



# RESILIENT

Technology driven self-management for building resilience among people with early stage cognitive impairment

**AAL-2018-5-82-CP**

## Deliverable D4.2 – Dissemination Plan

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Dissemination level	
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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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## List of Acronyms

AAL	Active & Assisted Living
EU	European Union
IRCCS - INRCA	L'Istituto nazionale ricovero e cura anziani (INRCA) è un Istituto di ricovero e cura a carattere scientifico (IRCCS) pubblico
MCI	Mild Cognitive Impairment
No.	Number
SIPBB	Switzerland Innovation Park Biel/Bienne
WP	Work Package

## Executive Summary

This is a deliverable of WP4, pertaining the Task 4.2. The Work Package 4 aims to ensure strong visibility of the project and efficient dissemination of the results at each of the implementation phases. Further goals are exploitation activities such as defining market needs, market niches, developing a market deployment strategy, and creating a business model for an EU- and Canada-wide exploitation plan.

The deliverable D4.2 “Dissemination plan” presents the target groups, list of dissemination channels and the general strategy on dissemination towards the target groups through the channels available. The activities that have been undertaken up to this point as well as the planned dissemination activities for the future will be presented. All partners will disseminate the project’s results in their own countries and at the European and Canadian level.

## 1. Introduction

Mild Cognitive Impairment (MCI) is an age-related condition, in which an individual has mild but measurable changes in cognitive abilities that are greater than would be expected for their age. These changes are noticeable to the affected person and to family members and friends, but do not affect the individual's ability to carry out everyday activities. Approximately 15 percent to 20 percent of people aged 65 or older have MCI.

There is good evidence that a healthy lifestyle and cognitive stimulation can reduce both the risk of developing dementia and its progression [4, 5].

### **Scope of this document**

The objective of this deliverable is to present a general strategy for dissemination and communication for the RESILIENT-T project with the focus on the activities to be performed during the first half of the project up until month 18.

- First, the target groups that the project wishes to address are defined.
- Second, the dissemination channels and instruments which are available to disseminate through are presented.
- Following this a schedule for dissemination actions is defined. It will serve as a guideline for the first half of the project.

The action plan for the second half of the project will be provided with the deliverable update at month 18.

This deliverable is part of Work Package 4 "Dissemination and exploitation" Task 4.2 "Development of dissemination plan, communication materials and channels". All partners participate in this task.

### **Rules of dissemination**

The rules for dissemination are set in AAL communication guidelines, the National Grant Agreements, and in the Consortium Agreement.

As a reminder, every communication, public presentation or document aimed at the dissemination of the project shall include at least the logo of RESILIENT-T project, the logo of the AAL IP and that of EU.

The following sentence shall also appear in all the mentioned supports aimed at dissemination of the project:

Cofinanced by and the logo of AAL EU and National funding authority.

Every publication or public presentation carried out by partners has to be first shown to the consortium for comments and for their information (see more details in the Consortium Agreement). Dissemination activities shall be compatible with intellectual property rights, confidentiality, and the legitimate interests of the owner of the Results.

All partners taking part in the project are involved in the dissemination activity.

According to a shared program, every partner will have to:

- Contribute to the project promotion and to the dissemination of its results;
- Help identify potentially new interested stakeholders;
- Contribute to the project website;
- Contribute to social networks;
- Participate in relevant events where the project can be introduced and displayed;
- Promote the organisation of focused events by publicizing them on the project website;

- Provide the logo of their own organization, and add a link to project website in their organization website;
- Make reference to all relevant funding bodies in every dissemination artefacts;
- Forward to the WP4 leader the dissemination material used in order to revise the dissemination plan and for the publication on the website if applicable;
- Report to the project coordinator and to other partners all dissemination activities performed.

## 2. General principles

### General strategy

The goal is to raise awareness of the project, from its concept to its progress and to the final results. The knowledge gained is to be shared among the shareholders and the public sector. A properly carried out dissemination increases exploitation possibilities and opportunities by increasing the network.

As RESILIENT-T project has a user-centric approach and had many activities of co-working with the end-users it is very important to introduce the project concepts and partial results to the targeted audiences and obtain their feedback for guiding the development of the RESILIENT-T system.

