

SoCaTel

A multi-stakeholder co-creation platform for better access to Long-Term Care services

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Community Outreach Events

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EXECUTIVE SUMMARY

This document details the Community Outreach events of the SoCaTel project. Its purpose is to present the outreach strategy and tools that will be used to prepare and implement the project's communication actions. The document focuses on the event setup and management to fulfil the communication needs of the SoCaTel partners hosting co-creation sessions at four pilot sites, and covers three main periods: i) the pre-pilot phase, ii) the pilot phase and iii) the post-pilot phase.

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GLOSSARY

Abbreviation	Expression
SOCATEL	A multi-stakeholder co-creation platform for better access to Long-Term Care services
LTC	Long-term care (services)
EU	European Union
EC	European Commission

INTRODUCTION

This document details the Community Outreach Event Strategy of the SoCaTel project. Its purpose is to present the initial strategy that will be followed to set up and manage communication and dissemination events to reach different communities of stakeholders. It relates to the dissemination activities that have already been undertaken and those that the SoCaTel project partners plan to carry out. It provides an indication of the kinds of steps that need to be taken during the project to achieve the maximum effect of the dissemination process and reach the relevant target audiences.

This document presents the initial version of the Community Outreach Events Plan. The outreach strategy and plan will be continually monitored and the Dissemination and Communication Plan/Report will be updated accordingly during the project. As a result, through its subsequent iterations, the Dissemination and Communication Plan/Report will be an evolving document that will develop through the project and will change in accordance with the needs of the communication, dissemination and outreach processes.

1. PROJECT OVERVIEW

Participant N°	Participant organisation name	Type	Short name	Country
1 (Coordinator)	Universitat Rovira i Virgili	Research	URV	ES
2	Fontys University of Applied Sciences	Research	FONTYS	NL
3	Tampere University	Research	UTA	FI
4	Gál Ferenc College	Research	GFC	HU
5	Trinity College Dublin	Research	TCD	IE
6	Blau Advisors Strategic Partners, S.L.	SME	BLAU	ES
7	Cyprus Research and Innovation Center Ltd	SME	CYRIC	CY
8	Ayuntamiento de Vilanova	GOV	VILA	ES
9	Tampere city council	GOV	TAMPERE	FI
10	Health Service Executive	GOV	HSE	IE
11	Fundación ONCE	NGO	fONCE	ES
12	Ozwillo	NGO	OZW	FR
13	Everis Spain S.L.	MNC	Everis	ES

SoCaTel aims to improve the accessibility, responsiveness, efficiency, transparency and transferability of social and care services in an integrated long-term care (LTC) model to older adults, by bringing together different actors in a co-creation environment. SoCaTel employs existing technologies and resources, including Ozwillo open source developments, a linked data infrastructure and service publishing platform, to address current needs and gaps in service delivery and implementation.

The project comprises 3 main stages (Figure 1):

- 1) The design and creation of a digital co-creation platform via a set of co-creation workshops, relying on off-the-shelf open source components, as well as newly created ones.
- 2) Co-creation of public services within the realm of Long-Term Care services, involving hackathons with third-party innovators, and using face-to-face co-creation methodologies as well as the digital SoCaTel co-creation platform, with the aim of developing a new technology that is better adapted to citizens' needs.
- 3) Service publishing and impact assessment on the open source platform supported by extensive change management activities.



Figure 1: Concept diagram

The specific objectives of SoCaTel are the following:

1. To define co-creation practices and an evaluation framework that will be used during the project.
2. To co-design and integrate a multi-stakeholder platform to support the co-creation of services.
3. To pilot the novel co-creation platform in the context of LTC services.
4. To analyse and evaluate the short-term and long-term impacts of SoCaTel.
5. To explore and propose mechanisms for sustainability and transferability of results.
6. To ensure all ethical and legal aspects are fully respected.
7. To promote project impact via dissemination and communication activities.

COMMUNITY OUTREACH STRATEGY

By reaching out to audiences, SoCaTel can attract new customers and increase brand awareness. Outreach is associated more with outbound marketing than inbound marketing because outreach focuses on approaching users and convincing them to perform an action, whereas inbound marketing attracts leads to you.

Outreaching is about building relationships, and therefore for every relationship we need to know what we are doing for an optimized conversion. Preparation is essential. Speed is important when events are being carried out; however, during the preparation, we need to take our time and step back to consider what is the best approach. That scope can be massive and we cannot lose the opportunity to reach each individual.

