

WHAT IS ESSENTIAL IS INVISIBLE TO THE EYE (INV)

DISSEMINATION STRATEGY AND DISSEMINATION & EXPLOITATION ACTIVITIES

Dissemination strategy

The innovative pedagogical model – which has been developed through the INV project – should be transferred beyond the services belonging to the participating organisations and their partners. This is the reason why it is necessary to give a significant initial push for the widespread application of such a model. A comprehensive strategy has been 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 joint activity of the consortium and as a task of its members separately.

The immediately “reachable” public is primarily a range of *professionals*, including legislators, managers, leading professionals and practitioners, such as support staff working in social care, assistants, mentors, etc.

On the other hand, *non-professionals* are also an important target audience, given that the same model and tools can be adapted to community based services from the public offices, to private service providers. The same model can be of some use for family carers as well. The supported independent living of the intellectually disabled persons require this new attitude and relationship, as described and promoted by the INV model.

The dissemination strategy is aimed at covering the whole range of relevant stakeholders, including general public and professionals both on an international and a national level.

Main target groups are the following:

- General international public including international organizations, European decision makers (MEP, politicians), professional service providing organisations and individual professionals;
- and individuals;

- General public in Italy, Hungary and Spain, primarily disability organizations, service providers, family members of persons with intellectual disabilities and individuals;
- 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 partner 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 important target group. Their awareness should be increased by information on the new pedagogical model and the new expectations about them. Their good understanding on the relationship between them and their assistants and the characteristics of the educational process, as envisaged by the model, may foster the progress.

The transfer of the innovative INV model and its tools includes the following actions:

- the design and development of specific educational courses for social workers and assistants: it has been done by all of the INV partner organisations;
- the integration of the method within university curricula, high school or adult educational courses: Down-HU has integrated the model into adult education and has already held the first course; AIPD has transferred the model to post degree courses at the University of Bari.
- the adaptation of the INV model to the needs of other disability groups. Dow-HU has integrated the model into the adult education for assistants in supported living of autistic persons;
- the adaptation of INV model to the needs and situation of family members who are carers of intellectually disabled persons: this possibility was discussed on another LLP Projects workshop held in Budapest: Re-PoD Workshop, LLP Project, 24–25. 09. 2014, after the presentation of Down-HU and all attending professionals have considered the model as suitable for family education, with some small adaptations.

The main target publics of the “exploitation” are

- Universities;
- Professional associations and umbrella organizations;
- Social and educational service providers;
- Employers of intellectually disabled persons;
- Organisation whose professionals are in close relationship with intellectual disabled persons due to education, assistance in daily living, working, leisure activities;
- Individual professionals via adult education and in- service training.

Dissemination and exploitation activities

Stakeholder group	Document	Topic	Target public	Consortium member	Date	Impact Assessment
<i>General international public by INV Consortium</i>	<p>Project outcomes and deliverables on the INV website</p> <p>Main menu points Home: http://invllp.eu/inv/ 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</p> <ul style="list-style-type: none"> • Interim Report • Final Report <p>Developed tools: http://invllp.eu/inv/?q=node/125 Dissemination: http://invllp.eu/inv/?q=node/226 Dissemination Plan:</p> <ul style="list-style-type: none"> • INV website: www.invllp.eu • CD ROM • Video lessons: http://invllp.eu/inv/?q=node/219 • 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 <p>Forum: http://invllp.eu/inv/?q=forum News: http://invllp.eu/inv/?q=node/60</p>	<p>General information about the project.</p> <p>Deliverables available to be downloaded</p>	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
<i>General international public by INV</i>	<p>Electronic leaflet No 1 of the INV Project: http://invllp.eu/inv/?q=node/233</p>	A short description of the INV Project	International public of professionals and non-	INV Consortium	Finalized in July, 2014	