Dissemination and exploitation of the project results are closely entwined. By creating a network of interested groups dissemination activities lay groundwork for future exploitation of the project results. To achieve optimal results dissemination must also be integrated into the exploitation strategy.

Dissemination is a continuous process. As the project progresses more material for dissemination will become available, which enables enrichment of the dissemination materials and allows a continuous flow of information that has to be maintained in all the appropriate channels. The continuous updates also ensure that the project does not fade from the consciousness of the target audiences.

### Dissemination target groups

The fundamental requirement for formulation of a dissemination strategy is the identification of the target groups. Each of the target groups will have to be approached differently. The expected target audiences can be summarized in the following three groups:

- End-users - this group includes the end-users of the RESILIENT-T system as well as their representatives
- Policy makers and enterprise – this group comprises of potentially directly involved as actor or financier in the exploitation of the results
- Scientific community – this group is made of researches and academics who will support the project and benefit from it from a scientific point of view

It is possible for these categories to overlap. For purpose of simplicity the following classification of stakeholders only one designation was assigned per target group. The following table describes the target groups identified with their general categories.

**Table 1. Dissemination target group**

Target group	Category	Objective of the dissemination
People with Mild Cognitive Impairment	End-users	<ul style="list-style-type: none"> <li>• To receive feedback to guide the work during the project</li> <li>• To inform them, as the final beneficiary and the users of the system, about the use of the RESILIENT-T solution that the can be used to improve their wellbeing.</li> <li>• To involve them in the process of development of the technological solution</li> </ul>
Informal Caregivers	End-users	<ul style="list-style-type: none"> <li>• To inform them and help them encourage seniors to take advantage of the possibilities offered by the RESILIENT-T system</li> <li>• To involve them in the process of development of the technological solution</li> </ul>

End-User associations	End-users	<ul style="list-style-type: none"> <li>To inform them and help them encourage seniors to take advantage of the possibilities offered by the RESILIENT system</li> <li>To involve them in the process of development of the technological solution</li> </ul>
Caregiver' associations		
Professional carers	End-users	<ul style="list-style-type: none"> <li>To inform of the possibilities offered by the RESILIENT system for the seniors</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilization of insights from different domains</li> <li>To involve them in the process of development of the technological solution</li> </ul>
Local authorities and national/regional public bodies	Policy makers and enterprise	<ul style="list-style-type: none"> <li>To inform of the possibilities offered by the RESILIENT system in terms of improved wellbeing of the elderly and the possibility to save public money</li> <li>To engage with policy issues addressed by the project and possible methods of implementation</li> </ul>
European commission		
Insurance companies		
Manufacturers	Policy makers and enterprise	<ul style="list-style-type: none"> <li>To inform them about the solution developed in the project</li> <li>To gain insight and learn from their experiences into the supply side</li> <li>To catch their interest to be involved in the exploitation of the project results</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilization of insights from different domains</li> </ul>
Suppliers		
System integrators		
Vendors		
Service providers		
AAL community	Scientific community	<ul style="list-style-type: none"> <li>To encourage academic organisations and researches to conduct further research in regard to MCI and other issues and concerns raised by the project, especially in relation to their own research practices</li> <li>To encourage discussion and feedback of the findings in the project</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilization of insights from different domains</li> <li>To collaborate with them on how to measure the efficacy of the solution</li> </ul>
Researchers		
Civil society organisations		

## Dissemination channels

The goal is to raise awareness among a broad set of audiences, therefore an equally broad spectrum of dissemination channels is needed.