COMMUNITY KNOWLEDGE

In order to enhance our outreach efforts, we need to understand how community needs and trends affect SoCaTel services. This information will contribute to the overall success of our outreach strategy. A community assessment process can also provide the baseline rationale for creating new programs and features and eliminating duplication of services and programs. Some of the following information can be useful to obtain more accurate insights into our community:

- Demographic data (e.g., age, race, socioeconomic and education level, family structure, and language use)
- Length of time the community has been in existence
- General history of the community
- Key people and leaders in the community
- Issues of most concern to the community
- Morality and involvement levels
- Key allies and rivals

A community assessment will be beneficial for our overall outreach efforts as it will involve mapping trends, getting to know key players in the community and collecting information about other services that are available. A community assessment is also essential for understanding community strengths.

The formal approach to a community assessment entails reviewing data and statistics as well as potentially running our own survey of the community. While this can be costly, city and county health boards, school boards, and public health agencies often have some of this information publicly available.

The informal approach to community assessments focuses on building relationships with other organizations in the community and pooling knowledge and insight. This includes connecting with those public agencies that have data that are publicly available as well as non-governmental organizations that have compiled their own statistics. When a group of organizations pool information on their clients the result is a useful body of data that can guide coordinated programs, funding, and outreach decisions.

A balanced mixture of formal and informal assessment plus an ongoing dialogue with community members, will guide us to build our Community Outreach Strategy.

COMMUNITY EVALUATION

While a community assessment usually focuses on identifying gaps in services in the community, another key factor that will contribute to the development of successful outreach strategies for community engagement is to gain an understanding of our target community's existing resources or assets and employ them to support our outreach efforts. SoCaTel actors can provide a higher value to communities when they are not exclusively focused on needs, problems, and deficiencies.

A community asset or resource is anything that is used to improve the quality of community life. Broadly defined, there are different categories of community assets. These include:

- **People involved:** their skills, experiences, passions, capacities and willingness to be part of the project.
- **Physical assets:** e.g., the land, buildings, infrastructure, transportation, etc. which might be useful for the project.

- **Economic assets:** e.g., what people produce and consume, businesses or informal economic exchanges which might contribute to the project.

Identifying and mobilizing community assets enables community individuals to better influence, gain control and become active players in the project. Improvement efforts are more effective and longer lasting when they are from programs based on assessment efforts that focused on gaps between what a community has/d (assets) and what it needs/ed (deficits) to achieve the desired change.

In summary, understanding community assets plays a critical role in our Outreach Strategy because: a) it allows us to better target gaps or factors that limit our capacity to be effective; b) it provides a means to cost-effectively enhance our efforts through the use of existing resources; and c) by their very nature, community-assets are already being used to form and maintain efforts that increase the probability of our outreach strategies and tactics to be successfully implemented.

STRATEGY DEFINITION

An outreach strategy is a way in which our key messages are delivered. Every conversation about our organization is an opportunity to deliver these messages; if our outreach efforts can successfully incorporate our mission and goals into our communications, more people will hear our messages and come to recognize SoCaTel over time.

The term “strategic communications” encompasses the means – the plans, goals, practices, and tools – by which our consortium delivers consistent messages about our mission and values to our key target audiences and partners. Community outreach is strategic when it is integrated, orchestrated, and ongoing. That is why each and every part of our outreach strategy “fits” together, and complements and reinforces each other without contradiction or unnecessarily repetition.

We aim to clearly articulate values and our mission in a way that enables different target audiences to relate to our mission, connect to your values, trust in our services, and take action to support our organization. We focus our strategy fully on advancing our mission, gaining support for our work and increasing awareness in the community. Our community

outreach is not about sound bites, glitzy brochures, fancy annual reports, and animated websites.

Our organization's outreach actions are critical to our strategy because, if carried out correctly, they can help us strengthen our partnerships and increase awareness by: persuading, moving, and convincing our target audiences while demonstrating how EU funding contributes to tackling societal challenges.



OBJECTIVES OF THE OUTREACH STRATEGY

In order to build a strong, sustainable Outreach Program, internal and external consultations and collaborations are of utmost importance. Key players must adhere to a common vision and share the same goals and objectives. This proposed strategy will continually be realigned with SoCaTel's short-range and long-range plans, objectives, strategies and priorities. It will continue to evolve as further consultations and partnership agreements emerge.

