



Dissemination Strategy

THID

Developing a Higher Education Curriculum in
SET Teaching for the Health Protection and
Promotion of Intellectually Disabled Individuals

2022-1-TR01-KA220_HED_000085572



Participating organizations

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Sakarya UNIVERSITESI (Turkey)

www.sakarya.edu.tr



Masaryk University (Czech Republic)

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UNIVERZA NA PRIMORSKEM UNIVERSITA DEL LITORALE (Slovenia)

<https://www.upr.si/en>



INSTITUTO POLITECNICO DA GUARDA (Portugal)

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The Dissemination Plan has been developed to ensure the sustainability, exploitation and implementation of the THID Project outcomes. Its main purpose is to raise awareness of the project activities as well as the project outcomes. Development of the Dissemination Plan is the activity of Work Package 3 led by MU Czech Republic. The THID Project Dissemination Strategy supports the overall implementation of project content and outcomes at the institutional, national and international levels during and after the official end of the project period. The Dissemination Strategy defines the aim of dissemination, the target audience and the ways of dissemination used by partner institutions. The main aim of the THID project is to develop and implement the higher education curriculum (curriculum and e-learning platform) to be developed within the scope of the project will be used by SET. As the curriculum is developed flexible and inclusive, it can be used for pre-service teacher training, professional development, in-service education, and teacher training. In addition, it can also support lifelong learning.



Content

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1. Main description of dissemination efforts

Sharing the project results with the stakeholders is crucial for the project to achieve its objectives. Dissemination strategy consists of the followings:

- a. Organizing partner
- b. Dissemination channels and tools
- c. Type of dissemination activities
- d. Target audience for each dissemination activity
- e. Venues (for punctual events) and dates
- f. Purpose of each dissemination activity

Dissemination activities will start immediately after the project approval. Organized events and activities related to the project and its outputs will be collected and recorded. Individual outputs will be reflected in curriculum creation and e-learning. Project partners, internal and external collaborators who are the target group of project activities will be continuously informed about the project outputs, their implementation, and the possibilities of linking them into practice through dissemination activities. The primary target group of the project are special education undergraduate students (SET), individuals with intellectually disabilities (ID), NGO staff, social services, teachers of inclusive and special schools. An important group consists of parents of children with ID. Another aim of dissemination activities is to spread awareness of health, healthy lifestyle and education of people with ID. Dissemination activities will also be aimed at panel discussions and awareness raising of interested persons at regional and national level. The results will be disseminated through introductory meeting, individually dialog, round tables meeting, conferences and presentations to families with ID, special education teachers, special education authorities, special education schools, students at relevant university departments, relevant academics/experts and teachers. Families of persons with ID have been identified as the primary target group in dissemination activities. Special education authorities will be contacted, and panels and conference will be organized on the results of the project at local, regional and national level. Sharing project outputs with the relevant community will increase awareness, knowledge and behavioral change by increasing interest and motivation. As a result, long-term positive effects will be observed upon completion of the project, such as reading more about related topics, careers in the field, conducting scientific research on the topic, and allocating more resources to develop follow-up activities related to raising awareness of the needs of people with ID, their families, educators and academics across departments.

1.1 Dissemination goals

Dissemination activities of the THID project will aim mainly at:

informing about activities, objectives and results of the project on local, national and international level;

- **facilitating** collaboration and information exchange among the target groups;



- **creating** a bi-directional channel for communication with stakeholders, non-governmental organizations and policymakers to let them know about project results;
- **encouraging** the using of project outputs when working with the target group.

1.2 Target groups

The target audience of the Dissemination Strategy and Plan is described below. However, the overall target audience differs based on the institutional environment.

Based on their relationship to the project consortium, the target groups for the dissemination efforts can be distinguished into four groups:

Internal audience

Individual members of the consortium, partners as well as partner institutions must be kept informed about individual partial project outputs and activities. High-quality internal dissemination is the key to ensuring awareness and dissemination at the internal level and to maintaining awareness of the needs of the project with regard to its objectives and individual steps.

Internal dissemination activities mean the development of internal communication between the partner using defined platforms (e.g. Google Disc, face to face and online meetings, emails, seminars, websites, social networks). Each of the project partners will spread awareness of the project activities and its outputs within its institution by organizing meetings with colleagues, partners using information sources and materials.

