Acronym: Anathema
Name: Technology for Ageless Sexual Health
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D5.5 Dissemination report - initial plan

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Due date: Month 4
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Partners involved (leader in bold): FhP, SxL, **INST**, SPR, KBO
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[1] L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

[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)

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
	08.10.2021	INST	Document outline and dissemination actions planned	Anna Fuchs
	27.02.2022	INST	All remaining content	Johannes Fell
			Approved by FhP	

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1. Dissemination goals

Anathema's dissemination activities are aimed at different target groups, including older adults, people with chronic diseases, practitioners, the scientific community and investors. Due to different needs, the different target groups are reached in various ways and through multiple channels. What these different target groups have in common is the focus on the scientific basis and the trust that we build with our target groups. Only a proven and trusted sexual health intervention will succeed in the market.

Dissemination will occur through a variety of channels with the overall goals (1) to raise awareness on the topic of sexual health of older adults, colorectal cancer and stroke survivors; (2) to inform about professional support regarding sexual health in older age or chronic disease and (3) to increase motivation to use Anathema as a trustworthy and contemporary assistance tool. All dissemination activities result in introducing Anathema to the target groups and encouraging them to engage in the intended behaviour.

INST already regularly conducts marketing campaigns on taboo topics in the field of mental health. The project will use this knowledge and experience to transfer it to the other countries involved in the project. In addition, the university contact networks of all partners will be used to introduce Anathema, for example, in discussions with university students and to encourage them to use it in their professional practice after graduation. A key focus of the dissemination is to reach potential customers and investors and to connect already existing ecosystems. Pitch materials are prepared to reach potential investors. INST has established valuable contacts with investors during the company's development and has raised an investment of several million euros, among other things, through participation in an Austrian start-up show. Potential customers and will be reached through existing channels of the companies involved in the project as well as through regular contacts with professional associations (e.g., BÖP in Austria). Section 2.2 details the ecosystem networking plan.

2. Audiences

The project has a mix of audiences, ranging from clinical organisations to the general community. Given the relevance of sexual health as a public health issue and the stigma still associated with it, we have planned actions next to general audiences to promote awareness of the importance of promoting, maintaining good sexual health, regardless of age or medical condition. We also consider that local ecosystems are powerful in dissemination, not least due to the importance of getting health information from sources people find credible.

Below, we describe Anathema's target audiences and the ecosystems that we plan to activate during the project.

2.1. Target audiences

2.1.1. Scientific community

Since several project partners (FhP, SxL and INST) work closely with universities, we expect good access to the scientific community. The main channel to target this audience will be publications in top tier journals (*J Sex Med, J Sex Marital Ther, JMIR , Internet Interventions, ACM CHI*), as well as presentations in conferences and congresses. We plan to publish at least five publications including state of the art, study protocol, intervention development, pilots and novel human-computer interactions. To increase the quality of our publications, to publish our papers at scientific congresses, conferences and in journals as well as the visibility in the scientific community, we strive for a peer review process.

2.1.2. Older adults

As sexual health remains a taboo subject and many people refuse to seek help, the project will run awareness campaigns on multiple channels (online and print media). In addition to website and project branding, investments will be made accordingly in communication and campaign activities appropriate to the target group, such as press releases and presentations at events attended by our target groups. So, to make our target group of older adults aware of Anathema, we pursue a combination of print, on-site and online activities.

We are convinced that our target group of 55+ uses the Internet primarily to search for information. For this reason, we consider magazine articles on various aspects related to sexual health in old age, as well as a comprehensive project website, as a good way to make interested parties aware of the project. From INST's experience it has been shown that people rather enter problem terms and problem descriptions in search engines than concretely search for solutions. We will take this aspect into account when creating online content, for example in magazines during SEO optimization. Often, social media accounts that are created specifically for projects do not achieve the desired reach during the project period. There is simply not enough time to build a follower base with a good reach. Therefore, at Anathema, we will leverage the existing reach of existing partner social media profiles to spread the word about the project and campaign.

