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ADVANTAGE JOINT ACTION

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Press Releases

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LIST OF ABBREVIATIONS

ACRONYM	DEFINITION
JA	JOINT ACTION



1. Introduction

Deliverable No. D2.2 press releases, collects the different press releases published at the early stage of the Joint Action (JA) by the Advantage Consortium.

Although each partner is responsible for the awareness and dissemination on the media a common press release was elaborated by work package (WP) leaders of WP1 and WP2 in order to widespread an unified message.

Each press release publicizes important or useful information about an upcoming event or one that has occurred. In this case the launching of the JA and its kick-off meeting celebrated in Madrid, Spain on 19th and 20th January 2017.

In this sense the JA press releases prepared had the following characteristics to make it clear and easy to read; a headline, clear and concise wording and a fact-based presentation of the information.

Key ideas for the pre-kick off meeting message were :

- Kick-off for ADVANTAGE JA place and dates.
- Importance of frailty as an European public health issue.
- Co-funding by EU Health Programme.
- First Join Action on this topic.
- Participation of 22 Member States represented through more than 40 organisations.
- Main objective is to establish a common European framework for addressing the problem of frailty, which is the main condition associated with the risk of developing disabilities.

Key ideas for the post-kick off meeting were:

- Participants in the meeting.
- Support from SANTE authorities and Spanish Ministry of Health.
- Key messages from health authorities.
- Activities developed during the meeting.
- References to build on previous work; EIPAHA and others.
- Expect outcomes in 3 years time.

Likewise, this report includes press releases of ADVANTAGE launching at Spanish media.



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2. ADVANTAGE JA press release before kick-off meeting



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COMMUNICATION NOTE

KICK-OFF MEETING JOINT ACTION ADVANTAGE, Madrid 19-20 January 2017

On the 19th and 20th of January the Joint Action ADVANTAGE initiative “Managing Frailty: A comprehensive approach to promote a disability-free advanced age” will celebrate its kick-off meeting.

This Joint Action on the Prevention of Frailty is co-funded by the Third European Health Programme of the European Union 2014-2020. ADVANTAGE has a budget of 3.5 million euros and will run for 3 years from January 2017. It involves 22 Member States and over 40 organizations. Spain, in practice the Madrid Health Service-Getafe Hospital (a Reference site of the EIP - AHA), with the support of the Ministry of Health, Social Services and Equality, coordinates this initiative.

ADVANTAGE will develop the concept of the ‘Prevention of Frailty Approach’ in health and social care services by encouraging consensus to build a common understanding on frailty to be used by Member States on which to base a common management approach of older people who are frail or at risk for developing frailty in the European Union.

It will summarise the current State of the Art for the different components of frailty and its management, both at individual and population level, will collect information on the development of programs to manage frailty in older adults in the EU and will propose, as its main outcome, a common European model to approach frailty, leading to the development of improved strategies for diagnosis, care and education for frailty, disability and multi-morbidity.

ADVANTAGE will contribute to the reduction of disability and dependence and will prevent the growing healthcare demands from the increasing burden of chronic diseases. It will contribute to a more effective response to the needs of older people in care delivery including gender sensitive aspects, through better care planning and coordination, innovative organisational approaches and better collaboration between professional and informal care, including support for self-management.

The work that will start with the kick-off meeting of ADVANTAGE is particularly relevant in Europe at this current time as it will address the demographic change and the associated increasing demands for social and health care from the burden of chronic diseases, frailty, disability and old age, which are a central priority for the EU and its Member States.


It will build on previous work developed by the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) mainly by continuing the work, deliverables and good practices set by the A3 Action Group on frailty prevention and the Reference Sites and launched by the European Commission in 2012 as a response to demographic changes in the EU.



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3. DG SANTE press release about ADVANTAGE JA

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Twitter Health 

Editorial

ADVANTAGE: New Joint Action on Frailty launched

Prof. Leocadio Rodríguez Mañas, ADVANTAGE Joint Action Coordinator, Head of Geriatrics, University Hospital of Getafe shares his views on the new EU-supported Joint Action and how it will address issues of healthy ageing and frailty.

