D5.1 Dissemination Strategy Report

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AAL-2016

Document history

Version	Date	Status	Changes	Owner(s)
V1.0	November 2017	Proposed report, to be presented during meeting in Cyprus. To be completed with input by other partners.		CZG Eric Schlangen
V1.1	January 2018		Review of V1.0 and adding content on behalf of NFE. Lay-out updated according to general template. Added some general structure with regards to overview.	NFE Marije Blok
V1.2	February 2018		Review of V1.1 and adding content on behalf of MKP.	MKP Theodoros Kyprianidis
V1.3	June 2018	Final, working document	Including the remarks from reviewers. Adding information on messages, calendar for events, summary.	CZG Eric Schlangen

Contributors

Partner Acronym	Partner Full Name	Person
CZG	Consultancy Zorg Giersbergen	Eric Schlangen
NFE	National Foundation for the Elderly	Marije Blok
MKP	MK Prosopsis	Theodoros Kyprianidis

Acronyms

Term	Explanation
USP	Unique Selling Point

Table of Contents

1 Summary

The MI-Tale project runs from May 2017 until May 2019 and is funded as part of the AAL programme (Active and Assisted Living Programme), Call 2016 'Living well with Dementia' by the European Commission and the National Funding Agencies of the partners in the consortium.

MI-Tale aims at the development of a digital and interactive game, triggering and recording the memories and personal stories of people with dementia. The resulting collection and interpretation of stories in the form of such a game claims several advantages. First, it is a great way to help the brain of people with dementia to access memories. These memories play a central role in the modern person centred care for people with dementia, especially in the psychobiographic care. Second, it can be played when (grandchild) children and (grand) parents come to visit so it is a social interaction tool. Third, it is a fun way to spend time with each other to playfully reminisce about life.

This document describes the strategy to reach the target group. In order to succeed, distinction was made between different target groups, activities and stages in the project. We will focus on the phase during the project period. This dissemination strategy is an evolving document, it will be updated regularly at milestones.

Communication goals:

- Making MI-Tale well-known to all parties of interest during the project period.
- Creating interest in professional networks and health care organizations that can be of interest during the project period or as contributors to the marketing efforts during the exploitation phase.
- Creating support among Böhm certified organizations throughout Europe and among patient organizations like Alzheimer Europe to promote professionals and consumers that the MI-Tale game is not only fun to play, but also a serious tool to improve the life of people with dementia and their (in)formal caregivers. Aim is to let these parties promote and support MI-Tale through their media channels and let them act as ambassadors, proud to use MI-Tale.

It is important that all project partners communicate the same information and values about the app. Also for different target groups aimed messages should be added. These messages are listed in this document to help project workers with their communication.

A description of the channels used by MI-Tale is provided to provide multiple options to project workers.

The dissemination tasks are named and attributed to the responsible project worker or organisation. ENPP is the responsible partner, CZG will support them with the strategy and all partners will support the projects communication efforts according to the planning and strategy outlined in this document.

2 Introduction

2.1 Background

Dementia is one of the greatest societal and healthcare challenges of the future according to the face of the World Alzheimer's Report. The personal history of the patients plays an important role in the care for people with dementia, since it is a valuable source of information for the application of a personalized care approach.

The experiences and values that were formed until the early adult age (0-25 years) are most important. They are regarded as guiding values when people enter into stages of dementia and are therefore reflected in the current behaviour. The understanding of these values forms the foundation of the psychobiographical care model according to Erwin Böhm.

In line with the Böhm model, MI-Tale aims at the development of a digital and interactive game, triggering and recording the memories and personal stories of people with dementia. The resulting collection and interpretation of stories in the form of such a game has several advantages for both people with dementia and their professional and informal (care) environment.

The MI-Tale project runs from May 2017 until May 2019 and is funded as part of the AAL programme (Active and Assisted Living Programme), Call 2016 'Living well with Dementia' by the European Commission and the National Funding Agencies of the partners in the consortium.

2.2 Reaching the target group

The interactive game is currently developed in close collaboration with primary and secondary end-user groups to make sure the final prototype does reach the requirements of the prospect client. The project aims to deliver a market proof prototype by May 2019. However, a well-working product fitting the aimed user-group is not enough to exploit it successfully. A well-considered strategy will help to define how and when to approach the right partners, using the right channel.

