measures and tools, together with recommendations to reduce its onset. To achieve these objectives, FrailSafe will combine state of the art information technologies and

data mining techniques with high-level expertise in the field of health and ageing. The project lasts 3 years and is funded by the European Research programme Horizon 2020.



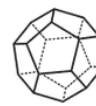
### Excellence

FrailSafe aims to better understand frailty and use state-of-the-art technologies in order to provide a holistic solution.

[MORE DETAILS](#)


### Solid Partnership

The FrailSafe project was launched on 1st January 2016 and partners are from Greece, Spain, Italy, Belgium, France and Cyprus.

[SEE THE PARTNERS](#)


### Feasible Objectives

FrailSafe Objectives are related to the identification of measures of frailty and the development of an ICT solution that will deliver rehabilitation.

[VIEW THE OBJECTIVES](#)

#### HARDWARE

MODEL CREATION

DATA MANAGEMENT

AUGMENTED REALITY

MONITORING & MANAGEMENT



### Design and Development of Hardware Components

Design and development of ambient and wearable sensors, body node coordinator (e.g., smart phone) will take place providing functionalities for effective yet simple and economical personalized monitoring of the individual patient's condition.

[VIEW MORE](#)



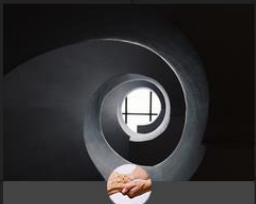
### Ageing facts we have to consider...

2  
Billion People

65  
Aged Over

2050  
By the year

70  
years old people should be screened for frailty



"Frailty consensus: a call to action. J Am Med Dir Assoc, 2013. 14(6): p. 392-7."  
Morley, J.E., et al.


#### FRAILSAFE NEWS

10  
FEB

### Launch of a new EU project to delay frailty among older persons by bridging health data and new technologies

Super User - FrailSafe News/Blog

The FrailSafe project was launched on 1st January 2016 and includes partners from Greece, Spain,...



#### HOTTEST FRAILSAFE ARTICLE

### Ensure Safety & Acceptability

The seventh Medical Objective of the project is to achieve all through a safe, unobtrusive and...

[READ MORE](#)

#### My Twitter Updates

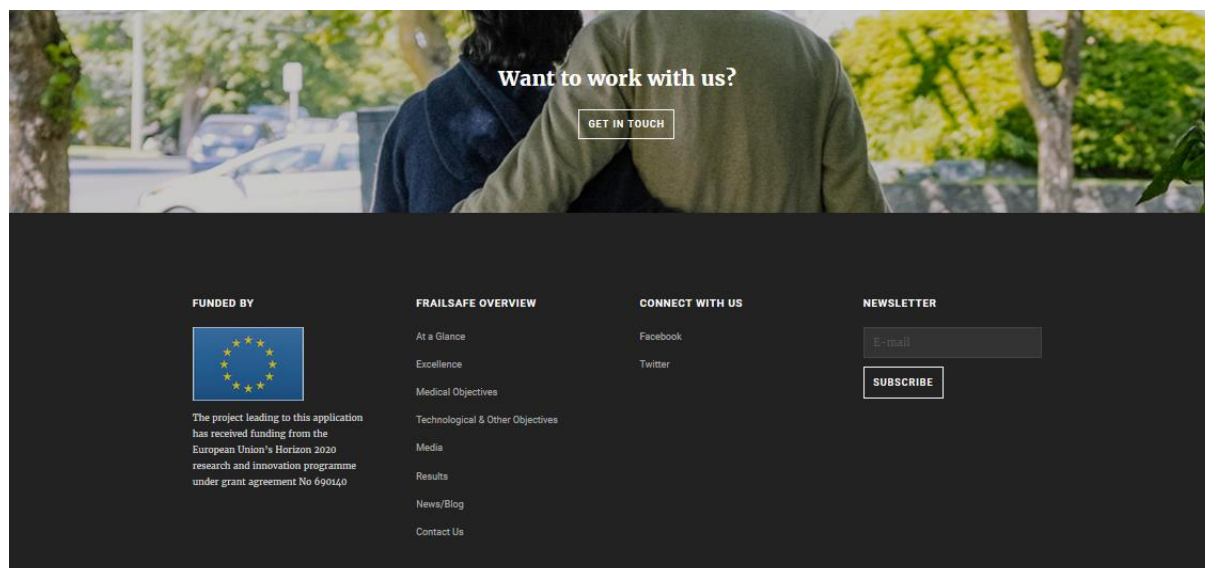
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### 2.3.4 The leaflets and the project poster

Two leaflets are available to partners:

- The leaflet for a wider audience, aimed to be distributed at conferences, workshops, or just to be displayed in your organisation (see appendix);
- The leaflet targeting the FrailSafe ‘users’, i.e. older persons involved in the assessment and testings, to be used by health professionals to complement their introduction to the project.

