Frailty management Optimisation through EIP AHA
Commitments and Utilisation of stakeholders input

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FOCUS home: www.focus-aha.eu

D2.5 Layman Version of the Final Report
Delivered by the FOCUS Project Consortium on 29 June 2018
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FOCUS - Frailty management Optimisation through EIP AHA Commitments and Utilisation of Stakeholders input - was a three-year project launched on May 1st, 2015, co-financed by the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA), under the power delegated by the European Commission.

FOCUS aimed to critically reduce the burden of frailty in Europe by developing methodologies and tools to assist entities focusing on early diagnosis, screening and management of frailty to achieve scalability.

To attain their objectives, the FOCUS Consortium partners researched available evidence about screening tools and interventions for frailty and pre-frailty from the published literature, worked with the commitments in the European Innovation Partnership on Active Healthy Ageing (EIPAHA) AG A3 that deal with frailty screening, prevention or management and involved older citizens, health professionals, informal carers and policy makers all over Europe.

FOCUS partners have developed and published a significant portfolio of peer-reviewed publications, including systematic reviews and original research papers. After systematising available evidence, the FOCUS Consortium developed and validated a framework of quality indicators to assess the performance of organisations delivering services to frail older people, created and validated guidelines to be used by carers and implemented a platform for knowledge exchange and a platform to scale-up the results achieved, both deployed online.

The FOCUS Project closed on April 30th 2018, and the partners are glad to communicate the results achieved and pleased to put them at the service of all interested stakeholders.

We invite you to get to know the results accomplished by the FOCUS project and our dissemination and activation work to the ecosystem.

Looking forward to your insights and opportunities to collaborate!

The FOCUS Consortium
A QUEST FOR AVAILABLE EVIDENCE ON SCREENING TOOLS AND EFFECTIVENESS OF INTERVENTIONS

The FOCUS Consortium reviewed thousands of papers, surveyed the commitments in the European Innovation Partnership on Active Healthy Ageing (EIPAHA) AG A3 that deal with frailty screening, prevention or management and heard representatives of all the stakeholders’ groups involved, including frail older people and their carers, health professionals and health and social care services providers, researchers and policy makers.

An umbrella review and a systematic review were performed, following the strict protocols developed by the FOCUS researchers and the Joanna Briggs Institute guidelines. A meta-synthesis of published qualitative reports on stakeholders’ lived experiences of frailty was also performed, with all reviews being performed according to standardised protocols. The aim was to synthesise the knowledge about what works in screening and interventions for frailty and pre-frailty management from the published literature and to assess the quality of available tools and of methods used.

To consolidate the knowledge obtained, the Consortium worked directly with current good practices within the EIPAHA portfolio, with a survey to contributors to elicit details on their work, such as definitions and measures of frailty being used, barriers, facilitators and bottlenecks, enabling conditions, successful outcomes, evaluation criteria and measures in place.

The results from this very important phase of the FOCUS project informed and guided the development and validation of quality indicators and guidelines, the design of the FOCUS pilots and the development of the FOCUS Platform for Knowledge Exchange and the Platform for Scaling-Up.

As part of their commitment with open, fast, high quality dissemination of achieved results, the FOCUS researchers synthesised the knowledge created during the project in a portfolio of papers and communications that constitute a significant contribution to research and practice in the field.
SERVICES AND TOOLS TO IMPROVE THE CARE OF FRAIL CITIZENS

The FOCUS Consortium developed a portfolio of services and tools to assist those that work to improve the care of frail older citizens in Europe.

Inspired by the principles of the Comparative Effectiveness Research (CER), FOCUS partners engaged in assisting EIPAHA partners and all those entities involved in the screening and management of the frailty condition, in a customised process aimed at scalability.

The FOCUS Consortium developed a framework of quality indicators to assess the performance of organisations delivering services to frail older people. The framework was validated by a panel of European experts, and the FOCUS partners have selected from these indicators as appropriate to their context when developing the protocols of the FOCUS pilots.