VISION AND GOALS OF THE OUTREACH PROGRAM

In line with the SoCaTel Communication Plan, our members are committed to delivering a sustainable outreach program that will increase awareness, knowledge and effective use of the SoCaTel platform by the different user communities. Therefore, the vision for the Outreach Program is that:

A large proportion of European entities focused on long-term care join the SoCaTel project and use it effectively to share their knowledge and improve the care and wellbeing of the end users by offering:

1. An open source co-creation platform adapted to the needs and preferences of key stakeholders involved in long-term care;
2. A set of improved long-term care services co-created following the QH approach and using the SoCaTel platform;
3. A set of best practices and methodologies for promoting and supporting the transferability, scalability and replicability of SoCaTel's outcomes, while maintaining its core values;
4. A long lasting impact, creating and releasing a MOOC (Massive Open Online Course) to be used by higher education institutes that train the next generation of social care professionals and policy makers.

LONG-TERM GOALS

- **Building Awareness:** Create awareness of the uses and benefits of the SoCaTel project and the information available.
- **Increase Knowledge:** Give existing and potential users access to the necessary tools and information to increase their knowledge of the SoCaTel project and maximize its use.
- **Effective Use:** Guide users in the effective use of SoCaTel's products and services.

TARGETED AUDIENCES

A thorough analysis of innovation reports, studies, focus groups results, surveys results and international good practices showed that SoCaTel's key target clients include scientific and non-scientific stakeholders.

To maximize the impact of our outreach strategy we will focus on the non-scientific stakeholders because they are more likely to be unaware of the features and characteristics of the SoCaTel platform.

To address the specific needs of each particular stakeholder, we have created a categorization in which we associate stakeholders who share common characteristics to give them attention based on their personal needs. This categories include:

1. Consortium members
2. Third Sector organisations
 - a. Pain and cancer advocacy groups
 - b. Red Cross First Aid charity
 - c. Health charities
 - d. Specialist health charities
 - e. Charities for certain stakeholder groups
 - f. National professional associations
 - g. State professional organisations/chapters
 - h. Hospitals
 - i. Clinical commissioning groups
 - j. Long-term care facilities (nursing homes, day care providers, etc.)
 - k. Home care providers
 - l. Hospices
 - m. Granting agencies
 - n. Organisations representing the wider interests of individuals who use social services for older people
 - o. Voluntary and community groups
3. Governmental bodies
 - a. Boards of medicine, nursing, pharmacies & dentistry
 - b. Interested or impacted governmental departments
 - c. Public health departments

- d. Controlled Substances Board
- e. Attorney General's office
- f. Politicians
- g. Local authority health and social care services
- h. Departments of regulation and licensing
- 4. Industry representatives
 - a. Insurance companies
 - b. Pharmaceutical companies
 - c. Medical device and equipment companies
- 5. Health care providers (public & private)
 - a. Physicians
 - b. Nurses
 - c. Ambulance service
 - d. Pharmacists
 - e. Social workers
 - f. Hospital discharge planners
 - g. Alternative medicine providers
 - h. Physical therapists
 - i. Nursing assistants
 - j. Public servants
 - k. Care workers
 - l. Gerontologists
- 6. End-users and professionals
 - a. Service users
 - b. Healthcare administrators
 - c. Facilities staff, e.g. cleaners, maintenance staff, etc.
 - d. Academics
 - e. Health educators
 - f. People with pain
 - g. ICT Professionals
 - h. Caregivers and family members
 - i. Law enforcement
 - j. Business/finance professionals
 - k. Members of the public and the wider community
- 7. Any other third-party individual or institution which has a relationship with the SoCaTel project and/or consortium.

OUTREACH ACTIVITIES

The activities carried out by the SoCaTel team to achieve the goals established by the Consortium are given below:

ACTIVITY PROGRAM: BUILDING AWARENESS

Goal

Create awareness of the use and benefits of the SocaTel project and information available.

Long-Term Program Objectives

1. Develop well-targeted messages as a starting point for raising awareness.
2. Explore and develop strategic alliances with key partners in order to develop new awareness-building activities or tap into well-established initiatives.
3. Explore and develop new information products and services (in collaboration with product lines).

