

Communication plan

Mentality, version 1.2

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1. Goal of the communication

Aim of the project

This project Mentality aims to develop, test and disseminate a framework accompanied with an intervention advice manual to create tailor-made dementia-friendly societies (DFS) for supporting people with dementia (PWD) and carers to participate in social activities and enhance related health benefits.

Communication goal

The goal of the communication of this project is to inform the participating collaborators, direct and indirect stakeholders about the progress of the project, to facilitate that the most recent information is available for all the participants, easy to find and to make sure that the information can be used by stakeholders in their own practice. So, this communication plan aims to share the results, knowledge and experiences and to inform, make people aware and to encourage municipalities on how to develop dementia friendly societies.

2. Context of the project Mentality

In this project, the Radboudumc, department IQ healthcare, Zuyd University and Sheffield Hallam University collaborate. Radboudumc and Zuyd University share the leadership of Mentality. This project has the following organization structure: a PhD committee, a research group, a project group, an advisory group and 4 work groups for each of the participating DFS initiatives. Appendix 1 displays the members of the different groups.

Research group

The research group is responsible for the execution and the implementation of the project and co-writing of scientific publications (see Appendix 1). The research group consists of members of Radboudumc, Zuyd and Sheffield. Radboudumc and Zuyd meet every 2 months. Researchers from Sheffield will be contacted by members of the PhD committee or the project group before each meeting of the content is relevant for them. They will be informed about the project throughout and consulted when needed.

PhD committee

The responsibility for the design, content, coordination of the project and writing of scientific papers is in the hands of the PhD committee (see Appendix 1). Decisions about the content and course of the project are made by the committee and are guiding the other groups. The PhD committee consists of three researchers from Radboudumc and one researcher from Zuyd. The PhD committee meets every 4 weeks. The direct supervisors and the PhD student meet every 2 weeks.

Project group

The project group reviews the project on content, applicability and process of development. The project group is consulted on important decisions and gives advice on different relevant moments in time depending on the contents of the project. The project group is responsible for carrying out the communication plan. The project group consists of members from Dutch parties and organisations as described in Appendix 1.

Collaboration with Sheffield Hallam University

Members of University of Sheffield participate in these meetings by skype or are consulted before and after the meetings to gain their input and to discuss the outcome of the meeting afterwards. Communication with Sheffield will mainly be performed by members of the PhD committee and the research group.

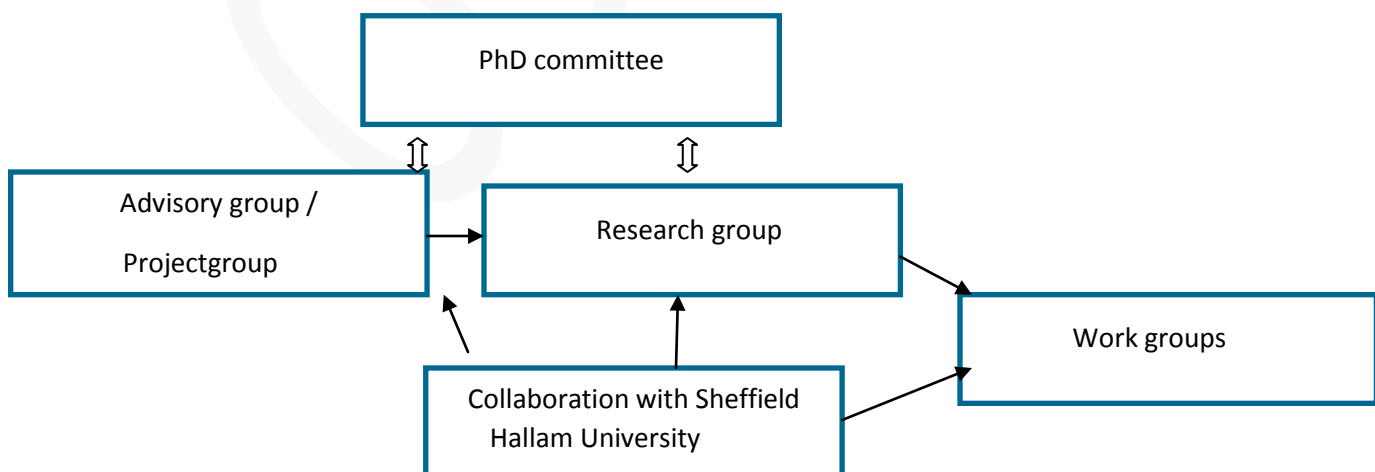
Advisory group

Participants of the advisory group are representatives from various relevant professional groups and other relevant stakeholders, f.e. policy makers of local governments, in terms of content. They are asked to advice and to provide relevant information and feedback. The advisory group is consulted twice a year, in which the aim is to meet once a year face-to-face.