[Go to related site](#)

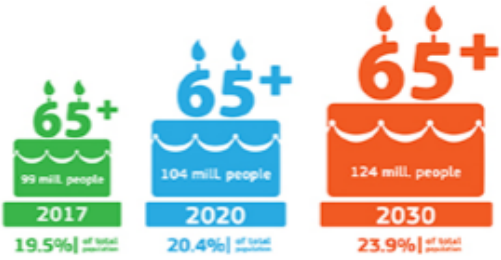


Key figures

EUROPE'S AGEING POPULATION

Year	Population (mill. people)	% of total population
2017	99	19.5%
2020	104	20.4%
2030	124	23.9%

Source: EUROSTAT - http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=proj_13npms&lang=en



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4. ADVANTAGE JA press release after the kick-off meeting



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PRESS RELEASE COMMUNICATION NOTE

SPAIN LEADS THE ADVANTAGE JOINT ACTION ABOUT PREVENTION ON FRAILTY

On the 19th and 20th of January 2017, the Joint Action ADVANTAGE initiative celebrated its kick-off meeting in Madrid.

A total of 64 participants representing the 22 Member States and over 40 organizations that form the Consortium attended, as well as invitees from several EU funded projects and representatives from the European Commission (DG SANTE and CHAFEA).

Mr. Martin Seychell, Deputy-Director General, DG SANTE and Mrs. Elena Andradás Director General for Public Health, Quality and Innovation Spanish Ministry of Health, Social Services and Equality addressed the audience in the official opening session. They both stressed the importance of the demographic change in our society and how this joint work is key to tackle frailty at European level, the main condition associated to disability in older people. During these two days participants were actively involved in discussing the main goals of the JA and agreeing on management, contents, procedures and deadlines for its practical implementation.

This is the first Joint Action on the Prevention of Frailty. It is co-funded by the Third European Health Programme of the European Union 2014-2020. With a budget of 3.5 million euros it will run for 3 years. It involves 22 Member States and over 40 organizations. Spain, in practice the Madrid Health Service-Getafe Hospital (a Reference site of the EIP - AHA), with the support of the Ministry of Health, Social Services and Equality, coordinates this initiative.

The work that started with this kick-off meeting of ADVANTAGE is particularly relevant in Europe at current time as it will address the demographic change and the associated increasing demands for social and health care from the burden of chronic diseases, frailty, disability and old age, which are a central priority for the EU and its Member States.

Its main outcome will be a common European model to approach frailty, leading to the development of improved strategies for diagnosis, care and education for frailty, disability and multi-morbidity and will prevent the growing healthcare demands from the increasing burden of disability and chronic diseases. It will contribute to a more effective response to the needs of older people in care delivery including gender sensitive aspects, through better care planning and coordination, innovative organisational approaches and better collaboration between professional and informal care, including support for self-management.

It will build on previous work developed by the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) mainly by continuing the work, deliverables and good practices set by the A3 Action Group on frailty prevention and the Reference Sites and launched by the European Commission in 2012 as a response to demographic changes in the EU.

ADVANTAGE JOINT ACTION Secretariat

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5. ADVANTAGE JA press release in spanish



España lidera una iniciativa europea sobre prevención de la fragilidad

El objetivo del consorcio ADVANTAGE es diseñar una estrategia europea para afrontar la fragilidad, entendida ésta como un estado de vulnerabilidad frente a las enfermedades que puede llevar al desarrollo de distintas discapacidades.

Fuente Hospital Universitario de Getafe (SERMAS)



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Un total de 64 participantes de 22 Estados miembro (Alemania, Austria, Bélgica, Bulgaria, Croacia, Chipre, España, Finlandia, Francia, Grecia, Hungría, Irlanda, Italia, Lituania, Malta, Holanda, Noruega, Polonia,

Portugal, Rumanía, Eslovenia y Reino Unido), representados a través de 43 organizaciones incluidas en el Consorcio, asistieron a la primera reunión de ADVANTAGE el pasado mes de enero en Madrid. La jornada fue inaugurada por Martin Seychell, subdirector general de DG Health and Food Safety (DG SANTÉ) y Elena Andradás, directora general de Salud Pública, Calidad e Innovación del Ministerio. Así mismo contó con la presencia de representantes de CHAFEA (Agencia Europea de Consumo, Salud, Agricultura y Alimentación), además de otras iniciativas europeas relacionadas.

Una de las principales preocupaciones de los ciudadanos europeos es la discapacidad asociada al envejecimiento. Por este motivo ocupa una posición prioritaria para la Comisión Europea como lo pone de manifiesto la multitud de documentos que esta institución ha generado sobre el tema. Entre los temas asociados al envejecimiento, sobresale la discapacidad, al ser el mayor determinante de la pérdida de calidad de vida. Ocuparse de su principal factor de riesgo -la fragilidad- y diseñar un plan conjunto para su abordaje desde una perspectiva europea contribuye de manera sustancial a abordar esta prioridad.

