How to communicate the status and outcomes of InAdvance, and ensure societal benefits after the project finishes?

What is your role in the project?

Salumedia is leading the project's dissemination and communication activities among relevant audiences, as well as the exploitation of the end results. We aim to maximise the impact of the InAdvance project and to ensure the sustainability and transferability of project results, including scientific publications, organisation of workshops, and other activities, as well as commercialising the most promising project results.

The work requires interaction with all the partners during the entire project.

How do you plan to do that?

The platforms we are using are public website, social media, public health events, conferences, workshops, journals and other publications, and through newspapers, television and radio news. It is important to remember clear communication everywhere. However, Salumedia cannot do all the work alone, but it is done in close cooperation with all the partners and their tasks, as our works supports each other. Also, AGE Platform Europe, which is a European network of Older people's organisation, gives lots of support for disseminating project findings among relevant EU stakeholders and national older people's organisations.

When it comes to exploitation, we are going to plan and supervise all the tasks related to intellectual property rights, innovations, and sustainability of end-results. In case the project results in a commercial solution, we will develop a business model for it.

What are the challenges you could be facing?

One challenge of communication we see, is to find the correct way to raise the awareness of palliative care among the general public and patients, and to create a network of interested people (professionals), as there are cultural differences between countries and language barriers. That is why it is important to monitor our performance and adapt the communication accordingly.

Another challenge is the creation of a network of interested people, healthcare professionals, governments, policy makers, etc. for ensuring that the key stakeholders are aware of the digital solutions derived from InAdvance, and both their scientific and clinical validation.

How does your work contribute to the overall objectives of the project?

Our work is very well aligned to the overall objectives of the project, as raising the awareness and the importance of early palliative care is one of the main objectives of InAdvance project. We feel privileged to be working in this role within InAdvance.

Also, many interesting solutions coming from research projects die after the project finishes. Our work needs to emphasise that when the funding is over, we keep rolling the ball so that the investment of the EU impacts the society. To do so, we need to create a sustainable business model for the end solution of the project.

How do you think the project will improve the quality of life of older people with complex chronic conditions?

As people's awareness towards early palliative care for complex chronic conditions rises, they are more likely to ask for it in case they find themselves or their loved ones in such a situation. We think the project results will be of paramount relevance for palliative care patients' quality of life. Not only will the project help rising awareness about the need of providing palliative care earlier, but also facilitate its delivery and management with innovative and safe digital tools that combine artificial intelligence and behavioural change techniques, among other advanced technological elements.