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# WHAT IS ESSENTIAL IS INVISIBLE TO THE EYE – INV DISSEMINATION STRATEGY AND

# DISSEMINATION & EXPLOITATION PLAN

**Dissemination strategy**

The developed innovative pedagogical model of INV must not be limited to the services of the participating organisations and their direct contacts, but the aim of our project is to give a significant initial push for the widespread application and exploitation of the approved INV model. That is why a comprehensive strategy was elaborated and implemented during the project and planned for the post-project period.

The dissemination and exploitation of the know-how of INV was planned both as common activities of the consortium and as tasks of the participants.

The accessible public is primarily a range of professionals, including legislators, managers, leading professionals and practitioners, such as support staff working in social car, assistants, mentors, etc. On the other hand non-professionals are also important target audience of the project outcomes, given that the same model and tools can be adapted to community based services from the governmental offices, through the banks, to the personal service providers and can be applied within the family too. The supported independent living and the autonomous life of the intellectually disabled persons require this new attitude and relationship toward intellectually disabled persons represented by the INV model.

The strategy in planning of dissemination was to cover the vertical system of the relevant stakeholders, including general public and the professionals both on international and national levels, through the target groups of:

* General international public including international organizations and individuals;
* General public in Italy, Hungary and Spain, primarily organizations, service providers, family members of ID persons and individuals;
* International professionals, such as European legislators, politicians, professional service providing organisations and individual professionals;
* National professionals in Italy, in Spain and in Hungary, including legislators, politicians, professional service providing organisations and individual professionals;
* Professionals of the participating organisation and their active cooperating organizations; managers, leading professionals, support personnel, educators, care takers, social workers, mentors, escorts and coaches of intellectually disabled persons.
* People with an intellectual disability are one of the important target groups; their consciousness should be increased by information on the new pedagogical model and the new expectations toward them. Their good understanding on the relationship between them and their assistants and the characteristics of the educational process may foster the progress.

Exploitation of the innovative INV model and tools includes

* establishment special educational courses for social workers and assistants: it has been done by all of the INV participants;
* integration of the method into curricula of university, high school or adult educational courses: Down-HU has integrated the model into adult education and has already held the first course;
* adaptation of the INV model for other disability groups. Dow-HU has integrated the model into the adult education for assistants in supported living of autistic persons;
* adaptation of INV model for family application for families of intellectually disabled persons: this possibility was discussed on an other LLP Projects workshop held in Budapest: Re-PoD Workshop, LLP Project, 24–25. 09. 2014, after the presentation of Down-HU and every professionals consider the model as suitable for family education with some small adaptations.
* The target publics of the exploitation are
* Universities;
* Professional associations and umbrella organizations;
* Social and educational service providers;
* Employers of intellectually disabled persons;
* Organisation who's professionals are in close relationship with intellectual disabled persons due to education, services providing, working, living, spending free time;
* Individual professionals via adult education and service trainings.

