

Caretraining



Lifelong
Learning
Programme

DISSEMINATION PLAN

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Introduction

Caretraining is a partnership project in the frame of Leonardo Da Vinci programme (Life Long Learning programme) with partners of Belgium (LCM - Landsbond van Christelijke Mutualiteiten, Wit-Gele Kruis, Katholieke Hogeschool Limburg), Poland (District Chamber of Nurses and Midwives in Bydgoszcz, Mutual Help Foundation) and Hungary (Caritas Pécs, Comenius). It aims to promote the importance of local health care especially in home care context. The partners exchanged experiences and insights on home care with special attention to the challenges on daily management level and on the daily practice of nurses in long term and palliative care.

The development of a communication and dissemination plan is an important part of the project and will be elaborated on two levels: dissemination in each partner country and sharing the project experiences on European level.

Target groups

The target audiences of the Caretraining project are different.

On the first place the board and staff members of the involved partners will be trained. The training programme that will be elaborated during the project is useful for training people in the own organisations and will upgrade the already available insights by the shared knowledge of partners in the project. The same enrichment is possible on management aspects (organisation, finance, ...) by comparing the experiences and working methods in the different countries.

On second level local health care initiatives and training institutes/universities in the partner countries are the target group. The shared insights and experiences and the pilot training executed in the project can deliver fruitful content and methods for training programmes in other health care initiatives in each partner country. Also universities and other educational institutions can benefit from the products realised by this project.

And last but not least local health initiatives and educational institutions in other European countries will be benefited. The share of experiences and insights of partners in three countries with a different history on home care, different social security systems and varied contexts will certainly lead to products which can be usable in many other countries in Europe. For that reason the project aims also to search for channels to circulate their conclusions Europe wide.

Communication Objectives

Objective 1: raise awareness on differences in definitions and practices

Insights and practices are of course different in each partner country. Via exchange visits to each partner country partners became more familiar with specific home care systems and contexts. By discussions, presentations, on the spot visits and clarifications partners succeed to define some common definitions and to appreciate the differences.

Objective 2: define basic insights and attitudes for long term home care and palliative care

In preparation of the pilot trainings the partners agreed to focus on long term care and palliative care. A training programme on long term care is prepared with attention for quality, for communication with the patient and the care system around, ethical issues, competences and finance aspects.

Objective 3: pilot trainings for staff in Hungary, Poland and Belgium

A first level of dissemination is the proper partner organisation. The own staff should benefit from the project experiences. The pilot trainings should deliver insights on the fitness of content and training methods. In the same time the first level of dissemination can be realised. In Belgium an innovative learning method will be tested and experienced by the partners, namely a living lab where participants for half a day take the role of patients and others of caregivers. Together they will simulate a concrete care situation in a real context.

Objective 4: circulate project products in partner countries

Each partner will translate the training content in the language of his country and will distribute this all over the country via their proper networks and digital media. At least 300 people will use the training content developed during the project.

Objective 5: dissemination in Europe

The project results will be disseminated Europe wide to umbrella organisations for health care, universities and educational institutes.

Communication Tools

Media relations

The partners have excellent contacts with different media in their country. On the occasion of study visits in one of the partner countries local, regional and sometimes national media are informed and press releases are distributed with good results in all countries. International interest for local health care practices seems to be attractive for local and regional media. The project got different times the attention of written media but also radio and TV. The efforts to keep the attention of the media for the project will be continued.

International study visits

The international study visits organised during the project lifetime are the first and perhaps most effective channels to exchange insights and experiences to raise awareness on the differences in local health care practices. Next to the participants also the broader staff of the respective host organisation benefit from those exchange and learning opportunities. The challenge is to understand the differences in definitions, attitudes, equipment and practices and to find common terms and agreed attitudes for qualitative local health care as a base for common training content. The lessons learned during the study visits are the base for the manual and the content of the pilot training.

E-mail and drop box

For the internal communication between partners and for common work on papers and documents e-mail and drop box are intensively used.

Events

The project is keen to put her theme and experiences on the public scene. During the project duration two very important events had the ambition to reach a lot of stakeholders. The first event was a symposium on June 27th 2013 held in the Opera Nova in Bydgoszcz (Poland) in cooperation with the Flemish Representation at the Belgian Embassy in Poland.

The second great event will be the final conference in Brussels at June 3th 2014 with Flemish and European stakeholders and of course participants of the Belgian, Polish and Hungarian partners.

Beside the major events also three trainings will be organised to introduce new insights and training methods on the issue of long term care and palliative care. One of the trainings was organised in Hungary on November 14-15th in Pécs, the next will be held in Poland on 22-23 February 2014 and the third one on June 4th in Lubbeek (Belgium). Each time local staff and participants of the partner countries are present for participation, observation and evaluation.

Websites

A description of the project and releases on the progress and events is reported on the websites of the partners. Via press releases, articles in magazines and e-newsletters people are invited to visits those websites for additional information.

<http://www.pecsi-caritas.hu/>

<http://www.pecsi-caritas.hu/caretraining.html>

<http://comeniuspecs.hu>

<https://www.comeniuspecs.hu/tartalom/leonardo-project>

www.oipip.bydgoszcz.pl – the District Chamber of Nurses and Midwives in Bydgoszcz website

www.flandria.pl – Mutual Help Association “Flandria” and Mutual Help Foundation website

www.ngo.pl - national website for ngo's in Poland

www.KHLIM.be

www.cm.be

www.witgelekrui.be

www.wit-gelekrui limburg.be

Magazines, e-newsletters and social media

Periodically articles or newflashes on the project are published and will be published in different magazines, e-newsletters and on social media targeted to a varied audience. See overview per partner below.

