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1. **Statement of purpose**

This communication strategy will show how effective communication can help us to:

- achieve our core objectives;
- engage effectively with stakeholders;
- ensure that people understand our project work;
- share the learning from our project.

This communication strategy links in with ALL WPs but in particular with:

- WP 1 Management, co-ordination, sustainability, and meetings,
- WP 2 Website construction and maintenance;
- WP 3 Website resources content management;
- WP 5 Best practice exercise regimen network development, and
- WP 7 ICT & technology for falls forum.

2. The ProFouND project:

2.1 Project overview

The Prevention of Falls Network for Dissemination (ProFouND) is an European Commission, Competitiveness and Innovation Framework Programme, funded thematic network working with the European Innovation Partnership on Active and Healthy Ageing to bring about the dissemination and implementation of best practice in falls prevention across Europe.

ProFouND comprises 21 partners from 12 countries, with associate members from 10 countries. ProFouND aims to influence policy to increase awareness of falls and innovative prevention programmes amongst health and social care authorities, the commercial sector, NGOs and the general public in order to disseminate the work of the network to target groups across EU.

Specifically ProFouND's objective is to embed evidence based fall prevention programmes for elderly people at risk of falls by using novel ICT and effective training programmes in at least 10 countries/15 regions by 2015 to facilitate widespread implementation. ProFouND will achieve this in three main ways.

- First, by collating evidence-based resources to inform the development and content of a novel state-of-the-art online web-based expert system; the ProFouND Falls Prevention Application (*PFPA*). The *PFPA* will enable the creation of tailored, customised, up-to-date best practice guidance, that can be context and individual specific. For example, a Falls Prevention practitioner in assessing the needs of an elderly patient would ask a series of questions to inform the inclusion of best practice guidance from a database of predefined evidence-based articles. This advice, on aspects of health would be presented in an easily understand and attractive printable leaflet, branded with institutional logos, contact information and other bespoke information according to what is available in the local area.
- Second, ProFouND, in collaboration with Later Life Training, will provide a cascade model training programme using face to face and e-learning approaches to create a cadre of accredited exercise trainers across Europe to implement exercise regimens that have been proven to reduce falls amongst older people. The idea here is that once trained, these trainers would then in turn train instructors to deliver classes directly to people who need this kind of intervention.
- Third, ProFouND will also create an "ICT for Falls Forum" to identify evidence based solutions that can help reduce falls and engage with industry to promote development and adoption of these solutions. This forum will run events and reach out to promote MHealth capabilities and European competitiveness in the sector.

The project is made up of eight work packages:

WP 1 Management, co-ordination, sustainability, and meetings

WP 2 Website construction and maintenance

WP 3 Website resources content management

WP 4 Toolkit and best practice guidance development

WP 5 Best practice exercise regimen network development

WP 6 Falls data definitions, measurement and harmonisation

WP 7 ICT and technology for falls forum

WP 8 National and regional uptake, implementation and dissemination

The ProFouND consortium partners are:

1. University of Manchester (GB)
2. Glasgow Caledonian University (GB)
3. Robert Bosch Gesellschaft für medizinische Forschung (D)
4. Norges Teknisk-Naturvitenskapelige Universitet (N)
5. Later Life Training Ltd (GB)
6. EuroSafe European Association for Injury Prevention and Safety Promotion (NL)
7. Osteoporosis Betegék Magyarországi Egyesülete (H)
8. Swiss Council for Accident Prevention bfu (CH)
9. Instituto de Salud Carlos III (E)
10. Azienda Unità Sanitaria Locale 11 Empoli (I)
11. National Center for Scientific Research "Demokritos" (GR)
12. European Connected Health Alliance CIC (GB)
13. Instituto de Biomecánica de Valencia (E)

14. Fundacio Institut Catala de l'Envelliment (E)
15. Technologiko Ekpedeutiko Idrima Stereas (GR)
16. Johanniter-Unfall-Hilfe in Österreich (A)
17. Istituto Nazionale Riposo e Cura Anziani (I)
18. Regionförbundet i Västerbottens län (S)
19. Jyväskylän Yliopisto (FIN)
20. Veiligheid (NL)
21. Achmea B.V. (NL)

2.2 ProFouND communication aims

This communication strategy is fundamental to ProFouND and its aims:

- to make the results of the project known to the scientific, health and social care, commercial, and policy communities;
- to disseminate project ideas and results within target groups (e.g. health professionals);
- to promote sustainability of stakeholders' commitments for the dissemination of best practice information to target groups.

