

## ACTIVE AND HEALTHY AGEING IN SLOVENIA (AHA.SI)

### Communication and dissemination report

Version 1.0

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in cooperation with the partners of the AHA.SI project

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## Summary

With the purpose to contribute to the change of perception of ageing in the Slovenian society, the AHA.SI project within its work package 2, in addition to networking, also focuses on the communication with public in its broadest sense and dissemination of the project results. Communication was divided to the communication of project and the communication of problems, and will also continue after the conclusion of the project.

The activities were systematically and actively implemented to provide regular communication between the partners. They included all the stakeholders into the project who were already identified as relevant in the field of ageing in Slovenia. By communicating the problems we wanted to affect the thinking of people about the effects of demographic changes on the society as a whole and to establish the shift in perception of different determinants caused by the ageing of population. We tried to communicate that the ageing of population is a fact that must be accepted and which calls for a quick and intensive reaction, otherwise the changes will have a negative impact on the development of society. People must internalise the need of measures, get themselves prepared accordingly, understand them and accept them as a sole possibility to preserve the society/life as we know it. Thus, the important task of the communication of project was also to harmonise the solutions to the responses concerning the problems in the broadest scope of stakeholders. Only in this way, the foundations for the strategy of the longevity of the society will be successfully implemented in Slovenia – if they are adapted to the needs and viewpoints of the stakeholders, with their consensus, but nevertheless based on the professional baselines.

The target public was divided to the professional interested public, decision-makers and general public. Initially, we formed a list of stakeholders that was throughout the project supplemented and which presented a basis for communication with the interested public (professional and political decision-makers). The umbrella strategy of communication was prepared on the basis of which the communication was executed throughout the project, while the communication plans were drawn up for short periods. The corporate identity representing the visual identity of the project was implemented. To provide easier communication between the project partners, the Novell Vibe tool for internal communication was used, and the regular meetings of the heads of work packages and meetings of consortium and management groups were organised. The project partners, stakeholders and broad public are connected through the portal [www.staranje.si](http://www.staranje.si) where up-to-date materials, news and activities are published. Through the on-line form we stimulate the communication of all visitors of the web site, while the networking and communication were extended also to the social networks Twitter and YouTube. Every three months, the stakeholders of the AHA.SI project were submitted a bulletin encompassing the most important events in

a specific time period. All bulletins are also available on the web site. The project's user account was created for the communication on the EC portal 'European Innovation Partnership on Active and Healthy Ageing', while the information on the project content was submitted also by all project partners via their web sites.

After every professional meeting, we submitted the media the press release, and also made direct agreements for the press releases with different media companies. Before the last regional conference we also organised the press breakfast with the representatives of ministries and the Slovenian Prime Minister's Office. For additional consciousness-raising of the general public we designed infographics and cards with messages related to the issue of ageing which will be in use also after the conclusion of the project.

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## 1 Target public

According to the AHA.SI project plan we prepared a communication strategy and its belonging action plan. In these two papers we have set key starting points, goals and messages.

The public was divided (Communication Strategy – Attachment 1) as follows:

- Professional or interested public, with which we communicated more intensively and more targeted. This group was further divided and communicated with individual stakeholder groups in a more customised way (meetings). Individual institutions and their representatives were defined in the list of stakeholders (Attachment 2), which was used to submit to interested stakeholders the same information through bulletins, web site, conference reports, etc.
- Decision-makers – also partially fall under the interested stakeholders. However, the communication with them was slightly different, in particular with the Ministry of Health and Ministry of Labour, Family and Social Affairs that have an interest in the prepared suitable bases for the strategy of the longevity of the society. The communication was also conducted with other political players in order to achieve the recognition of the issue of ageing as an important element to be included in different aspects of the operation of various ministries.
- General public – The communication with general public was done mainly through media and web site and with the assistance of stakeholder organisations that submitted the information to their 'users'.
- Media – we communicated with media through press releases, social media and directly to individual journalists through discussions on the problems of ageing.

## 2 Main messages

The main messages of the AHA.SI project were as follows:

1. The ageing of population is one of the major social and economic challenges of the Europe of 21st century, which Slovenia is also faced with.
2. The Slovenian society is particularly old and thus requires the measures to provide the long-term sustainability and efficiency of the health care and social care system
3. The cross-sectoral cooperation and reaching the consensus between the relevant stakeholders are necessary to form the suitable measures.
4. Within the AHA.SI project, the bases will be formed that are a part of the strategy of the longevity

of the society in Slovenia.

5. The project focuses on the promotion of the employability of the elderly and decisions for delayed retirement, active and healthy ageing for active and healthy old age and the assistance in the independent life and long-term care of the elderly.