Work groups

In work package C, we work together in work groups on the 4 pilot DFS of Nijmegen, Wychen, Heerlen, Maasgouw and Haarlemmermeer. Knowledge and experiences will be exchanged between the workgroups and the DFS of work package A and B.

Cooperation between the groups



3. Target populations

The target populations can be divided into direct and indirect stakeholders, on a local, national and international level.

Direct stakeholders

Direct stakeholders include all parties participating in the project. Indirect stakeholders consist primarily of people with dementia, their representatives and their carers, and additionally of professional caregivers, municipalities and community members, scientific and educational institutions

1. *Project partners and collaborators*

The research group consists of the main applicants, researchers and lecturers of Radboudumc, Zuyd University and Sheffield Hallam University. The project group includes the research team complemented with representatives of persons with dementia, carers and researchers. The advisory group consists of all (co)applicants and representatives of relevant (inter)national organisations.

The work groups will be built around the pilot municipalities participating in phase C of the project: Heerlen, Wychen, Nijmegen, Haarlemmermeer and Maasgouw. The work groups of each of these pilot municipalities may vary with respect to the participants and will be installed over time.

Indirect stakeholders

2. *People with dementia (PWD), their representatives and their carers*

The main target population where the project is built around includes PWD, their representatives and their informal carers. They are the most important experience experts and stakeholders of this project and they will be included throughout the project.

3. *Professional caregivers*

Health care professionals, such as registered district nurses, casemanagers (in the Netherlands specialized nurses who coordinate care around PWD), occupational therapists, physiotherapists, general practitioners are important members in providing formal (home) care of PWD.

4. *Municipalities and community members*

This target population includes the social environment and communities of PWD who live at home, their representatives and carers; people who are involved in/are related to the lives of PWD and who are willing to contribute to developing dementia-friendly societies. First of all municipalities and local governments have a central role in organizing (long-term) care for their inhabitants, but also businesses, services and agencies may be involved, such as public

transport, local shops, etcetera. Besides more formal parties also citizens (e.g. citizens' initiatives) and volunteers who are engaged in DFS-activities are relevant stakeholders.

5. Scientific and educational institutions

Stakeholders relevant to facilitate dissemination and implementation of dementia-friendly initiatives include e.g. scientific and educational institutions, researchers, lecturers, students from different disciplines (such as health care, social work, facility management, ICT etcetera).

4. Messages

We show the main communication goals and messages for each of the target populations (see Table 1 and 2).

Table 1 – Message for direct stakeholders

Goals	<ul style="list-style-type: none"> • All stakeholders are informed about the status of the project on a regular basis • All stakeholders are informed about the results of each phase of the project • All stakeholders exchange knowledge and experiences of their own activities with the other direct stakeholders • All stakeholders have a positive attitude towards the project and perceive involvement in the project
Messages	<ul style="list-style-type: none"> • Regular updates on study progress • Information about activities and results of the project (per phase) • Deviations from the study protocol (if any)

Table 2 – Messages for indirect stakeholders

Goals	<ul style="list-style-type: none"> • Relevant stakeholders are timely informed about the results of the project • Input and exchange of knowledge about dementia friendly societies: initiatives, tools, training etc.
Messages	<ul style="list-style-type: none"> • Information about the results of the project (per phase) • Information about other, relevant projects or network partners

Use of logo's, templates and language

ZonMw

Every communication about the project should include an acknowledgement about funding of ZonMw: 'The project was financially supported by ZonMw'. If possible the logo should be used

as well. Logo's in different formats can be downloaded from the website:

<https://www.zonmw.nl/nl/over-zonmw/logo-en-huisstijl/>

Zuyd/EIZT

Information about Zuyd House Style can be found at <https://www.zuydnet.nl/over-zuyd/merk-zuyd/huisstijl/>

Radboudumc

Every partner may use own templates, but display logos of project partners (at least Radboudumc, Zuyd) and ZonMw.