Diseñar una estrategia para afrontar la fragilidad

El objetivo del consorcio ADVANTAGE es diseñar una estrategia europea para afrontar la fragilidad, entendida ésta como un estado de vulnerabilidad frente a las enfermedades que puede llevar al desarrollo de distintas discapacidades. Los estudios demuestran que este estado de fragilidad es reversible en buena parte de los casos y que afrontarlo con éxito no sólo proporciona más años de vida para el paciente que el mero tratamiento de la enfermedad, sino que también asegura una mayor calidad de vida y eficiencia en el uso de los recursos sanitarios. La iniciativa ADVANTAGE contribuirá además a un abordaje más homogéneo de la fragilidad, mejorando su cribado, diagnóstico, prevención y tratamiento, así como la reforma de los Sistemas de Salud y las prioridades en los programas de formación e investigación, reorientados a la prevención de la discapacidad.

ADVANTAGE está cofinanciada por el Tercer Programa de Salud 2014-2020 de la Unión Europea y cuenta con la participación de 33 socios europeos y 10 entidades afiliadas. España lidera y coordina la iniciativa a través del Servicio Madrileño de Salud, en concreto del doctor Leocadio Rodríguez Mañas (jefe del servicio de Geriátrica del Hospital Universitario de Getafe), quien cuenta con un equipo de expertos en geriatría, salud pública y gestión de proyectos coordinados por la doctora Inés García-Sánchez, con el apoyo del Ministerio de Sanidad, Servicios Sociales e Igualdad. ADVANTAGE dispone de un presupuesto de 3,5 millones de euros para la actividad conjunta a desarrollar a lo largo de tres años.



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Gabinete de Comunicación

Sanidad

A través del Consorcio ADVANTAGE

Castilla-La Mancha participa en la iniciativa europea sobre la prevención de la fragilidad

- En el Consorcio hay un total de 64 participantes de 22 Estados miembro representados a través de 43 organizaciones y Castilla-La Mancha participa como Entidad Afiliada
- El objetivo del consorcio ADVANTAGE es diseñar una estrategia europea para afrontar la fragilidad

Toledo, de febrero de 2017.- El Servicio de Salud de Castilla-La Mancha participa como Entidad Afiliada en la iniciativa europea sobre la prevención de la fragilidad a través del consorcio ADVANTAGE, compuesto por 64 participantes de 22 Estados miembro, cuyo objetivo es diseñar una estrategia desde una perspectiva europea para afrontar las enfermedades que puede llevar al desarrollo de distintas discapacidades asociadas al envejecimiento.

El jefe de servicio de Geriátrica del Complejo Hospitalario de Toledo, el doctor Francisco José García García, promotor del "Estudio Toledo" e investigador que participará en esta iniciativa, indica que "la fragilidad es el síndrome inherente al envejecimiento más frecuente. Además, es el mejor predictor de discapacidad y los estudios demuestran que es reversible en buena parte de los casos".

En este sentido, el doctor García explica que Castilla-La Mancha trabaja en tres estudios de investigación sobre fragilidad con pacientes crónicos. Estas tres líneas de investigación son el Estudio Toledo, el Estudio FRADEA, liderado por el doctor Pedro Avizanda, y EXERNET, con el profesor Ignacio Ara, que se desarrollan en el Hospital de Toledo, Albacete y en la Facultad de Ciencias del Deporte de la Universidad de Castilla-La Mancha.

Para el jefe de servicio de Geriátrica de Toledo, "con nuestra experiencia a lo largo de los años aportaremos conocimiento en aspectos de prevención, diagnóstico y tratamiento de la fragilidad".

Estudio Toledo

El doctor García indica que el Estudio Toledo es un estudio observacional ideado para profundizar en la investigación sobre el envejecimiento elaborado por el servicio de Geriátrica del Complejo Hospitalario de Toledo y por el servicio de Epidemiología de la Consejería de Sanidad, en colaboración con el Centro de Investigación Biomédica en Red de Fragilidad y Envejecimiento Saludable (CIBERFES).

Está orientado al estudio de los distintos modelos de fragilidad y envejecimiento saludable, sus determinantes sociales, clínicos, fisiopatológicos y genéticos así como a identificar la relación entre estilos de vida, fragilidad, enfermedades crónicas y discapacidad.

Comunicación

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6. ADVANTAGE JA launching on the media

The launching of the ADVANTAGE JA was spread over national and local newspapers as well as those platforms and digital media related to frailty, chronic diseases, primary health care, technology and older people.

