



# ***LIFELONG LEARNING PROGRAMME'S GRUNDTVIG PARTNERSHIP PROJECT***

## **COMBATING ELDER ABUSE**

### **DISSEMINATION STRATEGY AND PLAN**

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## Sommario

1.	PROJECT SUMMARY	2
2.	DISSEMINATION PLAN'S INTRODUCTION	3
3	TARGET GROUPS	4
4	GRAPHIC IDENTITY	4
4.1	LOGO	4
4.2	LAYOUT	4
4.3	GRUNDTVIG LLP	5
5	DISSEMINATION TOOLS	5
5.1	WEBSITE	5
5.1.1	CONTENT OF THE WEBSITE	6
5.1.2	PARTNERS' WEBSITES	6
5.2	OTHER DISSEMINATION CHANNELS	6
6	DISSEMINATION CONTENT	7
7	GENERAL RULES FOR PARTNERS CONCERNED WITH DISSEMINATION	8
8	PARTNER CONTRIBUTION AND INDICATORS FOR THE ASSESSMENT OF THE DISSEMINATION ACTIVITIES	9
9	IMPORTANT ISSUES TO KNOW WHEN DISSEMINATING THE PROJECT	11
10	DISSEMINATION REPORTS	11
11	CONCLUSIONS	12

## 1. PROJECT SUMMARY

Elder abuse in institutional and domestic settings is increasingly being recognised as a major societal problem across Europe. There is a risk that this problem will grow as Member States experience rapid population ageing. Although the health conditions of older people may be expected to continue to improve, the rapid increase of the oldest-old is likely to present a challenge to protective social systems. Especially older people with mental and physical disabilities who are dependent on the help of informal or professional carers and as a result may be more vulnerable to abuse. Previous research (AVOW Project, 2011), carried out by the National Institute for Health and Welfare (THL), Finland, indicates that prevalence rates of elder abuse in different European countries varies from 0.8% to 39.4%. A common need of the partner organizations in this project is to continuously find new knowledge and ways to educate, train and support local and national authorities, informal and professional carers and volunteers to protect older people from abuse, to empower older people themselves to take over their own lives and to create opportunities for their participation in society. There is also a need for greater inter-agency collaboration and protocols and improvement of services.

The work of the partnership organisations differs from each other to some extent. This enables us to take different and interesting angles to the prevention of elder abuse. There is a common interest to talk about and share experiences and knowledge of working with volunteers, formal and informal caregivers and older people and their families. The partners work as trainers and have created different training material and programmes for their work. The proposed project provides an opportunity to share this knowledge, training material and further develop existing tools. During the country workshops each partner will present the material, experiences and knowledge sharing these with a larger group of actors in the field.

A common issue for the partners is also how to take into account cultural diversity among older people, how to promote culture sensitivity and how to create respectful atmosphere for cultural diversity in society. The partners are interested in sharing experiences in working with older people from different cultural, linguistic and religious backgrounds. The partners have been and currently are involved in different European level activities and projects. This makes it possible to expand knowledge on the prevention of elder abuse at a European level. Prevention of elder abuse is a common interest for EU Presidencies, European Parliament and the European Commission. Sharing this kind of information helps to take into account the European level work and how it can support the work of partner countries. The rights of older people include, among other things, the right to freedom from violence

## 2. DISSEMINATION PLAN'S INTRODUCTION

A key to a successful project is a successful widespread dissemination of the objectives, activities and results of the project.

The COMBATING ELDER ABUSE project aims to share experiences and tools in training volunteers, formal and informal carers and raise awareness among them against elder abuse.

A multi-dimensional dissemination strategy using different communication tools adapted to the target group is therefore crucial to disseminate project concept and results and attract interest and necessary feedback from them. It presents list of actions to be taken for the purpose of succeeding in reaching the goals set by the project.

