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ADDIT-CE

**Alzheimer's Disease Diagnostics Innovation and Translation
to Clinical Practice in Central Europe**

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D5.3 PLAN OF THE COMMUNICATION CAMPAIGN

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1 Introduction

The communication plan aims to outline a comprehensive strategy for the communication campaigns targeting both professionals and the general public. We designed both campaigns so as to broadly communicate our research and innovation efforts to the group of end users and society, engage the target groups in debate about AD early diagnostics, raise awareness about AD diagnostics, prevention and non-pharmacological treatment, and destigmatise the perception of AD in society.

Firstly, we will provide a thorough exploration of our ongoing ADDIT-CE project—offering insights into its objectives and underscoring its significance within the realm of Alzheimer's disease research. This involves not only updating the public on our progress and achieved milestones but also information on how our project contributes to the broader scientific understanding of this complex condition.

However, we see the need of also communicating much more general topics such as the importance of scientific work and collaboration between scientists and healthcare professionals. We would like to show the public why the work of scientists is so crucial for advancements in Alzheimer's disease research, and what pivotal role biomarkers play in the diagnosis and research of Alzheimer's disease and other forms of dementia, and how they contribute to elucidating the pathophysiology of the diseases and may lead to the development of new and more effective treatment approaches. Another principal topic of our campaign should certainly be the importance and benefits of early diagnosis of Alzheimer's disease and related conditions.

Furthermore, we intend to spread awareness about dementia with emphasis on preventive measures and strategies that can contribute to reducing the risk of dementia. Given that majority of both Czech and Slovak societies still believe that dementia is normal part of aging, we would like to focus on debunking myths about this syndrome and bringing understanding the differences between natural aging and the pathological process of dementia. We also see as fundamental raising the population's awareness of the importance and benefits of non-pharmacological methods of treatment and prevention and promoting principles of healthy ageing in general.

These topics will enable us to effectively communicate with the public, providing a comprehensive view of our work and the challenges associated with Alzheimer's disease. To ensure the maximum effectiveness, we will entrust a leading role in conveying the messages of the campaign to two prominent project participants, the Czech Alzheimer's Society (ČALS) and Slovak Alzheimer's Society (SALS), whose potential and experience will be key factors in reaching the wider society. Through their networks we will implement a communication campaign using both established annual events such as conferences and courses and also seeking and creating new ways and venues of communication.

In the Czech Republic, ČALS will play a pivotal role in the communication and dissemination of ADDIT-CE to end users. The campaign will first focus on professionals in the health and social spheres. It will use the platform provided by the annual meeting of experts who work in the field of gerontology – the Prague Gerontologic Days Conference, accredited courses for social workers and direct care workers and other educational events. The second, no less important,

direction of the campaign will focus on the general public which will be engaged through an online campaign on social networks and in news outlets, flyers, and newsletters. Special attention will be given to people who are already somehow affected by dementia, people with dementia and/or their family carers. An important role will be played by the 22 ČALS contact points, which will become tools for disseminating project topics in the regions, especially during the Memory Week and the events associated with it.

In Slovakia, the SALS will consolidate their network of 70 info points in Slovakia to lay down the foundation for their communication campaign. Over the next two years, 8 major regional contact points will host a series of debates and open lectures targeting society and end users on the topics covered in this project. Two conferences targeting the same audiences will be held in the last year, hosting invited speakers both internal and external to the consortium and communicating the results of the ADDIT-CE project.

What is truly remarkable, that within the project the latest scientific insights will be seamlessly integrated into established networks, events and materials. This initiative facilitates the updating of informational resources through an interdisciplinary perspective. In doing so, it ensures that the new findings have a broader impact, resonating across various fields and sectors and helps maintaining the currency and relevance of the materials.

2 Campaign aimed at professionals in the health and social sphere

Professionals in health and social sphere play an irreplaceable role in the diagnosis, care and prevention of dementia, so it is essential to build effective connections and share information to achieve optimal care outcomes for people with dementia. We can see the need of bringing change among the professionals by providing them with support and enriching them with new approaches and insights.