Additional messages were based on the contents of individual work packages and were formed on the project-to-project basis, intermediate and final results or the results of individual project phases.

### 3 Internal communication

The internal communication was based on the open and transparent communication between the project partners that had an access to all project documents. The important substantive issues are discussed and the consensus found that contributed to shape the best solutions.

For the communication between partners, the 'Novell Vibe' web platform was used and which also mitigated the communication and provided faster submission of relevant documents. Vibe provides interaction between individuals, direct communication and easy access to certain documents available to all.

An important part of the internal communication were also regular meetings of the coordinator's team and meetings of the heads of works packages that were organised at least on a monthly basis. 8 consortium meetings were organised (21 March 2014, 18 June 2014, 11 September 2014, 9 January 2015, 27 March 2015, 19 June 2015, 18 September 2015 and 11 February 2016) as well as 5 meeting of management group (21 March 2014, 11 September 2014, 27 March 2015, 18 September 2015 and 11 February 2016).

On the basis of the agreements with the steering group, we intensified the meetings with the representatives of sectors and held the meeting in June 2015 with the Ministry of Labour, Family and Social Affairs, and the Ministry of Health and the Ministry of Labour, Family and Social Affairs in July. In August 2015, on the basis of the recommendation of the steering group in agreement with the Cabinet of the Ministry, the representative of the Ministry of Education, Science and Sport was included that participated at several meetings of the heads of work packages and in harmonisation of the recommendation contents, as well as in the preparation of the review of the documents of the Ministry of Education, Science and Sport that are relevant to AHA.SI and comments of the Ministry of Education, Science and Sport to the prepared material.

Good cooperation between the project partners is important for the further building of network in the field of the ageing of population. The cooperation with competent ministries that will be responsible to draw up the measures in confronting the demographic changes after the project is extremely important.

## 4 Corporate identity

In the beginning of the project, the corporate identity of the project was designed and was then used in all communication activities and throughout the project. It comprises a logo and its use, typography, and proposals of different documents of printed media and presentation, promotion material, press releases and web sites. (Attachment 3).

### 4.1 Cards with messages and infographics

To communicate with the general public and in particular for its consciousness-raising related to the issue of the ageing of society, we used visual messages in the form of cards and infographics. The visual elements also draw attention and provide a simple and efficient way to point out main messages which people remember more easily. (Attachments 4 and 5). We also printed calendars for 2017 for stakeholders and media representatives (Attachment 6).

## 5 Professional meetings of the AHA.SI project

In June 2014, Ljubljana hosted the first conference of the project with over 100 experts in different fields. The conference importantly contributed to the integration with various stakeholders, additional guidelines for further work and to the promotion of the project (Attachment 7). The professional meetings followed in January, June and November 2015 (see Attachments 8 and 9). All conducted conferences may be regarded successful on the basis of the evaluation report since they served their purpose and objective. Over 170 participants of different sectors and organisations participated at every meeting. The reflection of a successful communication with stakeholders was an increasing reaction and wish for active cooperation at professional meetings.

Due to a great interest for the participation, the final consensual conference included only a selection of key representatives of relevant organisations in different fields to examine the proposals of solutions of the strategy of ageing in Slovenia (Attachment 10). Before the end of the project, the final liaison professional meeting was also organised in January 2016 (Attachment 11).

## 6 Presentations within other professional meetings

The representatives of the institutions of project partners presented the AHA.SI project within the scope of different professional meetings in Slovenia and abroad:

- 11 – 13 June 2014 at the General meeting of EuroHealthNet in Berlin;
- October 2014 and May 2015, the meeting with the representatives of ActiZ and EHASA organisations from the Netherlands;
- 31 January and 1 February 2015, 12. motivational days (MOD) of the Slovenian Association of Secretaries in Goriška Brda;
- 9 – 10 March 2015, in Brussels at the European meeting on the topic of the strategy of the challenge posed by the ageing society;
- 23 – 25 March 2015, the meeting on the prevention of falls within the project 'The Prevention of Falls Network for Dissemination' (ProFouND) in Stuttgart;
- 9 July 2015, the workshop entitled AFFE (Age friendly environments in Europe) under the organisation of WHO in Bratislava;
- 'Challenge of demographic changes through the prism of the AHA.SI project – confrontation of views of different generations in the search of common solutions' (29 September 2015, Festival of the Third Age (F3ŽO) in Ljubljana): participation WPL leaders.
- Peer Review 'The Active Ageing Index and its extension to the regional level'(Cracow, 15-16 October 2014): participation Boris Majcen.
- Study visit European Centre for Social Welfare Policy and Research, Vienna, 17 March 2015: participation Boris Majcen, Nataša Kump, Damjan Kavaš.
- Presentation at the Joint programming initiative More Years, Better Lives and Federal Ministry of Science, Research and Economy Conference „Demographic Change in Central and Eastern Europe (CEE)“, Vienna, 24 March 2015: participation Boris Majcen.