Well-planned and well-executed dissemination and exploitation ensure that project results have a reach beyond those directly involved in the consortium and an impact that is sustained beyond the project's lifetime. The prime objective for Dissemination of the project (ideas, activities, results, etc.) is to let people know about the ideas we have and we develop, about objectives we seek, about effectiveness and benefit of the results for target group, the results which help to maintain Lifelong Learning. Other purpose of dissemination and exploitation of the results is to get the feedback of evaluation of results in purpose to rise up implementation process and to get non formal evaluation of the project development and its outcomes. An important precondition for successful dissemination activities is to prepare the plan for dissemination, to discuss about dissemination strategies with the project team from the beginning of the project. Therefore, for every project's dissemination strategies are of crucial importance as they should fulfil the following objectives:

- To inform the general public about the activities in the project
- To inform potential stakeholders, that are all possible parties who might have an interest in the results of the project
- To keep local authorities informed
- To arouse interest in potential supporters that might help exploitation and sustainability
- to outline in detail the dissemination activities administered;
- to inform the target groups of the project's progress, activities and outputs;
- to monitor the work undertaken in other work packages in order to collect information and data necessary for drafting short reports, articles and other means of information dissemination.

### 3 TARGET GROUPS

The Dissemination Strategy and Plan contemplates actions and activities to attract anybody who would be interested in the project. However, the project's main target group is volunteers, informal carers and older people and their families. Volunteers working in elder abuse prevention services or in elderly care in general and informal carers caring for an older family member at home are often older persons themselves.

### 4 GRAPHIC IDENTITY

One of the dissemination tools is a graphic identity of the project to which the project is more recognizable and can catch an eye of the target group more easily.

The graphic identity of the COMBACTING ELDER ABUSE consists of:

#### 4.1 LOGO



ANS elaborated 5 proposals of logo and sent them to the other partners via e-mail. At the end of October partners agreed on one version that has become the official logo of the project.

The logo represents at the same time the "C" letter (initial letter of the project title) and the bull's eye, in particular there is an interconnection between the two elements. In that way, the graphic signs reinforce the idea that the "Combating elder abuse" project will achieve the goal of protecting elderly people by violence and to raise awareness on this topic.

The logo will be used for each type of internal or external document regarding the "Combating elder abuse" project.

#### 4.2 LAYOUT

It is considered convenient if the layout of the national brochures, leaflets and other promotional materials were similar, respecting the template and the colours used on the website.

### 4.3 GRUNDTVIG LLP

The LLP logo will be used for any type of dissemination documents as well as the information imprint about the foundation of the project with the support from the European Commission under the LLP.

## 5 DISSEMINATION TOOLS

In order to achieve the goal of a successful *Combating elder abuse* project dissemination, a wide variety of dissemination tools is needed, so that Dissemination activities are based on three major channels, namely:

- **Online and electronic dissemination:** project website, electronic newsletter, mailing lists.
- **Non-electronic dissemination:** articles, flyers, publications in the media, etc.
- **Interactive dissemination:** personal interaction in academic conferences, transnational project seminars and other events, clustering where possible with other projects of the LLP programme.

### 5.1 WEBSITE

The website is divided in three main parts and the main language used on it is English. The sections will be translated in other languages. In the foreground there is a main part dedicated to the project sections: the general description of the project, the aims and outcomes, the documents and links and the partners and contacts. These sections contained fixed texts and are reinforced by significant pictures provided by the project partners. In the background the website is divided in two columns: the column in the left side presents constant news updates; while the column in the right side contains both fixed elements and dynamic ones. Among the fixed elements there are the Lifelong Learning Programme Logo and the European disclaimer according to the guidelines and the project partners logos that refer to the partners organizations websites. The dynamic part is a useful agenda that highlights the upcoming events related to the project.

The address of the project website is the following: <http://www.combatingelderabuse.eu/> and was published at the beginning of November 2013.

Portal is based on WordPress and was installed and prepared by the Italian partner ANS - be responsible for the website development and maintenance- in collaboration with the coordinator (FI), who contributed to the website content.

WordPress has been selected because it's a flexible platform software containing CMS that gives partners projects the possibility to have specific accounts that enable them to contribute to the website editing.