- **Digital**  
The online dissemination channels play a central role in the project dissemination plan. The website will be used as the connection piece for all the dissemination channel and will be used to inform on the project concept, development, partial results and activities all of the stakeholders and interested groups. A part of the information will be released on chosen social media channels. The information and the language it is delivered in will be tailored to the audiences it is directed at.
- **Face-to-face**  
Despite the electronic communication having increased influence, the personal face-to-face communication remains unique and indispensable as a dissemination tool. Each partner shall suggest a list of local, national or international events in which to participate and to promote the project or to present accepted paper and/or posters at relevant conferences. In addition, the consortium partners shall coordinate among themselves to organise different events, such as workshops or specialized information sessions, at international conferences or other relevant events. The RESILIEN-T consortium partners will participate at fairs and other commercial events with booths distributing information materials like leaflets.
- **Traditional media**  
Traditional media such as newspapers, radio or TV, are an important communication channel. Many older people are used more to getting information from newspapers rather than the internet. Press releases regarding the concept, newest developments, announcements of upcoming events organised by the project partners, and information of interest to the public shall be prepared in order to involve the press and the wider public that comes with it.
- **Scientific journals / specialised press**  
Articles for specialized and scientific press must be elaborated and published throughout the project development in order to appeal to the scientific community and professionals in the field pertaining to the topics and themes of the project. The scientific results should be written, published in relevant scientific journals and presented at national and international conferences.

All consortium partners will collaborate to create a list of dissemination opportunities and contacts associated with their respective institution to be used for raising the awareness and spreading the results of the RESILIEN-T project.

## Dissemination success indicators

In order to assess the effectiveness of the dissemination activities a set of success indicators has to be defined. If the target values are met then the activity is regarded as successful. If they are not met it is possible to intervene and adjust the dissemination strategy and plan if determined as necessary by the consortium.

These target values listed below are only to present a basic set of references that aims to give an easily measurable indicator of success. The overall success of the dissemination depends on many factors that are not always easily measurable or not always as easy to present in a report.

**Table 2. Dissemination success indicators**

Indicator	Target value	Results as of 09.09.2020
No. visitors to our website	≥1000	4,029
No. of leaflets distributed	≥500	+/- 100
No. of presentations done	≥5	3
No. of workshops held	≥5	0
No. of scientific publications in peer-reviewed journals	≥1	1

### 3. Dissemination instruments

#### Project logo

The logo is the image which represents the project brand. It provides the RESILIEN-T consortium and the RESILIEN-T system with a corporate identity thus facilitating project recognition in the world and enabling more homogeneity in all the consortium activities, especially when concerning interaction with external parties.

The logo was designed by BSD design, a member of the project consortium, and chosen for its simple and smooth design that is easily recognizable. It is imperative that the logo is used with all the dissemination instruments, consistent with its style, in order for it to be effective as corporate design.



Figure 1. Project logo

#### Website

The project website is the first and most widely accessed dissemination channel. It is the first place people will seek out once they have received a leaflet, attended a presentation or have otherwise come in contact with the RESILIEN-T project. As such it is of high importance to all target groups.

The homepage is available under: <http://resilien-t.eu>

The website will publish all the information about the project that is meant for public access. This includes the project concept, project development, main results and the business and service models. It will provide information about initiatives such as events, participation at conferences, workshops, and etc. It will also provide access to various dissemination documents and other downloadable content. The website will be updated regularly to inform on the progress of the project.

The website is currently in English only, as it is the international language. Some downloadable publications, such as the leaflet, are available in all languages of the consortium partners.

#### Social Media

In order to ensure as wide diffusion of information as possible, it was decided to present some of the project material on the most popular social media networks, which are used by informal caregivers and general public, and researchers and professionals of the field.

A project account will be created on Facebook and Twitter.

During the project, the dissemination materials, project development as well as information pertaining event participation will be continuously posted onto these channels.

### **Leaflet and posters**

A brochure containing all the substantial information on the project has been designed in two versions, one for dissemination to the end-users and general public, and another for dissemination among scientific and professional audience. The brochure has been translated to all the languages of the consortium partners. It is an item that is easy to make a large number of and take them to all the events, conferences, workshops and forums to hand them out in a large number. The audiences can take the leaflet and read it thoroughly at a later point.

The current version of the leaflet contains the project concept and general goals. An improved version containing the first project results will be realized once the system development has been finished and the trials have started.

In addition to the leaflet, a poster has been created for use in networking events, forums, workshops and conferences. All partners are encouraged to create or modify existing dissemination materials to allow country specific dissemination for particular audiences.