2.3 Stakeholder groups and communication objectives

ProFouND's objective is to embed evidence based fall prevention programmes for elderly people at risk of falls by using novel ICT and effective training programmes in at least 10 countries/15 regions by 2015 to facilitate widespread implementation.

Professional bodies potentially serve an important function in facilitating more focused actions for fall prevention in countries and regions by raising awareness among their members and promoting the uptake of ProFouND deliverables.

For facilitating that process, a directory of around one hundred EU-level stakeholders, i.e. organisations representing professionals as well as interest groups, has been developed which should be, in due course, accompanied with national stakeholder directories. Both the EU and the national directories shall serve as repertories for communication and advocacy actions to be

initiated by the project management team (EU-level) and the associated partners (country level dissemination and advocacy). The next sections detail the professional bodies and stakeholders approached. The objective is to get more than half of all identified EU-level organisations responding to our messages and actively disseminate the results of ProFouND to their national member organisations encouraging greater political awareness of the issue to be established in countries, as well as at EU-level. For some organisations the main purpose will be to actively encourage national and local initiatives for fall prevention awareness and fall prevention training. For others, the dissemination of the *PFPApp*, when available, will be a key focal point.

Selected key organisations will take actively part in the ProFouND Support Group (D 8.2-8.5).

2.3.1 Professional bodies in Medicine

This category includes organisations in the fields of geriatrics, general and internal medicine, traumatology, orthopaedics, rheumatology and mental health. These medical professional organisations (representing academics, scientific researchers and clinicians) will be made aware of the progress in knowledge, so that results and findings of ProFouND are taken up for a wider implementation.

2.3.2 Professional bodies in Nursing, Care, Physiotherapy, Occupational Therapy and Social work (Allied Health Professions)

The professional organisations in the allied health professions will be made aware of the progress in knowledge, so that results and findings of ProFouND will be taken up in standardized protocols and professional training.

2.3.3 Professional bodies in Public health/ Health education

This includes organisations that represent national organisations that are key in educating and informing the general public on health promotion and the prevention of falls. These organisations will be made aware of the progress in knowledge, so that results and findings of ProFouND will be taken up in their communications with national member organisations. These national organisations will be encouraged to initiate national fall prevention days in their respective countries.

2.3.4 Representative bodies of relevant User groups

This includes organisations that represent national organisations for older people, consumers in general and relevant patient organisations. These organisations will be made aware of the progress in knowledge, so that results and findings of ProFouND will be taken up in their communications with national member organisations.

2.3.5 Commercial and insurance representative bodies

This includes commercial organisations and innovation networks that have an interest in the development and implementation of products and services that help to prevent falls. These organisations will be made aware of the progress in knowledge and evidence based good practices, so that results and findings of ProFouND may be integrated into the products and services they develop and provide to older people.

2.3.6 Public administrations

This group includes a selection of at least 10 countries/15 regions that the ProFouND team will select among its partners and the broader EIP_AHA constituency, including the so-called reference sites.

The objective is to get in at least 10 countries/15 regions by 2015 responding to our messages, setting up national/regional networks for fall prevention for actively disseminating the results of ProFouND.

Relevant EU-level institutions and other international governmental and non-governmental organisations will be informed on progress of work in ProFouND and will be encouraged to support national concerted actions on fall prevention. The selected EC services and WHO-EUR will be invited to take part in the Support Group consultations as observers.

2.3.7 ProFouND associated partners

The ProFouND network brings together organisations from 11 different countries and 13 regions all together. All partners have committed themselves to act with local partners to disseminate and implement best practice interventions across their country/ region.

The objective is to have by the end of the project all associated partners to contribute actively to the dissemination and implementation of messages, guidelines and tools that result from ProFouND in their own country/ region.