We expect that for the target group of older adults, as well as the target groups of people with chronic diseases, described in 2.1.3., the use of testimonials can increase the awareness and decrease the

inhibition to actually use Anathema. All campaigns against the sexual health taboo will take advantage of partner ecosystems to reach a wide range of potentially affected users.

2.1.3. People with chronic diseases

Colorectal cancer survivors and stroke survivors are also end users and thus a separate target group in the project. Often, the taboo of sexuality is even higher among people with chronic diseases. However, this target group is also more specific due to the disease and the possible associated challenges in relation to sexual health, which can be helpful in addressing and reaching the target group. Compared to the larger target group of older adults over 55 described in 2.1.2, topics for content creation, for example for online or print magazine articles, can be selected more specifically to the disease pattern and associated challenges for sexual health. Through more specific targeting, we expect less wastage in reaching this target group. The message we want to share with individuals with chronic disease is also, that seeking help for improving sexual health is ok.

2.1.4. Practitioners

Current and future practitioners such as psychologists and sexologists will be reached through researchers in the Anathema project, some of whom are university teachers, as well as members of professional societies. We plan to give talks at universities and professional societies, including demonstrations of the system, as soon as possible. When demonstrating the value of Anathema to practitioners, the main message is that Anathema is effective and practical to use. From experience, practitioners need detailed information about the practical application of online tools early in the decision-making process when considering buying an online application. For this reason, we plan information material about Anathema early in the app development process with background information on the sound creation of content and use cases for the target group of practitioners.

2.1.5. Potential buyers and investors

The main message for Anathema's potential buyers and investors is that integrating Anathema increases a psychology services' consumer base. For effective communication, we will also use demonstrators as soon as they are available. When Anathema is presented to potential buyers or investors (in meetings or fairs), the investor pitch deck developed in WP5 is used. In addition to a concise presentation that can be pitched within 15 minutes, the focus in convincing investors is on proof of concept through number-based information such as intention to use. We obtain this information through results from the surveys on secondary and tertiary users' validation of value propositions in 3 to 5 countries (PT, NL, AT and possibly DE and CH). Since interested buyers also consider scalability and the development and maintenance guarantee in the decision-making process for an investment, these points are already taken into account in the course of an AAL workshop for business modelling during the project term (Lean Startup Academy).

2.2. Ecosystems

We would like to use the existing networks of the project partners to increase the awareness, interest and use of Anathema in all target groups. We expect that activating and connecting partners' ecosystems will increase chances for Anathema uptake. To achieve this, the project partners will raise

awareness through their regular networking, commercial and knowledge sharing activities with organisations in their ecosystems. In addition to an appealing description of the project that is individualised to the target and highlighting the benefits for the respective audience, we expect that it is advisable to include demonstrations of the product in the presentation at an early stage. Since the ecosystems of Anathema's project partners are very diverse, our message is in line with our idea of inclusivity: Anathema is open to all.

Table 1 provides an overview of the ecosystems of each project partner.

Table 1 Ecosystems associated with each project partner

Partner	Ecosystem
FhP	Ageing innovation networks: Porto4Ageing (EIT reference site), Ageing@Coimbra, COLABORAR (a 1000+ cohort of elder technology R&D volunteers, day-care centres and nursing homes) | ICT networks: Health Cluster Portugal, MDevNet (medical devices network), TICE (ICT cluster) | R&D and innovation: Fraunhofer Institutes (74 in five continents)
SxL	SexLab is a world Association for Sexual Health with an international network including prominent universities, professional societies and scientists in the field of sexuality research and beyond.
INST	INST is working with numerous companies (e.g., trivago, blue-tomato) and insurances (e.g. Allianz Germany) to provide its counselling to employees and insurance clients. Moreover, INST is part of various networks like the InsurTech Hub Munich or the Social Business Club Styria or universities like Sigmund Freud PrivateUniversity of Vienna, University of Graz or University of applied sciences FH Joanneum.
SPR	SPRIGS has end-user, industry and academic partners from current and prior projects in mental health: Parnasia Group, ANBO, UP, Vilans and TU/e
KBO	KBO has multiple partnerships with companies to offer its associated discounts. It is also associated with networks and platforms: Platform voor de Informatie Samenleving (for knowledge exchange on a responsible design for the digitizing society); Alliantie Digitaal Samenleven (public-private partnership, with over 30 members to promote an inclusive digital society); AGE Platform Europe (network of older adult organisations to promote older adults' active involvement); National Forum on the Payment System (MOB) (a forum to achieve an efficient, secure and accessible payment system).