Target Audience

All of the non-scientific stakeholders

Proposed Key Messages

- SoCaTel addresses a key societal issue, the long-term care services for older adults and people with disabilities.
- Aging will affect us no matter what, so an early approach is the best way to ensure that all requirements are fulfilled.
- SoCaTel provides access to an international knowledge base where answers to frequently asked questions can be found that may arise but which have already been solved by another partner.
- There are great benefits in pursuing creative endeavours and learning about long-term care.

Potential Activities

- Develop success stories, fact sheets and useful tips to be included on the website and in a booklet format.
- Advertise or place articles in selected publications (this can be done in collaboration with key partners to reduce costs and maximize visibility).
- Tap into well-established partner initiatives, events and activities (i.e. Small Medical Congress Week, International Health Day, etc.).
- Make information about SoCaTel products and services available in libraries, public institutions, government offices, etc.
- Direct mail campaigns.
- Online marketing push to promote SoCaTel website (articles posted on list servers, online newsletters, creation of hyperlinks, etc.).
- Participation in different sectorial conferences, trade shows, info-fairs, partner events, etc.

ACTIVITY PROGRAM: INCREASE KNOWLEDGE

Goal

Give existing and potential users access to the necessary tools and information to increase their knowledge about the SoCaTel project and maximize its use.

Long-Term Program Objectives

1. Create/enhance relationships with SoCaTel partners and end users to increase their knowledge of the platform so that they can get more value from their experience.
2. Establish a training program by seeking partnership opportunities with key organizations (based on current SoCaTel training activities and consultation results).

Target Audience

All non-scientific stakeholders with none or low platform knowledge.

Proposed Key Messages

- Long-term care is improved due to the exchange of knowledge between users and partners.
- Population ageing should be an important concern of government agencies, as it is a major issue that European societies are currently facing.
- SoCaTel strives to deliver leading-edge information and services in a cost-effective and efficient manner.
- Cost-effective management of long-term care may lead to additional profits and new job opportunities.
- Good population ageing management allows partners to respond more efficiently to environment changes.

Potential Activities

- Emphasized consultations (traditional focus-groups and online forums) in order to receive input from the public and stakeholders.
- Develop helpful “how-to” videos on the Internet, CD-ROMs, videos, tutorials, success stories, tips, etc.
- Develop training in how to apply platform contents.
- Provide access to a network of experts.
- Develop a digital newsletter containing tips, success stories of the month, contacts (opportunity to feature our partners in the newsletter).
- Add calendar of events: training opportunities on the website.
- Develop success stories, fact sheets and useful tips to be included on the platform.
- Tap into the initiatives, events and activities of well-established partners.
- Attend partner events, seminars.
- Advertise in specialized publications or publications of partners.
- SoCaTel representatives can visit regional information centres.
- Develop a speakers program (database of experts, speakers available across the country to make presentations), provide advice to local groups, businesses, etc. Make the database available to partners and clients.

ACTIVITY PROGRAM: INCREASING EFFECTIVE USE OF SoCaTEL PRODUCTS AND SERVICES

Goal

Guide the users in the effective use of SoCaTel products and services.

Long-Term Program Objectives

1. Create/enhance relationships with long-term care professional community, and involve them in our marketing efforts.
2. Explore and develop new information products and services.
3. Explore and develop strategic alliances with key organizations.
4. Provide access to internal and external long-term care resources to learn about specific issues, opportunities, professional development, guidance, etc.

Target Audience

SoCaTel current clients

Proposed Key Messages

- Professional advice, training and support is available to help partners and end-users increase their knowledge about the management and successful exploitation of the platform and information available.
- Long-term care commercialization strategies and successful exploitation of long-term care information can help your business grow.
- Long-term care information is a significant asset that can have a direct and positive impact on your life and day-to-day activities.
- SoCaTel can help you find long-term care strategies that suit your needs and guide you to appropriate sources of long-term care or business-related information.

Potential Activities

- Extensive relationship marketing program where long-term care professionals receive a product (brochure, guide or CD-ROM) which will assist them in becoming more effective users of long-term care and in providing consistent advice to their clients on a range of long-term care matters.
- Email marketing campaign to long-term care professionals.
- Provide access to a network of partners, long-term care experts
- Advertise in specialized publications.
- Provide training material to partner organizations for use in their facilities.
- Develop online training modules: tutorials, online courses, seminars, etc.
- Offer an online help service.
- Develop a speakers program.
- Develop success stories, fact sheets and useful tips to be included on the website and in a booklet format
- Tap into the initiatives, events and activities of well-established partners.
- Attend partner events, seminars.
- Advertise in specialized publications or the publications of partners.
- SoCaTel representatives can visit regional information centres.