## 7 On-line communication

The world wide web is a medium that provides a quick transfer of information practically wherever, whenever and to whoever.

### 7.1 Web site

To increase the recognition of the project, the corporate identity of the project was designed first, followed by the official web site [www.staranje.si](http://www.staranje.si) that serves as one of the most important means of information for professional and general public about the project and other current contents in the field of ageing. In addition to the news, the materials from the professional meetings and proposals of individual content packages for the inclusion in the strategy of ageing in Slovenia are published on the web site. The on-line form 'Join us' stimulates all the stakeholders and other visitors to submit their proposal, ideas, comments, opinions and views on the contents related to the field of active and healthy ageing. Web site has good traffic. A higher number of visitors was recorded in particular before and after professional meetings. (Attachment 12).

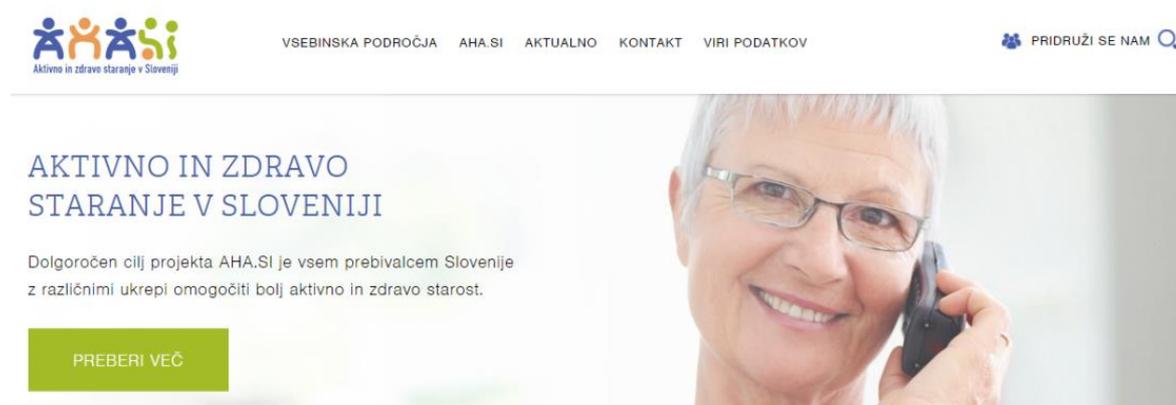


Figure 1: The main page of the web site [www.staranje.si](http://www.staranje.si)

### 7.2 Bulletin

In the AHA.SI project, the project bulletin was issued every three months and submitted to the stakeholders of the project on the basis of formed list of stakeholders. All bulletins were published on the project's web site and social network Twitter. They included key messages of individual content packages, latest news and important activities of the AHA.SI project, and upcoming events. The last three editions were designed in the MailChimp on-line tool that in addition to an extensive graphical and technical application provides also the monitoring of the web statistics of the users behaviour. The support statistics of the last editions

of bulletins provides us to monitor the on-line activity of stakeholders in terms whether they read the bulletin, which topical packages are they following the most and how many times they have returned to the bulletin (single or multiple opening of an individual message). The on-line networking in the form of an e-bulletin in addition to the content-related aspect strengthens the integration and common efforts of all stakeholders participating in the project. (Attachments 13-16).



Figure 2: The AHA.SI project bulletin

### 7. 3 Twitter

On the on-line social network Twitter of the National institute for public health (NIJZ), the subject of ageing in Slovenia and the AHA.SI project was also pointed out in addition to other topics and thus informed the public on the activities in this field. The stakeholders, who have their own profiles, are our followers on Twitter and this enables us to 'listen to them' and collect the feedback in real-time. Monitoring and communication with the stakeholders in this network thus provides us a source of the insight into their perception, relationship and knowledge in relation to specific topics. With the TweetDeck tool we follow them in regard to the selected content (ageing, pension reform, retirement, long-term care, etc.) that is shared, and thus intercept the messages they create and share. Not only that we follow them, this in

particular provides our content-related cooperation and to broaden our common messages. It is also an important tool for communication with media, since the journalists are among the most active Twitter users. Attachment 17 – Twitter posts.