External stakeholders

The most important target group of dissemination activities are external stakeholders. This group includes the circle of people who benefit the most from the project outputs. We also include parents, educators, researchers, social services workers and their providers, counselling services. An important circle of people also includes managers and founders of services and support.

Beneficiaries

Within the project, pregraduate SEN students in partner countries, academics and persons involved in the project implementation are defined as the main beneficiaries of the project outputs.



SEN teachers and educators include beneficiaries with different perspectives in each partner country. The specificities of participating countries include not only the cultural sphere, but especially the education system may differ and must be taken into account, but an important factor is the establishment of the project at European level. The main beneficiaries of the project outputs are SEN teaching undergraduates in the partner countries, specifically interacted students during the project practice.

Other projects

Sharing project results with coordinators and key actors of other projects dealing with similar topics will ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences and discuss joint problems and issues.

Community

It is likely that certain elements of the project (such as guidelines, methods, etc.) can be used by a wider audience than the specific target group. These elements can be shared with the wider community through various additional communication tools.

1.3 Dissemination tools

- Project website (being a part of global virtual village platform).
- Project YouTube channel.
- Social media (Facebook).
- 4 Newsletter and infographic
- Organisation of Training Courses.
- Organisation of The Valorisation Conference (Duzce University).
- Organisation of the Panel (all of partner without Duzce University)
- Others.



Figure 1: Dissemination tools

Selection and use of dissemination tools depends on the progress of the project and the level of development of its outputs. These must be taken into account, together with the purpose of every single dissemination activity, while planning and timing the project dissemination. As seen in figure 1, different communication tools are to be used in different phases of the project.

Project logo

The TeachHealthtoID (THID) logo will be produced by **INSTITUTO POLITECNICO DA GUARDA (Portugal)** at the very beginning of the project (M1). All partners provided feedback on the logo design and the partnership decided on the final, official project logo to be used. The flat design of the logo made it sharp and brilliant. The logo will promote recognition of the project identity throughout its life-time. For this reason it will be included in all communication documents, both external and internal.

Project newsletter and infographics will serve as first contact with target groups. It will inform about the project progress and the newest updates, including relevant audiovisual materials. The newsletters are going to be sent in partners' languages. Partners will send the Newsletter to their list of contacts (potential organizations and teachers) towards whom all the dissemination activities will be addressed.

- Min. 100 teachers per partner.



- Min. 500 contacts per partner throughout our target groups (SEN underground students, SET, the other teachers, schools principals, school/teachers associations, educators, researchers, social services workers and their providers, counselling services .)

It is important to note that the newsletter should be sent only to contacts who previously have agreed with this action.

Social media will be used in all of the project phases: first to raise awareness about the project topic and build a relationship with the potential target groups, later to disseminating the outputs and calling the target group to action (such as testing, providing feedback, etc.).

Facebook Fanpage

A project fanpage on Facebook will be set up for several reasons:

- **Customer Interaction:** having THID project on Facebook through a fanpage and through comments or posts, we get to have direct feedback and conversations with our target audience.
- **Viral promotion:** If someone ends up liking THID page then it appears in the news feed of our contacts. This makes it possible for THID project to be in their eyes on a regular basis through status updates or content posting. In addition, if they comment on our post, their friends will also see the post and this will help in viral promotion and dissemination of the project.
- **Develop a loyal fan base:** Facebook allows us to develop our own community. The important thing is to post links and content that is both relevant and useful. In order to reach more users as possible, the posts about project will be also shared in groups connected to the field of multiculturalism and cultural integration in schools.
- **Facebook Ads:** Facebook offers also a chance to put up advertising campaigns. We can decide to build our advertisement campaigns.
- **Annex – plan of using Facebook**

Final conference will be held in Turkey, Duzce University. The partners will demonstrate the project results and recruit new course participants at the final conference.

Common templates

In order to maintain a sort of consistency in terms of image, a set of graphic templates will be developed for both internal and external communication of the project. **All communication**



templates include the project logo, the project number, the Erasmus+ logo, and the relevant disclaimer. The following templates will be available in the common archive on project Drive:

- THID Heading paper;
- THID Template for Power Point presentations.

Erasmus+ logo and disclaimer

Although external communication templates as already mentioned include the foreseen Erasmus+ logo and disclaimer, please note, that it is legally required to use the foreseen logo and disclaimer, acknowledging the funding received from the European Union.

Other dissemination tools (some of them included in figure 1) can serve as additional ways of addressing potential target groups in all project phases.