The current document describes the strategy to reach the target group. In order to succeed, distinction was made between different target groups, activities and stages in the project.

In this document we will mainly focus on the phase during the project period. Since a dissemination strategy is an evolving document, the second period (the marketing and exploitation) will become more elaborated as we proceed through time. We suggest that for every international meeting an updated version of this strategy will be communicated to the project participants.

At every communication milestone the strategy will be shortly revised by the communications officer of the project, the leader of this task, namely ENPP.

2.3 Reading guide

In **Chapter 3** the central question is formulated which will be answered in this document. It maps which challenges we may face during the project and afterwards and the goals we set to successfully spreading the message about the MI-Tale project.

Chapter 4 describes the approach and contains the actual dissemination strategy.
- **Paragraph 4.1** describes the target groups in this study, distinguishing internal and external target groups and describing both primary and secondary target groups . In Deliverable 2.2, all aimed user groups were described and investigated already quite extensively to get to know their particular wishes and preferences.
- **Paragraph 4.2** elaborates on the message to spread. What is our unique selling point for different target groups, both during and after the project? Although thorough competitor analysis belongs to D5.2 and D5.3, containing the business plans, this document will describe some preliminary USP's.
- **Paragraph 4.3** provides an overview of the different means and channels to use to reach the different target groups as described in chapter 3. The means are split for the different target groups in different phases of the project. Some more fundamental means, such as the brand identity, website and a flyer/brochure will be described more extensively.
- **Paragraph 4.4** describes the activities to execute using the means and channels as described in chapter 6. The chapter also provides an overview of the planning, both with regards to the content and the shared responsibilities.

Chapter 4 describes the conclusions.

3 Central Challenge

3.1 Problem description

As described in the introduction, a well-working product, reaching all defined wishes and preferences of the prospect users, in itself is not enough for a successful business model. The central challenge with regards to communication and dissemination of the MI-Tale project is to match the right message with the right target groups in the right stage of the project. As the MI-Tale project was proposed and developed from scratch, connecting ideas and partners which were never connected before, a brand identity and strategy needs to be developed from scratch as well. This provides both challenges as well as opportunities.

3.2 Challenges to expect

Different phases
The MI-tale project roughly can be divided into two periods, both facing particular problems, challenges and opportunities. Simultaneously, however, activities in both stages are interdependent. A good strategy in the first phase, for instance, is necessary to run a successful second stage.

The first stage is the project period, executed under the AAL grant, running from May 2017 – May 2019. In this period, the proposed digital application will be developed. To avoid competitors to benefit from our findings and developments, in this period we don't want to tell too much about the results. Simultaneously, it is important to involve and inform the target groups. On the one hand to collect their input and learn from their opinion; on the other hand to prepare them for the application to come and make them looking forward to the product. Typical for this stage is the restriction in content that is shared and trigger the audience with messages about the development. Communication and dissemination through the countries will be fine-tuned but also be tailored on the separate contexts.

The second stage, on the other hand, is the period after the finish of the project, starting May 2019. Aim of this stage, which is more complicated, is to exploit the product and bring it to the market and take attention from prospects buyers, users and retailers. On the one hand, the funding for the project has stopped and the collaboration will be at own risk. However, on the other hand, is stage can be – if successful – be quite lucrative. On both aspects agreements need to be made within the consortium. As two deliverables (D5.2 and D5.3 Business plan and model) entirely focus on the exploitation, the current deliverable mainly will focus on the first phase of MI-Tale, during the project.

Different partners
The MI-Tale project is a cooperation between multiple partners in three countries, namely the Netherlands, Austria and Cyprus. In this multidisciplinary and International team each partners brings its own unique contribution. These unique contributions vary from technical and creative expertise, to business skills, to experience with the target groups. Working together in such a diverse

team is both inspiring and challenging. We need to make sure we all communicate in the same spirit, using the same description of what we are developing and what our goals are. This requires strong guidelines for the communication not only by the project itself but also by the participating partners.

