

Acronym: Anathema  
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Duration: 24 months

## D5.5 Dissemination report

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Dissemination level<sup>2</sup>: PU

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Partners involved (leader in bold): FhP, SxL, **INST**, SPR, KBO

Authors: Ana Correia de Barros (FhP), Johannes Fell (INST)

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<sup>1</sup> L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

<sup>2</sup> 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)

## Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Associação Fraunhofer Portugal Research	FhP	Research	Portugal
2	FPCEUP - SexLab	SxL	Research	Portugal
3	Instahelp	INST	SME	Austria
4	SPRIGS	SPR	SME	Netherlands
5	Unie KBO	KBO	End-user	Netherlands

## Revision history

Rev.	Date	Partner	Description	Name
	17.02.2022	FhP	Created initial version	Ana Correia de Barros
	16.03.2022	FhP	Added new dissemination actions	Ana Correia de Barros
Approved by FhP				

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## 1. Summary

This document describes all the dissemination and communication actions by the consortium members.

We can see that the consortium has followed the dissemination plan (previous version of this Deliverable). Through our many activities, we have managed to reach thousands of participants, from academia to companies.

The topic of human sexuality has revealed to generate a lot of traction, not only next to older adults and psychology practitioners, but also next to other audiences, namely in product design. Signs of this are the number of older adults answering the project's first online questionnaire (N=1.119) or two invitations received by the project coordinator for keynote speeches.

## 2. Messages

The Anathema consortium proposed to work on dissemination and communication around five pillars, each with its associated message.

One year after the start of the project, we reflect below on the effort and impact in each of the pillars so far.

**1) Validating the intervention among the scientific community.** *Message: Anathema is effective.*

Anathema has regularly participated in scientific meetings, namely on congresses of the World Association for Sexual Health, the Psycho-oncology congress by the Portuguese Oncology Institute, and the World Meeting on Sexual Medicine. The consortium has not yet published in the foreseen journals, which is in line with what was expected and planned in the partners' budgets – such publications should happen on the project's second year.

**2) Campaigning to destigmatise sexual health among older adults and people with chronic diseases.** *Message: Seeking sexual counselling help is ok.*

This message has been disseminated mainly via KBO to their associates, reaching between 250k and 700k older adults in the Netherlands. We have noticed that the topic of the project gathers significant attention from older adults. Because of this, KBO is investing in writing regular magazine articles about the project and the general theme of sexuality in older age. One of the strategies in reaching older adults has been to share real life testimonies of older adults' struggles with sexual health in order to normalise them.

**3) Demonstrating the value of Anathema to current and future practitioners.** *Message: Anathema is effective and practical to use.*

This has been done through two means. Instahelp has a cohort of therapists who provide feedback on the platform and the business. Furthermore, they have a database of therapists who are their clients. Using their internal channels, they have disseminated the project and its value to these practitioners. Dissemination next to future practitioners has been made mainly through SexLab, via lectures and webinars for PhD students and practitioners. Although not initially planned, the consortium also reached design students through a design sprint week, where a group of students were working on designing user interfaces for a challenge set by the project.





**Figure 1.** Project coordinator giving keynote speech sharing Anathema as a case study

**4) Demonstrating the valuable business models to potential buyers and investors. Message: Anathema increases a psychology services' consumer base.**

The consortium has directly contacted potential clients – individual psychologists and clinics. We have also contacted potential investors and partners through the European Week of Active and Healthy Ageing and we have participated in a Business Innovation Network (Figure 2).



**Figure 2.** Coordinator participating in the Business Innovation Network during a discussion panel, which followed a presentation of Anathema.

**5) Activating and connecting partners' ecosystems to increase chances for Anathema uptake. Message: Anathema is open to all.**

During the first year of the project, these engagements have emerged as a result of recruitment efforts for participatory design actions. We have engaged with schools of medicine,

psychologists, sexologists, rehabilitation centres and patient associations seeking collaborations. At the project kick-off, we have organised a public webinar (Figure 3) with a presentation of the project, an overview of main challenges in sexual health for our target populations and keynote speeches by Gerhard Andersson (Advisory Board member), Noëll Sant (Advisory Board member) and Britta Schulte (Researcher in Human-Computer Interaction). The invited speeches covered the topics of Internet interventions, human sexuality in nursing homes and speculative design.