### **Templates**

A set of templates for Office documents shall be prepared. A basic Microsoft PowerPoint presentation with basic project information shall be made available for all consortium partners on the project shared folder. This ensures cohesive and uniform dissemination and appearance of the project while at the same time allowing modifications to match the particular audience.

### **Presentation video**

Two presentation videos will be created to present the project. The first one will be a short promotional type to recruit participants for the field trials and the second will be show the result at the end of the project as a first promotional video for exploitation.

#### 4. Dissemination plan

This section outlines the main processes of the dissemination based on the target groups and dissemination instruments presented in the previous sections. Here, the steps to build up the dissemination process, a flow of information, the timing of dissemination activities and the appropriate sharing of tasks among the consortium partners are outlined.

Each consortium member has to play a role in dissemination according to their skills and capacity. The high-level coordination is undertaken by the leader of the Dissemination Work Package (WP4) and supported by the project coordinator.

Timely and effective dissemination is an essential part of the project and crucial for future exploitation of the project results well beyond the duration of the project itself. It allows for the benefits generated during the project to be accessed by the whole society. Ensuring that the gained knowledge and exploitable foreground is protected and any duplication of research and development activities is avoided is also a major part of the efficient dissemination strategy.

Two of the success key of dissemination is regularity and being up-to-date. Regular in the sense of the necessity to maintain the interest towards project achievements, and up-to-date in the sense of providing fresh content as well as being aware of new opportunities where project dissemination can take place.

This means that we can classify dissemination activities into main 3 types:

- Continuous activities (e.g. update of project website);
- Regular activities (e.g. writing newsletters);
- Occasional activities (e.g. attendance at conferences).

**Table 3. Programmed dissemination activities.**

Activity & message	Channel	Time	Target
Project update <i>Tell people what is happening in the project in just a few sentences to keep them on board and interested.</i>	Digital Presentation Newsletter	Once a month Update Next edition	Visitors & followers Participants Readers
Results of WP1 Cloud platform <i>Explain the main findings in the development of the cloud platform to show the possibilities to a more specialised audience</i>	Digital Standard presentation Newsletter	September 2020 Update Next edition in dec 2020	Visitors & followers Participants Readers
Recruitment for field trial <i>Explain to people what we are doing and motivate them to participate</i>	Digital Local media Video	Regularly since sep 2020	End users Care organisation

<p>Results of WP2 App and interface develop <i>Explain the main findings in the development of the app and interface develop to show the possibilities to a more specialised audience</i></p>	<p>Digital Standard presentation Newsletter Specialised press</p>	<p>December 2020 Update Next edition in dec 2020 2021</p>	<p>Visitors &amp; followers Participants Readers Specialist</p>
<p>Update field trials 1 WP3 <i>Show the activities in the field trials and the first discoveries</i></p>	<p>Digital Standard presentation Newsletter Local media</p>	<p>March 2021 Update Next edition in jun 2021 March 2021</p>	<p>Visitors &amp; followers Participants Readers Local population &amp; authorities</p>
<p>Update field trials 2 WP3 <i>Show the activities in the field trials and the first discoveries</i></p>	<p>Digital Standard presentation Newsletter Local media</p>	<p>June 2021 Update Next edition jun 2021 June 2021</p>	<p>Visitors &amp; followers Participants Readers Local population &amp; authorities</p>
<p>Update field trials 3 WP3 <i>Show the activities in the field trials and the first discoveries</i></p>	<p>Digital Standard presentation Newsletter Local media</p>	<p>September 2021 Update Next edition dec 2021 September 2021</p>	<p>Visitors &amp; followers Participants Readers Local populations and authorities</p>
<p>Update WP4 Stakeholders survey <i>Show the opinion from stakeholders</i></p>	<p>Digital Presentation Newsletter</p>	<p>December 2021 Update Next edition dec 2021</p>	<p>Visitors &amp; followers Participants Readers</p>
<p>Results business and exploitation plan WP4 <i>Show the business and exploitation plan for RESILIENT-T</i></p>	<p>Digital Presentation Newsletter</p>	<p>January 2022 Update Next edition feb 2022</p>	<p>Visitors &amp; followers Participants Readers</p>
<p>Results field trials WP3 <i>Explain the final results about how RESILIENT-T is affecting people's live</i></p>	<p>Digital Presentation Newsletter Local media Scientific press Professional press</p>	<p>February 2022 Update Next edition feb 2022</p>	<p>Visitors &amp; followers Participants Readers Local population and authorities Scientific community / professionals</p>
<p>End results and project summary <i>Show the final results and summarize the last three years of project work</i></p>	<p>Digital Presentation Newsletter</p>	<p>February/march 2022 Update Next edition feb 2022</p>	<p>Visitors &amp; followers Participants Readers</p>