Different target groups
As described, within the project we will meet different target groups, in need of aimed communication strategy. This may cause another challenge for the dissemination activities. The target groups will be elaborated on in paragraph 4.1

3.3 Goals

Goals of the MI-Tale project
In the MI-Tale project an interactive web-based game is developed that will trigger and record the memories of the personal story of people with dementia. The application to be developed will run on browser-enabled devices such as note-books or tablets. The memories are triggered by presenting important personal, local and national events from the formative years of people with dementia. These can be shown either on pictures, movies or presented as audio recordings. The memories of the associated personal experiences and behavioural values are recorded as personal stories. The collected stories are enriched with historical photographs from digitized online archives and with personal anecdotes and photos, which are scanned and uploaded to a database. The game can be played multiple times, adding and expanding the collected content (which we call psychobiographic information). If the user is satisfied with the result, they can also export the content as a video or photo book, and later on view the personal life story and exchange with others, such as friends, family members or caregivers.

The resulting interpretation of memories in the form of an interactive game claims several advantages. First, it is a great way to help the brain of people with dementia to access memories. These memories play a central role in the modern day care for people with dementia, especially in the psychobiographic care. Second, it can be played when (grandchild) children and (grand) parents come to visit so it is a social interaction tool. Third, it is a fun way to spend time with each other to playfully reminisce about life.

Goals of the Dissemination Strategy
- Making MI-Tale well-known to all parties of interest during the project period;
- Creating interest in national and international professional networks and health care organizations that can be of interest during the project period or as contributors to the marketing efforts during the exploitation phase. MI-Tale can be used in professional setting to improve interaction with dementia patients of all stages in a fun and meaningful way;
- Creating support among Böhm certified organizations throughout Europe and among patient organizations like Alzheimer Europe to promote professionals and consumers that the MI-Tale game is not only fun to play, but also a serious tool to improve the life of people with dementia and their (in)formal caregivers. Aim is to let these parties promote and support MI-Tale through their media channels and let them act as ambassadors, proud to use MI-Tale;

4   Approach

4.1   Definition of the target groups

Within the target group of the project we earlier (D2.2) already distinguished primary and secondary end-users. However, when we look to the dissemination of the project, there are more parties to take into account. we can distinct both internal and external groups. The external groups form the most important audience, since these are the ones eventually using or buying the product. The internal groups, however, play a role in the launch of the product from the inside-out.

Internal groups

Project partners

- National Foundation for the Elderly (NFE – NL – end-user organization);
- Eerste Verdieping Internet Communities (EVIC – NL – technical partner);
- Consultancy Zorg Giersbergen (CZG – NL - SME);
- ENPP-Böhm (ENPP – AU - SME);
- LIFEtool (LFTL – AU – end-user organization);
- MK Prosopsis (MKP – CY – Business perspective).

Project participants

- Individuals: Dementia patients; (in)formal caregivers; relatives of dementia patients; healthy elderly persons.
- Organizations: care-organizations / care-farms; elderly organizations,

The individuals did participate in the collection of user-requirements, the design and piloting of the project. The organizations involved helped us to find the right persons.

Co-financer

- European Union;
- AAL community;
- National funding agencies;

Project workers

- Colleagues with partners

External groups

Potential supporters

- Care insurers;
- municipalities;
- Umbrella organizations in elderly (care)

Organizations

- Care-organizations: care-farm/home care /day-care/residential care.
- Funeral organizers/undertakers.

Future users

- Dementia patients;
- (in)Formal caregivers;
- Relatives of dementia patients;
- Healthy elderly persons.

Interested parties

- National and international interested parties that can be helpful as a mediator in promoting our product and exploitation goals.

Press

- Local, regional national and international press;
- Technical and care magazines and platforms.

4.2 The message

Below, the message of the MI-Tale project is described for all target groups

Memories and life stories are important for dementia patients; they influence how they act and feel today. However, for people around them, it is often hard to imagine which memories and experiences are the most significant ones. How did they live, how did they cope with daily challenges? Which experiences shaped their values and beliefs that surface today?

This information is not only interesting to family and loved ones. Caregivers are moving toward a patient centred approach in dementia care. They are looking for the same information to base their personalized care on. One particular care method is the Psychobiographic care according to Böhm.

Reviving and collecting this information is a lot of work, for family and for professional caregivers. In MI-Tale we develop a digital and interactive game to recall and record memories. For family it is a fun way to interact with their loved one in dementia. For professionals it is an effective and efficient tool to collect this information and guide the interaction with the client.