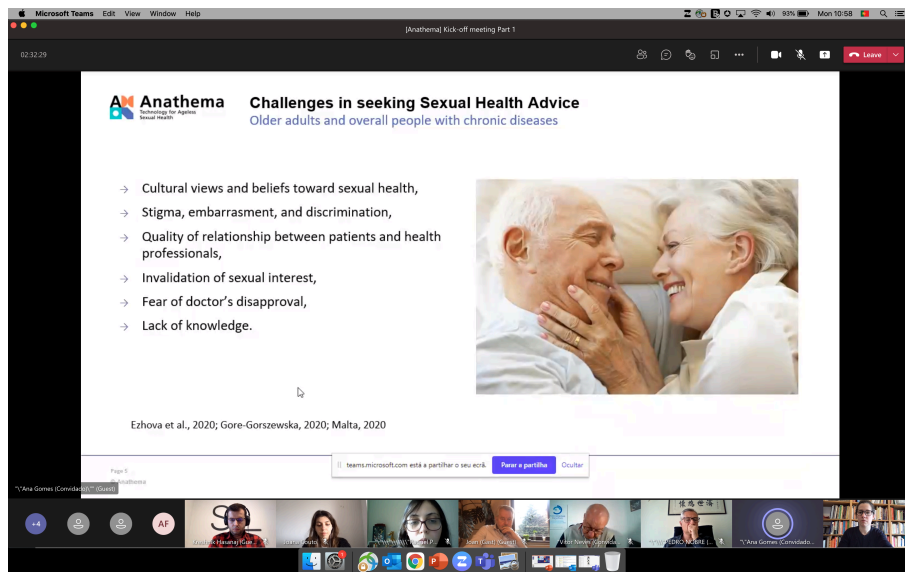


Figure 3. First Anathema webinar

PROJECT PARTNERS NEWS RESULTS RESOURCES CONTACTS

April 19

### Webinar

To celebrate the start of Anathema, we are hosting a webinar on April 19, 2pm-5:30pm (CET) with a panel of extraordinary guests.

The webinar is open to all, please follow this link.

3:00 PM — 3:30 PM

[Ana Correa de Barros](#)

#### Anathema — Vision & Goals

Ana Correa de Barros is the Head of the Human-Centred Design department at Fraunhofer AICOS, conducting research on assistive products and Inclusive Design strongly informed by cognitive fieldwork. With a background in industrial design, she holds a PhD in industrial engineering and Management from TU, was a researcher at MIT, led the MAI area at a rehabilitation centre (CHRG) and lectured at different universities.

3:30 PM — 4:00 PM

[Gerhard Andersson](#)

#### Internet Interventions

Gerhard Andersson is Full Professor of Clinical Psychology in the Department of Behavioral Sciences and Learning at Linköping University and Affiliate Researcher in the Department of Clinical Neuroscience at Karolinska Institute. Professor Andersson was a pioneer in the development of several studies in the field of internet interventions, having published more than 600 scientific articles, 50 chapters and 20 books. Professor Andersson is one of the most influential researchers worldwide in the field. In 2014 he received the Swedish Psychologist Award and was a co-recipient of the Nordic Medical Prize. In 2017 Professor Andersson received the Lifetime Achievement Award from the International Society for Research on Internet Interventions.

4:40 PM — 5:00 PM

[Britta F. Schulte](#)

#### Speculative Design

Britta F. Schulte is a Teaching/Research Assistant at Bauhaus-University Weimar in Germany, after finishing her PhD on design fiction, and then uses in sensitive settings such as dementia care. In her spare time, they write stories, many of which feature robots. If they are not reading, writing or knitting, they make shoes, such as their self-published "Take Care #1: Robots", "Take Care #2: Technology, Dementia & Care", and "Meet me but enjoy" on their coming out as non-binary.

5:10 PM — 5:30 PM

[Nadine Sarti](#)

#### Sexuality & Nursing Homes

As a knowledge manager for dignity and pride in location, Nadine focus on the themes of person-centred, person-oriented care and support, and housing and well-being from the quality framework for nursing home care: intimacy and sexuality, palliative care, loneliness, meaning, food and drink. She is always looking for a connection: she acts as an intermediary between knowledge and the healthcare professional. As a project manager, she also helps translate and provide tools to make the information useful.

5:35 PM — 5:55 PM

[Emma González-Bonich](#)

#### Challenges of Clinical Practice

Bañuelo Social Design Center are psychologists- sociologists Lola González and Estela Bañuelo. Located in Bilbao (Basque Country, Spain), it is in this area where we develop a large part of our work with men, women and couples who face sexual difficulties and relationship problems. Our goal is to get people to live their sexuality in a positive way and to establish healthy relationships.

Figure 4 Webinar announcement page on Anathema's website

### 3. Actions

The list below (

Table 1) shows the actions ordered by date. The project website hosts the public deliverables and has a news section which is regularly updated (Figure 1). The website news entries are not reported in the table, but can be accessed on: <https://anathemaproject.eu/news/>. The main sections of the website have also been made available in the project languages plus Spanish, since we have a strategic partner in Spain (Centro Sexologico Borobil).

