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Acronym:	**FATE**
Title:	**Fall Detector for the Elder**
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D6.3 FATE Dissemination Plan

Nature[1]: R
Dissemination level[2]: PU
Due date: Month 24
Date of delivery: Month 25
Partners involved (leader in bold): **TICSALUT**, UPC, TER, COOSS, ATEK, FLOW
Authors: Patricia Díaz (TICSALUT)

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[1] R = Report, P = Prototype, D = Demonstrator, O = Other

[2] PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE= Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

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Revision history

Rev.	Date	Partner	Description	Name
0	08/04/2013	TICSALUT	Structure and index of the document	I. Garcia-Milà
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0.2	17/07/2013	TICSALUT	Second draft version	Patricia Díaz
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0.4	18/02/2014	ATEK	Contributions	P. Kristina
0.4	18/03/2014	UPC	Final review and approval	J.Cabestany

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1.   Introduction

The aim of this document is to describe the actions, documents and events to be performed by the project partners in order to raise awareness on the topics covered by the FATE project and also the project itself.

Document D6.3 provides an overview on the dissemination activities that will take place during the WP6 execution in FATE project. In order to guarantee information dissemination and proper communication, with the stakeholders and among the consortium members, this document is meant to be the main guideline for the dissemination of the activities of the project and the definition of its exploitation.

The present version of the document will be reviewed and updated during the project lifetime because a dissemination strategy needs to be flexible and eventually allow adjustments according to circumstances such as positive or negative reaction of stakeholders to dissemination techniques deployed.

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2. Dissemination Strategy

The actions performed by Work Package 6 have to ensure the appropriateness of the dissemination activities. For this reason it is of key importance to define the goals, the candidate audiences and the available means to disseminate effectively the results of the project and establish synergies with stakeholders and similar projects.

2.1 Dissemination Objectives

The main dissemination objectives are:
- Raise awareness on the elderly people falls problems, available & future solutions
- Deliver appropriate information to any party interested in the activities performed under the FATE project, to ensure scientific & social awareness on the deployment of fall detection services
- Involve relevant stakeholders in the debate of fall services, providing all the evidence based outcomes generated by the project

2.2 Target groups

This is a preliminary and open list of candidate groups:

- Health authorities & Social Service departments
- Providers of elderly care services (including tele-assistance providers)
- Insurance companies & health insurance providers
- Tele-assistance & Tele-monitoring system manufacturers
- General public / Citizens
- Other EU projects

2.3 Instruments and media

- **Publications** to both electronic and printed media and for scientific or general public. Ensuring a wide coverage of the available channels to inform about the project theme and evolutions. Also specific printed material for the pilots use within the project will be also created.
- **Electronic media** mainly based on the FATE project website and the contents available there, such as videos, leaflets and presentations. But also some more direct communication lines as a newsletter to inform on fall services evolution, YouTube channel and Twitter account could establish proper channels to widespread the information generated by the project.
- **Events** dealing with fall detection services and other related services close to the health and social related problems that cause falls will be in the scope to participate and organise during the project extension.

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3.   Dissemination elements

3.1   General public dissemination

3.1.1 Project Logo

The Consortium selected a project logo that will serve as the project's identity throughout the duration of the project, as well as beyond. The logo is shown in Appendix A; it will serve as a first and essential step for the FATE project in achieving a Brand that will help to achieve the dissemination objectives.

3.1.2 Project Video

The video was conceived as a dissemination element of the project to be shown not only on the project website and Youtube channel but also in the dissemination events where the consortium wants to present the project.
In Italy they have translated the video to Italian, so they can better promote the project. Both versions are available at The FATE Project Youtube channel.

3.1.3 Brochure

FATE has designed and produced a project brochure, edited in English, Italian, Catalan and Hungarian. The aim of this guide is to be used as a dissemination element to distribute in the events and also to introduce the project to potential pilot patients.

3.1.4 Webpage

The Internet offers a wide range of possibilities for the dissemination of FATE project. For this reason, a project website will be developed and maintained for the duration of the project. The website is available at the URL: **http://www.project-fate.eu/**

Specific information about the web structure can be found in the Deliverable 6.2. The website was launched at the end of month 3, according to WT2 in DoW and the goal of it is to promote and give information about the project development. This includes from presenting basic information about the project, such as the aim of the project, introduce the elements that compose the service, introduce the partners, and publish public documents of the project which might be interesting to the visitors, up to inform about the latest news and announce future events related to FATE. The website will be continuously updated during the lifetime of the project.