This tool contains existing material such as historical pictures and video's, but also allows the user to add own material. In this way it helps to discover what the elderly person is thinking and feeling and it promotes conversation among generations. Next it allows players to complete a personal life-story book.

The resulting collection of life stories is usable for families to reminisce with their loved one about the personal memories and better understand each other. For professional carers it is a handy tool to collect valuable input for their analysis of current behaviour and creating personalized care plans.

Additional messages for specific target groups:

Project partners
We are developing a new tool that has a wide range of application. The future market is enormous and without a doubt commercially interesting. We foresee two main user groups: professional carers and individual consumers mainly elderly and their family and friends.

We choose to develop the tool from the qualitative needs of the professional caregivers using the Böhm methodology. From there on we can downscale towards other user segments with simpler qualitative needs and a higher need for usability and fun-experience.

Project participants
You are participating in the development of an exciting new activity that lets you reminisce about your past and help you to preserve these memories for yourself or to share them with others. If you do this together it is a nice way to share some quality time together. Not only will you have interesting things to talk about, you will have the possibility to save these now shared stories into a personal life book. You can look at old pictures and recordings together and talk about your memories. You can even personalize it further by adding your own pictures and recordings. It helps to create a personal biography to share and keep for many years on.

Co-financer
Your contribution makes it possible to create a tool that contributes to better personalized healthcare and happier lives for many elderly people and their families. The results from this tool or game are manifold. It improves communication and thereby understanding between caregivers, family and patients. It helps to break loneliness by providing new meaningful interaction between dementia patients and their environment. Most of all it provides important information to personalize care to the specific needs of individual patients.

Project workers
When working on this project we need to keep in mind that we have a great responsibility to our future users and our financers. We come from various nations, backgrounds and companies. Communication is a challenge due to our language and cultural differences. However it is of crucial importance to put in an endless effort to communicate our thoughts to each other and not try to fill in the blanks ourselves. We need to stay open to criticism and be careful to express ourselves in constructive ways. This does also apply to our communication with the various target groups and participants in the project. Their criticism should be valued and explored to improve the quality and applicability of the tool we are developing.

Project supporters (open)
Your contribution makes it possible to create a tool that contributes to better personalized healthcare and happier lives for many elderly people and their families. The results from this tool or game are manifold. It improves communication and thereby understanding between caregivers, family and patients. It helps to break loneliness by providing new meaningful interaction between dementia patients and their environment. Most of all it provides important information to personalize care to the specific needs of individual patients.

Future clients (care organisations)

The MI-Tale app is being developed to assist you in intensifying your personalized care efforts. It is an efficient way to collect personal life stories and information to help you understand the needs and values and coping strategies of your client. With this information you can analyse current needs and behaviour and program activities and interventions that will be meaningful and easier to participate in by your client or patient.

Future consumers (elderly, family and caregivers)

We are developing an exciting new activity that lets you reminisce about your past and help you to preserve these memories for yourself or to share them with others. If you do this together it is a nice way to share some quality time together. Not only will you have interesting things to talk about, you will have the possibility to save these now shared stories into a personal life book. You can look at old pictures and recordings together and talk about your memories. You can even personalize it further by adding your own pictures and recordings. It helps to create a personal biography to share and keep for many years on.

Interested parties, public and press

If you are interested in this project follow us on our website www.mi-tale.eu If you wish to learn more about the content or background to it, please contact our project leader Marije Blok, Project manager Innovation, T +31 (0) 88-3442014, E info@mi-tale.eu

She can connect you to a local source for information in your own language or a specialist if you have technical or theoretical questions.

4.3   Means and Channels

Offline means

- Poster / display / stickers for events
- User manuals for pilots and later on clients/consumers
- Flyer or folder or brochures to help effectively the dissemination activities and is translated in each partner's language
- Q&A on website(s of partners)
- Radio and TV

A particularly interesting development was the knitting of our logo by a group of elderly ladies. We have received some knitted owls in the colour of the logo. The communication works two-fold: first to the elderly ladies who were told about Mi-Tale and started the initiative to knit the owls for Mi-Tale. Secondly we use the owls to reward participants in the pilots. We communicated the success to our knitting group and they continue to knit these owls to be shared as a 'thank you' with participants in the project.