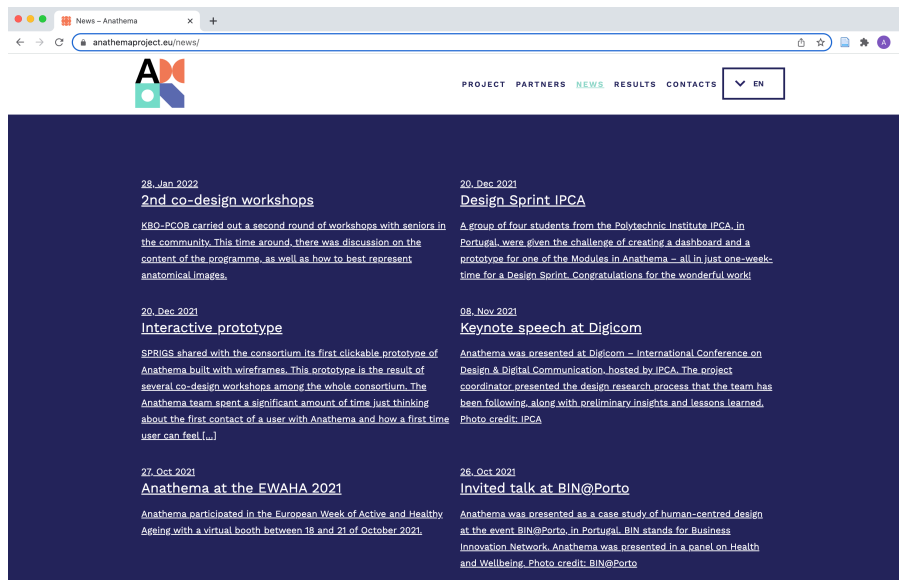


Figure 5. News section of the Anathema website

**Table 1** Dissemination and communication actions in Anathema

Action	Type	Venue/Publisher/Host	Country	Audience type	Date	Indicative coverage
Announcing project and recruitment of seniors	Facebook post	KBO-PCOB	Netherlands	Older adults	19.03.2021	607
Anathema Webinar	Announcing the project and the webinar	Fraunhofer	Portugal	General	06.04.2021	1481
Anathema Webinar	News clip on Fraunhofer AICOS' website, section 'Happening now' + social media	Fraunhofer	Portugal	General	09.04.2021	1885
Announcing the project and the webinar	SexLab Facebook, Instagram, Twitter	SexLab	Portugal	General	12.04.2021	
Internal announcement of the research project to the existing 150 Instahelp psychologists from all 5 countries.	Announcement to clients	Instahelp	AT, DE, CH, FR, UK	Psychologists	12.04.2021	150
Anathema Webinar programme	Facebook, Twitter, LinkedIn, Instagram post	Fraunhofer	Portugal	General	13.04.2021	1749
Announcement project ZonMw website	Website article	ZonMw	Netherlands	General	13.04.2021	
Webinar traz a debate o uso de tecnologia para a promoção da saúde sexual em adultos 55+ [Webinar to discuss the use of digital technology to promote sexual health in 55+ adults]	Press release	Fraunhofer	Portugal	General	15.04.2021	
Debate sobre o uso de tecnologia digital para a promoção da saúde sexual em adultos 55+ [Debate on the use of digital technology to promote sexual health in 55+ adults]	Magazine article	DIGNUS	Portugal	General	16.04.2021	
Anathema webinar	Webinar	Fraunhofer	Worldwide	General	19.04.2021	30
Anathema project kicks off with international webinar: debate on the use of digital technology to promote sexual health in adults 55+	Website article	Fraunhofer	Worldwide	General	20.04.2021	
Article on sexual health and ageing	Magazine article	KBO-PCOB	Netherlands	Older adults	20.04.2021	250k-700k
New AAL project Anathema kicks off with a debate on the use of digital technology to promote sexual health in adults 55+	Website article	AAL Association	Worldwide	General	26.04.2021	
O projeto Anathema, desenvolvido em parceria com o Sexlab e a Fraunhofer (empresa de pesquisa alemã) já	Facebook post	SexLab	Portugal	General	06.05.2021	

