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The ADVANTAGE communication, awareness and dissemination results

Lucia Di Furia – WP2 Leader



Final Conference of ADVANTAGE Joint Action
27th November 2019, Brussels.



ADVANTAGE JA DISSEMINATION AIMS

Ensure the environment and the proper tools in order to provide efficient translation of results into European and national actions in the field of frailty.



Support the creation of policies in the prevention and management of frailty, thus contributing to improved quality of life for older people and sustainable change in social and health care.

WP2 Communication, awareness, and dissemination plan – areas of action

www.advantageja.eu
Social networks
E-Newsletter
Webinars

Engagement of Stakeholders



EU Health Policy Platform



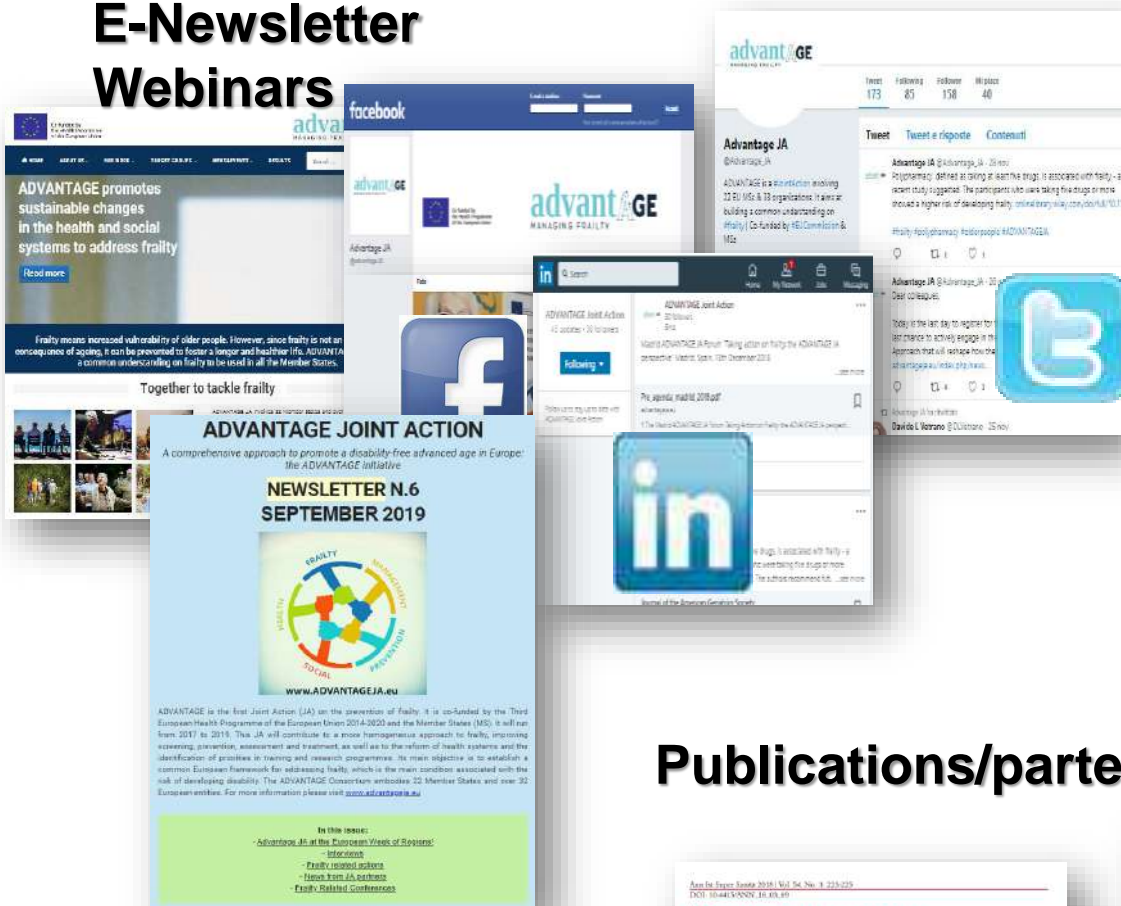
Find out what's new in your networks!

Add your say to the joint statements and share your news!