			professionals			
	Document	Topic	Target public	Consortium member	Date	Impact Assessment
General international public by INV	Electronic leaflet No 2: http://invllp.eu/inv/?q=node/234	Closing summary of the INV Project and invitation to the INV final workshop of each of the three participating countries.	National professional and non professional publics.	Each partner to its contacts + international contacts.	January 2015	300 reads on the INV website 500 reads on the national websites. Sending out to contacts
<i>General international public by AIPD</i>	1. Contardi, A.: 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 results of the testing	EDSA members EDSA board members	AIPD	October 2014 December 2014	20 persons from all the most important national assoc. of DS people within the EU 10 leading persons
<i>General international public by Down Alapitvany</i>	Gruiz K: Telling about the INV project , its results and tools provided. 13 th AATE Conference Budapest September 2015-03-17	Tools and results of the project	Participants in the AATE conference	Down Alapitvany	September 2015	300 people
<i>General public in Italy by AIPD</i>	Project description in AIPD website: http://aipd.it/che-cosa-facciamo/progetti/progetti-in-corso http://aipd.it/lessenziale-e-invisibile-agli-occhi/ https://aipd.it/progetto-aipd-lessenziale-e-invisibile-agli-	Text form the original proposal to the Commission	Professionals and non professionals visiting	AIPD	Since the beginning of the	8,500 visitors/year of the specific pages related to AIPD international

	occhi/ https://aipd.it/progetto-aipd-lessenziale-e-invisibile-agli-occhi-2/		AIPD's web site		project	projects
General public in Italy by AIPD	Project leaflet in Italian: Dissemination through mailing	Short description of the project in Italian for both of professional and non-professional public		AIPD	July 2014	No data
	Document	Topic	Target public	Consortium member	Date	Impact Assessment
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	AIPD associated members, people with Down syndrome included.	AIPD	Beginning 2013 and 2014	3,500 visitors/year
General public in Spain by IFI	Project description in IFI website: http://ifionline.com/es/proyectos/inv-lo-esencial-es-invisible-los-ojos	Short description of the project activities so far in Spanish	Professional public	IFI	Beginning 2013 and 2014	10,000 people
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 and its outcomes.	Wide professional and non-professional public	DOWN-HU	Continuously expanding	1000 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.downlapitvany.hu/node/581	1. Short description of the project in Hungarian 2. Project information and invitation for the Project's national final workshop	Both for professional and non-professional public	DOWN-HU	14. 08. 2014 15. 12. 2014	300 visits 320 visits
Document	Topic	Target public	Consortium member	Date	Impact Assessment	Document
General public in Hungary by Down-HU	Newsletter of the Hungarian Down Foundation for general public	Short information about the pedagogical model developed by INV.	Regularly addressed adherent public, sponsors.	Down-HU	30.01.2015	12,000 letters
General public in Spain, by FCSD	Information in <i>International Projects Section</i> of FCSD website: http://www.fcsc.org/es/proyectos-en-curso_1034878 News about the results in <i>news section</i> of FCSD website: http://www.fcsc.org/es/nueva-fase-del-proyecto-lo-esencial-es-invisible-a-los-ojos-_1046615	Updated issues of project developments.	Visitors of the FCSD website	FCSD	Continuously expanding	52,830 visits /year
General public in Spain, by FCSD	Information in FCSD's annual report	Short description of the project, its objectives and outcomes.	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	Both professional and non-professional	FCSD	11. 2014	1100 members

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Stakeholder group	Document	Topic	Target public	Consortium member	Date	Impact Assessment
International professional level	<p>The model and the tools of the INV website</p> <p>INV tools: http://invllp.eu/inv/?q=node/125</p> <p>Focus group tools: http://invllp.eu/inv/?q=node/9</p> <ul style="list-style-type: none"> • 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 <p>Final report on Focus Groups: "Define the Essential": http://invllp.eu/inv/sites/default/files/Define%20the%20essential.pdf.</p> <p>Pedagogical model tools: http://invllp.eu/inv/?q=node/243</p> <ul style="list-style-type: none"> • Logbook: http://invllp.eu/inv/?q=node/275 	<p>New tools, developed in the INV project</p> <p>1. Focus group tools</p>	International public of professionals	INV consortium	During the whole period of the project	<p>Between January and December 2014</p> <p>Visits: 66,000</p> <p>Individual visitors: 9,000</p> <p>Daily visits: 300/day</p>