OUTREACH TIMELINE

The activities to be carried out can be divided into 3 phases:

- Pre-pilot Phase
- Pilot Phase
- Post-Pilot Phase

The activities to be carried out in each phase are detailed below:

PRE-PILOT PHASE

During the pre-pilot phase the outreach events should be focused on showing the new concept to interested stakeholders and communication and social media. Our strategy involves using social networks and blogs to make people aware of SoCaTel.

The activities to be carried out in this phase are:

Press release communication: Press releases are an essential element of any health communication strategy. Great press releases do more than keep the media and the target audiences informed about SoCaTel's recent developments; these short, compelling documents detail our platform releases, event announcements, and other newsworthy items. They are meant to pique the interest of journalists, who may seek to cover the topic further. Crafting a great press release is often the first step to securing a newspaper article or a radio or television interview – and thus, more visibility and new customers.

Considering that journalists are flooded with potential stories and pitches on a daily basis, making SoCaTel stand out is crucial. While the format for a press release is basic, the content of the release should be anything but. We follow the tips outlined below to write a great press release that shows that our organization is professional, accessible, and attractive to writers looking for stories.

- Place press release on letterhead.
- List official contact person and mobile phone number as well as your contact information. A common oversight that can render a press release ineffectual is a lack of contact information for reporters to follow up on.

- In a press release, it is customary to indicate at the top whether the press release is for immediate release or to be kept until a certain date, which is a request that the information or news provided by the source not be published until a certain date or certain conditions have been met.
- Grab attention with a good headline. The introduction of a press release is the most important. A strong headline will pull in journalists seeking good stories.
- Get right to the point in the first paragraph. Reporters are busy people. We must assume that they will only read the first sentence and then scan the rest – and even that is a generous assumption. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for the “Who, What, Where, When, Why & How” supporting information.
- Using quotes to draw the attention of journalists and media figures. Using quotes also gives it a personal touch or voice.

TV and Radio Broadcast: The use of traditional media is a key instrument to increase awareness regarding the SoCaTel project on the local, national or international scale. Hence, it is essential to identify and approach media people that are relevant to the issues addressed by the project. Messages delivered from traditional media channels will be concise, avoiding technical details and scientific terms, as they are intended for a large, unspecialized audiences.

Advantages of media broadcasts include:

- Media coverage reaches more individuals than a single paid advertisement.
- It is the most efficient way to communicate with the largest audience in the least amount of time.
- Free coverage, or earned media, can be garnered through news story publications and broadcasts.
- Forming and maintaining solid relationships with the media can help generate good coverage.

Social media activity: Use of social media contributes to establishing and maintaining public engagement with the project. SoCaTel will manage the Facebook, Twitter, and Instagram accounts of the project, and the other partners are also welcome to contribute to the Social media content. If necessary, local social media sites will also be established and maintained for shorter periods of time. Furthermore, an effort will be made to disseminate information about SoCaTel on other social media sites, such as Research Gate.

Open days: Open Days are about creating an opportunity to build a connection between SoCaTel and our stakeholders. They provide an opportunity for us to link all our digital and out-of-home campaigns with a real physical experience, enabling stakeholders to discover the full potential of our platform.

There is no point in holding an open day unless customers or potential customers know about it. The Outreach Event Strategy begins by letting people know in advance what issues will be discussed. There are many ways of getting this message across:

- Posters and leaflets – these are often people's first contact with us. Publicity material explains who we are, what, when and where the event is, and gives a reason why the reader should attend – the five 'W' principle. We advertise in chemists, shops, libraries, community, and health centres.
- Write a press release and send it to the local papers – this will be more successful if there is a 'hook' that will catch the interest of an editor or producer.
- Approach a local radio station and TV station – we will send our press release to known programme producers and media stations. We are ready to go 'on air' and talk about our platform/open day as part of a broader discussion about long-term care, NHS, etc. As broadcasters are usually very keen to fill airtime, speech-based radio stations are usually the best bet.
- Direct mail shots – target these in specific areas. Remembering the five 'W' principle – potential users and partners need to know who, what, when, where and why. A sobering fact is that most people spend less than two seconds reading 'junk mail'.
- Word of mouth – we will inform our members about the event and invite them to attend and bring a friend or family member along.