ADVANTAGE joint action on frailty

Layman reports
SoAR
Policy Briefs
FPA

Publications/participation at events



EPIDEMIOLOGY, SURVEILLANCE AND POPULATION SCREENING OF FRAILTY. RESULTS FROM THE SYSTEMATIC REVIEWS OF THE EUROPEAN JOINT ACTION ADVANTAGE

Preface
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1. WHY FRAILTY MATTERS

1.1. Consequences of the demographic trends in the EU

The success of the past century in improving health and well-being have increased the life expectancy of populations around the world. Consequently, all societies are ageing, an increasing large proportion of the population is older (WHO, 2015). Another trend, mainly in high-income settings, has negatively contributed to an increased life expectancy: increasing survival in older age. As a result, not only populations are ageing, older populations are getting older later than ever before. In fact, according to the 2013 European Union Ageing Report, the demographic profile of the European population is projected to change dramatically over the coming decades: the percentage of citizens over 65 is predicted to rise from 18% to 23% by 2060, the percentage of citizens over 75 will increase from 10% to 12% during the same period (European Commission, 2013).

In addition to the proportion of older people in any specific population, the absolute number of older people also matters. The anticipated consequences of population ageing are a chronic increase in age-related disability and dependency (Macken and Lopez, 2013), and a negative impact on quality of life, morbidity and mortality, which will go hand in hand with rising long-term health and care costs, and costs associated with unpaid caregiving.



THE ADVANTAGE JA Consortium recommends MS adopt the following key messages in their health and social care policies:

- Frailty is very common - it affects almost 1 in 5 of all people over 65 years old, therefore its prevention should be an essential public health priority.
- Frailty is preventable - it can be prevented by addressing the underlying causes of frailty.

1.2. What elderly people want: Healthy ageing

In contrast to the traditional conceptualization of health in older age, defined by the absence of disease, the World Report on Ageing and Health (WHO, 2015) considers health as a fundamental and holistic attribute that enables older people to achieve those goals that are important to them.

- "I wish to remain connected to my community."
- "I wish to be able to contribute to my community."
- "I don't talk about my health without my beliefs and values."

ADVANTAGE Joint Action

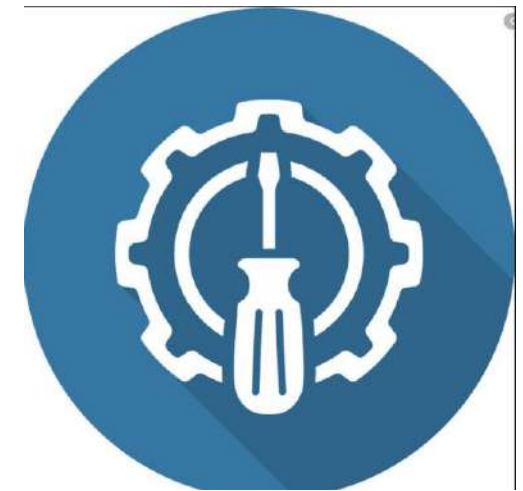
Layman report of the State of the Art report on frailty prevention and management

STAKEHOLDER ANALYSIS

(task leader: Kronikgune)

Essential to help to fine-tune the future communication strategy beyond the JA implementation period.

Stakeholders were **categorized** based on **organization, department, and role**.