2.3.8 EIP-AHA reference sites

The [EIP-AHA reference sites](#) consists of networks and agencies that have developed an innovation-based approach to active and healthy ageing. They represent coalitions of regions, cities, integrated hospitals or care organisations that have shown and proven their impact through innovative practices which could be transferred to other European contexts. 32 Reference Sites which have been selected as centers of excellence by the European Commission, representing 72 good practices all over Europe in the field of active and healthy ageing.

The objective is to have by the end of the project all reference sites to contribute actively to the dissemination and implementation of messages, guidelines and tools that result from ProFouND in their own country/ region.

2.3.8 Partners in EIP-AHA A2

Action Group A2 in the EIP on Active Healthy Ageing aims to stimulate innovations in Personalised health management. The first issue taken up by this group is the [Falls Prevention Initiative](#) which will explore opportunities to implement new technologies to monitor falls get to market quicker, by connecting research to innovation and strengthening procurement processes. It can also play a role in making good practice available for replication in other regions and in building a network on falls prevention. The A2-group counts 35 partner organisations who have expressed in writing their commitment to assist in disseminating good practices and innovative approaches towards fall-prevention.

The objective is to have by the end of the project all A2 partners to contribute actively to the dissemination and implementation of messages, guidelines and tools that result from ProFouND in their own country/ region.

2.3.9 Media

As there are only a few European media available that reach out to the entire European population across national boundaries (EuroNews/ BBC-world) and, if existent, have low viewing rates, we have to rely on our national partners to help in reaching out to national and local media within the respective European countries.

The objective is to have at least annually key messages on falls-prevention being taken over by national and local media in order to inform the general public and to have older people sensitised as to the need to remain physically active and fit in order to prevent falls.

3. Key project messages

The messages from ProFouND will be different for each targeted audience. Partners in the project will think about how their successes can be communicated effectively to the relevant stakeholders. Messages will therefore need to be targeted at and customized toward the involved external audiences.

However central key messages remain to be:

- Falls are a leading cause of fatal injuries among older people. Many people, including professionals, wrongly think that falls are just a part of ageing and something to be expected as you get older, but that is not true.
- Research shows that there are plenty of measures to prevent falls escalating with age. For example, strength and balance exercises can protect against falls, but these should be done with professional guidance to ensure they are suitable and to maximise their effectiveness.
- Health and care service providers should talk to older people about local falls services and to have the doctor or pharmacist review their medications.

For the professional community, the key messages will be about the need to assist the implementation of sound research results and the uptake of effective ways to implement fall prevention programmes. This will be supported further when the *PFPA* app is available.

For organisations representing older people and final users, the key messages from the project will be about evidence based good practices in fall prevention and tools, including ICT, that will help to increase independence and enables people to live for longer in their own homes.

For the industrial stakeholders and the public and private health stakeholders, the key messages will be about research findings and the usability of new technological products. For industrial stakeholders the interest will be in opportunities to market the technologies and the possibility of using the research findings to inform their communications with professionals, patients and their carers'.

For societies and governments, the key messages will be about how the findings from the research project can be used to ensure that existing policies and programmes effectively address the issue of falls in older people and the need for public awareness campaigns.

The following table outlines the main audiences, key messages and channels of communication that will be used, together with the timing of the messages:

Audience	Key Messages	Key Channels	Timings
Professional bodies in Medicine	<p>Input from clinical practice perspective.</p> <p>Sound research and findings.</p> <p>Implementation of evidence base.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Individual contacts with key organisations;</p> <p>Posters and newsletters;</p> <p>Scientific papers;</p> <p>Concertation meetings and activities</p> <p>International conferences, seminars, workshops, etc.</p> <p>Meetings of national societies and NGOs</p> <p>National dissemination channels</p>	<p>At start of and during project and post project.</p>

Audience	Key Messages	Key Channels	Timings
Professional bodies in nursing, care, physiotherapy and social work	<p>Facilitation of independent living and reduction in risk of falling.</p> <p>Input as to feasibility of uptake of good practices.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Individual contacts with key organisations;</p> <p>Posters and newsletters;</p> <p>Web based communication;</p> <p>Concertation meetings and activities</p> <p>International conferences, seminars;</p> <p>Meetings of national societies and NGOs</p> <p>National dissemination channels</p>	At start of, during and post project.