Action	Type	Venue/Publisher/Host	Country	Audience type	Date	Indicative coverage
arrancou! O projeto visa a promoção da saúde sexual de pessoas com mais de 55 anos através de plataforma de e-Health. [Anathema, in partnership with SexLab and Fraunhofer, was launched! The project aims at promoting older adults sexual health by developing e-Health platforms.]						
Questionnaire Sexual Health and Intimacy	National Senior Panel	KBO-PCOB	Netherlands	Older adults	21.05.2021	1535
Post about watching a movie and talking about sexual health (link to questionnaire)	Facebook post	KBO-PCOB	Netherlands	Older adults	26.05.2021	511
Post about watching a movie and talking about sexual health (link to questionnaire)	Facebook post	KBO-PCOB	Netherlands	Older adults	07.06.2021	552
Post about published article magazine	Facebook post	KBO-PCOB	Netherlands	Older adults	17.06.2021	837
First Instahelp magazine article about Anathema, presentation of the Anathema research project with links to Fraunhofer and Anathema's website.	Magazine article	Instahelp	AT, DE, CH-DE	General	14.07.2021	
Information about Anathema project on Website KBO-PCOB + call 2 action	Website article	ZonMw	Netherlands	General	15.07.2021	
Highlight of Anathema on the International Day of Sexual Health	Twitter post	Fraunhofer	Worldwide	General	04.09.2021	1294
"Leave no one behind": Promoting sexual health and sexual well-being in vulnerable populations"	Symposium	25th Congress of the World Association for Sexual Health (WAS)	Worldwide	Sexual health specialists	09-12.09.2021	
"Sexual health and cancer:						
Towards a new approach in promoting sexual health and sexual well-being in patients with cancer"	Scientific presentation	25th Congress of the World Association for Sexual Health (WAS)	Worldwide	Sexual health specialists	09-12.09.2021	3181
Post about article Sexual Health and ageing magazine	LinkedIn post	KBO-PCOB	Worldwide	General	25.09.2021	
Short questionnaire Sexual Health Programme	Website article	KBO-PCOB	Netherlands	General	25.09.2021	335
Short questionnaire Sexual Health Programme	E-mail list	KBO-PCOB	Netherlands	General	25.09.2021	700
European Week of Active and Healthy Ageing	Booth	Instahelp + Fraunhofer	European	General	18-21.10.2021	100
"Anathema: Programa de intervenção digital para a promoção da saúde e do bem-estar sexual de pacientes	Scientific presentation	2º Congresso de Psico-Oncologia da	Portugal	Cancer specialists	7-9.10.2021	20

Action	Type	Venue/Publisher/Host	Country	Audience type	Date	Indicative coverage
com cancro colorectal". [Anathema: Digital intervention programme to promote sexual health and wellbeing of colorectal cancer patients]		Liga Portuguesa Contra o Cancro				
Research Seminar: "Studying Human Sexuality"	Research seminar	Doctoral Programme in Human Sexuality – FPCEUP – University of Porto	Portugal	PhD students	15.10.2021	1207
Announcing Anathema's participation in the EWAHA	LinkedIn post	Fraunhofer	Worldwide	General	20.10.2021	350
Human-Centred Design for Living and Ageing with Data (Presenting Anathema as case study)	Keynote	BIN@Porto event	Portugal	Academic and Business	25.10.2021	250k-700k
Article with personal story of older couple affected by chronic disease and highlight of Anathema	Magazine article	KBO-PCOB	Netherlands	Older adults	26.10.2021	80
A halfway case-study of a human-centred design research project (Presenting Anathema as case study)	Keynote	Digicom conference	Portugal	Academic	04.11.2021	
Article magazine on website www.seksualiteit.nl	Magazine article	Website post Rutgers Stichting	Netherlands	General	06.11.2021	
Triggering discussion on sexual health through design – The Anathema case study	Webinar	Fraunhofer's HCDWeek@AICOS	Worldwide	General	11.11.2021	80
Round table: "Programas de Intervenção em Saúde Sexual" - "Anathema: Programa de intervenção digital para a promoção de saúde sexual de pessoas mais velhas e com doenças crónicas"	"Webinar of Edusex					330
Sexologia: Desafios criativos e inclusivos "	Edusex Sexologia	Brazil	Sexologists	13.11.2021	80	332
Update on the project	E-mail list	KBO-PCOB	Netherlands	Older adults	17.11.2021	
Presenting Anathema as a case study of human-centred design technology for older adults	Webinar	University of Brasília	Brazil	Academic	19.11.2021	circa 300
"Anathema: Promoting sexual health and sexual well-being in patients with colorectal cancer".	Scientific presentation	World Meeting on Sexual Medicine (ISSM)	Worldwide	Practitioners	26.11.2021	60
"The Future of Sexual Medicine for Cancer Patients"	Lecture	International online Seminar - Austrian Academy of Sexual Medicine	Austria	Practitioners	26.11.2021	607



Action	Type	Venue/Publisher/Host	Country	Audience type	Date	Indicative coverage
"Os Tabus na Saúde Sexual"	Lecture	VI Jornadas Farmacêuticas do Algarve	Portugal	Academic	10.12.2021	1481
Design Sprint Week at IPCA - Anathema app as a challenge for BSc students	Design Sprint	IPCA	Portugal	Academic	13-17-12.2021	1885
Anathema presented as a design challenge to students in a post-graduate course on Interaction Design and Games from the University of Porto	Design challenge	University of Porto	Portugal	Academic	15.03.2022	
Ethical dialogue held online	Open dialogue – public event	Fraunhofer	Portugal	Civil society, technologists, researchers	28.03.2022	