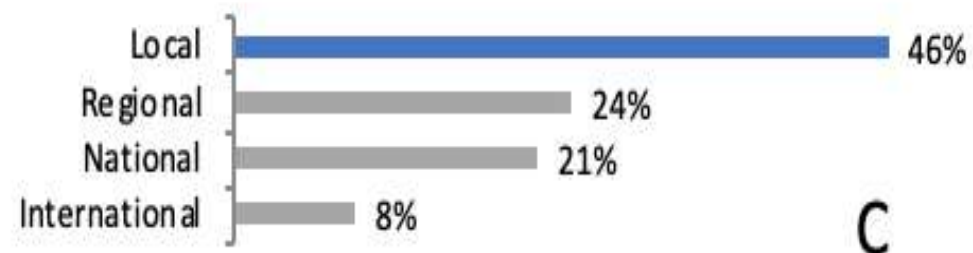
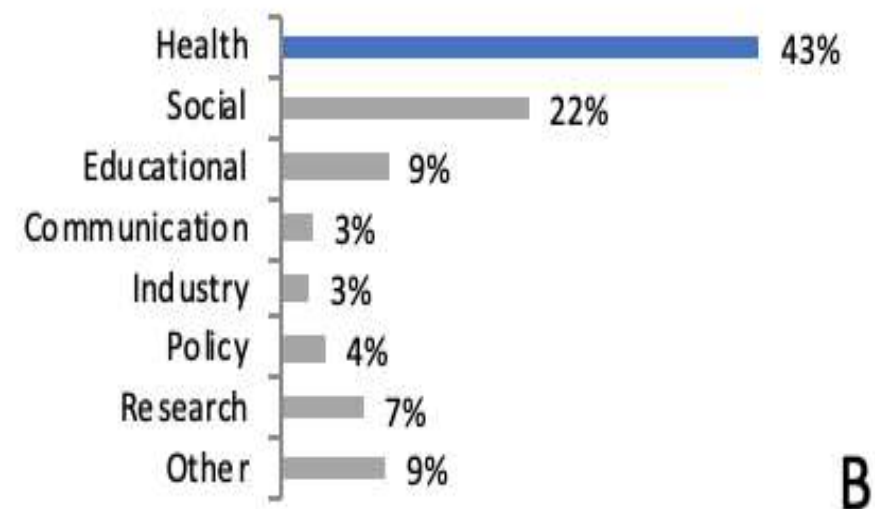
Then their potential impact was analysed:

- strengths,
- opportunities of change they can promote,
- possible improvements in communication.

STAKEHOLDER ANALYSIS

415 stakeholders from 19 European countries fulfilled the Stakeholder questionnaire.

- 94% were involved in some aspects of frailty



STAKEHOLDER MAIN INTERESTS

Policy makers:

- receiving up-to-date information of the JA
- fostering new strategies for frailty management

Health care and social care professionals

- receiving up-to-date information of the JA
- promoting changes

Academia and research:

- receiving up-to-date information of the JA
- research

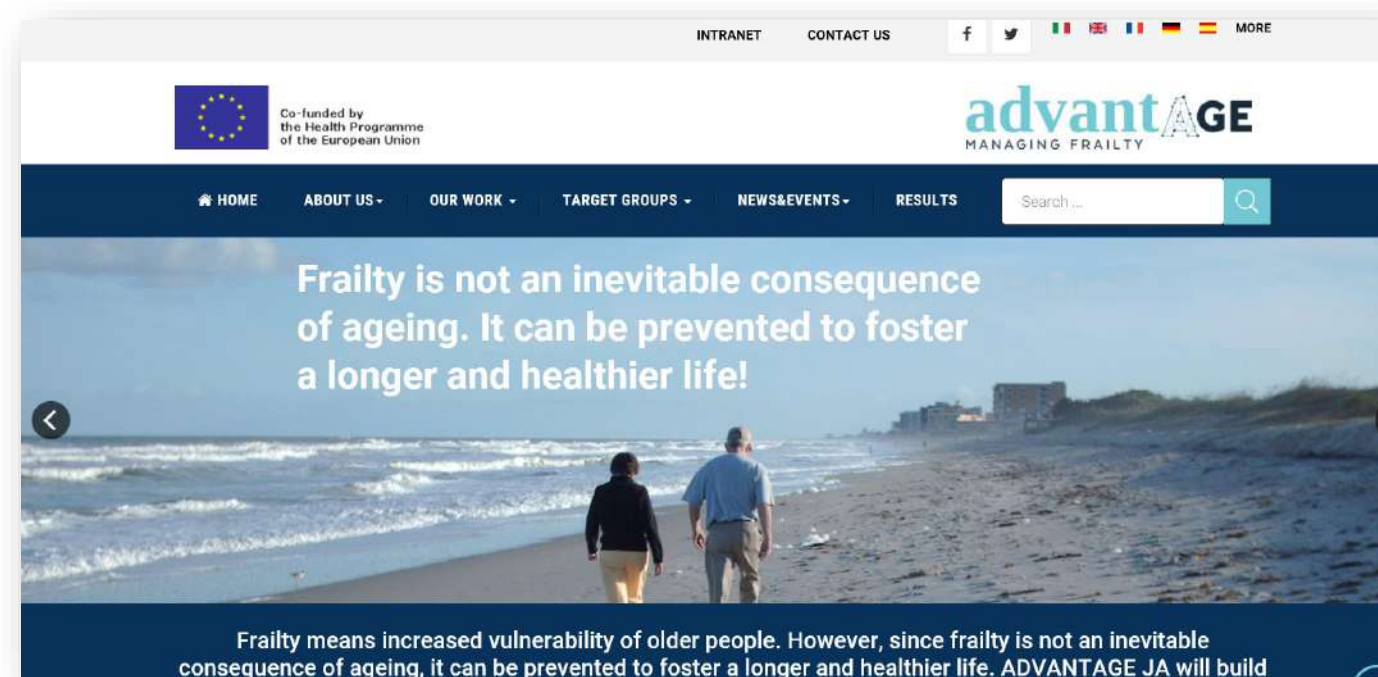
Citizens, patients, and informal caregivers:

