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D54 Report on Dissemination Activities

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Definitions, acronyms and abbreviations

Acronym	Description
AAL	Active and Assisted Living (earlier Ambient Assisted Living)
AALA	AAL Association

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1 Introduction

This deliverable presents the dissemination activities planned and executed during the M3W project. It outlines the dissemination opportunities provided within the partner groups. There are also listed the activities deployed to address audiences in the area of health management or e-Health or both and prime stakeholders in the area of health industry, entertainment industry and “elderly supply industry”.

Dissemination was taken the form of publications, conferences and workshop participations, and involves the key businesses: Entertainment Industry and Health Industry. In this document a brief overview of the audiences are given, the way dissemination could have taken place, and ends with a list already finalized activities for dissemination as performed by the project consortium members.

Exploitation strategy and exploitation plan are not part of this document but can be found in Report on the service alternatives, business models and impact estimation (D41).

1.1 Strategic goals

The main objective of the project was to develop a mental wellness toolset for self usage (i.e. for the individuals and their families), and only to a lesser extent for the medical experts (psychiatrists, psychologists, carers, etc.)

Our goal is to measure and visualize mental changes, tendencies in an entertaining way, and to give indications, sort of warnings, alarms or reports, to the effected persons and their relatives or friends that it is advisable to visit a physician.

Our ambition is to compare one's mental wellness to his/her own past mental wellness conditions (in relative values), while it is definitely not our aim to compare one's mental ability to others' (in absolute values).

2 Dissemination Strategy

2.1 Principles

Dissemination needs the following general characteristics (Mace-Matluck, 1986; Pollard, Pollard and Rood, 1989; Westbrook & Lumbley, 1990):

- They are oriented toward the needs of the user, incorporating the types and levels of information needed into the forms and language preferred by the user.
- They use varied dissemination methods, including written information, electronic media, and person-to-person contact.
- They include both proactive and reactive dissemination channels – that is, they include information that users have identified as important, and they include information that users may not know to request but that they are likely

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to need. Clear channels are established for users to make their needs and priorities known to the disseminating agency.

- They recognize and provide for the "natural flow" of the four levels of dissemination that has been identified as leading to utilization: spread, exchange, choice and implementation.
- They draw upon existing resources, relationships and networks to the maximum extent possible while building new resources as needed by users.
- They include effective quality control mechanisms to assure that information to be included in the system is accurate, relevant and representative.
- They include sufficient information so that the user can determine the basic principles underlying specific practices and the settings in which these practices may be used most productively.
- They establish linkages to resources that may be needed to implement the information – usually referred to as technical assistance.

Dissemination approaches that implement a mechanical, one-way flow of written information have not proven to be effective in encouraging widespread adoption and implementation of new programs, ideas and strategies.

2.2 Objectives

Within the scope of the M3W project dissemination is of key importance in the light of successful exploitation. All partners have the responsibility to share research results, demonstrators and implementation strategies. Dissemination can come in the form of publications, paper- or poster- presentations on conferences and orchestrated contacts with businesses, wherever the expertise of the specific partner is apt.

The consortium was planned to establish an "Economic Advisory Committee", which was to investigate the best possible ways to present the results of research / application and potential approaches for economic exploitation of M3W results throughout the entire project duration. Finally, the Committee was established less formally but more ad hoc due to the much higher resource needs for research and development, therefore its activity was a bit restrictive and not as effective as it was hoped.

The specific short- and mid-term plans for dissemination were somehow adjusted to the evolving exploitation planning along the project. In particular and of necessity, in final stages of the project it became more and more important to address the identified target markets or key customers with appropriate dissemination measures. The exploitation strategy was discussed throughout on several Project and Consortium Meetings, can be found in their Minutes and is not part of this deliverable.

General objectives for dissemination within the M3W project were:

- Promote M3W (work and research subjects, platform, protocols, modules, concepts, ideas)

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- Promote work of partners within M3W
- Improve brand of M3W partners (brand knowledge, image and usage)
- Yield customers and strategic partners
- Enable concertation with other AAL projects

2.3 Potential Audiences

Different audiences have different interests. In the first 6 months of the project user requirements were collected using direct interviews with direct stakeholders: health portal service providers, different health service providers and users organizations. In the preliminary results of the user requirements elicitation, it became clear that this market has little or no experience with either mental health wellness applications and/or serious gaming applications. The penetration of mental health wellness services can be regarded as low in these areas. Therefore, a great opportunity and responsibility is taken by the consortium to address these markets.

In the area of mental health service providers, a small market research done by the author for the Swiss market revealed that in the advent of an increase of mentally ill population, a great awareness of the market potential is recognized. One of the consortium members Swiss Alzheimer Society, a large network of mental health information and support, also expressed this major need.