Besides the project sections highlighted by the pictures, the website menu bar contains a section on elder abuse topic with a particular focus on how this phenomenon has been treated in the countries involved in

the project. Moreover on the right side of the menu bar visitors have the possibility to search the information they are looking for by key words. It's important to remark that there is the possibility to add multimedia files that will enrich the whole website (videos, etc.).

The plan (functions) of the website was suggested by ANS together with the project coordinator and then it was agreed by e-mail by the other partners.

### **5.1.1 CONTENT OF THE WEBSITE**

- a brief project summary;
- a general overview of the elder abuse topic and the ways this phenomenon is treated in the EU countries involved in the project;
- the aims and the outputs of the project, containing presentations and materials prepared for external use during the dissemination;
- a collection of documents and links that are relevant for the purpose of the project and can contribute to enrich it;
- the profiles of the Partners and links to their websites;
- the partners contacts indicating the partner contact person for the project activities;
- the archive news where all the news will be collected;
- highlighted events section to inform the website users about project's conferences, meetings, presentations organized by the Partners as well as external organizers in which Partners will be taking part;
- counter of the hits (the website have been registered through an account on google analytics and it allows to monitor visits and other important data used further in the evaluation process).

A summary of website contents will be translated in Italian, Romanian and Finnish.

### **5.1.2 PARTNERS' WEBSITES**

On each Partner's website there will be information about the project (a brief summary of it describing its objectives) and a link to the COMBATING ELDER ABUSE project's website.

## **5.2 OTHER DISSEMINATION CHANNELS**

In order to gain as much attention of the target group as possible it is required to disseminate the project using:

#### Traditional channels:

- A press release about the World Elder Abuse Awareness Day events that will be organized on the 15<sup>th</sup> of June 2014 and 2015, in each involved country;

Digital channels such as:

- A leaflet (the layout will be prepared by ANS and will be the same for all the Partners' countries and each Partner provides a bilingual version of the materials)
- The websites of other thematically related EU projects/ other organizations engaged in the project as beneficiaries (at least 4 other websites)
- Articles on partners' newsletters or on e-magazines
  1. Ireland. Results and experiences of the project will be disseminated (i) Age Action's website (ii) articles in Ageing Matters (our monthly magazine); (iii) at our AGM (June 2014) with Age Action members (iv) through social media.
  2. Italy. Through the networks we belong to: Eurocarers, AGE Platform, INPEA, WeDO national coalition, ENTER (it's a network specifically for the dissemination of EU project outcomes – see [www.enter-network.eu](http://www.enter-network.eu)), the Caregiverfamiliare.it web site (it's a web-community for informal carers we animate) and Informanziani website (it is a national website targeting older persons we manage)
  3. Romania. Within the Yahoo Group "grundtvigers", a group dedicated to all institutions from Romania interested in the Grundtvig programme.
  4. Finland. Through the INPEA Network (International Network for Prevention of Elder Abuse).
- Information disseminated through social networking tools in English (ex. Facebook, LinkedIn Groups...) and when contents will be shared with partners' own pages they can be translated

Interactive channels such as:

- Presentation of the project formal and informal meetings / workshops organized by the Partners and by other institutions (at least 2 per partner)
- Presentation of the project during WEEAD events in 2014 and 2015
- Use of Partners' networks and national and EU platforms on carers and elder abuse protection (such as the WE DO Partnership).

## **6 DISSEMINATION CONTENT**

Dissemination should focus on the following aspects of the project:

- Objectives of the project



- Methodology and strategies
  - increased knowledge of the participants within elder abuse protection topic;
  - cooperation processes and created methodologies;
  - exchange of ideas and good practice.
  - innovative training and know-how;
- Activities which are carried out during the project period in purpose to seek and achieve for results and its quality
- Experiences
  - experience gained by the project partners in the management and undertaking of transnational partnerships;
  - experience gained by individuals, e.g. from mobility periods;
  - exchange of experience and best practice through the establishment of networks.
- Policy lessons
  - drawn from the overall experience of projects within a programme or from individual projects that are particularly innovative or effective;
  - fed back to inform policy making e.g. in the Lifelong Learning field within the Commission and within member States.
- European Cooperation
  - new or extended European partnerships;
  - transnational sharing of experience and best practice;
  - cross-cultural dialogue and co-operation;
- Products and results
  - reports and comparative studies;
  - innovative education and training tools/ methodologies;
  - workshops and cultural events.
- Monitoring strategies

## **7 GENERAL RULES FOR PARTNERS CONCERNED WITH DISSEMINATION**

As a general internal rule each partner engages in disseminating the news about our project and its achievements in the crucial periods of the project lifespan – at least once every three months-, regardless the level of the dissemination strategy – institutional, local, national or international.