- be involved in almost all the domains.



STAKEHOLDER MAIN SOURCE OF INFORMATION

Most respondents use the **website** (23%) to get information on frailty.



Other sources: **conferences** (20%) and **scientific publications** (19%).



Specific tools and strategies to properly approach the need of each target group

Tools and Strategies	Policy Makers	Professionals	Citizens
State Of the Art Report	✓	✓	✓
Policy Brief	✓		
Frailty Prevention Approach	✓		
State Of the Art Report Layman report	✓	✓	✓
Final Layman Report	✓	✓	✓
Roadmaps	✓		
Website	✓	✓	✓
Newsletter	✓	✓	✓
Social Media Platforms	✓	✓	✓
Leaflets		✓	✓
Face-up-to-Frailty Campaign		✓	✓
Direct meetings and interviews	✓		
Participation at international and national events	✓		

WEBSITE – www.advantageja.eu

- 13.652 new visitors in the 3 years
- 600 visitors per month


Results of ADVANTAGE Joint Action

The ADVANTAGE JA will create beyond the state-of-the-art progress in the field of frailty. The 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. The JA outcomes are expected to contribute to the prevention of the growing burden of disability and chronic diseases and to a more effective response to older people needs of care delivery, a central priority for the EU and its MS.

During the implementation of the JA, the deliverables will be progressively made available to the public through this page.

Overall outputs of the JA

- WP1 Coordination
- WP2 Communication, awareness and dissemination
- WP3 Evaluation of the JA
- WP4 Frailty at individual level
- WP5 Frailty at population level
- WP6 Managing frailty
- WP7 Models of care
- WP8 Training and research on frailty

INTRANET CONTACT US f t  MORE

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advantAGE
MANAGING FRAILTY

HOME ABOUT US OUR WORK TARGET GROUPS NEWS&EVENTS RESULTS Search...

Advantage JA
Partners
Why Frailty?
Governance
Stakeholder Forum
#faceuptofrailty
More on Frailty

With more increased vulnerability of older people. However, since frailty is not an inevitable

MORE ON FRAILTY

Home > About us > More on Frailty

More on Frailty

To find more information about frailty, you can check out:



READINGS ON FRAILTY



WEBINARS



STORIES AND INTERVIEWS



#FACEUPTOFRAILTY

Events

ADVANTAGE JOINT ACTION
A comprehensive approach to promote a disability-free advanced age in Europe: the ADVANTAGE initiative

FINAL CONFERENCE - 27/11/2019
NEW LOCATION: WARWICK BRUSSELS HOTEL
Book Disappearance B... Brussels (0-60 44 44 44)

Come to Final Conference ADVANTAGE JOINT ACTION

31 October 2019

Read More

[See all events](#)



ICIC 2020: registration is open!

11 October 2019

Read More

News



Interview to ADVANTAGE JA coordinator Leocadio Rodríguez-Mañas on La Santé en action n. 449/2019

14 November 2019

Read More

[See all news](#)



ADVANTAGE JA presented at the European Week of Regions: together we can make a difference!

22 October 2019

Read More

WEBSITE – FACE UP TO FRAILTY and STAKEHOLDER FORUM

Go BackHOMEABOUT USOUR WORKTARGET GROUPSNEWS & EVENTSRESULTS

Zmierz się z kruchością! (Polish)

FACE-UP TO FRAILTY CAMPAIGN TOOLKIT

FACE-UP TO FRAILTY CAMPAIGN

The #faceuptofrility campaign target audience consists of policy and decision makers, professionals of the health and social sector and citizens because only by acting at all levels we can integrate communities and create practical solutions for those in need. We need a collaborative approach with the involvement and commitment of all stakeholders for proper dissemination of our campaign message.