Based on the evidence they have found and systematised, FOCUS partners developed guidelines as services to assist with the implementation, the optimisation and the customised, wide deployment of good practices.

The project implemented pilots in England, Italy, Poland, Portugal and Spain, involving many hundreds of older citizens and their carers. These pilots implemented different aspects of the FOCUS guidelines and the outcomes will be used to test the responsiveness and the applicability of the guidelines and the framework of quality indicators when applied to optimise real world commitments, allowing us to verify the performance of the service.

The FOCUS Consortium developed and deployed a platform for the exchange of knowledge among health professionals, patients, carers and researchers, aiming to leverage the results from frailty interventions, fostering the consolidation of the network and supporting further implementation of best practices.
DISSEMINATION, COLLABORATION AND OUTREACH ACTIVITIES

The FOCUS Consortium strived to communicate the FOCUS objectives, the methods developed and the results achieved during the life course of the project to all its identified stakeholders, through a wide array of channels and using the most appropriate message and the most cost-effective means.

Scientific Dissemination
FOCUS partners put a significant effort into reaching the scientific and the professional communities with high quality peer-reviewed papers published by reputable journals in the field and with communications, posters, panels and workshops in respectable, well-known conferences.

By the end of the project, the FOCUS partners had published 1 protocol for an umbrella review, 1 protocol for a systematic review, 1 umbrella review, 1 systematic review, 6 review papers, 6 original research papers, 1 editorial letter and 1 case study. A paper on the FOCUS guidelines was under revision and several working teams had in hands a portfolio of 7 original papers.

Regarding the participation in scientific conferences, the FOCUS partners participated in 49 actions, where they have presented and/or organized 1 paper, 29 abstracts, 1 panel, 33 oral communications and 17 posters.

Market Dissemination and Ecosystem Development
Rising awareness of the population, and of older citizens and health professionals in particular, about the need to invest in the prevention of frailty and in the adoption of healthy lifestyles was established as a major goal of the project. Developing a network of stakeholders and involving them was another key objective of the project.

The FOCUS Consortium worked in innovative ways to reach these audiences, including through digital media. The FOCUS project implemented and actively use the FOCUS website (http://www.focus-aha.eu) to publish news on project activities and achievements; published FOCUS on Frailty, a digital newsletter that went out 5 times to near 500 email addresses; distributed 3 leaflets to signal important moments and results; managed a Twitter account; created and published an animated video addressing frailty in the 6 languages of the project.

Mass media was an important vehicle to reach some of the target groups, namely, older citizens and their caregivers and all kind of stakeholders that provide care to frail citizens. A wild array of channels was used, including institutional websites, institutional newsletters, radio channels, online journals, traditional journals, press releases, YouTube. The partners have reported 77 actions in mass media, totalling millions of viewers and listeners.

Important moments of the project were signalled by tailored initiatives. A press release was prepared in all languages of the FOCUS Consortium partners to be aired through mass media in the several countries at the launch of the project. A special campaign using the FOCUS website and a leaflet was activated to raise awareness of the beginning of the FOCUS pilots. An X’MAS 2017 video postcard conveying the FOCUS active healthy ageing message was sent out to almost 500 people with the second edition of the FOCUS newsletter. (https://www.youtube.com/watch?v=Yv6TvW96oM).

As a way to reach professional communities involved in the care of frail citizens, FOCUS partners run and/or attended 81 workshops, panels, seminars, focus groups, communications in professional meetings and connection to other projects.
The FOCUS website was the main dissemination channel and tool of the FOCUS project. The website allowed to build a global presence and to reach out to all the intended target groups in a real time, integrated, interactive and coordinated way.

The FOCUS website:
- describes the project, the consortium and the pilot sites in the 6 languages of the project,
- allows the management of internal and external communication and dissemination,
- provides access to all the FOCUS project public documents, including public deliverables, scientific publications and presentations, guidelines and reports, leaflets and flyers, videos,
- provides a place where to publish news about the project, frailty and related issues in several formats,
- connects to social media,
- describes the FOCUS network and
- provides contacts to the FOCUS project team, such as official email, Twitter account and connection to the FOCUS project group in the LinkedIn.