We want to achieve this both through already established events, especially annual conferences of the Czech and Slovak Alzheimer's Societies, and by finding and creating new ways and venues of communication.

2.1 Active participation in established professional conferences

2.1.1 Prague Gerontologic Days Conference

Description of the event: an annual meeting of experts in the field of gerontology organized by ČALS – 2-day conference, the first day is dedicated to lectures and the second day to parallel workshops, 150-200 attendees

Target groups: social workers, workers in social services, doctors (from the fields of geriatrics, gerontopsychiatry, neurology, palliative medicine, forensic medicine, psychiatry, public health, general medicine), general nurses, health and social workers, occupational therapists or physiotherapists

Accomplished – Year 2023

Prague Gerontologic Days Conference, Dignity in Life with Dementia – October 11th-12th, Prague

This year we realized one expert lecture on the first day of the conference by a member of the consortium: *Novotná J., Kulišťáková L., Kosztyu P., Dvořáková B.: Analysis of candidate genes for Alzheimer's disease and other neurodegenerative diseases using the new generation sequencing method.*

The project was also promoted by placement of project roll-up in the conference hall, introducing of the project and the EU logo in the abstract collection and introducing of the project and the EU logo in the conference recording.

Plan for years 2024-2026

- incorporate into the programme of the conference expert lectures (20-25 min) by the consortium members on the first day of the conference
- run workshop(s) on the second day of the conference (3 hrs)
- placement of project roll-up in the conference hall
- introducing of the project and the EU logo in the book of abstract and conference recording

2.1.2 Alzheimerforum Conference

Description of the event: International scientific and professional conference organized by SALS. Its goal is to inform about innovative approaches in the field of early diagnosis and therapy and point out the benefits of preventive programs for preventing or delaying the onset of cognitive disorders in the adult and elderly population. The program is divided into four blocks - scientific, diagnostic, therapeutic and psychosocial.

Target groups: workers in helping professions – medical staff, social workers, psychologists, therapeutic pedagogues, speech therapists, social rehabilitation instructors, physiotherapists, managers of health and social facilities, students of the University of Humanities, a smaller number of doctors, this year we also received applications from laboratory workers diagnostics

Accomplished – Year 2023

Alzheimer's Forum 2023, The future of the generation - Innovations in the prevention, diagnosis and therapy of neurodegenerative diseases – September 21th, Ružomberok, SR

This year we realised the following expert lectures by members of the consortium:

- Žilka N.: New trends in the treatment and diagnosis of Alzheimer's disease
- Szobi A.: Small RNA: a new tool for the diagnosis of Alzheimer's disease?
- Kulišťáková L.: Genetic analysis of neurodegenerative diseases: Focus on Alzheimer's disease and other forms of dementia
- Sheardová K.: Mental and spiritual health and its relationship to healthy aging of the brain
- Ukropcová B.: Lifestyle intervention in the prevention of dementia: effectiveness, implementation, sustainability
- Ukropec J: Effects of regular exercise on cognitive and motor functions, fitness and metabolism in patients with Parkinson's disease

Plan for years 2024-2026

- put on the programme of the conference 4-6 expert lectures (15 min)
- run 1 workshop (60 min)
- placement of project roll-up in the conference hall

- introducing of the project logo and basic information on the project on the website of the conference and in the abstract collection

The date and title of 2024 Conference:

Alzheimerforum 2024 – September 19th, Ružomberok

2.2 Creating new venues of communication

2.2.1 Seminar for certified ČALS consultants

Target group: certified counsellors are graduates of the accredited course Education and training of counsellors – professional social counselling for people with dementia syndrome and their family members who, with exceptions, operate in social services and have a potential to reach people with dementia and their family members and also general public in the regions

Plan for year 2025 (3rd year of the project)

Prepare a new curriculum for an additional education of the certified consultants which will include the topics and findings of the project. ČALS plans to prepare the curriculum and obtain an accreditation of the Ministry of Labour and Social Affairs in 2024 and start a pilot run of the course in 2025. If successful, ČALS can keep the curriculum in its portfolio in the years to come.