Aims of the #faceuptofrility campaign

- To give visibility to the ADVANTAGE JA recommendations among the health workforce, policy makers, managers, and older people and their carers.
- To have social sector contribution to implementing ADVANTAGE JA recommendations and have tangible results in everyday life, thus putting knowledge and evidence into practice.
- To raise awareness of the impact of frailty for individuals, their families, communities and systems.
- To raise awareness of best practices in tackling frailty around Europe and to Support the adopting of local initiatives at European Level.
- To support people to share their stories about living with frailty.
- To help people from all sectors to understand what they can do to prevent and manage frailty.

JOIN US! Go to the Face Up to Frailty Campaign Toolkit

LEGEND

DEFINITION OF FRAILTY

EPIDEMIOLOGICAL PICTURE OF FRAILTY

PREVENTION

INDIVIDUAL SCREENING

POPULATION SCREENING

SURVEILLANCE AND MONITORING

DIAGNOSTIC TOOLS

CLINICAL MANAGEMENT

NUTRITION

PHYSICAL EXERCISE

DRUGS

INFORMATION & COMMUNICATION TECHNOLOGIES (ICTS)

HOLISTIC SOCIAL CARE, SUPPORT AND ENABLEMENT

CONTINUITY AND COORDINATION IN PRIMARY CARE

COMPREHENSIVE ASSESSMENT IN HOSPITALS

INTERMEDIATE CARE AND MANAGEMENT OF TRANSITIONS

TRAINING OF PROFESSIONALS ON UNDERGRADUATE LEVEL

TRAINING OF PROFESSIONALS ON POSTGRADUATE LEVEL

TRAINING OF PROFESSIONALS FOR CONTINUOUS EDUCATION

RESEARCH

Click for Download Map

Faceup to Frailty

Ines's Faceup to Frailty

Fragilidade in Portugal

Spain Face up to frailty

from Croatia

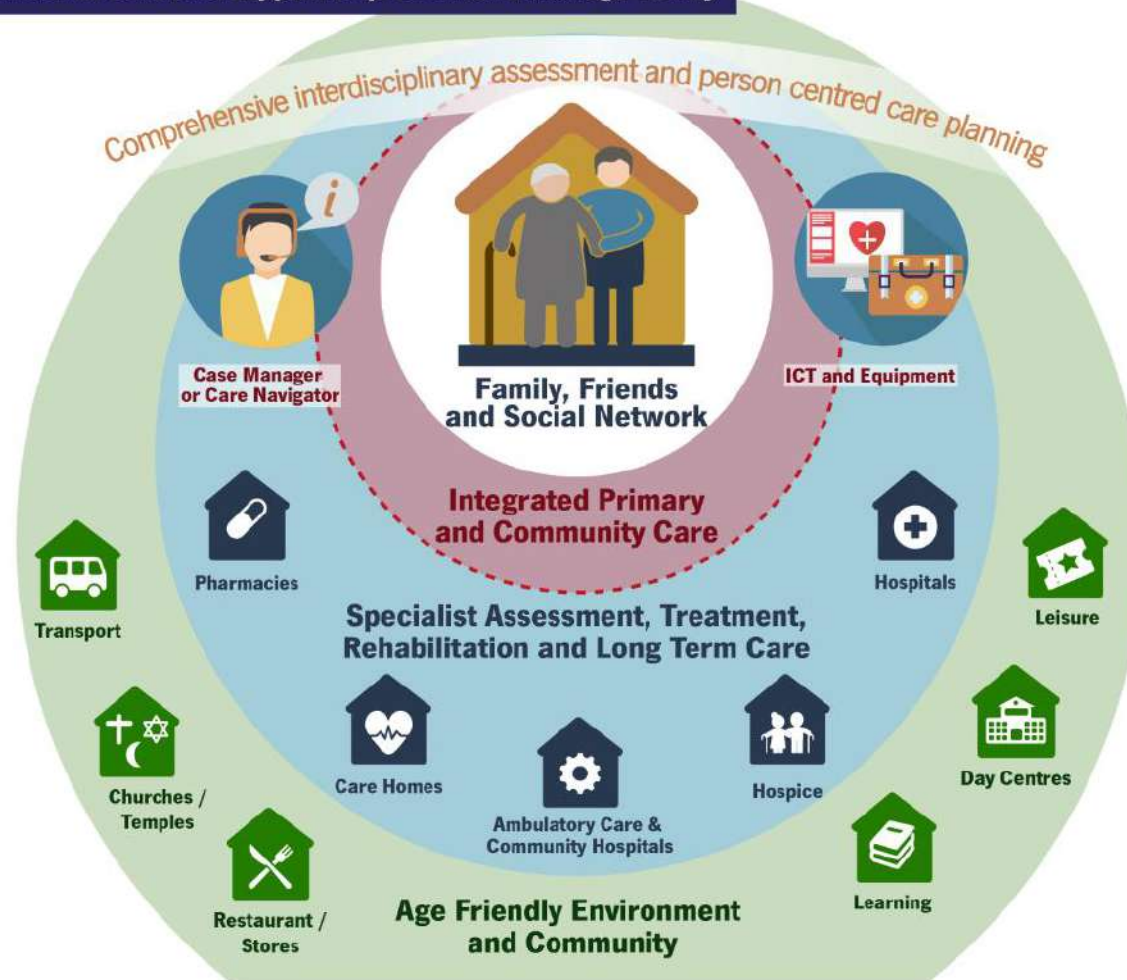
A story from Greece

A story from Finland

A story from Cyprus