They will both include an abstract of the project that can be understood by non-specialist, e.g. the media and the public. Leaflets aim to be easily printed (two pages max), and to be updated regularly, according to the project progress. Project partners are asked to translate all leaflets in their own language.

In addition, a poster will be prepared in an A3 format including a visual overview of the project objectives and outcomes, key messages and the list of partners. The poster aims to be used at any relevant scientific and policy conferences in the field of health and IT.

### 2.3.5 Press releases

Press releases will be made to mark the release of key results or key events organized in the framework of FrailSafe. They will have a catchy title, and start with a 5-line introductory paragraph summarizing the key message of the press release. A ‘note to the editors’ has to be added to include contact details of the relevant persons and key references (weblinks, publications, etc.) at the end of the press release. It is highly advised to offer stakeholders the possibility to meet members of the consortium for an interview, make a visit to the project laboratories, etc.

They will be published on the website and sent to all relevant media and networks through the partners’ mailing lists.

A first press release was made for the project launch, available [here](#).

### 2.3.6 PowerPoint presentation

Two project presentations are available to partners:

- A short standard presentation aiming to inform a wide audience on the project objectives and activities
- A longer presentation including a set of slides for a more expert audience : health professionals, IT companies, researchers, user organisations, policy makers

The presentations will be updated periodically, taking into consideration the advances of the project. They were disseminated in English to all consortium partners for international use. For national/local use, the presentations will be translated when relevant in the partner's own language and adapted to the language/approach at national level, depending upon the partner requirements.

### 2.3.7 Social networks

FrailSafe has launched two profiles on social networks:

- [Twitter](#), focusing on policy makers, researchers, companies : @EUFrailSafe
- [Facebook page](https://www.facebook.com/frailsafe), focusing on health practitioners and older persons: <https://www.facebook.com/frailsafe>

These profiles will be regularly updated and aim to link FrailSafe activities with other ongoing processes and projects.

In addition, FrailSafe will seek to publish news on the following specialised networks:

- **ePractice** – for eGovernment, eInclusion and eHealth communities
- **ScienceStage** and **Labroots** – for the scientific communities
- **Gust** – for the investment community
- **LinkedIn** – for the employers and business community (by all partners, in particular SIGLA)
- **Google+** and **GeekWith** – for the technical / programming community (followed by SIGLA)
- **SteamPowered** – for the gaming community

### 2.3.8 Project workshops and demos

It is planned during the project duration to organise business and end-user / stakeholder workshops, in each country. The results from these events aim to feed back into the final version of the FrailSafe prototype and at the same time serve to drive further interest of important individuals within each target group. One to one networking will also be an important aspect of how we plan to nurture some of the organisations and individuals (including users) in order that we can be confident of being able to support the project outcomes beyond the end of the project. In addition, the project's advisory board will also be very relevant in terms of communication of project activities and results.

### 2.3.9 Newsletters

A FrailSafe newsletter will be prepared every six months, starting in June 2016, based on the website articles and on relevant activities and events. It aims to be disseminated to all the members of the partners' networks with updates on the project's progress. The newsletters will be issued to match with project milestones, during the lifetime of the project.

In the proposal, FrailSafe partners stated that “the potential outreach (using existing mailing lists in the hands of the project partners) will be of over 5,000 users across Europe and worldwide.”

In addition, the newsletter and relevant news will be sent to other newsletters and EU news channels, including:

- The EC ICT for ageing Well Newsletter (7000 subscribers)

- the Marketplace of the European Innovation Partnership on Active and Healthy Ageing
- European media and blogspots, such as Euronews/Futuris report

### 2.3.10 Webinars

AGE will organise a series of webinars bringing together researchers, older people and other stakeholders. Such webinars will aim to introduce briefly the project objectives and activities, and include at least two presentations from experts from the project partners, or outside the consortium when relevant to the project objectives. It will aim to be an alternative means to raise awareness on the event to countries where the project partners are not active, or to link with a range of stakeholders who are not used to attend key health or IT conferences. Invitations to webinars will be public to ensure a large spectrum of organisations to be involved.