Online means

Website

www.mi-tale.eu An important channel to spread our message during the project phase, is the project website. A fully functional and user friendly website is designed and will serve as a major dissemination tool. The aim of the website is to promote and inform the funding agencies about the project's objectives, provide information on the project's progress, publish the results and showcase the work done by the partners. News messages will be written about consortium meetings, presentations at conferences or fairs, (co)design activities etc. Less attention will be paid on the website to reach individual users as the product is not ready to talk about yet.

Web content development will be planned during our monthly project meetings.

Social Media

Social Media are quick media. News is coming quick and users expect quick answers and up-to-date messages. Facebook, Twitter and LinkedIn accounts are only relevant if we can promise interaction with the audience and updates quite often. As this is not the case, we decided not to open MI-Tale accounts at Social Media but to use private accounts for updates when these are available. In these updates can be referred to the website to promote traffic.

Press

Local, regional, national and international press, technical and care magazines and platforms

Using media

- Regular press releases at milestones;
- Articles for popular magazines and weekly journals;
- Partners approach professional magazines for background stories;

Internal

Partners
Using website and Dropbox

Co-financer:
Dissemination and reports

Project and co-workers of partners:
E-mail and Intranet from partners.

4.4 Dissemination Activities

Description and planning of activities

In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of emerging dissemination opportunities. The table below gives an overview on the kind of communication we are planning for each stakeholder group.

Dissemination tasks planning

Project visual identity tasks: creating logo (by NFE), style & website (EVIC)

> Timeline: At project start.

> Status: completed, logo and style are designed and operational. Within regular budgets.

Internet tasks: claiming domain name, designing and building website (EVIC), creating content (all)

> Timeline: At project start.

> Status: completed, website designed and operational. Within regular budgets.

Poster / leaflet tasks: designing poster/banner and leaflet for public (by group, NFE coordinates)

> Timeline: Before first large scale dissemination event, after first developing/pilot period. (Probably for the AAL conference 2018)

> Status: to be done. No separate budget available.

Preparation AAL conference 2018 tasks: Determine strategy (by group, ENPP coordinates)

> Timeline: Before end of June 2018.

> Status: Strategy discussed in group. No separate budget available. Try to find a way to participate in stand of ZonMW if possible. Offer to do workshops on the development of the device. NFE and CZG will attend.

Finishing event tasks: Strategy to be discussed in group. Preparation and planning of event (by group, ENPP coordinates)

> Timeline: Before end of December 2018.

> Status: Should be part of the marketing strategy after project end, since this event would become the bridge between project period and market startup. At this time no separate budget available. We will try to hook up with other event/events that can serve as a suitable platform.

Presence in third party events tasks: create an overview of suitable events and plan who may attend representing the Mi-Tale consortium. (by group, ENPP coordination)

> Timeline: Before end of June 2018.

> Status: First overview completed, to be added by group members after discussion during group meetings and telco's. This is a working document. There is no extra budget available.

Press releases to (inter)national media tasks: create a list of media to be contacted for various purposes. International and national in participating countries. (by group, ENPP coordination)

Timeline: Before end of June 2018.

Status: First overview completed, to be added by group members after discussion during group meetings and telco's. This is a working document. There is no extra budget available.

Dissemination Activities	Audience/Target Groups	Objectives/Messages	Materials
Conference (AAL 2018/2019) / Finishing event Coordination by project leader	Health professionals, policy makers and other funding bodies/projects	Outline of main project aims, raise awareness and how workshops and trials will be/are set up	Project poster, presentation, flyers and banners
Workshops / Third party events	Respective target groups	Invite to participate in workshops and surveys; advertise opportunities to participate to further potential end users, carers etc	Presentations, flyers
Press releases to (inter)national media Coordination by project leader	Interested public, journalists and professional media	Awareness of MiTale and how project outcomes can be used to support further	Website, Social Media, flyer, interviews with participants, papers