## 8 PARTNERS' CONTRIBUTION AND INDICATORS FOR THE ASSESSMENT OF THE DISSEMINATION ACTIVITIES

All the Partners are requested to fill in a table on each dissemination activity performed every three months. On the basis of that, ANS will prepare a dissemination report.

The template has the following structure:

<b>WHAT</b> <b>Content of the message</b> Which was the news?	<b>TO WHOM</b> <b>Target groups</b> To whom the message was directed?	<b>ACTIVITY</b> <b>Type of activity</b> Which dissemination activity was performed?	<b>TOOLS</b> <b>Dissemination tools</b> Which tools were used?	<b>WHEN</b> <b>Scheduling of activity</b> When did it take place?
<i>Ex. Kick off of activities Aim of the project Transnational partnership...</i>	<i>Ex. NGOs working in the field Family doctors Other project partnership (be concrete - make a list)</i>	<i>Ex. Distribution of leaflet during event</i>	<i>Ex. Leaflet in Romanian</i>	<i>Ex. 1<sup>st</sup> week of March 14</i>

In the application form, some possible dissemination activities have already been indicated, as follows:

- In the participating organizations
  - Ireland: incorporated into annual elder abuse training for staff and volunteers, through Age Action's website, articles in Ageing Matters (monthly magazine), at our AGM June 2014 with Age Action members and through social media;
  - Italy: articles on ANS newsletter, internal presentations, presentations during the assemblies of the networks of companies ANS belongs to;
  - Romania: used by the trainers working for the organization, for improvement of the training programs addressed to elderly persons the organization is involved in;
  - Finland: in basic and advanced training courses for volunteers on the helpline, in the support group for older victims of abuse, introduced to the board of association and social work students working in the association.
- In local communities

- Ireland: for further development of a model of training that can be used by local community groups, in Ireland's WEAAD national conference, social media, Age Action website and local groups/organizations; in our annual training for staff and volunteers circa 200 people; during the regional elder abuse awareness raising workshops for older people, their families and groups working with older people circa 200 people annually;
- Italy: presentations during the Carers' Day 2014 and 2015, in local working groups and platforms focusing on older persons and their carers, in WEAAD events, press-releases sent to local media;
- Romania: in WEAAD events, articles for the Romanian publications, in organizations we are collaborating with e.g. Confederatia Caritas Romania, Societatea Romana Alzheimer, Romanian Red Cross, General Departments of Social Assistance, Ministry of Labor, Family and Social Protection; in the training programs provided to young geriatricians and formal caregivers;
- Finland: for organisations Suvanto is cooperating with and social and health care professionals' advanced training; in WEAAD events (in Finland "Hidden Voices").
- Lifelong learning community
  - Ireland: to the National and Regional Committees, through WeDO national coalition, Age Platform European, HelpAge International;
  - Italy: through the networks: Eurocarers, AGE Platform, INPEA, WeDO national coalition, ENTER (network for the dissemination of EU project outcomes, [www.enter-network.eu](http://www.enter-network.eu)); through ANS website, WeDO Italian coalition website, the Caregiverfamiliare.it web site and Informanziani website; to journals of social work;
  - Romania: within Yahoo Group "grundtvigers";
  - Finland: through INPEA and WeDO Partnership.

Every six months partners are requested to send Anziani e non solo the dissemination template reported above containing a summary of the activities performed during that period. It's important to remark that partners have to collect and keep all the evidences (pictures, attendance sheet, meeting agenda, etc.), those documents will be crucial elements for the preparation of the dissemination interim and final reports.