### 2.3.11 Participation to conferences and events

Project partners are expected to disseminate widely FrailSafe to conferences, events, info days, etc. These include:

- **General conferences:** ICT Bi-annual Conference organised under the Presidencies of the EU, Annual SME Summit, Health Forum, AGE Annual conference, ICT4AWE.
- **Biomedical Engineering:** BMEiCON, ICBET, BIOSTEC, , IEEE International Conference on E-Health and Bioengineering (EHB), Panhellenic Conference on Biomedical Technology.
- **Health Informatics and Telemedicine:** IEEE BHI, IEEE ICHI, ACM BCB, eTELEMED, Lifetech forum, IARIA, ETSI, MOBIHEALTH, IEEE BIBE, IEEE EMBC, International Symposium on Mobile and Assistive Technology for Healthcare.
- **Computer Science:** ICS, IEEE-IPDPS, IEEE-ICPADS, ISCAS, IEEE ICDE, ICDM, VLDB, SIAM DM, ACM KDD, EDBT, ACM CIKM, ACM SIGMOD, PKDD, PAKDD, IEEE BIG DATA, International Conference on Interactive Mobile Communication, Technologies and Learning, ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp), Mobile HCI2016 conference (Workshop on Mobile Healthcare for the Self-Management of Chronic Diseases and the Empowerment of Patients), ICTAI, DEXA, WEBIST, ECIR, SAC, AIAI, EANN, ACL — Annual meeting of the Association for Computational Linguistics, INTERSPEECH, KDD - Knowledge Discovery and Data Mining.
- **Geriatrics:** ICICDT, IMTC,
- **Signal Processing:** BIOSIGNALS, SIGMAP, ICASSP, MWCAS, , European Signal Processing Conference (EUSIPCO), International Conference on Artificial Intelligence Applications and Innovations (AIAI).

### 2.3.12 Contribution to scientific journals

They include:

- Advances in Medical Technologies and Clinical Practice (AMTCP) Book Series, IGI Book. BOOK EDITORS: FATOS XHAFA, PHILIP MOORE, GEORGE TADROS.
- IEEE Journal of Biomedical and Health Informatics
- IEEE Transactions on Biomedical Engineering
- IEEE Transactions on Knowledge and Data Engineering
- CMAJ
- Journal of Gerontology
- Journal of the American Geriatrics Society
- Age and Ageing
- European Journal of Clinical Investigation

- Biomedical Signal Processing and Control
- Gait&Posture
- Journal of the Association for Information Science and Technology
- Data & Knowledge Engineering
- JTA
- International Journal on Artificial Intelligence Tools

### 2.3.13 Short project film

One year to six months before the end of the project, HYPERTECH will prepare a 3-5 min. long project film summarizing the project outcomes and make the project understandable for the public and potential companies interested in using the project results.

### 2.3.14 Final project event

AGE will contribute to the promotion of FrailSafe with a closing event open to the public foreseen at the European Parliament, which will present results and outcomes of the project to policymakers and other relevant stakeholders in Brussels.

## 3. IMPLEMENTATION

The implementation of the dissemination plan will follow an evolving process, from a wider awareness raising to a more targeted dissemination to experts and potential interested stakeholders on the project results. Three phases are included here, when the dissemination plan will be updated.

### 3.1 First phase: M0 to M3 - planning

This phase aimed to prepare the dissemination and communication tools, namely:

- The [website](#)
- The [first project press release](#)
- The logo
- The standard PPT presentation
- The leaflets
- The social media profiles

It was designed based on a first discussion with project partners at the kick off meeting on what values and image should FrailSafe provide to the wider public, and what was promised in the FrailSafe proposal.

A dissemination campaign will be organised at the end of M3 around the launch of the website.

Already some partners plan to introduce the project at the following events:

- [Lifetech Forum](#) in Genova on 6-7 april 2016
- [The IARIA event](#) (a Multidisciplinary View on Digital Support for Healthy Living and Self-management for Health) on 24-28 April 2016, where a roundtable and discussion will be organised by SIGLA on Digital healthy living and about Telemedicine
- Presentation at the International Symposium on Mobile and Assistive Technology for Healthcare (MATH 2016): “A Graph Framework for Multimodal Medical Information Processing” (Georgios Drakopoulos and Vasileios Megalooikonomou), Venice, 20-22 April.
- Presentation at the International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AWE) 2016, Rome, 21-22 April.