One of the first actions of the consortium after the kick-off meeting was to build on these ecosystems and understand the level of involvement we aimed at achieving from each stakeholder. In order to do so, in a joint workshop, we have first identified stakeholders in Portugal, the Netherlands and in Austria, after which we have placed them in a matrix of Influence x Interest/Availability (Figure 1).
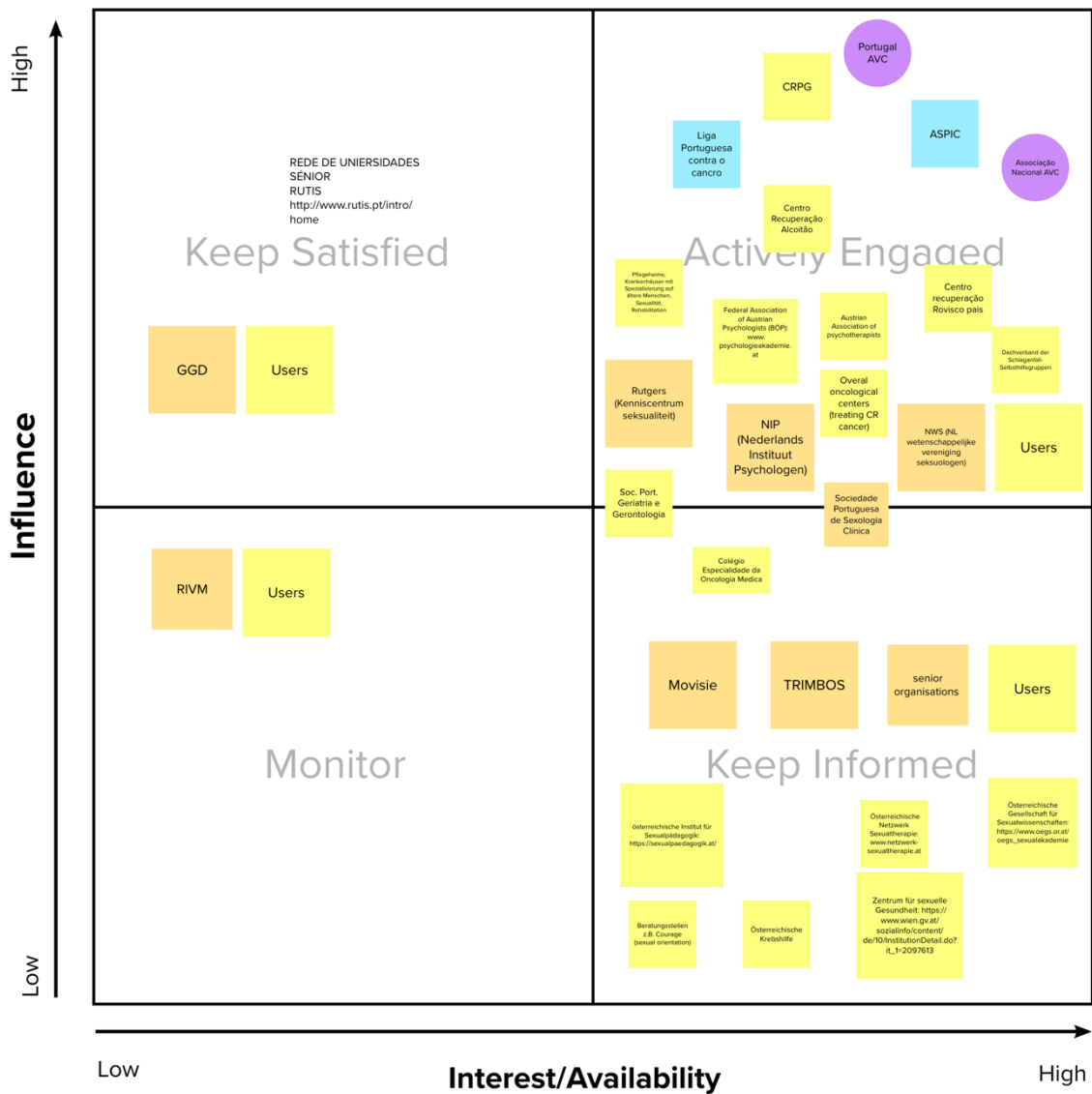
Figure 1 Stakeholder matrix.