Audiences can be roughly categorized in (1) general public, (2) commercial enterprises, and (3) research and standardization. The following subsections dissect the different audiences across the value chain for M3W:

2.3.1 General public

- a) Users:
User's health organizations and private users are the target market for M3W processing.
- b) Public bodies:
State organization

2.3.2 Commercial enterprises

- a) Customers:
Within the distribution channel, M3W's technology innovations can be used for one-to-one marketing, added-value services, and new business models to increase revenue or increase customer loyalty and yield users (end customers).
- b) Service providers:
Service providers, such as mobile operators or m-commerce service providers in general, can fulfill M3W application hosting, content aggregation, re-packaging, billing, payment and payment processing functions.

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c) Content providers:

The direct marketing industry can profit from advertising; the news industry and media concerns benefit from the new multimedia-rich technology innovation and opened distribution channel.

d) Technology providers:

The technology providers can develop individual improvements of value from the M3W system, up to turnkey solutions for M3W usage. This will cover service platform development, application production and system integration, among others.

e) Professional associations:

Professional associations include unions, alliances of employees in the area of health management industry, insurance companies.

2.3.3 Research and standardization

a) Research:

Various multidisciplinary research communities within the fields of cognitive training, diagnosis and therapy, mental disorders, big data analysis, statistical data evaluation, gamification, etc. will profit from new insights into using and enhancing mental health wellness related services in general.

b) AAL-community:

M3W-related projects in the area of E-Health shall get the opportunity to be informed about M3W and to establish potentially liaisons.

c) Standardization:

In the progress of the M3W project possible contribution to new standards and standards drafting bodies on the topic of E-Health provide an additional platform to contribute.

2.4 How to Address the Audiences

Different audiences required different methods of dissemination. Table 1 shows with what methods the different audiences was addressed.

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Table 1. Methods to address different audiences

	General Public	Health Service Organizations	Research	Public Bodies
WWW, Promotion material (flyers, posters, brochures, project slides)	X			
Press releases/articles, journalist presentations	X	X	X	
White papers				
AAL-Forums			X	X
Participation on workshops, conferences, AAL meetings			X	X
Publication in journals, conferences and workshops		X	X	
Fairs, Competitions				
Partnering COMME2M3W				
M3W workshops	X	X	X	X

3 Dissemination Activities – Timetables

The following timetables show all dissemination activities during the project and before project launch when relevant. Each activity is listed with the audience the activity is focused at primarily. The plan is ordered chronologically by years. Each table a synoptic description of activities during that year and following a more detailed overview is given when needed.

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3.1 Ongoing/recurring

During the project time-span the following ongoing and recurring dissemination activities are being deployed.

Name	Responsible Participant / Person	Targeted audience	Description	Content	Schedule / Location
Website	Consortium: provisioning BME: content	All audiences	Public website	Press-releases, Documentation, Research results whenever free for publication	First available Jan 2012, Ongoing
M3W image, logo, prospectus, flyers	BME	All audiences	Flyer, presentation material	Standard slides for the consortium to present the M3W project	First available: Feb 2013, Ongoing

3.2 Items by periods

3.2.1 Year 2011

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Info-Lunch on ongoing projects	ZHAW	Scientific Community	InternalNetworking Activities	<i>Project description and Powerpoint available for the audience</i>	Dec. 19, Zurich, ZHAW,

3.2.2 Year 2012

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Project guide	BME, GP	Elderlies	Workshop	Project guide, consultation with elderlies	May, Budapest
AAL Business Workshop	BME	AAL participants	Workshop	Comprehensive business studies and workshop	May, Budapest

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Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Demo event	BME, GP	Elderly associations	Workshop	Preliminary demo. about "Early Pilot" version for Hungarian elderly people associations	June, Budapest
Company website	AI	ALL	Description of the project on the company website	General description of th project	June - online
1st Developers Workshop	ZHAW	IT experts, developers	Workshops	General	Oct., Wädenswil, CH
2nd Developers Workshop	ZHAW	IT experts, developers	Workshops	General	Oct., Wädenswil, CH
Subject Matter Experts Workshops	ZHAW	Health Insurances; IT-company and Retailer	Presentation of the project, discussing actual dementia strategies and first feedback from the industry on the M3W project aims.	Project description and Powerpoint presentation and session protocols	Oct., Zürich, Switzerland
M3W aims and the Swiss Health industry Workshop	ZHAW	Mental Health Industry	Focus group workshop	Project description and Powerpoint presentation and session protocols, agreements	Dec., Memory Clinic Zurich, Switzerland
Open Days	BME	Experts (info. and health)	Open days at BME	Project description and presentation	23.Dec., Budapest