3 Campaign aimed at General Public

The following chapter provides an overview of events and venues which focus our campaign on general public. We believe that it is important to raise awareness about dementia, its causes, risk factors and prevention, and last but not least, about new trends in its diagnosis among the general public. Dementia is not just about individuals; it is necessary for the whole society to understand the problem and also support people with dementia. However, this will not happen without enough correct information.

Again, we intend to implement the project's topics and knowledge into established events and at the same time seek for and/or create new ways and venues of communication.

3.1 Campaign aimed at at-risk population, families of AD patients, etc.

As a special group within the general public, we perceive people who are already affected by dementia in some way, whether directly patients with dementia or their relatives or friends.

3.1.1 16-hour online course for family caregivers of people with dementia

Description of the event: a series of 8 two-hour webinars on various topics related to caring for a person with dementia at home organized by ČALS which usually takes place once a year (February-March), each week covering a different topic. The programme of the 2024 course can be found here: <https://www.alzheimer.cz/vzdelavani-cals/kurz-pro-rodinne-pecujici/Online-kurz-pro-rp-2024/>

Target group: informal caregivers of people with dementia in the home environment

Plan for the year 2025 (3rd year of the project)

Extend the course with another two-hour lecture on the topic of prevention and risk factors of dementia

3.1.2 Online lectures mainly for family caregivers of people with dementia

Description of the event: webinars focused on various topics related to caring for a person with dementia at home organized by ČALS, usually 2 hours long which take place irregularly, especially in autumn when people spend more time inside.

Target group: informal caregivers of people with dementia in the home environment

Plan for the year 2024 (2nd year of the project)

Prepare a new webinar with the aim of presenting the project and its topics.

3.1.3 Alzheimer SLOVAKIA

Description of the event: traveling educational event for patients and lay caregivers in the regions of Slovakia organized yearly by SAS. The goal of the event is to inform patients and their families about innovative methods of diagnosis, treatment and care for a patient with dementia in the home environment. Furthermore, we are catching at-risk patients and detabuizing the topic of dementia.

Target Group: people with dementia, their family members

Accomplished – Year 2023

Alzheimer SLOVAKIA, Together and for others with dementia – May 27th, Banská Bystrica
Expert lectures by psychologist Chvála L.

Thematic areas:

- I forget, is it dementia?
- Benefits of early diagnosis of dementia
- Innovations in the diagnosis of Alzheimer's disease Application EWA - Early Warning of Alzheimer"
- Dementia in a person's life, how does the patient perceive the disease?
- How to learn to live with dementia?
- The family as part of professional help

Accompanying program:

- Do I have a memory disorder? Individual counselling with a psychologist working in the given region
- Activation of seniors with dementia video presentation
- KOGNIFIT aids and creative activities for children – presentation of rental aids for home stimulation of cognitive functions
- Non-pharmacological help for patients workshop

Plan for year 2024

Alzheimer SLOVAKIA, Together and for others with dementia – May 25th, Košice

- Moderated interactive presentation with 1 main expert on ADDIT-CE thematic areas, 90 min.
- Panel discussion of SALS contact points on the problems and needs of families in the regions

- Accompanying program – counselling, workshops, presentation of interventions

3.1.4 Support programs of SALS

Description of the event: support-educational programs for relatives of patients with dementia in the regions of Slovakia which take place once a month within the SAS contact points and are managed by regional coordinators. The goal of the event is to support and educate lay caregivers in patient care at home.

Target group: relatives of patients with dementia

Plan for 2024-2026

Implement a workshop for counsellors, where the knowledge of the project would be implemented in the course.

3.2 Spreading project knowledge to general public through participation in established public events

3.2.1 Brain Week (March)

Description and purpose of the event: Brain Awareness Week is a global campaign to promote public enthusiasm and support for brain science. Each March, participants organize inventive activities in their communities that share the wonders of the brain and the impact of brain science on our daily lives.

Target group: general public, up to 5,000 organizations get involved every year, such as facilities for the elderly, social service centres, kindergartens, schools (primary, secondary, tertiary), pro-senior citizens' associations, clubs, and other organizations.