Moreover project partners commit themselves to:

- (1) elaborate at least one press release about the events organized in their country for the World Elder Abuse Awareness Day (WEAAD) that will took place on 15<sup>th</sup> June 2014 and 2015;
- (2) write two articles in local newspapers or internal newsletter during the lifespan of the project;
- (3) organize one of the workshops on elder abuse protection during the transnational meeting that will be held in the country were they are based.

(4) to contribute to the dissemination project report.

## 9 IMPORTANT ISSUES TO KNOW WHEN DISSEMINATING THE PROJECT

Every LLP project is a way to spread the approach of the LLP programme.

That's why our first commitment is to highlight our project and its programme by adding the LLP logo and the project logo in all publications, literatures, presentations, reports and official press releases.

### *Recognition of Commission funding and use of LLP logo*

Project publications and results that are distributed must make reference to the financing that the Commission has provided and should incorporate the LLP logo. This visibility helps increase awareness of the Lifelong Learning Programme and helps ensure the continuation and longevity of its operation.

The LLP logo can be found at: [http://eacea.ec.europa.eu/about/logos\\_en.html](http://eacea.ec.europa.eu/about/logos_en.html)

In all distributed or printed documents, reports and publications, created intellectual products or materials related to the funded project, all statements or interventions made by the public must be given to a project funded by the European Commission and must have funding disclaimer text.

The funding disclaimer text is available in all languages at:

[http://ec.europa.eu/dgs/education\\_culture/publ/graphics/agencies/use-translation.pdf](http://ec.europa.eu/dgs/education_culture/publ/graphics/agencies/use-translation.pdf)

In English it is:

*This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

Detailed rules for the use of logos submitted to the European Commission's website (in English):

[http://ec.europa.eu/dgs/education\\_culture/publ/graphics/identity\\_en.html](http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.html)

## 10 DISSEMINATION REPORTS

At the end of the project activities the tangible result shall be a final Dissemination Report, which will provide details about the following aspects:

- Dissemination objectives and strategies adopted;
- Dissemination activities, goals and target groups;

- On-line and electronic dissemination;
- Non-electronic dissemination;
- Interactive dissemination;
- Contribution by partners (using the template provided above);
- Future plan and interconnection with other projects or initiatives.

Partners will illustrate their dissemination activities, using the suggested template.

The Italian partner (responsible for Dissemination WP) in collaboration with the coordinator will prepare the Dissemination Reports.

The deadlines are the following:

INFORMATION TO BE SENT TO ANS BY	ANS TO RELEASE REPORT BY
30/04/2014	15/05/2014
30/07/2014	15/8/2014
30/10/2014	15/11/2014
30/1/2015	15/2/2015
30/4/2015	15/5/2016
30/7/2015	15/8/2015

## 11 CONCLUSIONS

The Dissemination Strategy and Plan present an overview of the kind of activities and channel that will be used by partners during the lifespan of the project to disseminate the “combating Elder Abuse” project aims and outputs. In particular partners will commit their selves in respecting the general guidelines and rules reported in this document concerning both stylistic (logos, template, disclaimer, etc.) and content aspects. Moreover partners will do their best to use the main dissemination channels and tools described above as well as to respect the evaluation’s indicators that will support them in carrying out effective and fruitful dissemination activities able to involve key stakeholders in all the involved countries. In order to monitor the project Dissemination Plan effectiveness, its strategies and methodologies will be updated at least once a year.

Resources and useful links supporting partners in their activities are the following:

1. [http://ec.europa.eu/dgs/education\\_culture/valorisation/process\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/process_en.htm)
2. [http://ec.europa.eu/dgs/education\\_culture/publ/graphics/identity\\_en.html](http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.html)
3. [http://ec.europa.eu/dgs/education\\_culture/valorisation/glossary\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/glossary_en.htm)

4. [http://ec.europa.eu/dgs/education\\_culture/valorisation/ipr\\_en.htm](http://ec.europa.eu/dgs/education_culture/valorisation/ipr_en.htm)

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