**Dissemination and exploitation plan**

| **Stakeholder group** | **Document** | **Topic and target public** | **Consortium member** | **Date** | **Impact  Assessment** |
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| General international public by INV Consortium | **Project outcomes and deliverables on the INV website**  Main menu points  Home: [http://invllp.eu/inv/](http://invllp.eu/inv/%20)  Project description: <http://invllp.eu/inv/?q=node/2>  Partners: <http://invllp.eu/inv/?q=node/27>  Project steps and reports: <http://invllp.eu/inv/?q=node/215>  EACEA Reports: [http://invllp.eu/inv/?q=node/170](http://invllp.eu/inv/?q=node/170%20)   * Midterm Report * Final Report   Developed tools: <http://invllp.eu/inv/?q=node/125>  Dissemination: <http://invllp.eu/inv/?q=node/226>  Dissemination Plan:   * INV website: <www.invllp.eu> * CD ROM * Video-course * FB: <https://www.facebook.com/pages/INV-What-is-essential-is-invisible-to-the-eye/281110252052663> * Dissemination activities summary: <http://invllp.eu/inv/?q=node/228>   Forum: <http://invllp.eu/inv/?q=forum>  News: <http://invllp.eu/inv/?q=node/60> | International public, all kind of visitors of the website, both professionals and non-professionals | INV Consortium | Continuously expanding. Started in 02. 02. 2013. | Between 2014 January and September:  Visitors: 66 000  Individual visitors: 9000  Daily visits: 300 |
| General international public by INV | **Electronic leaflet No 1** of the INV Project: <http://invllp.eu/inv/?q=node/233> | A short expository on the INV Project for international public of professionals and non-professionals | INV Consortium | Finalized in July, 2014 | 120 reads in one month on the website |
| General international public by INV | **Electronic leaflet No 2:** <http://invllp.eu/inv/?q=node/234> | Closing summary of the INV Project land invitation to the final workshops of INV in 3 countries |  |  |  |
| General international public by AIPD | 1. Vulterini, P.: Slides about the INV project, presented at the 2014 Annual General Assembly of the European Down Syndrome Association, in Madrid.  2. Vulterini, P.: An innovative pedagogical model under testing, EDSA Board Meeting, December, 2014 | Main features of the project and references  The first results of the testing | AIPD | October 2014  December 2014 | 20 persons from all the most important national assoc. of DS people within the EU  10 leading persons |
| General public in Italy by AIPD | **Project description** in AIPD website: <http://aipd.it/che-cosa-facciamo/progetti/progetti-in-corso>  [http://aipd.it/lessenziale-e-invisibile-agli-occhi](http://aipd.it/lessenziale-e-invisibile-agli-occhi/)/ <https://aipd.it/progetto-aipd-lessenziale-e-invisibile-agli-occhi/>  <https://aipd.it/progetto-aipd-lessenziale-e-invisibile-agli-occhi-2/> | Text form the original proposal to the Commission | AIPD | Since the beginning of the project |  |
| General public in Italy by AIPD | **Project leaflet** in Italian:  Dissemination through mailing | Short description on the project in Italian for both of professional and non-professional public | AIPD | July 2014 |  |
| General public in Italy by AIPD | **Description of the project** inside the 2012 and 2013 social budget of the Association | Short description of the project activities so far in Italian for both of professional and non-professional public | AIPD | Beginning 2013 and 2014 |  |
| General public in Spain by IFI | **Project description** in IFI website:  <http://ifionline.com/es/proyectos/inv-lo-esencial-es-invisible-los-ojos> | Dissemination among IFI’s partners | IFI |  | 100.000 people approx. |
| General public in Hungary by Down-HU | **Project description** in DOWN-HU website: <http://web.downalapitvany.hu/node/579>  **Results of the INV Project:** <http://web.downalapitvany.hu/node/719> | Dissemination of the project ant its outcomes for a wide professional and non-professional public | DOWN-HU | Continuously expanding | 10 000 person/year |
| General public in Hungary by Down-HU | **Project leaflets** in Hungarian:  Dissemination on the website of two leaflets:  Project leaflet 1. INV Project introduction  Project leaflet 2. INV Closing information and invitation  <http://web.downalapitvany.hu/node/581> | 1. Short description on the project in Hungarian both for professio­nal and non-professional public  2. Project information and invitation for the final Project workshop | DOWN-HU | 14. 08. 2014  15. 12. 2014 | 100 visits/ month |
| General public in Hungary by Down-HU | **Newsletter** of the Hungarian Down Foundation for general public | Short information about the INV development for the regularly addressed adherent public | Down-HU | ongoing | 12 000 letters |
| General public in Spain, by FCSD | **Information** in *International Projects Section* of FCSD website: <http://www.fcsd.org/es/proyectos-en-curso_1034878>  **News** about the results in *news section* of FCSD website: <http://www.fcsd.org/es/nueva-fase-del-proyecto-lo-esencial-es-invisible-a-los-ojos-_1046615> | Dissemination for the visitors of the FCSD website | FCSD | Continuously expanding | 52.830 visits /year |
| General public in Spain, by FCSD | Information in FCSD’s annual report | Readers of the annual report | FCSD | March 2015 | 250 copies |
| General public in Spain, by FCSD | Article in Annual Newsletter Acosta’t | Short description on the project in Spanish and Catalan for both of professional and non-professional public | FCSD | 11. 2014 | 1100 members |