- Update website – the SoCaTel website is up-to-date with the details of our events.
- Use social media – use Facebook, Twitter, and Instagram to get people involved in our event.

PILOT PHASE

During the pilot phase the outreach events should be focused on showing the platform to interested stakeholders and communication and social media. Our strategy involves the use of social networks and blogs to make people aware of the SoCaTel platform.

The activities to be carried out during this phase are:

Congress

To carry out a successful congress, we adhere to the following guidelines:

- Active engagement of participants during the congress: Nothing is more boring or less effective than a congress where participants do not participate. The goal is to give people an opportunity to participate actively in every session using a variety of techniques: small group discussion, large group discussion, short problem-solving tasks, involvement of participants in trying out activities, individual or paired work at the computer, and scheduled thinking and writing time.
- Modelling effective pedagogy: The most successful congress sessions are those taught with good pedagogy in mind; and the least successful sessions are those where a presenter simply stands up and talks.
- Giving participants time to interact and share experience/knowledge: Participants bring valuable experience and ideas to the congress. Structured mechanisms for sharing experiences and expertise must be an integral part of every congress program. This aspect of the program will be supported with unstructured social time that supports the development of networks that will last beyond the congress.
- Emphasizing practical applications: An emphasis on the practical applications of the SoCaTel platform is an important aspect of providing value. Congress participants frequently comment on the value of examples of what works and what doesn't.
- Giving participants time to make progress on a specific task that connects the congress topic to their teaching: Time to work individually during the congress

allows participants to reflect and to make progress on adapting congress content to their own needs. This can be effectively supported during the congress by providing opportunities for participants to work one-on-one or in small groups with congress leaders. Congress programs will include scheduled work and reflection time for participants.

- Making sure that participants leave the congress with specific plans for future action: the congress can produce a wide variety of results. In all cases, congress time devoted to planning the next steps is critical. Posters and oral presentations of plans have proven to be an important motivator in developing realistic plans and in encouraging follow through. Feedback from other participants facilitated through poster sessions or small group discussions is also extremely valuable as a mechanism for sharing practical experience. Continue to emphasize specific plans for future action and use a variety of techniques for presentation and feedback in the congress.
- Having congress presenters from a variety of types of institutions and/or disciplines: Participants from a variety of backgrounds and from a variety of disciplines greatly enrich any congress experience by providing multiple viewpoints and approaches. Retain an emphasis on diversity of presenters and participants in future congresses.
- Thorough minute-by-minute planning of congress sessions: A good congress that appears to flow spontaneously reflects extensive planning by leaders and a common understanding of the program and its objectives. In the months before each congress, leaders must flesh-out the congress schedule through a series of email discussions, phone conversations, conference calls, and, when possible, a meeting. This is especially crucial for modelling an effective pedagogy when there are many leaders or presenters.
- Implementing post-congress practices: Presenters should reflect on what worked and what did not during the congress; identify failures and successes, and determine what will be done differently next time. Presenters may also choose to follow up with participants.
- Drafting congress descriptions: The description could include specific details of the event, agenda (if possible), intended audience, and previous positive feedback on the congress. Congress goals and activities (what the participants will be doing) could also be included.

POST-PILOT PHASE

During the post-pilot phase the outreach events should be focused on retrieving the stakeholders feedback about the platform and providing brief online courses to make a long and lasting impact. Our strategy involves the use of a MOOC platform to deliver the online course content.

The activities to be carried out during this phase are:

MOOC delivery: Online learning programs such as Massive Online Open Courses (MOOC) provide educational opportunities for people who cannot attend classroom education because they reside in remote locations, lack time or have a severe disability.

Despite the advantages offered by these programs to people with disabilities, their level of accessibility leaves much to be desired. Although research into accessibility of MOOC is still limited, findings show that many MOOC platforms and programs do not comply with current accessibility standards. Since SoCaTel aims to help elderly people who usually have some kind of medical situation or disability, we aim to deliver learning courses that comply with the Universal Accessibility / Design for all requirements.

In addition to course content, other issues need to be taken into account:

- Choose a MOOC platform that complies with WCAG 2.0 recommendations
- Make the registration process accessible
- Pages containing general information about the courses must be accessible
- Allow students to complete accessibility configuration process anonymously
- Provide information on which accessibility features are available as part of the courses
- Ask users which accessibility features they need to successfully complete the course
- Gather feedback about their experience using the accessibility features provided
- Provide assistance for users in accessible formats (chats, videoconferences, etc.)