HUNGARY

Type of medium	Name	scope	Target group
Caritas magazine	Baranyai Civil Korzó 1st article: May-June 2013. http://www.ckh.hu/sites/default/files/fajlok_civilkorzo/ck-ix-evf-5.pdf page 15. 2nd article: in the future	regional 400 copies monthly	all readers of the magazine: members of NGO's, social partners, volunteers, stakeholders, authorities, municipalities, general public
magazine	Máltai Híradó Pécs	local 200 copies 4 issues a year	all readers of the magazine: members of NGO's, social partners, volunteers, stakeholders, general public
magazine	Caritas Újság - Adásidő 1st article: June 2013. http://issuu.com/estercom/docs/adasido_3_2?e=3135182/3887020 page 13. 2nd article: in the future	national copies unknown, 4 issues per annum	all readers of the magazine: members of NGO's, social partners, volunteers, stakeholders, general public
information board	Project leaflet	local	all visitors of the organisation: social and health care clients, social partners, volunteers, social and health care students, informal caregivers, authorities, municipalities, general public

Type of medium	Name	scope	Target group
Comenius			

magazine	„Kapocs” - magazine of Nemzeti Család- és Szociálpolitikai Intézet -- National Institute for Family and Social Policy website: http://ncsszi.hu/kapocs-folyoirat-1_12	national	readers of the magazine social care professionals
professional organisation (network of associations)	Alapítványi Iskolák Dél-Dunántúli Regionális Szakképzés Szervezési Társulása Nonprofit Korlátolt Felelősségű Társaság - Association for the Management of Vocation of Private Schools of the South Transdanubian Region website: http://www.aiddtisz.hu/	national	members of the network schools maintained by NGO's stakeholders care professionals education and vocation professionals
e-newspaper	website: http://www.pecsma.hu/ article: http://www.pecsma.hu/hirzona/egyuttmukodes-az-idosgondozasban/	local regional national	readers of the magazine stakeholders authorities municipalities, general public

POLAND

Type of medium	Name	Scope	Target group
Professional and popular magazines	Newsletter for nurses and midwives issued by OIPiP (District Chamber of Nurses and Midwives)	national	nurses and midwives
Local and regional press	“Pomeranian Newspaperer” – regional daily newspaper from Kuyavian Pomeranian region	Local and regional	authorities stakeholders the whole society
Media (radio, TV)	Radio Eska (region Kuyavian Pomeranian) Polish Radio Programm 1 (national radio station) TVP Bydgoszcz (regional program of national television)	Local and national	authorities stakeholders the whole society
Social media	Fanpages on facebook (District Chamber of Nurses and Midwives in Bydgoszcz)	Local and national	nurses and midwives members of Flandria Association stakeholders
Conferences and seminars	Conferences and seminars related to gerontology and geriatry according to	Local and national	authorities stakeholders nurses and midwives

	calendar for 2014		scientists and practitioners
Others	Printed calendar for 2014	Local	nurses and midwives stakeholder

BELGIUM

Type of medium	Name	scope	Target group
magazine	CM.be VISIE EN MARCHE	Flanders (Belgium): 200.000 readers/ twice a month Flanders (Belgium): 1.200.000 readers/weekly magazine Wallonia/Brussels: 460.000 readers/twice a month	Members of the mutuality and trade union
e-newsletters	GEZetje Internal newsletter QUADRI news letter External communication	University College of Nursing Limburg, department of Health Care Flanders, Limburg Region	Personnel of the department of Health Care, KHLim Care professionals, care organizations and other stakeholders
Special communication	Special QUADRI newsletter concerning the final conference in June 2014	Flanders, Limburg Region	Care professionals, care organizations and other stakeholders
Magazine	Enéo Info (Mouvement social des ainés : Franstalige VZW voor Senioren) http://www.eneo.be/eneo-info/communication-et-publications/eneo-info/blog.html Okra Entrevoie Maczima	Wallonia/Brussels Flanders (Belgium) Brussels/Wallonia Flanders	Elder people and organizations of elder people Elder people and organizations of elder people Disabled people Sick people and their care system
Magazines	Thuis Verplegen (4 times a year)(an article appeared mid December 2013) Wit-Gele Kruiskrant (monthly) (an article will appear next month)	Region Flanders Region Limburg	Nurses from the White Yellow Cross , Solidariteit voor het Gezin and Sovervlag Nurses from the White Yellow Cross Limburg

International networks

Some of the partners are connected with European umbrella organisations of health care and can distribute the project results via the communication tools which are available in those organisations.

Next European networks will be approached with this goal:

- Age Platform: European network of around 167 organisations of and for people aged 50+ which aims to voice and promote the interests of the 150 million senior citizens in the EU and to raise awareness on the issues that concern them most.
- Home Care Europe
- Association Internationale de Mutualités

The final conference on June 3th 2014 in Brussels will be open for representatives of the EC. In the programme attention will be given to the most recent European research on palliative care and a presentation will be given by a representative of the European AGE Platform on new development regarding local health care.