3.2.3 Year 2013

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
M3W aims and the Swiss Health industry	ZHAW	Mental Health Industry	Focus group workshop	Project description and Powerpoint presentation and session protocols, agreements	Jan., Zurich, Switzerland

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Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Public Show and Demonstrations	BME	University's community and around	(organized within university sphere.)	Public show and Demonstrations about Activities and Developments at BME-EMT	17. Apr., Budapest
Demonstration	BME+SE+SI+GP	Experts	Demonstration	Demonstration about Early Pilot for Nat. Support Agency	17. May, Budapest
ICT Spring	AI	All	Poster of European projects whose presentation of M3W	General description of the project	June, Luxembourg
AAL Forum	consortium	AAL	AAL Forum	Exhibition and presentation	Sep., Norrköping, Sweden
Demonstration and recruitment	BME	Elderlies	Demonstration in an club for elderly	Demonstration about games and maintaining mental abilities	Oct., Budapest (Gazdagret)

3.2.4 Year 2014

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Serious Games	BME+SE	ICT and health experts	Scientific session of the Biomedical Section of Neumann Comp. Society dedicated to M3W project	4 lectures and a demonstration about the project by researchers and developers	Feb., Budapest
Presentation with demonstration	BME	ICT experts	Demo. and pres. at Institute for Comp. Sci. and Automation, Hung. Academy for Science	Demonstration, presentation for and consultation with experts	March, Budapest
Demonstration and recruitment	BME+GP	Elderlies	Public recruitment in elderly home	Public recruitments by show and demonstration	March, Budapest (Újpalota)
Demonstration and recruitment	BME+GP	Elderlies	Public recruitment in elderly home	Public recruitments by show and demonstration	March, Budapest (Zugló)

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Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Demonstration and recruitment	BME+GP	Elderlies	Public recruitment in elderly home	Public recruitments by show and demonstration	March, Budapest (Csillaghegy)
AAL Tagung / Immohealth "Dementia and Technology"	ZHAW	Audience	Public exposition and demonstration	Workshop on MWT-M3W	April, Wädenswil, CH
1st Key Subject Workshop	ZHAW	Key subject matter experts	Workshop	Game evaluation	May, Wädenswil, CH
2nd Key Subject Workshop	ZHAW	Key subject matter experts	Workshop	Game evaluation	May, Wädenswil, CH
3rd Key Subject Workshop	ZHAW	Key subject matter experts	Workshop	Game evaluation	June, Wädenswil, CH
Demonstration and recruitment	BME+GP	Elderlies	1 st public recruitment at the Society of "Tisztelet" (public society for elderlies)	Public recruitments by show and demonstration	June, Budapest
"Urbania'21" exhibition	BME	Visitors	Exhibition with demonstrations	Exhibition for civilian way of life and urban people	Sep., Budapest
World Alzheimer's Day	BME+GP	Visitors	Open air exhibition	Demonstrations	Sep., Budapest
Swish-Polish Roundtable on Innovation	ZHAW	Experts and researchers	Roundtable on innovation by Health Tech Cluster Switzerland	EU funded projects on health and aging	Oct., Wädenswil, CH
Demonstration and recruitment	BME+GP	Elderlies	2 nd public recruitment at the Society of "Tisztelet" (a public civil society for elderlies)	Public recruitments by show and demonstration	Oct., Budapest
Expo 50plus Zuerich Main Station	ZHAW	Visitors	Expo	Promotion and Presentation of MWT-M3W	Nov., Zürich
Senior Academy	BME+SE	Elderlies and carers	Project presentation and public recruitment	Scientific lecture and demonstration	Dec., Budapest

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3.2.5 Year 2015

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
Student' Visit	BME	Students	Visit of students studying biomedical engineering in Eindhoven to Budapest Technical University	Demonstration, consultation	Feb., Budapest
Minisymposium	BME+SE	ICT experts	Scientific minisymp. specialized for M3W project by Biomedical Section of Neumann Comp. Society	Lectures, demonstration	March, Budapest
MedeTel (the ISfTeH Forum)	AI	Visitors	Int. eHealth, Telemed. and Health ICT Forum for Education, Networking and Business	Presenting M3W project on the exhibition (AAL booth)	Apr., Luxembourg
Public Project Closing Event	BME+SE+GP+SI	All	Public closing event of the project	Official public closing event of the project showing the status progressed and results achieved	June 30, Budapest

3.3 Upcoming (already planned) events

Name	Responsible Participant / Person	Targeted audience	Description	Content	Time / Location
SSG Kongress Alter@Technik	ZHAW (Kofler, A.)	Kongress	Presentation	Mentales Training und Demenzfrüherkennung. Der Einsatz neuer Technologien verspricht beides.	Jan. 28, 2016 Freiburg, Schweiz