Audience	Key Messages	Key Channels	Timings
Professional bodies in Public health/ Health education	<p>Research findings and evidence based good practices for health education.</p> <p>Profile the cost-effectiveness of fall prevention intervention in national prevention programmes.</p> <p>Input as to how to maximise uptake good practices.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Partners' involvement in networks;</p> <p>presentations; publications; website;</p> <p>Meetings of national societies and NGOs</p> <p>National dissemination channels</p>	At start of, during and post-project.

Audience	Key Messages	Key Channels	Timings
<p>Representative bodies of relevant User groups</p>	<p>Availability of good falls prevention practices.</p> <p>Educate older people and carers about key fall prevention messages and advocacy.</p> <p>Input from older people about user perceptions.</p>	<p>Individual contact with organisations;</p> <p>presentations;</p> <p>Traditional media (press; television); website; social media; articles in lay publications;</p> <p>Concertation meetings and activities;</p> <p>International conferences, seminars.</p>	<p>At start of, during and post project.</p>
<p>Commercial and insurance representative bodies</p>	<p>Research findings and successes.</p> <p>Cost-benefits of applying evidence based good practices in fall prevention.</p>	<p>Partners' involvement in policy networks;</p> <p>Traditional media (press; television); website; social media; articles in lay publications.</p> <p>Concertation meetings and activities;</p> <p>International conferences, seminars;</p> <p>Meetings of national societies and NGOs.</p>	<p>During the project and Post-project.</p>

Audience	Key Messages	Key Channels	Timings
Public administrations	Cost-benefits of applying evidence based good practices in fall prevention.	<p>Direct mailings; formal reports; follow up consultations.</p> <p>Traditional media (press; television); website; social media; articles in lay publications;</p> <p>National dissemination channels.</p>	During the project and Post-project.
ProFouND associated partners	<p>Time to implement: seek your national and local partners!</p> <p>Input as to feasibility of transfer of good practices into new settings.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Guidance and tools for initiating action at national and local level</p> <p>National dissemination channels .</p>	At start of and During project.
EIP-AHA Reference sites	<p>Time to implement: seek your national and local partners!</p> <p>Input as to feasibility of transfer of good practices into new settings.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Guidance and tools for initiating action at national and local level</p> <p>National dissemination channels .</p>	During project.

Audience	Key Messages	Key Channels	Timings
EIP-AHA A2 Partners	<p>Time to implement: seek your national and local partners!</p> <p>Input as to feasibility of transfer of good practices into new settings.</p> <p>Use of <i>PFPApp</i>.</p>	<p>Guidance and tools for initiating action at national and local level</p> <p>National dissemination channels .</p>	At start of and During project.
Media	<p>Changing stigma of ageing and falls</p> <p>Empower older people and their carers</p> <p>Benefits of active ageing wider than fall prevention (social engagement/ productivity/quality of life)</p>	<p>Press releases;</p> <p>Public Events.</p>	From early stage onwards (annual fall prevention day)

4. Communication methods and actions

4.1 Posters and newsletters

Results will be regularly disseminated using traditional poster flyers, e-newsletters etc. An archive of these materials and .pdfs for wider reproduction and display will be created [\[EN only\]](#)

4.2 Web based communications

The website, mailing lists of registered users, and social media sites will enhance the communication of project messages and success for both external and internal audiences.

4.2.1 Project website

The project website will showcase project successes, engage new individual stakeholders (through registration and mailing lists) and provide the background information and resources for professionals to support the PFPApp. It will be a portal into the training platform (4.2.3). The website contains the following information:

- Project description.
- Workpackage descriptions and deliverables, presentations and news items. This will include public project deliverables, press releases, announcements, relevant projects, research programmes, associations etc.
- Partners' profiles and contact details.
- EC ProFouND Stakeholders Page.
- Public pages connecting to relevant resources and publications. Each resources post will allow comments and discussion to enable stakeholders to engage with their comments on the resources and give feedback.
- Links to.
- *PFPApp*
- ProFouND Training Portal
- Notice of important events including those in which ProFouND partners participate(d).