Partners' website, articles, newspapers, magazines, scientific and professional journals, online platforms, meetings, conferences, posters, leaflets, E-mails, F2F meetings.

2. Dissemination strategy

To ensure successful dissemination of the project, we will base our strategy on the current level of project development. Given the current phase of the project, the dissemination follows three different goals:

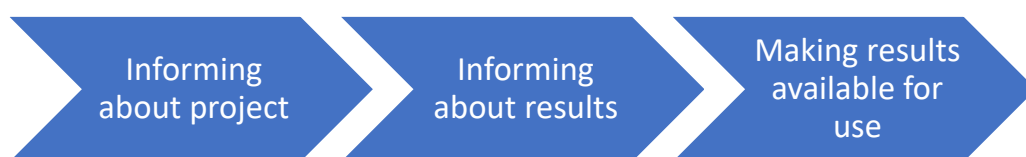


Figure 2 Dissemination strategy

2.1 Informing about project

Increasing the project awareness may be useful for target audiences that do not require a detailed knowledge of our work, and also for general public. In the first stage of the project it is particularly important to let the target groups know about existence of the project and its future outputs.

Dissemination for awareness will be achieved through wide range of tools:



Partners' websites, Newsletter, infographics, social media, press release, project website, media (newspapers, journals, TV, etc.), E-mails & F2F meetings, posters, leaflets.

The first information about the project will be available on the **partners' own websites**, as well as their own social media pages. The goal is to disseminate the project toward partners' target audiences, before the project website is finished.

We will also create a **Facebook page** for the dissemination of the project information and outputs' teasers. Social interactions held within the Facebook communities will help spread the project awareness to people outside partners' social networks. All partners will take part in assisting the dissemination partner in posting activities and updates on the project's Facebook page following the Facebook Action Plan provided by the dissemination partner (passing-the-ball system).

In order to increase the awareness of the project we will also aim various type of **media**, both on local and national level, such as newspapers, radio, non-professional journals, external online platforms, etc. They are both very strong, reliable communication channels to broad public.

Direct addressing potential beneficiaries, multipliers and decision makers via e-mails, phone calls and personal meetings are another important part of project dissemination.

Posters and leaflets are going to be used as supportive channels.

2.2 Informing about results

As soon as the first results are finished, we will be ready to disseminate them towards relevant target groups, including the professionals and the decision makers. For this stage of dissemination we have to create a content that gives a deeper understanding of our work, its results and impact.

The partners' contribution will be based on their own work, theories, ideas and experiences. The possible communication channels include:

Project website, conference papers and presentations, articles in related professional journals, partners' websites, Newsletter, social media, Media (newspapers, journals, TV, etc.).

The requisites of the dissemination efforts may vary depending on the partners' expertise, country of residence, publishing options etc. For example, the university will be responsible for dissemination towards academic community and fellow educators and investigators via conference papers, articles, etc.



2.3 Making results available for use

The final aspect we will focus on, is creating “action” or a change of practice resulting from the adoption of methodologies and materials offered by our project. Target audiences of this level of dissemination will be people that are able to bring about change within their organizations. The main goal of this dissemination stage is to make the results available to use, and provide appropriate support to the users.

All target groups are included in this level of dissemination, as all of them have power to take some kind of required action.

- **The main beneficiaries of the project outputs are SEN teaching undergraduates in the partner countries, specifically interacted students during the project practice.**

The goal of this level of dissemination is to support the use of the project outputs. Therefore the direct communication channels, such as personal meetings, e-mail conversations or dissemination workshops, will be the most suitable communication tools. However, also in-deep research articles or conference papers will serve as an opportunity to attract professional and academic community.

Articles or conference posters will attract professionals to study our materials for implementation. We will submit proposals for national conference workshops, where relevant, to present the ongoing work and results, and submit full papers describing the project theoretical background and results.

Final conference will be held in Turkey. The conference will be attended by a variety of stakeholders. The conference will include speeches the project partners will present the outcomes and deliverables of the project encouraging participants to view them or/disseminate them or/and use them in their own environments.

Events Partners will disseminate relevant project results to interested stakeholders on-site either organizing events (by using their own budgets) or participating in different seminars, conferences, congresses, educational fairs, technology fairs, and etc. Multiplier events will take place after preparation process of the curriculum and e-learning platform. Other events will continue throughout the project time line.