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| International professional level | **Knowledge base** of the INV website  **INV tools**: <http://invllp.eu/inv/?q=node/125>  Focus group tools: <http://invllp.eu/inv/?q=node/9>   * FG Guideline: <http://invllp.eu/inv/?q=node/12> * FG Questions grid: <http://invllp.eu/inv/?q=node/10> * FG Observation grid: <http://invllp.eu/inv/?q=node/11> * [Profile of the moderator](http://invllp.eu/inv/?q=node/36): <http://invllp.eu/inv/?q=node/36>   Final report on Focus Groups: “Define the Essential”:  <http://invllp.eu/inv/?q=node/126>  Pedagogical model: <http://invllp.eu/inv/?q=node/17>   * Pedagogical model description * Pedagogical Model presentation * Assessment tool and planning (example) * Self-observation tool: register * Protocol for following the relationship * Protocol for testing the pedagogical tool   Pedagogical Handbook: <http://invllp.eu/inv/?q=node/232>  Training tools: <http://invllp.eu/inv/?q=node/20>   * Training itinerary * Evaluation of the self observation register   Training Path handbook  Staff meeting tools:  Video session   * Butterfly circus with explanation * The INV model and its application (Spain) * Supported decision making (Italy) * The right attitude (Hungary | New tools, developed in the INV project for international public of professionals  1. Focus group tools  2. Pedagogical model tools  3. Training tools  4 Staff meeting tools  5. Videos | INV consortium | During the whole period of the project | Between 2014 January and December:  Visitors: 66 000  Individual visitors: 9000  Daily visits: 300 |
| National professional level: in Italy: organisa­tions at local, regional and national level | **Dissemination of the leaflet** | For the standard mailing list | AIPD | Not yet |  |
| National professional level: in Italy | **University course** on the model and the tools  (4 sessions) | University of Bari | AIPD | December 2014 | 30 people/session |
| National professional level in Italy: organisations at local, regional and national level | **Dissemination** among the members of Coordown (Italian nationwide consortium of Down associations)  Dissemination during the 11th National Congress of the Italian Cornelia de Lange (CdL) Association among families and professional who work with people with CdL.  Participation of some professionals belonging to other organisation in the testing | Presentation on COORDOWN  Presentation on the Congress of CdL  Dissemination via trening and testing | AIPD | 2013  27th Sept 2014  2014 | 100 persons |
|  | **Presentation** of the project at the National AIPD training for professional working with **ID and showing the video** | Dissemination of the INV project and pedagogical model | AIPD | 12. 2014 | 25 professionals |
| National professional level in Spain: organisations at local, regional and national level | **Mailing list** to foundations, disabled people's organisations NGOs, special job centres (for disabled people), associations, federations, companies, services providers, etc.: NSL, brochure, project description | Dissemination of the INV project and pedagogical model | IFI | Ongoing | 100 contacts (see annex for examples of organisations contacted). |
| National professional level in Hungary | **INV website** and knowledge base in Hungarian | Hungarian professionals | Down-HU | March 2015 | 2500 in 2014 |
| National professional level in Hungary – organisations at local, regional and national level | **Mailing list** of the Hungarian Social Service Providers:  [lobbi@listserv.niif.hu](file:///C:\Users\enrico\Downloads\lobbi@listserv.niif.hu) | Information about the INV project and the new pedagogical model via mailing list of 150 service providing NGO-s.  New mailings are planned about the first application of the model | Down-HU | 15. 09. 2014  01. 2015 | 4000 potential professionals in 150 organizations |
| National professional level in Hungary at professional events, conferences, workshops | **Presentations**  Gruiz K.: An alternative model for independent life services. ELTE, Bárczi Gyógytea, 19. 09. 2013.  Gruiz K.: Supported independent life of intellectually disabled persons. IFKKOT International Symposium on Deinstitutionalization, ELTE Special Pedagogy, 30. January, 2014  Gruiz, K.: Practical solutions in independent living: new attitude in care-taking. ELTE, Department of Education Science. Tolerance Day, 09. 05. 2014  Gruiz K.: Deinstitutionalization: new attitude, new methods. IRMAK Workshop, Pomáz, 30. 04. 2014.  Gruiz K.: Professional support for the independent life of SDS people. MAK Workshop on Mental Accessibility, 30th May, 2014  Gruiz K.: INV Pedagogical Model: possible adaptation for Down Sydnrome parents' education. Re-PoD Workshop, LLP Project, 24–25. 09. 2014. ELTE, Special pedagogy | Dissemination of the new pedagogical model integrated into conference presentations for professional audience | DOWN-HU | 19. 09. 2013.  30. 01. 2014.    09. 05. 2014.   30. 04. 2014.  30. 05. 2014.  25. 09. 2014 | 70 persons  300 persons  200 persons  100 persons  120 persons  70 persons |
| National professional level in Hungary at professional events, conferences, workshops | Integration of the INV model into the curriculum of an adult education course on supported living | Dissemination of the new pedagogical model and the first experiences of its application | DOWN-HU | 6. 01. 2015 | 35 persons |