- Conference organized by the Geriatric and Gerontology Society of North West Greece, 6<sup>th</sup> to 8<sup>th</sup> of May 2016, Lefkas, Greece.

Finally, linkages will be sought with other EU Project such as iPrognosis (AGE), PEGASO and SEACW (SIGLA).

- It is also planned that several workshops will be organised during conferences organized by Geriatric and Gerontology Societies in France, Greece and Cyprus including among others the Geriatric and Gerontology Society of North West Greece, the Greek Geriatric and Gerontology Society, the Hellenic Neurological Society, the Medical Society of Western Greece and the Greek Medical Society.

### 3.2 Second phase Year 1: M3 to M12 – raise awareness and inform

The second phase is focused on a wide awareness raising, i.e. inform the wider public on the existence of FrailSafe and the objectives it aims to achieve. Building a clear understanding of what is FrailSafe to a high number of stakeholders, the wider public and experts in the field, and what can be the benefits, will be the main objective of this phase.

In particular, we will focus on:

- Improving further the website content and audience
- Increasing the number of registrations to the newsletter and the number of followers on social media to a significant level
- Disseminating widely the leaflets
- Identifying and participating to key events, using the standard presentation and leaflets (at least 2 presentations have to be given)
- Increasing web-server logs to 500-1000

Dissemination activities will seek to mark specific milestones in the project:

Month	Title	Type of dissemination
12	MS4: Initial data measurements from recruited patients	Website article, newsletter, press release
12	MS5: First version of the FrailSafe sensing infrastructure	Website article, newsletter, press release, social media

### 3.3 Third phase Year 2: M12 to M24 – engage

This third phase will, in addition to raising awareness on the project objectives and activities, aim to engaging further relevant stakeholders in the project activities and build any relevant linkages with ongoing projects and processes, at European and national level.

In particular, this phase will focus, in addition to the second phase activities, on :

- Achievement, at least, of 1500 visitors/month on the website
- dissemination on specific groups of stakeholders who have a particular interest in contributing/disseminating the project results
- Organisation of webinars, to focus more precisely on some elements of the project
- Organisation of demos and workshops to test the interest of stakeholders and relevance of project mid-term results
- Publication of 4 papers at least, In conference proceedings
- The preparation of a project draft video
- Tweets on important updates of the website and public information
- Increasing web-server logs to 1000-5000

Dissemination activities will seek to mark specific milestones in the project:

Month	Title	Type of dissemination
18	MS6: First version of the data processing and analysis platform	Website article, newsletter, press release, social media
18	MS7: First version of AR game system	Website article, newsletter, press release, social media
18	MS8: First Integrated System Prototype	Website article, newsletter, press release, social media
24	MS9: Second Integrated System Prototype	Website article, newsletter, press release, demos/workshop, social media

### 3.4 Fourth phase Year 3: M24 to M36 - promote

This fourth and final phase will aim, in addition to raising awareness and engaging stakeholders, promote the project results and ensure that key stakeholders take ownership of the main outcomes. This phase will focus on sustainability, strong engagement and commitment of relevant organisations and companies to the final project results. Workshops, demos and webinars will be focused on the concrete use and sustainability of project results. The final conference and short project film will come to support the promotion of the project results.

In the last year, we aim to have in particular:

- At least 7 papers published in conference proceedings and prestigious scientific review journals
- 90% acceptance by end users
- Project video available on the website
- Over 1500 visitors per months on the website
- Increasing web-server logs over 5000

Dissemination activities will seek to mark specific milestones in the project:

Month	Title	Type of dissemination
32	MS10: Final Integrated & Optimized System Prototype	Website article, newsletter, press release, demos/workshop, webinar
36	MS14: Frailsafe outcomes evaluation	Website article, newsletter, press release, webinar, social media

## 4. MONITORING AND EVALUATION

This part is an essential element of the dissemination plan, as it aims to gather information on the effectiveness of the dissemination activities. All partners will be required to provide regularly information on what, where, how and when they disseminated the project activities and results.

### 4.1 Monitoring policy

The dissemination manager will remind partners every 6 month about the dissemination activities they delivered and will deliver, as foreseen in the dissemination plan. There will be



also specific dissemination campaigns around key milestones, events or activities, as decided in the dissemination plan.