Interactive multi-stakeholder closing event: An interactive multi-stakeholder event will conclude the project.

OUTREACH MEASUREMENT TOOLS

Some initial targets established for dissemination activities, as well as some examples of specific channels, are shown below.

Activity	Targets (minimum)	Examples and comments
Project website	Hits from 50% of European countries Total hits 100/month	Visitor statistics via an analytics tool will be recorded on the website to identify the country, but also interaction (measured via page depth, unique visitors and time on site) and referral sources (direct access, via Facebook or other social media platform)
Press releases	3 per year, ideally in a variety of languages	Updates on the achievement of milestones and other key findings
Social media	2 videos across the time frame 2 Twitter updates/month 2 Facebook group posts/month	Blog posts on platforms such as www.siceurope.eu (social innovation community Europe); innov8social; European young innovators forum (EyIF); Number of views, followers and “likes” on our profile and updates will be recorded
Conferences, fairs and events	Presence at min. 3 events per year for the duration of the project	Co-creation in Service and Customer Engagement Symposium; International Conference on Integrated Care; OECD Conference “Innovating the public sector: from ideas to impact”; ICSW: International Conference on Social Work; Conference on Social Impact of Science; International LTC Policy Network conference (ILPN)
Community outreach events	4 events in total, 1 at each pilot site	Specified at local level
Scientific papers	10 publications	Examples: The Gerontologist; Journal of Aging Studies; Computers in Human Behaviour; Informatics for Health & Social Care; CoDesign: International Journal of CoCreation in Design and the Arts; International Journal of Quality; Innovation; International Journal for Quality in Health Care; Journal of Product Innovation; Management; Public Management Review; Technology and Disability; Design Studies

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CONCLUSION

The Community Outreach Events Strategy is the key tool that we will use to guide, plan and hold outreach events during the project and its results phase. This strategy is a living document, which will be monitored, updated and reported at intervals during the project, and this is seen as a collective endeavour and the responsibility of the SoCaTel consortium.

APPENDIX 1. ABC OF SoCaTEL

A as accessibility

A as age, ageing, ageism

B as barriers (digital divide)

C as co-creation C as care

C as communication

D as Dublin

D as disabilities

D as dissemination

D as data

E as experts

E as e-government

F as focus groups

G as gerontology

H as health care

I as Internet

I as innovation

J as joint effort

L as long-term-care

M as multi-stakeholder platform

N as non-discriminatory approach

O as old people

P as participation

P as platform

Q as questions

R as results

S as stakeholder

S as social innovation

T as Tampere

T as Tarragona

U as university

V as Vilanova

APPENDIX 2. OUTREACH EVENTS RECORD

Meetings and events planned for the next months

Meeting subject	Participant	Venue	Data held	Data planned
DRT4all Congress	All partners	TBC		

Event type and title: [DRT4all Congress, the biennial International Congress of Technology and Tourism for All People.](#)

Place and date: TBC

Connection of the event to the SOCATEL project activities: FONCE has already started planning an event to disseminate the project at the congress organized by FONCE. This event is one of the most important in the world for the focus on how accessible technology, smart tourist destinations, products and services improve the lives of all people.

Main organiser: FONCE

Project participants: All

Type of audience: The congress brings together public bodies, policy makers, researchers, social workers, enterprises, non-profit organisations and end users, which are also the target groups of the SoCaTel project. Therefore, it is expected that this event, even if it is organized a bit later than originally planned, will have a major impact and can help to disseminate the project among the abovementioned groups.

Number of participants: TBC

Other publications

[FONCE]: SoCaTel has been disseminated in different internal and external meetings as part of FONCE's commitment to accessibility, as indicated in the press release included in the table below:

Title of publication	Title	Authors	Other reference information
Press release posted on Europa Press website	Fundación ONCE destinó más de 17 millones de euros en 2017 a proyectos de mejora de la accesibilidad universal e innovación	FONCE	Press release about FONCE activities, including its involvement in SoCaTel. (Please see further information)
Press release posted on Fundacion Once's website	Fundación ONCE destinó más de 17 millones de euros en 2017 a proyectos de mejora de la accesibilidad universal e innovación	FONCE	Press release about FONCE activities, including its involvement in SoCaTel. (Please see further information)