The main language used in the project is English. In work groups local language Dutch or English will be used.

5. Planning and organisation

The planning and organization of the project for the direct stakeholders is shown in Table 3.

Table 3 – Planning and organization for direct stakeholders

Stakeholders	Location	Frequency meetings
Research group	Radboudumc/Zuyd University	6x per year face to face Via e-mail and project website
Project group	Radboudumc/Zuyd University	Via e-mail and project website
Advisory group (including project group)	Radboudumc or a central location in the Netherlands	2x per year face to face (of which 1 face to face) Via e-mail and project website
Work groups phase C	Radboudumc or a central location in the Netherlands	2 x per year face to face Via e-mail and project website
All direct stakeholders	Radboudumc	1x per year (from year 2 up on)

Stakeholders	Goals	Medium	Frequency	Initiator
Research group	Data exchange, document sharing: agenda, minutes, documents for every meeting	DRE, project website	1 week before every meeting	Documents for every meeting (Monique Lexis) Agenda (Marjolein) Minutes (José Peeters)
Project group	Data exchange, document sharing: agenda, minutes, documents for every meeting	Project website	If required/when needed	Documents for every meeting (Monique Lexis) Agenda (Marjolein Thijssen) Minutes (José Peeters)
	Dissemination: updates (status and progress)	newsletter email project website	2 x per year	José Peeters
	Advice on demand in between meetings	e-mail project website	If required/ Needed	José Peeters
Advisory group	Data exchange, document sharing: agenda, minutes, documents for every meeting	e-mail project website	1 week before every meeting	Documents for every meeting (Monique Lexis) Marjolein Thijssen (agenda) José Peeters (minutes)
	Dissemination: updates (status and progress)	newsletter project website	2 x per year	José Peeters
	Advice on demand in between meetings	e-mail	If required/ needed	José Peeters
Work groups	Knowledge /experiences exchange	project website	Phase C 1 X per 3 month	Work group leaders
	Dissemination	Newsletter Project website		José Peeters
All	Information on project outcomes/ products	Platform Website	When relevant (publications, abstracts etc)	All

Other stakeholders	Goals	Medium	Frequency	Initiator/contact person
Municipalities phase B	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	José Peeters
Municipalities phase C	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	José Peeters
Huis voor de Zorg	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Marja Veenstra
Radboudumc Alzheimer Center panel	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Maud Graff, José Peeters (information and link to website)
Zuyd University work group client participation	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Monique Lexis/Sandra Bedaf
Zuyd expert group 'Elderly people' Occupational Therapy	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Monique Lexis
Zuyd expert group 'Supporting Environment' Occupational Therapy	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Monique Lexis
Maastricht University/CAPHRI, ACC-COP living lab	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Ramon Daniels, Erik van Rossum, Marja Veenstra
Radboudumc Alzheimer Center	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Maud Graff, José Peeters (information and link to website)
Alzheimer Stichting Parkstad	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Ramon Daniels/ ergotherapie afstudeergroep, contactperson Leon Pieters
Free University Medical Center	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Rosemarie Droës
Amsterdam Center on Ageing	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Rosemarie Droës
Alzheimer Association Amsterdam	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Rosemarie Droës
Work group Dementievriendelijk Roermond	Knowledge /experiences exchange	Newsletter Project website	1 x per 3 months	Frans Lemmers

Businesses	Knowledge /experiences exchange	Newsletter Project website	Monthly
Services	Knowledge /experiences exchange	Newsletter Project website	Monthly
Agencies	Knowledge /experiences exchange	Newsletter Project website	Monthly

Indirect stakeholders

The planning and organisation of the project for the direct stakeholders is shown in Table 4.