In addition, the WP leader and the dissemination manager, HYPERTECH and AGE will use the monthly WPs telco to remind all WP leaders of their communication and information obligations, and will ask information on the communication activities they delivered, and plan to deliver.

Each year, the dissemination plan will be updated and will reflect both the activities delivered, and the activities to be delivered in the year to come.

Key information will be required on quantitative data (numbers) and qualitative data (communication impact/results). A template to gather information on each of the communication tools is available to partners, so they are informed on the exact type of information required when planning their communication activities.

## 4.2 Indicators

Channel	Quantitative
Website	<ul style="list-style-type: none"> <li>- Nb. Of visits (<i>promised</i> 5000+ at the end of the project)</li> <li>- Time spent per visit</li> <li>- Nb. Of new visitors</li> </ul>
Leaflet (wider audience)	<ul style="list-style-type: none"> <li>- Nb of leaflets disseminated</li> <li>- List the events where leaflets were disseminated</li> </ul>
Leaflet (health sites)	<ul style="list-style-type: none"> <li>- Nb of leaflets disseminated</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>- Nb of press releases sent</li> <li>- Nb of contacts the press release was sent to</li> </ul>
PPT presentation	<ul style="list-style-type: none"> <li>- Nb of events where the presentation was used</li> <li>- Nb of additional contacts following the presentation/interest and target groups</li> </ul> <p>List the events where the PPT presentation was used with nb of participants, target groups</p>
Blog	<ul style="list-style-type: none"> <li>- Nb of blog posts</li> <li>- Nb of visitors on the blog posts</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>- Nb of tweets</li> <li>- Nb of RT</li> <li>- Nb of followers on the twitter page</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>- Nb of pages views</li> <li>- Nb of 'like'</li> </ul>
Poster presentation	<ul style="list-style-type: none"> <li>- Nb of events where the poster was used</li> <li>- Nb of additional contacts following the presentation/interest and target groups</li> </ul>
Workshops and demos	<ul style="list-style-type: none"> <li>- Nb of participants to the workshops and demos (male/female, target group)</li> </ul>



Webinars	- Nb of participants (+ nb of male/female, target group)
Newsletter	- Nb of registrations to the newsletter
Scientific publications	- Nb of papers submitted - Nb of papers accepted (7 papers accepted on Year 3)
External events	- Nb of external events participants attended to - Nb of participants per event - Nb of additional contacts and target groups
Project short film	- Nb of views
Final conference	- Nb of participants (+ nb of male/female, target group)

## 5. APPENDIX

### 5.1 Leaflet

#### Objectives

FrailSafe aims to:

- 1) Better understand frailty and its relation to other health conditions.
- 2) Identify quantitative and qualitative measures of frailty through advanced data mining approaches meant to predict short and long-term outcome and risk of frailty.
- 3) Develop real life sensing and an intervention platform.
- 4) Provide a digital patient model of frailty sensitive to several dynamic parameters, including physiological, behavioural and contextual.
- 5) Create "prevent-frailty" evidence-based recommendations for older persons.
- 6) Strengthen the motor, cognitive and other "anti-frailty" activities through the delivery of personalised treatment programmes, monitoring alerts, guidance and education.
- 7) Achieve the above through a safe, unobtrusive and acceptable system for the ageing population while reducing the cost of health care systems.

Interested? Follow us on:

 Twitter: @EUFrailSafe

 Facebook: /frailsafe

#### Who are we?

A European partnership of nine partners from six countries who have decided to join forces to find solutions to delay the onset of frailty:

- **Coordinator:**  
University of Patras (Greece)
- **Italy**  
Smartex
- **Spain**  
Brainstorm Multimedia
- **Belgium**  
Age Platform Europe
- **Greece**  
CERTH/ITI
- **Cyprus**  
MATERIA group
- **Italy**  
Gruppo SIGLA S.R.L.
- **Greece**  
Hypertech S.A.
- **France**  
University Hospital (CHU) of Nancy and INSERM

For more information, contact Prof. Vasilis Megalookonomou at vasilis@ceid.upatras.gr



**Bridging health data and new technologies to delay frailty**

[www.frailsafe-project.eu](http://www.frailsafe-project.eu)



European Commission

Horizon 2020  
European Union Funding  
for Research & Innovation

#### What is frailty?



The term frailty is defined as a syndrome characterized by diminished strength, endurance and reduced physiologic function that increase an individual's vulnerability for developing increased dependency, and/or death.