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Figure 1. - Home FATE website

In the right side of the page you can find the dissemination tools: a link to subscribe to the newsletter, a link to subscribe to RSS, a calendar where visitors can find the events where FATE project will be present, a twitter widget and a link to the Youtube channel.

To help increase the reach and impact of the project, we have created a profile on Google Analytics so we can scan and follow-up the visits and activity in our website. This will be very useful not only to report the traffic on the website but also to check if a specific campaign has worked and to identify potential clients interested in FATE technology.

The FATE website URL will be present at most of the leaflets or presentations edited for the different events and it will also be announced in every press release launched by the consortium or by one of its partners.

All available resources are meant to be enrolled in disseminating FATE, at the widest, possible extent. This is why the partners will try to include FATE logo, a short description and occasionally press releases regarding FATE activities in their websites, where this is feasible, taking into account the internal regulations of each organization.

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Partner	Website link to FATE website
Universitat Politècnica de Catalunya, UPC	http://www.upc.edu/cetpd
EMERGENCY RESPONSE LIMITED	http://www.tunstallemergencyresponse.ie/fate-fall-detector-for-the-elderly/
Cooperativa Sociale COOSS Marche Onlus Societa Cooperativa per Azioni (COOSS)	http://www.cooss.it/it/ricerca/
ATEKNEA SOLUTIONS HUNGARY KFT (ATEK)	http://www.mfkk.eu/hu/node/473 (Hungarian) http://www.mfkk.eu/en/node/472 (English)
National University of Ireland, Galway (NUIG)	http://www.nuigalway.ie
FLOWLAB Proyectos de Innovacion SL (FLOW)	http://www.flowlab.biz/innovation.php#otras
Fundació TicSalut (TICSALUT)	http://www.ticsalut.cat/innovacio/internacional/projectes/20/fate
Fondazione Santa Lucia (FSL)	http://www.hsantalucia.it/modules.php?name=Content&pa=showpage&pid=10
Sistema d'Emergències Mèdiques (SEM)	http://www20.gencat.cat/portal/site/salut/menuitem.d4e38b9cb651e7ec3bfd8a10b0c0e1a0/?vgnextoid=c649aa938ef7e210VgnVCM1000008d0c1e0aRCRD&appInstanceName=default&newLang=en_GB
Hospital Clínic i Provincial de Barcelona (HCPB)	http://www.hospitalclinic.org

Table 1: List of partners' websites

3.1.5 Social Networks: Facebook, Twitter and Youtube

As we mentioned above, two of the main goals of our dissemination strategy included ensuring scientific and social awareness on the deployment of fall detection services as well as involving relevant stakeholders in the debate of fall services. Ensure awareness and involve stakeholders are two actions that can be widely pushed by social networks, especially if you choose the social networks most suitable to your purpose. We have identified Youtube and Twitter as the ideal social networks to widespread FATE project. In one hand, Youtube allow us to publish on Internet the promotional videos we produce and in the other hand, Twitter, with more than 100 active users around the world by 2012, introduces the project with a wide range of stakeholders. Besides, the project itself will not open a Facebook account, but as long as the Facebook

