



IS-ACTIVE

Inertial Sensing System for Advanced Chronic Condition
Monitoring and Risk Prevention

D7.2 – Initial dissemination plan

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1. Introduction

The IS-ACTIVE system should devise a person-centric health care solution for patients with chronic conditions, based on miniaturized wireless inertial sensors, which provide distributed motion capture and intelligent recognition of activities and situations. The role of the home as a care environment is emphasized, by providing real-time support to patients in order to monitor, self-manage and improve their physical condition. The system will be bought and used by the individuals, instead of being the property of healthcare institutions, and medical device technology will be shifted in the mainstream consumer electronics market.

The dissemination of the IS-ACTIVE project's objectives, progress and results is crucial for success. It ensures the use of project results beyond the lifetime of the project, and facilitates the final goal of turning the prototypes into marketable products in less than two years from project completion. It furthermore leads to the achievement of international scientific publications and technology dissemination.

Dissemination is geared to three communities: end-users, IT-industries, and academia. A dissemination plan, with different communication approaches adapted to these three communities, is needed in order to disseminate the project results, and attract interest and feedback from the stakeholders.

This deliverable describes the initial dissemination plan of the IS-ACTIVE project. It describes respectively the stakeholders involved, the dissemination strategy, a running dissemination document which will be further developed in the course of the project, and a short conclusion.

2. Stakeholders

The results will be disseminated to three specific communities - end-users, IT-industries and academia - and besides, to the general public. The stakeholders identified are:

Stakeholder	Community
Patients and elderly, and their family	End-users
Healthcare professionals from different healthcare institutes	
Informal caregivers	
Patient/elderly organizations	
Health insurance companies	
IT-industries (particularly SMEs)	IT-industry
Developers	
Scientists	Academia
Research and care centres	
General public	General public

3. Dissemination strategy

3.1 Introduction

In order to fit in a new system in existing routines, it is necessary to confront the stakeholders with the novelty. This dissemination does not necessarily lead to the application of the new system, but implementation will certainly not work when effective dissemination to the stakeholders is lacking.

The idea is that, before a person actually accepts available knowledge he or she should be informed, meaning that one should first get attention of the person. Consequently, the person can show interest, develop a desire for information, and take action. The information presented to the stakeholders should be adapted to these different stadiums and adapted to the stakeholders themselves. In a dissemination plan the stakeholder communities should be well defined, as well as the suitable media and tools. Furthermore, the development, progress and results should be evaluated (i.e. are goals achieved) including feedback from the stakeholders. With this in mind, the following dissemination strategy for the IS-ACTIVE project is described.

3.2 Dissemination strategy

Year	Strategy
First year	Start creating awareness in the professional communities
Second year +	Create broad awareness (all stakeholders) at national level Publish scientific papers in conferences and journals, give presentations and technical demonstrations at workshops and fairs Develop information and marketing material Set up workshops for all stakeholders
Third year +	Publish scientific papers in conferences and journals, give presentations and technical demonstrations at workshops and fairs Get national and international public attention Search for commercial partners Development of business plan

3.2.1 First year

In the first year, attention should focus on the professional communities, i.e. healthcare professionals, IT professionals, and academia. The IS-ACTIVE consortium should attend conferences and forums to present the project, a first leaflet should be developed, the project website should be online and the first articles/proceedings should be published.

3.2.2 *Second year*

In the second year, there should be more broad awareness for all stakeholders at a national level and information and marketing material should be developed:

- A professional brochure, introducing IS-ACTIVE for healthcare professionals;
- Demonstration videos;
- A set of PowerPoint presentations highlighting the IS-ACTIVE concepts and different deployment scenarios, the set-up of trials, and the first clinical experiences;
- The first scientific publications about concepts.

All this information should also be available via the IS-ACTIVE website. Besides, workshops should be set up for stakeholders, especially connected to clinical congresses. In addition, the project should get (inter)national attention at the annual world COPD day.

3.2.3 *Third year*

In the third year, the activities of the second year should be further extended. Scientific papers about the (first) results should be published and national and international public attention should be achieved. In addition, commercial partners should be found and a business plan should be developed in order to facilitate the final goal of turning the prototypes into marketable products in less than two years from project completion. This is further discussed in the initial exploitation plan (D7.3).

4. Running dissemination document

4.1 Introduction

The following dissemination tools and activities are identified per stakeholder community. The term “all communities” includes the communities: end-users, IT-industry, academia, and the general public. The corresponding tools and activities should be adapted to a specific community when necessary.

Dissemination tool/activity	Community
Organization of workshops	End-users
Publications in related magazines and websites	
Participation in conferences and meetings	IT-industry
Organization of workshops	
Publications in IT-related magazines and websites	
Organization of (inter)national conference and workshops	Academia
Participation in (inter)national conferences and workshops	
Articles/proceedings in (inter)national scientific and technical journals	
Publications in general media	
Website	General public
Brochures and posters	
Demo and video	
	All communities

The dissemination tools and activities are further explained in paragraph 4.2. Since this document represents the initial dissemination plan, the dissemination goals and activities are not yet fixed. The dissemination is a running process and the goals specified below are proposals. ***During the course of the project and during the next project meetings we should specify the goals exactly and decide who is responsible for certain tasks.***

This running document is also used to keep track of the main dissemination activities and whether goals are achieved. Therefore, a number of the dissemination tools and activities that are already accomplished in the past months (up to December 2009) are shown in the tables below. At the end of the project, we will have a clear overview of our dissemination activities.