Figure 3: An example of the Twitter post

## 7. 4 YouTube channel

On the NIJZ Twitter channel we posted two video clips that relate to the issue of ageing in Slovenia, namely the statement of the head of the project, Dr Mojca Gabrijelčič Blenkuš and the video 'Together a step further' (for which we have received the permission of the European Commission to be posted on the YouTube channel as well as on the web site). Since it is posted on the NIJZ channel, where also other video contents are uploaded, the video will be accessible and visible also after the project and available to all who do not visit the project's web site, but will be directed through the active link to the video to gain more information. (Attachment 18).

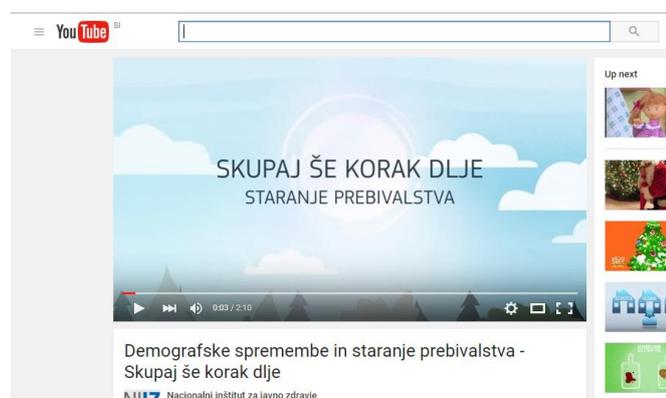


Figure 4: An example of the YouTube channel post

## 8 Public relations

The media are an important group of stakeholders with the assistance of which we tried to sensitise the general public on the content areas included in the AHA.Si project and the issue of the ageing of population in general. The communication with the media took place throughout the project, namely via the public releases, invitations to professional meetings, replies to their questions, press releases, participation in interviews, call-in shows, formal and informal meetings with journalists and provision of desired information and explanations.

The first professional meeting was attended by 1 journalist of the Delo newspaper, the second by 10 journalists or media companies (Viva, Delo, STA, Vzajemnost, Medicina danes, Večer, Seniorske novice, MMC, Kanal A and Planet Siol.net), the third by 6 journalists of 5 media companies (STA; Vzajemnost, Večer, Val 202, Zdravo novinarstvo) and the fourth by 5 journalists or media companies (STA, Vzajemnost, MMC, radio Slovenia) – Attachment 19. Within the scope of the fifth conference we organised the press breakfast with the representatives of the Ministry of Health, Ministry of Labour, Family and Social Affairs, the Slovenian Prime Minister's Office and all project partners and was attended by 7 journalists of 5 media companies (STA, Dnevnik, Radio Slovenia, MMC, Sladkorna). The purpose was to provide additional information to the journalists on the subject discussed and stimulate them to report on the subject also after the concluded AHA.SI project. After every professional meeting, the press release was also submitted to the media and the statements of the professionals provided. During the project we recorded approx. 50 media announcements in different media. The number is underrated for sure, since it mainly included the announcements in print and radio at the national level. All the announcements in the local and on-line media could not be registered due to the system restrictions. Attachment 20 – clipping.

## 9 The continuation of the communication of problems of ageing after the AHA.SI project

After the AHA.SI project, the project partners will continue to communicate the issue of ageing within their regular job that will be content-related to the ageing of society. The consideration of the problems will be transferred to the regional level of the NIJZ area units where the work with the interested stakeholders will continue. In the spirit of maintaining the cooperation and the upgrade of the content of the AHA.SI project conclusions, three regional events took place in autumn, namely in Koper, Maribor and Nova Gorica regions (attachment 21). The project partners will maintain the established relationships with stakeholders from their work packages, while other information will be available on the web site [www.staranje.si](http://www.staranje.si).

## 10 Attachments

- Attachment 1: Communication Strategy
- Attachment 2: List of stakeholders
- Attachment 3: Corporate identity
- Attachment 4: Cards with messages
- Attachment 5: Infographics
- Attachment 6: Calendar
- Attachment 7: Report of 1st conference
- Attachment 8: Report of 2nd conference
- Attachment 9: Report of 3rd Conference
- Attachment 10: Report of 4<sup>th</sup> Conference
- Attachment 11: Invitation to the liaison meeting
- Attachment 12: Google Analytics
- Attachment 13: Bulletin 1
- Attachment 14: Bulletin 2
- Attachment 15: Bulletin 3
- Attachment 16: Bulletin 4
- Attachment 17: Twitter posts
- Attachment 18: YouTube posts
- Attachment 19: Signatory lists\_media
- Attachment 20: Clipping
- Attachment 21: Regional events reports (Koper, Maribor, Nova Gorica)