



D38 – Classical dissemination: project leaflet

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History

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0.1	27.09.2016	Initial draft	Ophelie Durand (AGE)
0.2	28.09.2016	Revised draft	Ilenia Gheno (AGE)
0.3	29.09.2016	Minor correction	Rachel van der Pols-Vijlbrief (VU)



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Introduction

As foreseen in Work Package 9, task 9.5, AGE has to prepare two projects leaflets to present the project; one presenting the main elements of the project at the beginning and the other summarising the project's achievements in the last phase of the project. These leaflets aim to be distributed through the network of all consortium partners and presented at relevant conferences and events.

The first leaflet (Deliverable 38 – D38) is officially foreseen for Month 12 of the project, i.e. 31 March 2017. However, partners expressed their wish to have it earlier in order to start dissemination as soon as possible, e.g. during the EUGMS Congress to take place in October 2016. AGE therefore initiated the work with the communication agency over the summer 2016 in order to have it ready for the autumn and the upcoming key events. The content and design were prepared in July and August, and the printing in 5000 copies was done early September 2016¹. AGE sent 700 requested copies to the EUGMS Congress organisers, while copies will be distributed to all, proportionally to their direct engagement in dissemination activities, as agreed with the PROMISS Coordinator. In particular, AGE, EFAD, EUGMS, ESPEN and FAU have received about 600 copies each, in the frame of their consistent expected efforts in communication and dissemination as WP9 direct partners. The project leaflet is also available on PROMISS website [here](#).

The leaflet is meant to introduce the audience to PROMISS and let it become familiar with its content and visual identity. It is distributed during every relevant event organised by PROMISS partners, such as the EUGMS Congress, the EFAD conference, the ESPEN Conference, the AGE annual conference, and during external events where PROMISS is represented.

The second leaflet (Deliverable 39 – D39) will be issued Month 54 (30 September 2020) and will mostly focus on the project's outcomes. Although it will present sound scientific research outcomes, attention will be paid to maintain a friendly language to be able to be usable by a wider audience, including non-academic stakeholders.

The Project Leaflet

The project leaflet is based on a A4 format to be folded in three. The first page is composed of the PROMISS logo, an image and PROMISS acronym. Once opened, it presents a short summary of the ageing and malnutrition challenges and then a triple page present PROMISS activities and ambition. On the back, a page gathers the partners' logos together with contact details and the EU funding acknowledgment. Concrete efforts have been made to ensure the readability of the content, considering the traditional format of leaflets.

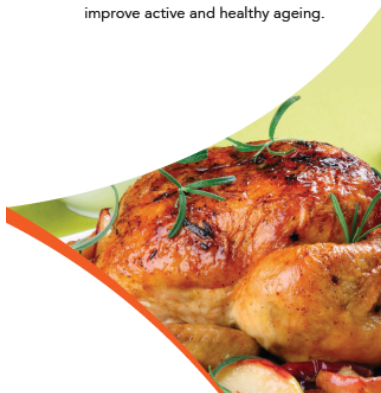
¹ For more information on the whole process around the cooperation with the communication agency and the set of communication tools foreseen in PROMISS, please refer to D35.



With the European population growing older, the challenge is to keep an increasing number of seniors across all European countries healthy and active.

In Europe, between 13.5% and 29.7% of older adults living at home are malnourished or at risk of protein energy malnutrition.

PROMISS aims to better understand and ultimately prevent protein energy malnutrition in seniors. Thereby, **PROMISS** will contribute to improve active and healthy ageing.



This project has received funding from the European Union's Horizon 2020 research and innovation programme, grant n° 678732.

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Design: double-ii.com



Prevention Of Malnutrition In Senior Subjects

The challenge of malnutrition

Over 20 million older citizens are at risk of protein energy malnutrition in Europe, and this number is increasing with the ageing of the population.

The health consequences of malnutrition are serious and often irreversible.

Malnutrition is often determined by a poor appetite, caused by multiple factors such as poor mental health, chronic disease, chewing pain, changes in smell and taste, food intake patterns and physical inactivity.



PROMISS activities

Within **PROMISS**, malnutrition will be tackled with a specific focus on the prevention of protein-energy malnutrition.

To do so, **PROMISS** makes use of large scale databases to understand the relationships between food intake, food characteristics, physical activity, the oral and gut microbiota, and poor appetite, malnutrition and poor health among older adults. Preferences and attitudes of older persons with regard to food intake and physical activity will also be identified.

Based on the outcomes of this research, **PROMISS** will develop optimized, sustainable and evidence-based dietary and physical activity strategies, which will be tested for effectiveness and cost-effectiveness in a long-term intervention study. The project will show whether these strategies together with new food concepts and products will prevent malnutrition and support active and healthy ageing.



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Contact details

AGE Platform Europe is responsible of WP9, its activities and deliverables. AGE team sees the direct engagement of Ophélie Durand, AGE Project Officer, with the support of Ilenia Gheno, AGE Project Manager.

The VU PROMISS Assistant Project Manager, Rachel van der Pols-Vijlbrief, supervises the whole work and the PROMISS Project Office and coordinator approved the final version.

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