3. Dissemination channels

3.1. All target groups

● The project website serves as information for potential end-users, relatives of potential end-users, interested practitioners, buyers and investors

● Websites of each project partner

● Social media

● Public media (e.g., radio, newspaper, health websites)

● Referrals

3.2. End-users

● Newsletter (KNO and INST)

● (Aging) counselling centers and advocacy groups.

● Instahelp magazine articles (SEO)

● Family physicians

● Existing community services (e.g., exercise groups).

● Involvement of private service providers such as restaurants, shopping centers, post office, cabs, banks, church

3.3. Practitioners

● Newsletter (INST)

● Psychologists on INST'splatform

● Professional journals

● Professional associations

● Continuing education events, congresses

3.4. Buyers and investors

● Partner networks

4. Planned actions

Below we list all planned actions by all partners.

Table 2 Planned dissemination and communication actions for Anathema

Action	Partner	Date	Media	Audience
News about project kick-start	FhP	Apr 2021	Press release	Scientific community
Open webinar on sexual health, design and online interventions	FhP	Apr 2021	Public videoconference	Scientific community Older adults People with chronic diseases Current and future practitioners
Open access publication	FhP	Dec 2021	Scientific journal	Scientific community
Communications on consortium meetings	FhP	Oct 2021 Apr 2022 Oct 2022 Mar 2023	FhP website and social media	Scientific community
Booth in the European Week of Active and Healthy Ageing	FhP	Oct 2021	European event	Scientific community Older adults People with chronic diseases Current and future practitioners Potential buyers or investors
Booth at the AAL Forum	FhP	Sep 2022	European event	Scientific community Older adults People with chronic diseases Current and future practitioners Potential buyers or investors
Open access publication	FhP	Oct 2022	Scientific journal	Scientific community
Article on sexual health and well-being among seniors including recruitment research and info on project Anathema	KBO-PCOB	May 2021	KBO-PCOB magazine May issue	Members of KBO-PCOB (primary end-users) and other readers of the magazine (reach app. 750.000 people)
Post referring to article magazine	KBO-PCOB	17 June 2021	Social media: Facebook	(mainly) Older adults
Information project Anathema	KBO-PCOB	April	Website KBO-PCOB	Mainly volunteers, (potential) members, institutions/organisations/companies interested in KBO-PCOB
Article magazine KBO-PCOB information about Anathema	KBO-PCOB	November	KBO-PCOB magazine November issue	Members of KBO-PCOB (primary end-users) and other readers of the magazine (reach app. 750.000 people)
Presentation of the project	SxL	6 May 2021	Social Media - Facebook and Instagram	Scientific community Current and future practitioners General public
Updates/news	SxL		Social Media - Facebook and Instagram, FPCEUP	Scientific community Current and future practitioners General public