For occasional activities, a list of planned and potentially interesting dissemination opportunities such as fairs, forums, scientific events and journals, marketing possibilities as well as the conventional media opportunities. Unlike with the continuous and regular activities, it is not possible to set all of the occasional activities in stone ahead of time. This part of the document will be updated continuously as opportunities arise.

**Table 4. List of dissemination opportunities for presentation and workshops.**

<b>Activity</b>	<b>Type</b>	<b>Date</b>	<b>Who</b>	<b>Why</b>
ForItAAL	Forum	19-20.06.2019	INRCA	Presentation
AAL Forum Aarhus, Denmark	Forum	23-25.09.2019	To be defined	Booth
Dementia Lab	Conference	21-22.10.2019	To be defined	Presentation
AAL Forum Trieste, Italy	Forum	10-12.05.2020	TBD	Workshop?

## 5. Dissemination activity report

In order to coordinate and keep track of all the occasional dissemination activities performed the consortium partners will be recording their dissemination activities and sharing it with the rest of the consortium. This information in return will allow additional dissemination in form of reports that can be published on the website or the Facebook page.

**Table 5. Dissemination activities report.**

Partner					
Type of Activity	Conference <input type="checkbox"/>	Workshop <input type="checkbox"/>	Publication <input type="checkbox"/>	Presentation <input type="checkbox"/>	Other <input type="checkbox"/>
For event	Organizer <input type="checkbox"/>		Participant <input type="checkbox"/>		
Description / activity performed					
Title of article / presentation / activity					
Date					
Place					
Organizer					
Type of audience / target					
Indicative coverage					
Resources					

Evidence of the performed activities as copy of the presentation, paper, copy of press articles, photos or videos should be shared in project shared folder.

## 6. Dissemination activities

Below is the list of dissemination activities performed as of 09.09.2020. All activities have been additionally disseminated over other dissemination channels such as the homepage, Facebook, Twitter and LinkedIn project accounts.

Partner	Date	Activity Type	Title
Vilans	08.11.2019	Online publication ( <a href="#">Vilans homepage</a> )	“Helpt technologie mensen met dementie om meer te bewegen?”
Vilans	06.11.2019	Online publication ( <a href="#">Vilans homepage</a> )	"RESILIENT strengthens the resilience of older people living at home
Careyn	04.11.2019	Online publication ( <a href="#">Careyn Homepage</a> )	“Langer thuiswonen met geheugenproblematiek”
UofT	21- 22.10.2019	Event participation, presentation (mention only)	Dementia Lab (Short mention about the project)
all	23- 25.09.2019	Forum participation	AAL Forum in Aarhus, Denmark;
INRCA, UNIVPM	19.08.2019	Scientific publication (published <a href="#">here</a> )	“Assistive sensor-based technology driven self-management for building resilience among people with early stage cognitive impairment”
UNIVPM	09.07.2019	Forum participation, presentation	International symposium on Measurements and Networking organized in Catania (Italy); Presentation “Assistive sensor-based technology driven self-management for building resilience among people with early stage cognitive impairment”
INRCA, UNIVPM	19- 21.06.2019	Forum participation, presentation	AAL Forum in Ancona, Italy; Presentaion "AAL sensors and technologies for monitoring and assistance"
Vilans, Careyn	12.06.2019	Online publication ( <a href="#">Vilans Homepage</a> )	„Hoe zorg je ervoor dat mensen met lichte geheugenproblemen langer thuis kunnen wonen?”