- Registration for mailing lists and newsletters. We will utilise available third party software to enable partners to register people onto the ProFouND mailing list quickly at events and conferences.

4.2.2 Portal to other relevant Falls Prevention projects

ProFouND were asked by the EC early on the project to provide a portal to other Thematic Networks and projects funded by the EC on falls and older people. This website is purely a portal for easy access to the wide range of other networks and projects in this area. The portal is not involved in the dissemination of ProFouND activities except to signpost people to the ProFouND project website and the *PFPApp*. Once completed this will be available on <http://fallsprevention.eu>

4.2.3 Online Training Portal

ProFouND aims to ensure that there is easily accessible online training into evidence based falls prevention and management to users across Europe. Most of the training will be freely accessible (eg. short online training for use of the, narrated presentations on falls awareness campaigns etc.). This distance learning platform will have a number of facilities, ranging from evidencing/ documenting external access to online podcasts or other learning content (eg. narrated ppts or videos of partners talking about falls prevention in different languages) identified by WP3 and WP5 and the rest of the Consortium, to provision of assessment of knowledge gained and evidence/documentation of local action plans suggested by those accessing the training (e.g. reach of new service delivery to older people themselves). This is one of the resources that the Partners and EC Level organisations can promote.

4.2.4 ProFouND Video Channel

As part of the online training portal, some videos will be available on a ProFouND Vimeo account. All the videos on Vimeo will include marketing information leading back to the ProFouND Website.

4.2.5 PFP App

The PFPApp is hosted independently from the ProFouND website but there will be traffic from the ProFouND project website and the PFPApp. The PFPApp will signpost professionals to the advisory information resources accompanying the content of the PFPApp. In order to use the PFPApp people will have to register and they will be asked to join the ProFouND mailing lists. The PFPApp will be free in the lifetime of the project so is likely to generate traffic to the project website and allow dissemination of the projects deliverables and evidence based practice.

4.2.6 Social media

The use of social media platforms will increase the visibility of ProFouND through providing a further mechanism to share information on best practice, deliver updates on project deliverables and milestones, create an online community for dissemination and more generally to raise the profile of the project. ProFouND has a broad reach across a large number of European countries, as such, Facebook and Twitter accounts will be used as these are the most familiar and common across the consortium. A Facebook page will be set up to keep interested stakeholders updated, with partners being encouraged to both 'like' and to publicise the page within their host organisations and networks. A twitter account will be set up to reach a broader and undefined audience. This will be managed by UNIMAN in the first instance, however partners who have twitter accounts will be encouraged to follow @PROFOUNDEU so that messages can be retweeted to a maximum number of followers. The twitter account will be linked to the facebook page and ensure those who prefer facebook are linked into the narrative. The social media accounts will be linked to the website through direct links and partners will be asked to identify a person within their organisation/institution who will be responsible for providing updates, tweets and comments from their organisation.

4.3 Announcements in scientific journals

The project deliverables (guidelines and tools) will be announced in publications of well-known Scientific journals (in the form of letters, editorials or research papers) and Organisation Newsletters. These might include:

Scientific journals

- European J. General Practice
- European Orthopaedics and Traumatology
- European Journal of Trauma and Emergency Surgery
- European Journal of Emergency Medicine
- Intensive Care Medicine
- European Geriatric Medicine

- European J. Public Health
- Journal Gerontechnology
- Injury Prevention
- Injury control and Safety Promotion Journal
- European Review of Aging and Physical Activity
- Journal of Aging and Physical Activity
- International Nursing Review

Newsletters and other stakeholder organisations, including

- ProFaNE.co
- EuroSafe Alert
- Falls and Fractures Alliance – (<http://www.nos.org.uk/page.aspx?pid=1247>)
- Newsletter Age Platform Europe (info@age-platform.org)
- Newsletter of International Osteoporosis Foundation (info@iofbonehealth.org)
- EHFA Update newsletter (thesecretariat@ehfa.eu)
- UEMO Monthly bulletin (http://www.uemo.eu/images/stories/bulletin/uemo_newsletter_june2013.pdf)
- Newsletter Mental Health Europe (info@mhe-sme.org)
- Later Life Training (www.laterlifetraining.co.uk)
- Geronto-technology