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account of the different partners can be used to spread the project, we will include it in our communication strategy. Some examples are TICSALUT, COOSS, TER and ATEK Facebook accounts.
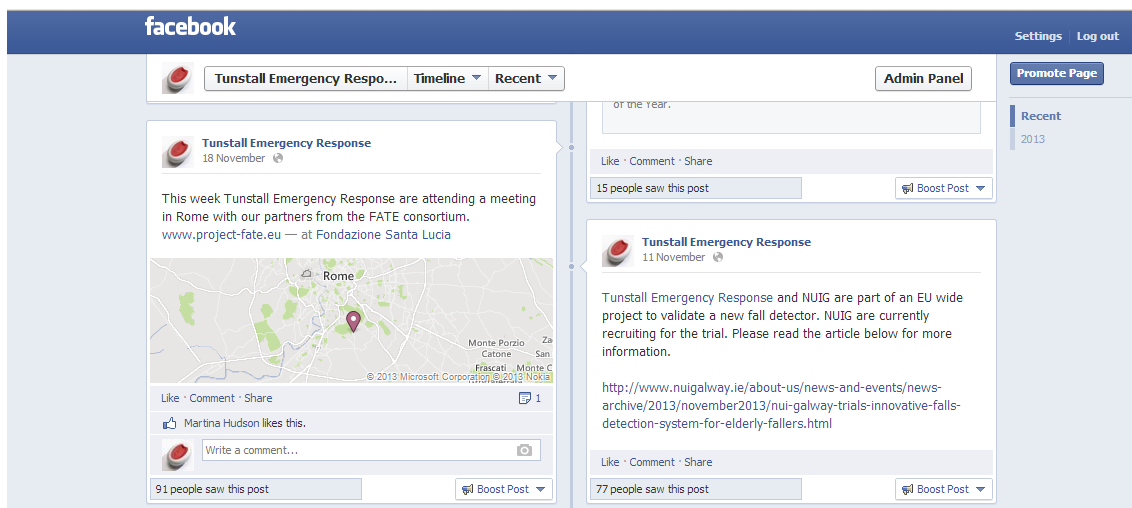

Figure 2. - Ateknea Facebook wall

Figure 3.- Tunstall Emergency Response Facebook wall

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Figure 4. - COOSS Facebook wall (Francesca Cesarone)

Figure 5. - Tunstall Emergency Response Twitter account

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3.1.6 News articles and press releases

The main channel through which involve the press and the audio-visual media, and therefore a wider public, is to produce in a timely manner press releases and articles, summarizing the major achievements and results of the project at that stage, the key aspects of its activities and general information about the partners, and announcing workshops and conferences.

According to the dissemination level, articles will be published in specialised international press, as well as in national and local media in the various partners' countries.

For this reason, the strategy for disseminates FATE project includes a number of press releases to distribute to different media (local, regional, national and/or global). In order to reach a relevant number of publications, we have identified key steps of the project that can be of interest for media and according to that, we present the following proposal for press releases publications.

- Pilots kick-off
- End first round pilot testing
- Second pilot round kick-off
- End pilot testing
- Eventual scientific articles publication: TBC
- Final workshop: March 2016

The list above will be updated as articles are being published.

Title / Publisher	URL	Partners Participation
Innovative technological solutions for falls detection in aging people: the FATE experience / Paper submitted for Foritaal 2013, Ancona. Fooritaal 2013 Quarto Forum Italiano per l'Ambient Assisted Living / Article in Magazine "Senza Età"	**http://www.senzaeta.it/pixel2010/images/2013/se60web.pdf**	COOSS
Article in the AgeingWell Newsletter	Planned for March/April 2014	MFKK/Ateknea

3.2 Specific stakeholder dissemination

3.2.1 Newsletter

A Newsletter will be sent to all the subscribers. The first newsletter will be sent after the beginning of all the pilots. We propose a calendar for the publications with possible contents, which are just a suggestion but might be different depending on other partner's suggestions or project development.

The platform we have chosen to send the newsletter is Mail Chimp, which offers a wide range of design possibilities together with a free service of up to 2.000 subscribers and 12.000 sends free of charge.

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Number	Project month	Date	Content
1	24	February/March 2014	Newsletter launch. Project, technology, partners and pilot introduction.
2	29	July 2014	Pilot methodology, researchers and patients involved
3	34	December 2014	Pilot results, SWOT analysis
4		May 2015	Final conclusions report. Final workshop report.

Table 2. - FATE newsletter publications plan

Subscribers' recruitment will be implemented through different actions:
- Website widget to subscribe to newsletter
- Twitter campaign to attract subscribers
- Newsletter dissemination at events

Figure 6. - Quarterly newsletter promotion on The_FATE_Project Twitter account

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3.2.2 Scientific articles

The production of scientific articles for submission to scientific journals will follow the completion of the pilots, the analysis of data as well as the overall assessment of the project's outcomes.

Title / Publisher /URL	Orientation	Partners Participation
FATE: One Step Towards an Automatic Aging People Fall Detection Service MIXDES Conf. Poland 2013.	Technical specification	UPC

Table 3. - Scientific articles

3.2.3 Conferences & Workshops

All of the project partners will gather relevant information from their specific activities and participate in the dissemination of project results through their contribution to workshops, conferences, technical journals and other publications. These events constitute the most traditional way to present results of R&D projects, and can be used to discuss results and possible future developments.