	<ul style="list-style-type: none">• Self-observation tool – register: http://invllp.eu/inv/?q=node/274• Self-evaluation tools: http://invllp.eu/inv/?q=node/276• Initial survey of the intellectually disabled client: http://invllp.eu/inv/?q=node/277• Observation of the development: http://invllp.eu/inv/?q=node/278• Individual educational project: http://invllp.eu/inv/?q=node/279 <p>Pedagogical Model Handbook: http://invllp.eu/inv/sites/default/files/handbook%20sul%20sito.pdf</p> <p>Training tools: http://invllp.eu/inv/?q=node/23</p> <ul style="list-style-type: none">• Pedagogical Model presentation: http://invllp.eu/inv/?q=node/253• Evaluation of the self observation register: http://invllp.eu/inv/?q=node/254• Evaluation of the trainings and meetings: http://invllp.eu/inv/?q=node/255 <p>Training Path handbook (training itinerary): http://invllp.eu/inv/sites/default/files/Training%20Path%20ENG%20CHECK%202015%20GK-1%281%29.pdf</p> <p>Video session: http://invllp.eu/inv/?q=node/219</p> <ul style="list-style-type: none">• Butterfly circus with explanation: http://invllp.eu/inv/?q=node/256• The INV model and its application (Spain): http://invllp.eu/inv/?q=node/257• Supported decision making (Italy): http://invllp.eu/inv/?q=node/258 <p>The right attitude (Hungary):</p>	2. Pedagogical model tools				
		3. Training tools				
		4. Videos				

	http://invllp.eu/inv/?q=node/259					
National professional level in Italy: organisations at local, regional and national levels	Dissemination of the leaflets	For the standard mailing list	Professionals of all levels	AIPD	December	
	Document	Topic	Target public	Consortium member	Date	Impact Assessment
National professional level: in Italy	University course on the model and the tools (4 sessions)		University of Bari. Post graduation degree students.	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 11 th 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 to COORDOWN Presentation at the Congress of CdL Dissemination via training and testing	Professionals of NGOs	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	Italian professional from service providers	AIPD	12. 2014	25 professionals
National professional level in Spain: organisations at local, regional and	Mailing list to foundations, disabled person'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	Spanish professional from service providers	IFI	Ongoing	100 contacts (see annex for examples of organisations contacted).

national levels						
	Document	Topic	Target public	Consortium member	Date	Impact Assessment
National professional level in Hungary	INV website in Hungarian: http://invllp.eu/inv/?q=hu	Hungarian professionals	Professionals working with ID persons	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 Project leaflet 1. Project leaflet 2.	Information about the INV project and the new pedagogical model via mailing list of 150 service providing NGO-s. Mailings about the first application of the model and advertising the INV Conference.	Professionals of NGOs	Down-HU	15. 09. 2014 01. 2015	4000 potential professionals in 150 organizations for both leaflets
National professional level in Hungary at professional events, conferences, workshops	Presentations at professional events 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	Dissemination of the new pedagogical model integrated into conference presentations for professional audience	Students and univ. teachers International professionals Students Service provider NGO Closing conference of a	DOWN-HU	19. 09. 2013. 30. 01. 2014. 09. 05. 2014. 30. 04. 2014. 30. 05. 2014.	70 persons 300 persons 200 persons 100 persons 120 persons