3. Monitoring of dissemination activities

To this end, MU (CZ) will supervise all dissemination activities and moderate the optimal use of the available dissemination tools supporting these activities in the target countries. Key to the successful dissemination is the management and monitoring of dissemination activities,



thus a specific task is dedicated to creating and maintaining a common dissemination activities database on project Drive (dissemination archive).

Dissemination activities will be registered in the dissemination sheet created specifically for this purpose by dissemination leader. The sheet includes columns to fill with information about:

- Partner: name of the partner organization.
- Type of activity.
- Description of the activity: description of the content/purpose of the activity.
- Date of the activity: when did the event take place.
- Place of activity.
- Geographical level (local, regional, national, European, outside Europe).
- Target group: which type of target group was addressed (teachers, pupils, etc.).
- Communication tool: through which means of communication did the event take place (an e-mail, a meeting, a workshop, social media, website publication, article in a local paper, etc.).
- No. of persons reached: how many individuals were reached through this activity.
- Proof: type of the proof of the activity (i.e. screenshot, attendance list, e-mail communication, etc.) or direct link (in case of the online proofs).

MU (CZ) as the dissemination leader will be preparing dissemination reports based on the partners' dissemination reports. Therefore dissemination report is to be submitted to the dissemination leader every six months in order to keep track with the dissemination progress. All dissemination material produced in electronic form throughout the project will be uploaded to the project website. In compliance with data protection principles, each partner should use their own databases in order to contribute to the overall project dissemination.

3.1 Evaluation of the dissemination

An evaluation component is included to monitor the quality of the dissemination efforts and to see if they have achieved their aims. The success of the particular dissemination tools will be measured by following key performance indicators:

Dissemination tool	Key performance indicator
Project website	No. of page views
Newsletter and infographic	No. of sent e-mails / no. of open e-mails
Social media	No. of followers
Dissemination workshop	No. of participants
Other	No. of actions



Collection of Dissemination Report – Deadlines

Title of the document	Deadline
Dissemination Report + Evidence	10/05/2023
Dissemination Report + Evidence (01/05/2020 – 31/10/2020)	10/10/2023
Dissemination Report + Evidence (01/11/2020 – 30/04/2021)	10/12/2023
Dissemination Report + Evidence (01/05/2021 – 31/08/2021)	01/02/2024

4. Activities Implementation Time plan

Activity	Deadline	Responsible Partner
Elaboration of Dissemination Strategy		MU with collaboration of all Project Partners.
Provide project description and link in partners' websites		All Project Partners.
Creation of the Project's Branding		Instituto politecnico da Guarda
Creation of the Project's website		Instituto politecnico da Guarda
Minimum 1 news items (news or events or other info) per week posted on Facebook		All Project Partners.
Creation of Facebook Fan Page		Masaryk University
Development of Newsletter Template		Duzce University
Development and Circulation of the First Newsletter		Sakarya University
Development of the Project's Platform		Instituto Politecnico da Guarda
Present project in EU dissemination portals (e.g.EPALE)		Duzce University
Development and Circulation of the Second Newsletter		Sakarya University
Development and Circulation of the Third Newsletter		Sakarya University



Organization of National Dissemination Events		All Project Partners.
Participation in Dissemination Events		All Project Partners in their country

Annexes

Reporting template



Dissemination monitoring plan

Every partner will be responsible for taking care of generating traffic with interesting posts about the project itself and about the topic - to attract more and more followers. Each partner will be responsible to monitor the number of likes of THID Facebook account monthly. At the end of each month, the partner in charge should provide the number of likes which is The Key Performance Indicator.

THID - Social Media Progress (passing-the-ball system)			
		Facebook	Facebook
Target for partner in charge for one month dissemination on social media	Leading partner	+ min. 15 new FB likes	Difference after one month period
Status on 14/02/2023		0	0
15/02 - 29/02/2023	DU - TR		
01/03 - 31/03/2023	MU - CZ		
01/04 - 30/04/2023	SU-TR		
01/05 - 31/05/2023	UP-SI		
01/06 - 30/06/2023	IPDG-PT		
01/07 - 31/07/2023	DU - TR		
01/08 - 31/08/2023	UP-SI		
01/09 - 30/09/2023	IPDG-PT		
01/10 - 31/10/2023	DU - TR		
01/11 - 30/11/2023	MU - CZ		
01/12 - 31/12/2023	SU-TR		
01/01 - 31/01/2024	UP-SI		
01/02 - 31/02/2024	IPDG-PT		
01/03 - 14/04/2024	DU-TR		