4.4 Concertation meetings and activities

Within the ProFouND deliverables there are at least three meetings for concertation and coordination of actions, on top of the EIP-AHA programme of work where further opportunities arise:

- the ProFouND Support Group, i.e. the platform of EU-level stakeholder organisations working together to raise awareness and concerted actions for falls prevention among senior citizens in Europe (three consultation/network meetings are foreseen);
- the 32 EIP AHA reference sites that have committed themselves to ensure dissemination and uptake of good practices in the respective regions.
- the EIP-AHA action A2 Network on Falls Prevention where in 35 organisations/networks collaborate on a programme of actions, including the dissemination of good practices;

The ProFouND Project Leader is a member of the EIP AHA A2 coordination group and attends all plenary EIP meetings. He will present progress of ProFouND work in the regular meetings of each of these networks, present the latest products and tools and encourage these networks to reach out to their constituencies and network members.

4.5 International conferences, seminars, workshops

Partners will present project results, through workshops, seminars, oral presentations or posters at major regular conferences and events that are connected with the topics dealt with by ProFouND.

Some examples include:

- Annual WONA conference
- EU Forum Primary Health Care biannual conference
- Annual conference EFFORT
- Annual European Congress on Trauma and Emergency Surgery
- European Conference Emergency Medicine
- Annual Conference of European Society of Intensive Care Medicine
- Annual EUGMS congress
- Annual EHTEL symposium
- Bi-annual international conference Gerontechnology
- European Congress of the E.D.E.
- Bi-annual education congresses European region fed. Physiotherapy

- International Conference of the Society for Posture and Gait Research
- International Conference on Ambulatory Monitoring of Physical Activity and Movement
- Annual Mobility and Exercise meeting
- Annual International Falls and Postural Stability Conference
- European or World Conference on Injury Prevention and Safety Promotion
- Quadrennial World Congress on Active Ageing
- Annual EGREPA International conferences
- Quadrennial conference of International Council of Nurses
- International Conference on Frailty and Sarcopenia Research (ICFSR)

4.6. Meetings of national societies and NGOs

Partners will be invited to develop their national dissemination plans and define opportunities for presenting project aims, progress and findings at relevant national events and to national networks of professionals relevant for falls prevention.

5. Governance

Dissemination beyond the consortium will be undertaken by all WP-leaders and associated partners, under the leadership of ProFouND's Project Leader, assisted by the ProFouND Communication & Dissemination Manager.

The objective is the dissemination of the individual and collective results (guidelines and tools) in relevant international journals, the professional and national press, conferences, workshops and exhibitions/fairs, and to raise public participation and awareness by all partners.

The Communication & Dissemination Manager is responsible for:

- developing in consultation with all WP leaders an Actions Grid and GANTT Chart of all relevant WP communication actions over the next 28 months in order to identify network results and to propose to NEC/NMB strategies for dissemination
- supporting general networking and dissemination activities (along with designated members of each WP)

- keeping an up to date list of all relevant contacts and stakeholders for mail out of product launch announcements and press releases (managed by website mailing lists)
- preparing publicity about the network and the network newsletter
- coordinating the organisation of trans-national fall prevention awareness events, i.e. annual European fall prevention days on the 1st of October every year
- monitoring and reporting on the dissemination activities carried out within the time span of the project, including evidence of reach of audiences and impact.

6. Evaluating success

The success of our communications can be measured in a variety of different ways. For each of the items in sections 3 and 4 above, there are measures that can be applied. For example, numbers of 'hits' on the website; numbers of stakeholders on an electronic distribution list; numbers of conference presentations; research or summaries of evidence base publications; events attended and organised.

Specific measures to be used include:

- ◆ Coverage and publication of project press releases by the newsletters and other media;
- ◆ Website access statistics;
- ◆ Feedback, queries and comments received as a result of posting project information and activities on the project website and social media websites;
- ◆ Conference presentations;
- ◆ Spread of target groups and interaction with target groups.

7. Conclusion:

All partners working in the ProFouND project should look for ways to disseminate the ProFouND project and deliverables within their own countries and networks to enhance coverage.

==END==