	ID people. MAK Workshop on Mental Accessibility, 30th May, 2014 Gruiz K.: INV Pedagogical Model: possible adaptation for Down Syndrome parents' education. Re-PoD Workshop, LLP Project, 24–25. 09. 2014. ELTE, Special pedagogy		HU Project International audience		25. 09. 2014	70 persons
National professional level in HU at professional events, conferences, workshops	Integration of the INV model into the curriculum of an adult education course on supported living	Exploitation of the new pedagogical model and the first experiences of its application	Professionals: care-takers, assistants, support staff	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	Students, university teachers, lead professional from professional organizations. Care-takers, assistants, parents	DOWN-HU	17. January 2015	120 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 an e- 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	Leading professionals and care takers	DOWN-HU	1.) 06. 01.2015 2.) 05.12. 2014 3.) 30.12. 2014 4.) 03. 2015	52 persons 52 + 19 persons 24 clients and 20 professionals
National professional level in Hungary: pilot application of the	Inclusion of the new pedagogical model into the curriculum of adult education courses on supported living (dissemination and exploitation). An accredited course for social workers.	Teaching the new model and attitude for social workers and care-takers on a	Care takers, assistants	DOWN-HU	22, 29 Nov., 3, 4, 5 Dec. 2014	19 professionals

INV pedagogical model		training series				
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	Professionals and non-professionals	FCSD	07. 2014	376 contacts
Document	Topic	Target public	Consortium member	Date	Impact Assessment	Document
National professional level in Spain organisations at local, regional and national level	Professionals' mailing list Project leaflet 2.	Dissemination of the results for Organizations of 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	Open Workshop to transfer the model / integration into the sectorial meetings	Introduction of the model and the experience with	Professionals in the field, people from universities,	FCSD	01. 2015	50 person approx.

for professionals			people doing internships			
National professional level in Spain, workshop for professionals	First national training . FCSD, Fundació Pere Mitjans, PRODIS, Fundació Tallers de Catalunya, Escola Crespínell	Introduction of the model and the tools for service providing organizations	Participants of the training	FCSD	7–8. 3. 2014	18 person, professionals
National professional level in Spain, workshop for professionals	Second national training. Participating organizations: FCSD, Fundació Pere Mitjans, PRODIS, Fundació Tallers de Catalunya, Escola Crespínell	Experience of the application of the model and the tools	Participants of the training	FCSD	10. 10. 2014	9 person, professionals
	University lecture on the model and the tools	Univ. Barcelona	Students of the masters degree of Social Intervention	FCSD	22. 01. 2015	20 students
	Document	Topic	Target public	Consortium member	Date	Impact Assessment
Professionals of the organisation (AIPD)	First national meeting , at the beginning of the testing with participating professionals up to the national level	Introduction of the model and the tools for service providing organisations	Italian professionals involved in the testing	AIPD	21–22. 02. 2014	29 persons professionals
Professionals of the organisation (AIPD)	Second national meeting , at the end of the testing with participating professionals up to	Experience of the application of the model and the tools	Italian professionals involved in the testing	IFIAIPD	7–8. 11. 2014	
Professionals of the organisation (AIPD)	Letter to all local AIPD associations about the project. Calling for participation	50 AIPD local sections	Professional working with ID people		Autumn/ winter 2012/2013	150 persons

Professionals of the different facilities of Down HU	First national training	Introduction of the model and the tools for service providing organisations	First round participants of the training from 4 supported living facilities	Down-HU	17. 03. 2014	18 persons
Professionals of the different facilities of Down HU	Second training	Introduction of the model and the tools for service providing organisations	Widened slot of participants from 9 facilities	Down-HU	09. 2014	30 persons
	Third national training	Experience of the application of the model and the tools, case discussions	First round professionals + new professionals	Down-HU	5. 11. 2014	15 persons
Professionals of the different facilities of Down HU	Mailing list of the professionals involved into the INV Projects	Report on the progress, events, discussion of individual problems, organizing the project	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	Documents of the INV Project	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: support tool for trainers	The INV videos and explanations for the users	Trainers and trainees	Down-HU	December 2014	
Professionals of the organisation of FCSD	Presentation about the development of the project during the annual meeting of FCSD workers	Introduction of the project and its results	Workers of FCSD	FCSD	July 2014	80 workers

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.	Easy to read text	Dissemination for AIPD members with a Down-syndrome	AIPD	2013 2014	
	Easy to understand workshop about the INV model: Empowerment, duties, risk – supported and independent living	Easy to understand introduction	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