By the end of the project, the FOCUS website gave place to the FOCUS project Platform for Knowledge Exchange (PKE) and the FOCUS project platform for scaling-up, available from the same URL, [http://www.focus-aha.eu](http://www.focus-aha.eu).
FOCUS ON FRAILTY: THE FOCUS NEWSLETTER

Near 3000 people received the 6 editions of the FOCUS newsletter, including health and social care professionals, researchers, older citizens, policy makers, EU officials and politicians.

FOCUS on Frailty #1 focused on frailty in old age and the first achievements of the project.

The FOCUS Newsletter #2 delivered the FOCUS Consortium wishes of a Merry Christmas 2017 and a Happy New Year 2018, together with our active and healthy ageing message in very simple terms: USE YOUR MIND, MOVE YOUR BODY, MEET YOUR FRIENDS, ENJOY EXERCISE, TAKE A WALK, JOIN IN.

The FOCUS Newsletter #3 was a special number on Indicators and Information Standards for Frailty Management, delivering a survey in collaboration with the Trillium Bridge II Project.

The FOCUS Newsletter #4 was dedicated to the closing workshop of the FOCUS project that took place in Valencia in April 13th, 2018.

The FOCUS Newsletter #5, sent out in the last week of June 2018, delivered the FOCUS Video on Frailty in the 6 languages of the project.

The FOCUS Newsletter #6, to be delivered in the first week of July will carry the FOCUS project achievements, including main dissemination actions and figures.

6th FOCUS Newsletter
FOCUS RESULTS
AND IMPACT
out on July 2018
FOCUS PILOTS

The FOCUS pilots were widely used as opportunities for reaching out and dissemination. Workshops, talks, interviews and focus groups with different audiences, meetings and training actions were used to disseminate the FOCUS vision, methods, actions and results.
FOCUS VIDEO

University of Aveiro created and published the FOCUS Video on Frailty in the 6 languages of the project.

The FOCUS Video bets on the visualization of frailty and its consequences: I can see “IT” therefore “IT” exists! Flashing back the life of the main character and his wife, the video introduces drivers and consequences of frailty, stresses the reversibility of the condition and advocates for prevention and seniors’ engagement in healthier lifestyles.

The video was piloted with older citizens, informal carers, health professionals, designers, journalist and policy maker. The titles and the subtitles were translated from Portuguese to English, Polish, Spanish, Italian and Dutch, with partners assuring cultural adaptation. A number of initiatives are being planned to fully disseminate the FOCUS Video on Frailty in Europe, including the translation to other languages.
VIDEO STORYBOARD

FIGHTING FRAIETY

[Sketches and images of elderly people in various settings, depicting their daily lives and struggles.]

11
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FOCUS used a Twitter account to speed up the flow of news towards various online communities, to foster interactivity and cross-fertilization and to reach the widest possible audience, totalling 10,440 impressions from February 2017 to the end of the project.
FOCUS LEAFLETS

The FOCUS Consortium developed and distributed 3 leaflets during the life course of the project: the first “FOCUS leaflet” as deliverable D2.2, “John Smith: A tale in several acts” and “FOCUS Pilots now running in Europe!”.
FOCUS NETWORK

The FOCUS network was a key element of the FOCUS project scaling-up and exploitation strategy. A network of stakeholders and potential users of FOCUS results was built over Europe, supported by the FOCUS website and later on by the ICT platform developed by WP6.

All FOCUS Consortium partners contributed with contacts of national and international entities and organizations that might be interested to be enrolled as members and contributors to the FOCUS network.

All entities have been contacted and those that have agreed to have their details public were given a special place in the FOCUS website.