Frailty relates to:

- Weight loss and/or fatigue, weakness, low activity, slow motor performance and gait abnormalities.
- Vulnerability to stressors and major health care implications
- Impact on the planning and delivery of health and social services.

Frailty together with functional decline and disability are common conditions among older people and are increasing with ageing.

However, frailty is a dynamic and not an irreversible process; it seems preventable, may be delayed or reversed.

#### What is the FrailSafe project?

FrailSafe is an EU-funded project which started in January 2016 with the aim of delaying frailty by developing a set of measures and tools, together with recommendations to reduce its onset. FrailSafe brings in together partners from Greece, Spain, Italy, Belgium, France and Cyprus.

To achieve the objectives, FrailSafe will combine state of the art information technologies and data mining techniques with high-level expertise in the field of health and ageing. The project is funded by the European Research Programme Horizon 2020 and will last three years.



#### FrailSafe main outputs

FrailSafe will deliver two key outputs:

- a real life sensing and intervention platform offering physiological reserve and external challenges
- a digital patient model of frailty sensitive to several dynamic parameters, including physiological, behavioural and contextual;



```

graph TD
    A[Definition of user requirements through the application of UCD* methodology to address FrailSafe needs] --> B[Clinical studies and data analysis]
    A --> C["Prevent-frailty" evidence-based guidance]
    A --> D[Development of augmented reality games]
    B --> E[Prediction of short and long-term outcome and risk of frailty]
    C --> E
    D --> E
    E --> F[Better understand/delay/prevent frailty]
    F --> G[Medically efficient and economical e-health services]
    F --> H[Healthier and more independent ageing]
    
```

\* User requirements and User-centred Design methodology

[www.frailsafe-project.eu](http://www.frailsafe-project.eu)

## 5.2 Press release



February 10<sup>th</sup>, 2016

### Launch of a new EU project to delay frailty among older persons by bridging health data and new technologies

The FrailSafe project was launched on 1<sup>st</sup> January 2016 and partners from Greece, Spain, Italy, Belgium, France and Cyprus. The aim is ambitious: delaying frailty by developing a set of measures and tools, together with recommendations to reduce its onset. To achieve these objectives, FrailSafe will combine state of the art information technologies and data mining techniques with high-level expertise in the field of health and ageing. The project is funded by the European Research programme Horizon 2020 and will last three years.

Ageing population is increasing worldwide to reach an estimated two billion people aged over 65 years by 2050. While the increasing life expectancy is a positive outcome due to long-lasting health and social improvements, there is still much to do to improve the Healthy life years indicator i.e. the number of years without disability.

Frailty is a syndrome characterized by diminished strength, endurance, and reduced physiologic function that increases an individual's vulnerability for developing increased dependency, and/or death. Frailty is also related to multiple pathologies: weight loss, and/or fatigue, weakness, low activity, slow motor performance, and balance and gait abnormalities. It makes older persons more vulnerable to stressors and has major health care implications, which in turn have an impact on the planning and delivery of health and social services.

Frailty together with functional decline and disability are common conditions among older people, and are increasing with ageing. However, frailty is a dynamic and not an irreversible process; it seems preventable, may be delayed, or reversed.

FrailSafe, an international partnership of nine partners from six countries, decided to join forces to find solutions to delay the onset of frailty. Partners include: the University of Patras (Greece, coordinator), Braintstorm (Spain), Smartex and Gruppo SIGLA (Italy), CERTH and Hypertech (Greece), INSERM (France), AgeCare (Cyprus) and AGE Platform Europe (Belgium).

FrailSafe aims to:

- better understand frailty and its relation to other health conditions;
- identify quantitative and qualitative measures of frailty through advanced data mining approaches and use them to predict short and long-term outcome and risk of frailty;
- develop real life sensing and an intervention platform;
- provide a digital patient model of frailty sensitive to several dynamic parameters, including physiological, behavioural and contextual;
- create "prevent-frailty" evidence-based recommendations for older persons;
- strengthen the motor, cognitive, and other "anti-frailty" activities through the delivery of personalised treatment programmes, monitoring alerts, guidance and education;
- achieve the above through a safe, unobtrusive and acceptable system for the ageing population while reducing the cost of health care systems.

Partners met on 19-20 January in Patras, Greece, to set up the first project steps. Activities already started by designing guidance on the interventions and on real life sensing. The project will also perform clinical studies and technological breakthroughs.