## 7. Annex

### 6.1 Website

The screenshot shows the RESILIENT-T website interface. At the top, there is a navigation menu with links for Home, News, About, Consortium, Publications, and Contact. Below the menu, the article title "AAL Forum participation in Ancona" is displayed, along with the date "June 7, 2019" and "Categories" with a dropdown arrow and "0" likes. The article text begins with "Dear reader, We are pleased to announce that RESILIENT-T will be represented by our consortium partners at the upcoming AAL Forum in Ancona, Italy (19 to [...])". Below the text is a group photograph of the consortium members. To the right of the article, there is a section titled "The Project" which describes the initiative as part of the Active & Assisted Living Programme (AAL Programme) approved by the European Parliament and the Council of the European Union. It details the goals of the RESILIENT-T modular mobile app, which provides coaching services related to nutrition, physical activity, cognitive exercises, and social relationships. The text also mentions that the app is designed for people with Mild Cognitive Impairment to help them become more resistant to age-related changes and better care of themselves. The article concludes with information about the kick-off meeting in Ancona on March 14-15, 2019, at the INRCA.

**Consortium Partners**



**Sponsors**



**National Funding Organisations**



**6.2 Leaflet**




**If you are interested in helping us make the RESILIENT-T even more fun, please contact us.**

**RESILIENT-T**

is part of the Active & Assisted Living Programme (AAL Programme), an initiative approved by the European Parliament and the Council of the European Union.

The RESILIENT-T consortium is a group of companies and institutions with complementary strengths and expertise, working to develop an ICT self-management solution to be used by independent and autonomous older adults with Mild Cognitive Impairment.

Project start date : 01/03/2019  
Duration: 36 months Total

**Consortium Partners**

Nine partners - SME (4), Research Institutions (3) and end user organisations (2) – from Italy, Canada, Switzerland and the Netherlands.

**Contact**

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**RESILIENT-T**



A coach that helps you become RESILIENT-T



**Are we only concerned about memory?**

Have you been diagnosed with Mild Cognitive Impairment or are you worried about having one?

Worry not!

There is good scientific evidence that a healthy lifestyle including regular physical, social and cognitive activity plus good nutrition, can help to support memory and wellbeing.

**Are you a care professional, looking after older adults with cognitive limitations?**

Are you representing a community centre or another care giving organisation?

RESILIENT-T will deliver coaching services related to nutrition, physical activity, cognitive exercises, and social relationships.

If after reading our brochure you are enthusiastic to learn more about RESILIENT-T, contact us to organise a workshop.




**Have you noticed a change in the cognitive state of your loved one?**

Are you sometimes worried about them when you are not there?

RESILIENT-T can help those you care about maintain their abilities and take better care of themselves.

RESILIENT-T aims to make technology that is fun to interact with, get advice and make suggestions.

Recruitment Leaflet, version 7.0

**6.3 Poster**



# RESILIEN-T

Increasing resilience of older adults with MCI

Seniors with Mild Cognitive Impairment (MCI) are more likely to develop dementia<sup>(1)(2)</sup>. Research has shown that a healthy lifestyle and cognitive stimulation can reduce the risk of both the development and progression of dementia<sup>(3)(4)</sup>.



### Aims

Resilien-T aims to increase the resilience of seniors with MCI by offering coaching services related to nutrition, physical activity, cognitive exercises and social relationships with a modular application on a tablet for seniors. The Resilien-T app supports seniors in the self-management of their health, which helps them to independently live at home longer.

### Materials & Methods

The needs and wishes of seniors with MCI and informal caregivers are mapped by conducting first co-design sessions, using semi-structured interviews and design thinking methods such as cultural probes.

### Results

Preliminary results indicate that seniors with MCI value their ability to engage in social contacts, physical activity and personal interests. Most seniors are willing to eat healthy, take a walk more often, participate in activity clubs and do puzzles to improve their health.

### Conclusion

Preliminary results from the co-design sessions show that the fear of being unable to do what they love, becoming mentally and physically impaired and becoming a burden for their environment are motivations for most seniors to actively work on their health.

### References

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### Contact information