Dissemination planning list

Date	Event / description participation	Country	Attended by
16 June '17 8 June '18	Meeting of certified Böhm teachers Oral presentation Mi-Tale project, discussing professional user needs	AT	ENPP / CZG
7 Sep '17 Sep '19	Meeting of certified Böhm care organisations Oral presentation Mi-Tale project, discussing professional user needs	AT	ENPP / CZG
Nov '17	National Gerontology conference. Poster-presentation user needs Mi-Tale	NL	NFE

June '17	Memorabel/ZonMW Mix & Match conference	NL	NFE / CZG
1 June '18	General presentation Mi-Tale project to other researchers in the field		
16 April '18	European University Cyprus, School of Sciences	Cy	MKP
	General presentation Mi-Tale project to Occupational Therapy students		
Juli '18	Narrative Matters conference.	NL	NFE
	Oral presentation user needs Mi-Tale		
Nov '18	Yearly event on the Dutch Masterplan Dementia (Deltaplan Dementie)	NL	NFE / CZG
Nov '19	Oral-presentation MI-Tale pilots		
Jan '19	E-healthweek	NL	NFE / CZG
	Oral-presentation results MI-Tale pilots		
22-25 Oct 2019	29th Alzheimer Europe Conference, the Hague	NL	NFE / CZG
Nov '19	National Gerontology conference.	NL	NFE / CZG
	Oral-presentation results Mi-Tale pilots		

Wish list scientific audience:

- Scientific article International journal on the results of the user needs research.
- Scientific article International journal on the results of the pilot results.
- Visiting lecture to students medicine/gerontology on the user needs research.

Wish list practitioners and users (professionals + people with dementia + informal carers)

- Presentation to contacts care-farmers association SZZ, on the results of the user needs research, spring 2018. Start recruiting participants for pilot.
- Presentation visitors Alzheimer café's, on the results of the user needs research, spring 2018. Start recruiting participants for pilot.
- Presentation to care-organisations in Day-care and residential care, on the results of the pilots, spring 2019.
- Presentation to informal care organisations/events, on the results of the pilots, spring 2019.

Wish list Innovative care events:

- Active participation in various events that will be organised by national agencies on innovative healthcare.

4.4.1 Project Logo

The corporate communications style and the MI-Tale logo are determined. The slogan for the project is: "MI-Tale, a personalized psychobiographic game to access and preserve memories of people with dementia"

Colors used are (RGB):
White, 255/255/255
Dark blue, 24/68/143
Medium blue, 61/106/171
Light blue, 183/216/233

Website

The initial website will be developed into a full featured website to act as the main communication platform for the project. The website will communicate all project aims and objectives, milestones and details for visitors to be able to access the value of the project for their own goals. Calls and announcements will be placed here. Dissemination materials will be available for stakeholders and project partners, especially the wider community and liaison partners for the project. A dedicated area will feature all events and workshops that we set up or participate in, and provide links to relevant materials, as well as information about expert speakers available for invitation to further events.

Communication

The project website and partners social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and events provide good opportunities for this. Therefore all project partners are expected to announce participation in. Summary of the contribution and results will be compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible. Project partners and associated organisations have large national and international networks with mailing and discussion lists, etc. where the project results can also be shared, and these be provided to the project coordinators to support dissemination activities. Important announcements resulting from the various project activities will also be selected for press releases and submission to professional newspapers as well as scientific papers if applicable.

The topic of communication shall therefore be added to each telco and project meeting as soon as the first prototype is about to be tested. From this day on we will be able to gradually contribute to a clear user oriented experience of the benefits of this app.

A communications log should be kept up to date, describing all activities done, partly to comply to the AAL expectations, more importantly to provide insight in the audiences showing interest and their response to communication efforts.

5   Conclusions

This dissemination plan is a flexible plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximising the use of project deliverables, mainly the offering of events and workshops, ensuring that key stakeholders receive the full, lasting benefits of MI-Tale initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the project and its initial activities.

Input from team meetings and telco's should be translated into additions and changes to this document throughout the project period. At project end the document will be transferred to the business developers to provide input for the marketing plan.

Additional input from the communications log should provide evaluative information on the performed communications and help adapt the means and messages to the environment of different stakeholders involved with this project. Since we have little budget for communication in this phase it will become a group responsibility to implement this plan and a task of the coordinator to make sure it is a fixed agenda item at group meetings and telco's.