FATE Consortium may aim to disseminate free acquired knowledge about the project in a number of technical and scientific conferences, workshops and/or exhibitions. To achieve this, each partner may carry out different presentations of FATE project for internal and/or external audiences.

The overall information will be summarised and uploaded to the FATE website. As well, some additional information and presentations from the workshops could also be put on the website as an excellent way so as to disseminate the project information. The partners will be able, of course, to erase any confidential information and data before making it public or, alternatively, locate sensitive information within the website private area.

The table below has an initial list of conferences and workshops, in which one or more FATE partners have either taken part, or aim to take part. This list will be updated with upcoming events as they are identified.

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Congress/Event	Date	Location	Partner involved
Third Italian Forum on Ambient Assisted Living - ForitAAL	17-19 October 2012	Parma, Italy	COOSS
Handimatica2012: IX National Conference about disability and ICT www.handimatica.com	22-23 November 2012	Bologna, Italy	COOSS
Enterprise Europe Network Conference	2 February 2013	Budapest, Hungary	ATEK
InforSalud http://www.seis.es/jsp/base.jsp?contenido=/jsp/congresos/inicio.jsp&id=3.1&categoria=1&idcongreso=195	9-11 April 2013	Madrid, Spain	TicSalut
Local event with the Municipality of Tolentino and Social Districts participating to the FATE trials	September 2013	Tolentino (MC), Italy	COOSS
AAL Forum	25-26 September 2013	Norrköpping, Sweden	TICSALUT
REAKTION clustering event	26-27 September 2013	Heraklion, Crete, Greece	UPC
ForITAAL - Italian Forum for Ambient Assisted Living http://foritaal2013.univpm.it/Home.html	23-25 October 2013	Ancona, Italy	COOSS
ICT 2013 Event	November 2013	Vilnius, Lithuania	UPC
Pensioners Exhibition	29 November 2013	Budapest, Hungary	ATEK
VII CONGRESSO NAZIONALE SIRAS - Research, Innovation and New Technologies in Rehabilitation	14-16 November 2013	Rome, Italy	FSL
eVita National Technology Platform - Neumann Kollokvium: ICT in health applications	22 November 2013	Veszprém, Hungary	ATEK
ATEKNEA Conference on Research and Innovation programs in the EU	13 February 2014	Budapest, Hungary	ATEK
Innnovation Day / ELTE	26 February 2014	Budapest, Hungary	ATEK
V Jornades RDI en TIC i Salut a Girona	5-6 June 2014	Girona, Spain	UPC, TicSalut

Table 4 Participated workshops and conferences overview.

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3.3   Dissemination Events

Workshops

A number of target events will be organised as part of the dissemination activities, in order to enable the project partners to share and spread relevant information from their specific works. All the participating stakeholders will be stimulated to bring forward their own view, demand information on the project deployment and planning decisions of their own authorities and planning institutions. This planning will include:

- **Training Seminars.** As part of the pilot implementation, training sessions will be organized to provide all necessary information to all carer professionals involved in the pilot, such as nurses, doctors and researchers.
- **Final Conference.** As part of the dissemination strategy two events will be organized in order to promote FATE technology and results among several sector players. One of the main goals of this event is the promotion of the adoption of FATE service and business model, both by local, regional or national governments and private sector in the countries involved in the project as well as in other European Regions. The date for the final workshop event will be eventually confirmed.

4.   Dissemination expected outcomes

Taking into account the dissemination action plan developed in this document, we have established a list of expected outcomes in order to ease the study of results of this action plan as well as to focus the actions on predefined results.

On the table below you will find the expected outcomes settled for each dissemination action:

ACTION	Expected outcomes	Up to date
Website	3,000 visits	1,945 visits
Newsletter	200 subscribers	1 subscriber
Newsletter issues	10	none
Twitter	100 followers	52 followers
Twitter	500 tweets	55 tweets

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YouTube channel	1000 visits	561 views
Scientific publications	6	1
Press articles	20	-
Project presentations at workshops / conferences	20	10

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Appendix A: Project Logo

Figure 7: FATE Project logo

Figure 8: FATE Project Logo in B/W application

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Appendix B: Project brochure

Scope

FATE is more than a complete and well integrated ICT solution, it is also a care model focused on strengthening Public and Private collaboration to reach a reliable service. It thus paves the way across Europe for opening new market opportunities and benefits for all stakeholders in the health and care sectors, as well as sustainable models for the future elder generations.