In Portugal, University of Aveiro, as dissemination partner, built a database with over 4000 entities that may be activated in future actions, including health and wellbeing organizations, social care organizations, municipalities and local government entities, senior universities, relevant advocacy groups.
## IMPACT OF THE FOCUS DISSEMINATION

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Realized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents (internal and external) who found the dissemination good or very good</td>
<td>Over 70%</td>
</tr>
<tr>
<td>Visits to the FOCUS project website</td>
<td>27.809, by 30.03.2018</td>
</tr>
<tr>
<td>Participants to the FOCUS Network</td>
<td>86, by February 2018</td>
</tr>
<tr>
<td>Participants to the FOCUS project workshops, panels and seminars</td>
<td>Over 1.350</td>
</tr>
<tr>
<td>Talks addressing older adults and/or researchers</td>
<td>Over 2.100</td>
</tr>
<tr>
<td>Papers published in peer-reviewed journals</td>
<td>16</td>
</tr>
<tr>
<td>Protocols registered</td>
<td>2</td>
</tr>
<tr>
<td>Papers published in conferences proceedings</td>
<td>1</td>
</tr>
<tr>
<td>Abstracts published in conferences proceedings</td>
<td>29</td>
</tr>
<tr>
<td>Communications in conferences</td>
<td>33</td>
</tr>
<tr>
<td>Posters in conferences</td>
<td>17</td>
</tr>
<tr>
<td>Papers under review (FOCUS Guidelines)</td>
<td>1</td>
</tr>
<tr>
<td>Papers in preparation (original research)</td>
<td>7</td>
</tr>
<tr>
<td>News on the FOCUS project published by other websites (potential readers)</td>
<td>Over 1.000.000</td>
</tr>
<tr>
<td>News in regional and national TV channels</td>
<td>Initiatives underway in Portugal</td>
</tr>
<tr>
<td>News in regional and national radio channels (potential listeners)</td>
<td>Over 1.000.000</td>
</tr>
<tr>
<td>News in printed and online regional and national journals (potential readers)</td>
<td>Over 17.000.000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Realized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets impressions</td>
<td>10.440, from February 2017 to the end of the project</td>
</tr>
<tr>
<td>Newsletters – people reached by Newsletter #1</td>
<td>459</td>
</tr>
<tr>
<td>Newsletters – people reached by Newsletter #2</td>
<td>459</td>
</tr>
<tr>
<td>Newsletters – people reached by Newsletter #3</td>
<td>459</td>
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<tr>
<td>Newsletters – people reached by Newsletter #4</td>
<td>459</td>
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<tr>
<td>Newsletters – people reached by Newsletter #5</td>
<td>459</td>
</tr>
<tr>
<td>Newsletters – people reached by Newsletter #6</td>
<td>459</td>
</tr>
<tr>
<td>Velhos são os Trapos <a href="https://www.youtube.com/watch?v=Dw9jvsA16n8">https://www.youtube.com/watch?v=Dw9jvsA16n8</a> published on 30 May 2018</td>
<td>331 views, by 24.06.2018</td>
</tr>
<tr>
<td>FIGHTING FRAILTY: Turning Life Around <a href="https://www.youtube.com/watch?v=_tOqbiqIQTo">https://www.youtube.com/watch?v=_tOqbiqIQTo</a> published on 1 June 2018</td>
<td>178 views, by 24.06.2018</td>
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<td>WALKA Z ZESPOŁEM SŁABOŚCI: Odmień swoje życie <a href="https://www.youtube.com/watch?v=wggHy69WqcY">https://www.youtube.com/watch?v=wggHy69WqcY</a> published on 7 June 2018</td>
<td>27 views, by 24.06.2018</td>
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<td>LUCHANDO CONTRA LA FRAGILIDAD: Cambiando la Vida <a href="https://www.youtube.com/watch?v=DIBIkBz-yel">https://www.youtube.com/watch?v=DIBIkBz-yel</a> published on 1 June 2018</td>
<td>39 views, by 24.06.2018</td>
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<td>LOTTANDO CONTRO LA FRAGILITÀ: Cambiando la Vita <a href="https://www.youtube.com/watch?v=2CgQPjHyXdA">https://www.youtube.com/watch?v=2CgQPjHyXdA</a> published on 11 June 2018</td>
<td>34 views, by 24.06.2018</td>
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<td>TEKEN KWETSBAARHEID: Het leven in eigen hand nemen <a href="https://www.youtube.com/watch?v=F4iFL8g9C04">https://www.youtube.com/watch?v=F4iFL8g9C04</a> published on 13 June 2018</td>
<td>9 views, by 24.06.2018</td>
</tr>
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</table>
VALUE ADDED TO TARGET GROUPS