For more information, please contact Prof. Vasilis Megalookonomou [vasilis@ceid.upatras.gr](mailto:vasilis@ceid.upatras.gr).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690140.

### 5.3 Dissemination template report sent to partners (ev. 6 month)

In the past 6 months, did you use and how did you use the following dissemination tools?

Channel	Information to provide
If relevant: FrailSafe webpage on your organisation's website	<ul style="list-style-type: none"> <li>- XX Nb. Of visits</li> </ul>
Leaflet (wider audience)	<ul style="list-style-type: none"> <li>- XX Nb of leaflets disseminated</li> <li>- List the events where leaflets were disseminated                             <ul style="list-style-type: none"> <li>o Date, place, title of the event, organiser</li> <li>o target groups</li> </ul> </li> </ul>
Leaflet (health sites)	<ul style="list-style-type: none"> <li>- XX Nb of leaflets disseminated</li> <li>- When available, feedback received by health sites on the usefulness of the leaflet</li> </ul>
Press releases	<ul style="list-style-type: none"> <li>- XX Nb of press releases sent</li> <li>- XX Nb of contacts the press release was sent to</li> <li>- When relevant, which press releases received an interest in particular</li> </ul>
PPT presentation	<ul style="list-style-type: none"> <li>- XX Nb of events where the presentation was used</li> <li>- XX Nb of additional contacts following the presentation/interest and related target groups</li> <li>- List the events where the PPT presentation was used with :                             <ul style="list-style-type: none"> <li>o Date, place, title of the event, organiser</li> <li>o XX nb of participants</li> <li>o target groups</li> </ul> </li> </ul>
Blog	<ul style="list-style-type: none"> <li>- XX Nb of blog posts</li> <li>- XX Nb of visitors on the blog posts when available</li> <li>- If external blog posts, provide the weblink to the blog post</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>- XX Nb of tweets</li> <li>- XX Nb of RT</li> <li>- XX Nb of followers on your twitter page</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>- XX Nb of pages views</li> <li>- XX Nb of 'like'</li> </ul>
Poster presentation	<ul style="list-style-type: none"> <li>- XX Nb of events where the poster was used</li> <li>- XX Nb of additional contacts following the presentation/interest and target groups</li> <li>- When available, feedback received on the poster</li> </ul>
Workshops and demos	<ul style="list-style-type: none"> <li>- XX Nb of participants to the workshops and demos (+ male/female, target group)</li> <li>- Feedback received by the participants at the end (to include in the report)</li> </ul>

Webinars	<ul style="list-style-type: none"> <li>- XX Nb of participants (+ nb of male/female, target group)</li> <li>- List of webinars, date – organiser – topic</li> <li>- Feedback received by the participants at the end (to include in the report)</li> </ul>
External events	<ul style="list-style-type: none"> <li>- XX Nb of external events participants attended to</li> <li>- List the events with: <ul style="list-style-type: none"> <li>o Date, place and location</li> <li>o XX Nb of participants per event</li> <li>o Main target groups of the events*</li> <li>o Nb of additional contacts and target groups</li> <li>o role in the event (speaker, active participant/moderator, participant)</li> </ul> </li> </ul>

#### 5.4 Links to key dissemination tools

- Website : [frailsafe-project.eu/](http://frailsafe-project.eu/)
- Twitter account: [EUFrailSafe](#)
- Facebook account: [Frailsafe](#)
- Leaflet: will be soon available on the website
- Short presentation (PPT): will be soon available on the internal website

#### 5.5 Check list for partners on dissemination activities

- ☐ What do you want to disseminate? Is it a key project milestone? A deliverable?
- ☐ Which are your target group(s)?
- ☐ What is your key message? (or your key messages?)
- ☐ Which impact do you wish to obtain by the dissemination activity? How does this relate to the objectives of FrailSafe?
- ☐ Which are the best communication tools to reach the target groups? How can you adapt the writing style/communication style to your audience to achieve the best impact?
- ☐ Do you have a limited writing/speaking length to respect?
- ☐ Is your communication support easy to read and in general accessible?
- ☐ Do you mention the European Commission H2020 funding to the project on your dissemination support?
- ☐ Did you check if the information has to respect some confidentiality rules?
- ☐ Do you include clear contact details/link to the FrailSafe website?
- ☐ Which indicators will you use to measure the outcome of the dissemination activity?