Objective

The ultimate goal of FATE project is to widely validate an innovative and efficient ICT-based solution focused on improving the elder's quality of life by an accurate detection of falls, both at home and outdoors. Additionally the project aims to demonstrate the integration feasibility of the detection solution into actual care solutions.

FATE Solution

The system consists of two main elements plus a series of secondary elements:

Main elements

- A highly sensitive fall detector incorporating accelerometers, capable of running a complex, specific fall detection algorithm in order to provide accurate fall detection.
- The telecommunications layer based in wireless technologies consists of an indoor Zigbee network, a central computer and a mobile phone communicated with the central computer and the fall sensor via Bluetooth. All incidences and measures will be stored in a server to be used as a monitoring data for the carers/doctors improving patient fall prevention and treatment. Once detected and confirmed, fall events will be communicated to relatives or health service providers (112) through the specific call centres set in every country.

Secondary elements

- A bed presence sensor to dismiss false fall positives, detect potential health problems or behaviour anomalies and detect falls from the bed.
- As an optional element, for persons suffering the significant gait difficulties, the system will be also complemented by the i-Walker, an intelligent walker designed to support elders with significant gait difficulties.

Contribution

Falls in ageing people are a very big problem. A great majority of falls result from a combination of factors. The aging process itself is one of these factors. Other contributing factors include chronic health problems (diseases of heart, problems in eyes, poor vision, muscle weakness, dementia, arthritis,…), physical and functional impairments (lower extremity weakness, balance disorders), medications and alcohol abuse, and hazards and obstacles in the home (poor lighting, lack of bathroom safety equipment, loose carpets).

The system proposed and tested in FATE is a solution for the correct detection of falls. Additionally, the complete solution will improve the prevention of falls in affected ageing people for the following reasons:

- The automatic detection of a fall with very low error rate.
- The localization of where the fall occurred, facilitating the intervention.
- The improvement of the fear of falling (FOF) effect.
- The use of the iWalker when necessary for mobility improvement and its eventual contribution to rehabilitation.
- The definitive improvement of the "long-lie" syndrome.
- The precise detection of falls for people with low cognitive problems like memory loses is a critical factor for the prescription of a rehabilitation program.

Figure 9: Fate Brochure – Inside Page (English version)

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Cos'è FATE

FATE propone un innovativo sistema tecnologico in grado di rilevare le cadute, sia all'interno sia all'esterno dell'ambiente domestico.

Componenti del sistema

Il sistema è composto di:
- rilevatore di caduta portatile;
- telefono cellulare;
- computer;
- sensore di occupazione letto;
- Call center.

INFORMA

Sistema autonomo dell'utente   Servizio di assistenza

Funzionamento del sistema

Il rilevatore di caduta portatile è un apparecchio leggero e di piccole dimensioni, inserito all'interno di una cintura elastica in neoprene, anallergica e confortevole, da indossare sotto gli indumenti. È resistente all'acqua. In caso di caduta, il rilevatore invia un segnale al telefono cellulare che, interagendo con il computer, invia tempestivamente un allarme al call center per attivare il servizio di pronto intervento.

Il rilevatore di caduta può essere indossato per l'intero arco della giornata. Deve essere tolto durante le ore dedicate al riposo per ricaricarne la batteria. Durante il riposo, il monitoraggio delle cadute è affidato al sensore di "occupazione letto": confortevole e poco ingombrante, tale sensore è in grado di rilevare eventuali cadute e di registrare il tempo trascorso a letto dall'anziano.

Obiettivi del progetto

Il progetto FATE intende testare questo innovativo sistema tecnologico di rilevazione delle cadute in scenari di vita reale e misurarne scientificamente l'efficacia.

Il sistema FATE mira a:

- Ridurre la paura di cadere, poiché l'anziano può sentirsi più sicuro indossando il sistema
- Prevenire la lunga giacenza a terra in caso di caduta, grazie all'invio tempestivo di un allarme al Call Center
- Migliorare la qualità della vita e il senso di sicurezza degli anziani attraverso l'utilizzo di tecnologie innovative semplici e non invasive

Figure 10: Italian Fate Brochure – Inside Page

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Figure 11: Hungarian Fate Brochure – Inside Page