4.2 Dissemination tools and activities

4.2.1 Website

The website (www.is-active.eu) is already operational. It contains a news section, the objectives and description of the project, a short description of each partner in the consortium, the past and upcoming deliverables, past and upcoming events and publications. The website should be kept up to date, and should in the future include copies of presentations held at conferences, information of the experiments, validations, public deliverables and promotional materials. PROSYS is currently managing the website.

Goal: up-to-date website

Dissemination task	Responsible partner(s)	Date
Design of website www.is-active.eu	PROSYS	June 2009
National websites online: http://www.itfunk.org/docs/prosjekter/AAL-IS-ACTIVE.htm http://www.telemed.no/is_active.4647305-51253.html .	NST/NOR	July 2009 Oct 2009
Managing website www.is-active.eu	PROSYS	continuously

4.2.2 Brochures, posters and other dissemination materials

The dissemination materials should include a short description of the objectives, the partners of the consortium, the website, and a description of the current phase of the project, aimed at specific stakeholders. All materials should be available via the website. All materials should have the same graphic identity using the IS-ACTIVE logo, since a common graphic identity leads to better visibility and recognition of the project. Other dissemination materials could include e.g. promotional material for conferences.

Goals:

- At least one brochure per year, presenting the current status of the project, aimed at specific stakeholders
- At least one poster per year, presenting the current status of the project, aimed at specific stakeholders

Dissemination task	Responsible partner(s)	Date
Design of an IS-ACTIVE poster	PROSYS	March 2009
Design of leaflet, containing the IS-ACTIVE project description and the consortium.	RRD	Sept 2009

4.2.3 Demo and video

In order to collect feedback from the stakeholders from early stages of the project a demo should be developed of the IS-ACTIVE system. In addition, a video will be made of the IS-ACTIVE system for dissemination activities, and should be available on the IS-ACTIVE website, but also on sites like YouTube to reach the general public. A first promotional video will be generated after the first experiments, including the experimental results. A second promotional video will be delivered in the third year of the project, including the results from the field trials.

Goals:

- An IS-ACTIVE demo and 2 videos

Dissemination task	Responsible partner(s)	Date
Demo game "Orange Submarine"	INE, PRS, UT	Sept 2009

4.2.4 Conferences and workshops

The IS-ACTIVE consortium should be present at conferences and should organize one conference and workshops, whenever possible in conjunction with other events to maximize visibility of the IS-ACTIVE project. User workshops throughout the project ensure the involvement of all stakeholders. They serve to refine the user requirements, to receive feedback from the different stakeholders, to evaluate, and as a dissemination tool. Announcements of conferences, workshops, as well as the presentations held at these events, should be available via the website.

Goals:

- Organization of one conference
- Participation at minimally two conferences per year
- Organization of at least one workshop per stakeholder

Dissemination task	Responsible partner(s)	Date
Participation, exhibition booth and presentation at the European Ambient Assisted Living Forum 09 – "Innovative ICT Solutions for Older Persons – A New Understanding" in Vienna. >500 participants	Participation (all), exhibition booth (UT), presentation (UT).	29 Sept - 1 Oct 2009
Exhibition stand at: Starters Expo of the ICTDelta 2009 congress organized by ICT Regie in Utrecht The Netherlands. > 650 registrations STW annual congress 2009, organized by the Technology Foundation STW, Nieuwegein, The Netherlands Friends of Science 2009, organized in The Hague, The Netherlands. >700 visitors	Inertia	12 May 2009, 8 Oct 2009, 2 Dec 2009
Presentation of IS-ACTIVE for the eHealth scientific	NST	9-12 Nov

community in Tromsø, during “NST project marathon”, Tromsø, Norway		2009
Organization of a session entitled “Commercial based sensing for healthcare application”, within the Symposium on Information Processing and Sensor Technologies in Healthcare, held in conjunction with the International Conference on Intelligent Sensors, Sensor Networks and Information Processing, Melbourne, Australia.	UT	7-10 Dec 2009

4.2.5 Publications

The set-up, results, and validation of the project (experiments) should be available by publications in scientific, technical and medical journals worldwide, as well as specific publications in stakeholder-related magazines and websites, and general media. Results and announcements of the project should also be disseminated through other websites and associations. All publications/releases should be available via the IS-ACTIVE website.

Goals:

- At least 3 scientific articles per year
- At least one publication per year in non-scientific media

Dissemination task	Responsible partner(s)	Date
Op den Akker, H. and Jones, V. and Hermens, H.J. (2009) Personalized Feedback based on Automatic Activity Recognition from Mixed-Source Raw Sensor Data. In: Proceedings of the Intelligent Data Analysis in bioMedicine and Pharmacology (IDAMAP) Workshop, July 2009, Verona, Italy. pp. 65-66.	RRD	July 2009
Bosch, S. and Marin-Perianu, M. and Marin-Perianu, R.S. and Havinga, P.J.M. and Hermens, H.J. (2009) Keep on Moving! Activity Monitoring and Stimulation Using Wireless Sensor Networks. In: Smart Sensing and Context: 4th European conference, EuroSSC, 16 Sept – 18 Sept 2009, Guildford, United Kingdom. pp. 11-23. Lecture Notes In Computer Science 5741. Springer Verlag. ISSN 0302-9743 ISBN 978-3-642-04470-0	UT	Sept 2009

5. Conclusions

This deliverable (D7.2) describes the initial dissemination plan of the IS-ACTIVE project, which is part of WP7. Dissemination tools and activities are focused on end-users, academia and IT-industries, and include a website; brochures, posters and other dissemination materials; a demo and video; conferences and workshops; and publications. The dissemination strategy describes these dissemination activities per project year. This initial dissemination plan is updated and further specified during the course of the project.

The initial exploitation plan will be described in deliverable 7.3.