			communication department	
Oral communication (by invitation): "Anathema: Programa de intervenção digital para a promoção de saúde sexual de pessoas mais velhas e com doenças crónicas"	SxL	13 November 2021	Scientific meeting - I Jornada Edusex - Sexologia: Desafios Criativos e Inclusivos	Scientific community Current and future practitioners
Oral communication (by invitation): Symposium "Leave no one behind": Promoting sexual health and sexual well-being in vulnerable populations	SxL	9-12 September 2021	Scientific meeting – 25th WAS Congress	Scientific community
Oral communication (by invitation) Symposium - SexLab: 15 years creating the new generations of Portuguese sex researchers "Sexual health and cancer: Towards a new approach in promoting sexual health and sexual well-being in patients with cancer"	SxL	9-12 September 2021	Scientific meeting – 25th WAS Congress	Current and future practitioners
Poster	SxL	7-9 October 2021	Scientific meeting – 2º Congresso Psico-oncologica da Liga Portuguesa Contra o Cancro	Scientific community Current and future practitioners
Poster	SxL	19-21 November	Scientific meeting - World Meeting on Sexual Medicine 2021	Scientific community Current and future practitioners
Stroke and E-sexual health: A systematic review of psychoeducational interventions aimed at improving sexual	SxL	Q1 2022	Scientific journal – Sexuality & Disability or Disability & Rehabilitation or Journal of Stroke	Scientific community Stroke population Current and future practitioners

health of stroke survivors				
Review on digital sexual health interventions and colorectal cancer	SxL	Q1 2022	Scientific journal	Scientific community Cancer population Current and future practitioners
Review on digital sexual health interventions and older adults	SxL	Q1 2022	Scientific journal	Scientific community Older adults Current and future practitioners
Share project news on the website	SPR	July 2021	- SPRIGS website - SPRIGS social media	Scientific community, Current and future practitioners, General public
Share updates and news about the project	SPR		- SPRIGS website - SPRIGS social media	Scientific community, Current and future practitioners, General public
Prepare press release to share with regular media outlets in the Netherlands	SPR	January 2022	Newspapers Medical journals Local magazines Magazines in general	Scientific community, Current and future practitioners, General public
Make a press kit, (containing a press release holding all the information about Anathema and its purpose and partners	SPR	January 2022	Newspapers Medical journals Local magazines Magazines in general	Scientific community Current and future practitioners, General public
Make Anathema available at focus and debate groups targeting the elderly	SPR	January 2022	Focus and debate groups	General public Older adults
Make Anathema available at focus and debate groups specific about colorectal cancer survivors and support groups	SPR	January 2022	Focus, debate and support groups	General public Colorectal cancer survivors Older adults
Make Anathema available at focus and debate groups specific about stroke survivors support groups	SPR	January 2022	Focus, debate and support groups	General public Stroke survivors Older adults

5. Monitoring mechanisms

To monitor partners' activities, we built a template available to all partners on the shared repository. For each entry, the template includes the following fields:

- Title (of the communication)
- Type (e.g., press release, social media post, website article, interview)
- Venue/Publisher/Host (e.g., name of magazine, name of conference)
- Country (country reached by the dissemination action)
- Audience type (e.g., academic, business, general)
- Date
- Link

The template is not always in plain sight, therefore, we designed a mechanism to make it visible every two weeks. In the consortium fortnight meetings, below a Kanban board on partners tasks, there is a space to monitor dissemination activities of the period, in order to make the reporting/monitoring task visible to all.

From the moment of proposal writing, it was already defined that project Anathema would not have its own social media accounts because they take time getting traction. Furthermore, due to the prominence of the partners in their communities and, in the case of sexual health, the importance of who conveys the message, each partner is using their social media accounts. Impact of the social media posts can be tracked by the partners.

Google Analytics was configured for the project website so that we can extract data on website traffic.