Table 4 – Planning and organisation for indirect stakeholders

Stakeholder	Goals	Medium	Frequency	Initiator
Regional				
Patient and carers organizations: Limburg: <ul style="list-style-type: none"> • Alzheimer Limburg • Stichting Zorgbelang Limburg • Mantelzorg platforms • Hulp bij dementie • Provinciale werkplaats Dementie en ouderenzorg Nijmegen: <ul style="list-style-type: none"> • Radboud Alzheimer Centrum • Alzheimer Nederland, region Nijmegen Amsterdam: <ul style="list-style-type: none"> • Alzheimer Nederland, region Amsterdam 	Inform	Newsletter	2 x per year	Research group
National				
Patient and carers organizations: <ul style="list-style-type: none"> • Alzheimer Nederland • Mantelzorg platforms • Samendementievriendelijk • DementieNet • Alzheimer's Cafes • Mezzo • Network National Working Group Meeting Centers • Ergotherapie Nederland • Kennisplein ZonMw 	Inform	Newsletter	2 x per year	Research group
Dutch municipalities	Inform	Newsletter	2 x per year	Research group
Universities bachelor and master	Dissemination	Newsletter	2 x per year	

studies				
<ul style="list-style-type: none"> • Zuyd University • Radboudumc • VUMC Amsterdam 				
CZ health insurance company	Inform	Newsletter	2 x per year	Research group
International				
Universities	Dissemination	Newsletter	Yearly	Neil Chadborn
<ul style="list-style-type: none"> • University of Nottingham • Sheffield Hallam University 				
Interdem group Europe	Dissemination	Newsletter	Yearly	Research Group
Community Therapy in Dementia Network Europe	Dissemination	Newsletter	Yearly	Research group
European Occupational Therapy conferences	Dissemination	Submission of abstracts, poster, oral presentations	Yearly	Research group

6. Dissemination of the results

Dissemination of results will take place among all participating parties within their own network, using their regular channels e.g. websites, newsletters, information brochures, local meetings with members, working conferences.

Results will be also disseminated via related organizations/platforms, presentations, (inter)national conferences and scientific meetings and publications in national journal or platforms/newsletter for people with dementia, via acquainted researchers, lecturers of Dutch educational institutes (universities, universities of applied sciences and institutes for vocational training).

- 1) In the region Limburg (Heerlen and Maasgouw): in collaboration with Zuyd University of Applied Sciences, Centre of Expertise for Innovations in Care and Technology (EIZT), Maastricht University/CAPHRI School for Public Health and Primary Care, Academic Collaboration Centre Care of Older People (ACC-COP living lab), Alzheimer Stichting Parkstad Limburg, Hulp bij Dementie, the Provinciale Werkplaats Dementie en Ouderenzorg, DementieNet, Huis voor de Zorg, Stichting Zorgbelang Limburg, and with local governments, participating agencies and services.
- 2) In the region Nijmegen/Wychen: in collaboration with Radboudumc, Radboudumc Alzheimer Center, DementieNet, Alzheimer Café's, Alzheimer Netherlands region

Nijmegen, Samendementievriendelijk, local governments, participating agencies, and services.

- 3) In the region Amsterdam/Amstelveen: in collaboration with Free University Medical Center (VUmc) Amsterdam, Amsterdam Center on Aging VUmc-VU, Alzheimer Association Amsterdam, Network National Working Group Meeting Centers, Alzheimer café's.

CONCEPT

Appendix 1 – Members of the participants of the different groups

Advisory group

Naam	Organisatie	E-mailadres
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Dr. ir. Marjolein van der Marck	Radboudumc	Marjolein.vanderMarck@radboudumc.nl
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Dr. Erik Jansen	Hogeschool Arnhem Nijmegen	Erik.jansen@han.nl
Dr. Frans de Vijlder	Hogeschool Arnhem Nijmegen	Frans.devijlder@han.nl
Dr. Neil Chadborn (vertegenwoordigt de andere adviesgroepen van Nottingham)	Nottingham University	Neil.Chadborn@nottingham.ac.uk

Project group

Naam	Organisatie	E-mailadres
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Dr. Ramon Daniels	Hogeschool Zuyd	Ramon.daniels@zuyd.nl ;
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Research group

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Dr. Monique Lexis	Hogeschool Zuyd	Monique.lexis@zuyd.nl
Marjolein Thijssen MsC OT	Hogeschool Arnhem Nijmegen	marjolein.thijssen@radboudumc.nl
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