| National professional level in Hungary at professional events, conferences, workshops | Organization of an **open workshop** to disseminate the results of the INV Projects and introduce the results and experience of the first applications | Introduction of the new pedagogical model, first experiences of its application and every important compart­ment of the project and the model | DOWN-HU | 15. Januar 2015 | 120–150 persons |
| National professional level in Hungary: pilot application of the INV pedagogical model | 1. **Dissemination** of the new pedagogical model for professionals of supported living.  2. Preparation of a **Guidebook** for supporter staff of supported living.  3. **Adaptation** of the model for autistic persons.  4. The first **pilot application** of the model to intellectually disabled persons with autism. | Adaptation of the model and pilot application in three supported living homes in Hungary | DOWN-HU | Ongoing  03. 2015 | 24 clients and 20 professionals |
| National professional level in Hungary: pilot application of the INV pedagogical model | Inclusion of the new pedagogical model into the curriculum of **adult education** courses on supported living (dissemination and exploitation).  An accredited course: | Teaching the new model and attitude for social workers and care-takers | DOWN-HU | 22, 29. 11 3., 4. and 5. 12. 2014 | 19 professionals |
| National professional level in Spain organisations at local, regional and national level | Professionals' mailing list  Project leaflet in Catalan | Short description on the project in Catalan for both of professional and non-professional public | FCSD | 07. 2014 | 376 contacts |
| National professional level in Spain organisations at local, regional and national level | **Professionals' mailing list**  **Project leaflet 2.** | Dissemination of the results of the project for  Organizations for people with ID Umbrella organizations  Special Employment Centers  Residential Centers  Occupational Workshops  Organizations of professionals Professionals in the field of social services providers | FCSD | 01. 2015 | 376 contacts |
| National professional level in Spain, workshop for professionals | **Open Workshop** to transfer the model / integration into the sectorial meetings | Professionals in the field, people from universities, people doing internships | FCSD | 01. 2015 | 50 approx. |
| National professional level in Spain, workshop for professionals | First **national training**. FCSD, Fundació Pere Mitjans, PRODIS, Fundació Tallers de Catalunya, Escola Crespinell | Participants of the training | FCSD | 7–8. 3. 2014 | 18 professionals |
| National professional level in Spain, workshop for professionals | Second national training. Participating organizations: FCSD, Fundació Pere Mitjans, PRODIS, Fundació Tallers de Catalunya, Escola Crespinell | Participants of the training | FCSD | 10. 10. 2014 | 9 professionals |
|  | University lecture on the model and the tools | Students of the masters degree of Social Intervention, Univ. Barcelona | FCSD | 22. 01. 2015 | 20 students |
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| Professionals of the organisation (AIPD) | First **national meeting** , at the beginning of the testing with participating professionals up to the national level | Italian professionals involved in the testing | AIPD | 21–22. 02. 2014 | 29 professionals |
| Professionals of the organisation (AIPD) | Second **national meeting**, at the end of the testing with participating professionals up to | Italian professionals involved in the testing | IFIAIPD | 7–8- 11. 2014 |  |
| Professionals of the organisation (AIPD) | **Letter t**o all local AIPD associations about the project. Calling for participation | 50 AIPD local sections |  | Autumn/ winter 2012/2013 | 150 persons |
| Professionals of the organisation of Down HU | First **national training** | First round participants of the training from 4 supported living facilities | Down-HU | 17. 03. 2014 | 18 persons |
| Professionals of the organisation of Down-HU | Second training | Widened slot of participants from 9 facilities | Down-HU | XX. 09. 2014 | 30 persons |
|  | Third national training | First round professionals + new professionals | Down-HU | 5. 11. 2014 | 15 persons |
| Professionals of the organisation of Down HU | **Mailing list** of the professionals involved into the INV Projects | All professionals involved into the INV Project | Down-HU | Active from March 2014 | 50 persons |
| Professionals of the organisation of Down HU | **Cloud** of the project with all documents useful for the Hungarian professionals | All professionals involved into the INV Project | Down-HU | Active from March 2014 | 50 persons |
| Professionals of the organisation of Down HU | E-course: video plus explanation  Av videókat a websitera kéne tenni és mint video-kurzust eladni magyarázattal |  | ~~Down-HU~~ | ~~July–September 2014~~ | ~~14 professionals~~ |
| Professionals of the organisation of FCSD | **Presentation** about the development of the project during the annual meeting of FCSD workers | Workers of FCSD | FCSD | July 2014 | 80 workers |
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| For people with an ID | **Mention of the project** in the 2012 and 2013 social balance written in easy reading format for people with intellectual disabilities. | Dissemination for AIPD members with a Down- sydrome | AIPD | 2013  2014 |  |
|  | Easy to understand **worksho**p about the INV model: Empowerment, duties, risk – supported and independent living | Dissemination among the clients | Down-HU | October 2014 | 2 x 15 persons |
|  | Easy to read **website** of Down-HU | Dissemination among the clients | Down-HU | January 2015 | 500 persons |
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