Plan for years 2024-2026

SALS

- Publication of the project on the website www.tyzdenmozgu.sk
- Publishing supporting educational materials that memory trainers, primary school, secondary school and university teachers can present to students within this week
- The possibility of publishing short videos/interviews with experts from ADDIT-CE on specific questions ("Questions and answers")
- Alternatively, making a live online broadcast to laboratories or workplaces in a given week

ČALS

ČALS has not yet developed any activities within the framework of Brain Week. From 2025 at the latest, it will find a way to get involved in the event with educational activities both in Prague and in the regions through its contact points.

3.2.2 International Alzheimer's Day and Memory Week (September)

Description and purpose of the event: World Alzheimer's Day is observed on September 21 every year. This day is dedicated to raising awareness about Alzheimer's disease and various

forms of dementia. A key objective of this day is to eliminate the stigma surrounding Alzheimer's disease.

ČALS

The Czech Alzheimer's Society joins this day with its activities every year. Under the name Memory Week, broad public can visit various educational events both in Prague and in the regions where our contact points operate (22 independent closely cooperating organizations located in all regions of the Czech Republic). We also try to take advantage of the increased media attention. [In 2023 Radiožurnál radio interviewed one of our clients who lives with dementia and ČALS's psychologist.](#)

Memory Week takes place almost all of September every year, information about this year's Memory Week can be found at: <https://www.alzheimer.cz/clanky/novinky-cals/tyden-pameti-2023/>.

Target group: general public

Plan for years 2024-2026

- Present findings from the project in printed form (leaflets, brochure), via video or e.g. in the form of a public lecture in one of our contact points
- Cover the topics of the project by our Newspapers – a leaflet published during Memory Week, aimed at the general public, the content of which changes every year (circulation of around 5,000 copies)

3.3 Creating new venues of communication

3.3.1 Workshops for schools

ČALS will prepare a workshop about dementia for schoolchildren lasting 2 project days (= 8 hours)

Target group: 2nd grade primary and secondary school students, primary and secondary school teachers

Intended workshop content: cognitive disorders (AN and other types of dementia) – biologically and medically (depicting what happens in the brain, who diagnosed when, current diagnostics, current research developments), socially (possibility of helping and supporting a person with dementia and their loved ones) in a form adapted to the current generation

Plan for Year 2026

Incorporate knowledge/topics from the project into the content of the workshop and produce a short video clip for children and youth.

3.3.2 Printed materials

Do Not Forget... Newspaper

Description of the material: printed Newspaper Do not Forget... which is published in a print run of 5,000 copies and distributed by ČALS every year during the Memory Week. Each year it

focuses on a different current topic in the field of dementia, e.g. the topic for 2023 was Prevention of dementia is possible.

Plan for 2024-2026

Focus the newspaper on topics related with the project, e.g. prevention of dementia (year 2024), risk factors such as hearing loss (year 2025).

Alzheimer Europe materials

ČALS wants to communicate the topics of the project using two Alzheimer Europe materials that are in line with the ideas of the project, have them translated into Czech and Slovak, and publish them both in print and online.

- [Alzheimer Europe position on risk disclosure](#)
- [Guidelines for the ethical and inclusive communication about/portrayal of dementia and people with dementia](#)

3.3.3 Media activities

As some of the consortium members are already active in the public space, they are able to spread the knowledge and topics of the project through different media. In the remaining years of the project, they will continue to look for opportunities and respond to invitations from various media that will allow them to communicate the project's themes to the general public according to the D6.1 – Communication and Exploitation Plan.

4 Executive summary

In the presented communication plan, tools for disseminating the project's topics both among experts and among the general public are outlined. As part of communication with the general public, we also target people who are already affected by dementia as a special group, either directly patients with dementia or family caregivers.

ČALS in Czechia and SAS in Slovakia will be the main actors of the communication and dissemination of ADDIT-CE to end users in the campaign we designed. Their annual conferences (Prague Gerontologic Days in Czechia and Alzheimerforum in Slovakia) will provide a platform for different consortium members to share their knowledge and expertise with professional caretakers.

General public will be addressed through social media, different educational activities, articles and flyers either directly by both societies or through their network of contact points in the regions of the Czech and Slovak Republics.