INFOGRAPHIC and VIDEOS

Integrated model of care and support to prevent and manage Frailty



THE AGEING PROCESS
CAN'T BE STOPPED,
BUT YOU CAN DO
SOMETHING TO MAKE
YOURSELF FEEL
BETTER



ADVANTAGE JA DISSEMINATION

(PARTIAL DATA)

An average of 2/3 posts per week published on Facebook, Twitter, LinkedIn

- **Facebook:** <https://www.facebook.com/advantageJA/>
- **Linkedin:** <https://www.linkedin.com/company/advantage-joint-action/>
- **Twitter:** https://twitter.com/Advantage_JA



377 like;
390 followers;
over 2000 views

- 16 peer reviewed scientific publications
- Over 80 additional publications in other journals at the local, national and international level



- 992 stakeholder attended the national country specific meetings
- 49 meetings organised at regional and local level
- 59 speaking opportunities attended



ADVANTAGE JA DISSEMINATION

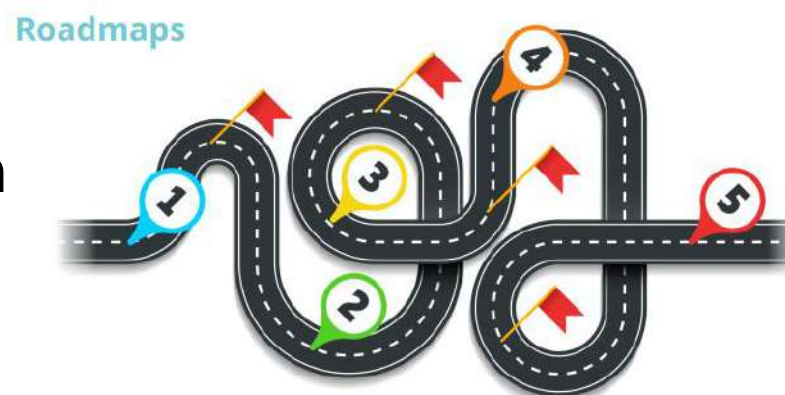
(PARTIAL DATA)

- 554 key stakeholders contacted
- 144 stakeholders contacted for one to one interviews/meetings (over 15,000 reached overall)
- 6424 contacts in mailing lists
- 7 ADVANTAGE newsletters - 269 contacts
- EU Health policy Platform newsletters
- 6 webinars (EU Frailsafe, IFIC, ProMIS)
- #faceuptofrailty campaign



- 2 Layman Reports (State of the Art Report & Final)
- 2 Policy Briefs (on understanding, preventing and managing, and increasing awareness about frailty)
- Frailty Prevention Approach

- 22 Member States Roadmaps in
- Frailty Prevention Approach
 - Stakeholder Forum





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MANAGING FRAILTY

THANK YOU !!!

www.advantageja.eu

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