Having presented the dissemination effort and results, it is time to show how those activities were directed to specific target groups and the value added to those groups.

Entities external to the FOCUS project

Target group: The EU elder citizens and their caregivers

FOCUS objective and added value - to inform and empower them with the knowledge generated during the project, increasing awareness and informed participation in the care processes, in a bottom-up approach to effective and efficient ways to promote frailty prevention and management.

FOCUS tool - the FOCUS videos in 7 languages was a fundamental tool in the strategy and plan.

Target group: The stakeholders involved in the care of frail citizens

FOCUS objective and added value - to inform them on and capacitate them for more effective and efficient procedures in the field of frailty screening, prevention and management.

FOCUS tools - the FOCUS leaflets, newsletters, videos, workshops, papers and communications were crucial in this regard.

Target group: The EIPAHA partners dealing with frailty screening, prevention and management

FOCUS objective and added value - to inform them about procedures and to give them access to guidelines and knowledge generated within the framework of the FOCUS project.

FOCUS tools - a great effort was made to reach them via the FOCUS leaflets, newsletters, videos, workshops, papers and communications and by attending the EIPAHA conferences and meetings.

Target group: The Member States

FOCUS objective and added value - to inform and capacitate bodies in relevant decision-making, policy and funding areas with knowledge generated within the framework of the FOCUS project, so relevant cross-border policies and top-bottom strategies might be delineated, discussed and implemented.

FOCUS tools - a great effort was made and is still being made to reach them via the FOCUS leaflets, newsletters, videos, workshops, papers, communications and connections to other projects and initiatives.

Target group: The European Commission

FOCUS objective and added value - to communicate the project strategy and planned and executed activities.

FOCUS tools - a great effort has been made and is still being made to reach planners and those involved in decision-making via the FOCUS leaflets, newsletters, videos, workshops, papers and communications.

Target group: The research community

FOCUS objective and added value - to secure peer-reviewing and broad dissemination of the FOCUS project results in order to disseminate the FOCUS methods and the results achieved.

FOCUS tools - the FOCUS Consortium has produced a significant number of publications and partners have been present in a great number of conferences and professional events; we have also tried to reach the research community via the FOCUS leaflets, newsletters and videos.
**Target group: FOCUS related projects and initiatives**

**FOCUS objective and added value** - to promote the enlarged dissemination of the FOCUS project activities and results to research groups with near interests, to guarantee the synergetic use of knowledge and other resources and to contribute to the materialization of a powerful European-wide network of diverse members, committed to reducing the burden of frailty in Europe.

**FOCUS tools** - beside the means reported before, the Consortium tried to establish links with a significant number of projects and other initiatives, namely, by inviting representatives to the FOCUS workshops.

**Entities internal to the FOCUS project**

**Target group: The FOCUS consortium partners**

**FOCUS objective and added value** - to inform them about adopted procedures and to provide them with guidelines for their individual dissemination activities in order to ensure consistency and proper use of the project results, image and dissemination resources.

**FOCUS tool** - the Guide to the FOCUS Project Dissemination Toolkit was particularly useful in this regard.

**Target group: FOCUS project management bodies**

**FOCUS objective and added value** - to provide an overview of activities and methodologies, including procedures and tools, for dissemination to agree on as well as the updated list of dissemination products and executed dissemination activities.

**FOCUS tool** - the Guide to the FOCUS Project Dissemination Toolkit was particularly useful in this regard.
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