A number of media contacts were identified for future awareness on frailty issues and communication and dissemination of JA progress. The purpose is to distribute periodically the newsletter of ADVANTAGE in order to ensure the dissemination of the activities undertaken and the results achieved.

A wide range of different media covered the kick-off meeting and launching of the JA. Links to the specific articles are available below:

- DICYT, Agencia Iberoamericana para la difusión de la ciencia y la tecnología (LatinAmerica Agency for Science and Technology dissemination)
<http://www.dicyt.com/noticias/espana-lidera-una-iniciativa-europea-sobre-prevencion-de-la-fragilidad>
- KRONIKGUNE (Association Centre of International Excellence on Research in Chronicity)
<http://www.kronikgune.org/kick-off-meeting-joint-action-advantage-19-20-enero-madrid-2017/>
- SEMEG, Sociedad Española de Medicina Geriátrica (Spanish Professional Association of Geriatric Medicine)
http://www.semeg.es/personas-mayores/actualidad/_espana-lidera-una-iniciativa-europea-sobre-prevencion-de-la-fragilidad.html
- Madrimasd
<http://www.madrimasd.org/informacionidi/noticias/noticia.asp?id=68241>
- FUNDACIÓN ALARES (ALARES FOUNDATION)
<https://alares.es/espana-lidera-iniciativa-europea/>
- Ficyt, Fundación para el Fomento en Asturias de la Investigación Aplicada y la Tecnología (Foundation for Applied Research and Technology in Asturias, Spain)
<http://www.cienciatec.org>
<http://www.cienciatec.org/espana-lidera-una-iniciativa-europea-sobre-prevencion-de-la-fragilidad/>
<http://www.ficyt.es/salud/ups/>
<https://www.facebook.com/UPS-Asturias-1817663501807390/>
<https://www.facebook.com/FICYT/>
http://twitter.com/FICYT_UPS_Astur
<http://twitter.com/FICYT>
- DIGITAL SINGLE MARKET
<https://ec.europa.eu/digital-single-market/en/news/new-joint-action-frailty-launched>
- SEMFYC, Sociedad Española de Medicina de Familia y Comunitaria (Spanish Professional Association of Community Medicine)



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Estrategia de detección y manejo de fragilidad y caídas del MSSSI, por buen camino

- UDP, Unión Democrática de Pensionistas y Jubilados de España (Spanish Democratic joint of retired and pensionists people)

España lidera una iniciativa europea sobre prevención de la fragilidad

- TEINTERESA.ES (INTERESTYOU.COM)

españa lidera un plan de prevención de la fragilidad y .

- EUROPAPRESS

España encabeza la prevención de la fragilidad en mayores en Europa

- CIBER SAM ISCIII

España lidera una iniciativa europea sobre prevención de la fragilidad

- INFORESIDENCIAS

Excelente liderazgo de España en prevención de la fragilidad

- LAINFORMACIÓN.COM

ESPAÑA LIDERA UN PLAN DE PREVENCIÓN DE LA FRAGILIDAD Y ...

- SERVIMEDIA.ES

España lidera un plan de prevención de la fragilidad y las caídas a ...

- CHRODIS JA

ADVANTAGE Joint Action on Prevention on Frailty kicks off in Madrid

- Lacerca

<http://www.lacerca.com/noticias/castilla-la-mancha/participa-iniciativa-europea-prevencion-fr-agilidad-352263-1.html>

- 20 MINUTOS.ES

<http://www.20minutos.es/noticia/2970382/0/castilla-la-mancha-participa-iniciativa-europea-sobre-prevencion-fragilidad-traves-sescam/>

- EL DIGITAL CASTILLA LA MANCHA

El Sescam participa en una iniciativa europea para prevenir la fragilidad

- LANZADIGITAL.COM

El Sescam participa en una iniciativa europea para prevenir la fragilidad

- JUNTA CASTILLA LA MANCHA (Regional Government of Castilla La Mancha)

Castilla-La Mancha participa en la iniciativa europea sobre la prevención de la fragilidad

- ABC SALUD (Health ABC newspaper)

Síndrome de fragilidad o cómo envejecer mal

- RED ADULTO MAYOR (Older people network)

Síndrome de fragilidad o cómo envejecer mal



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7. Conclusions

The launching of the JA that took place at the kick-off meeting in madrid, Spain was covered by the media in a number of newspapers and professional web-sites.

SANTE supported the starting of the JA by covering the event in SANTE Newsletter with an interview to the Action Coordinator.

ADVANTAGE consortium has established a strong network of media contacts which will allow for the dissemination of the work in progress about the European frailty prevention strategy.