
EPADEuropean Prevention of
Alzheimer's Dementia Consortium

EPAD Deliverable 6.1

Initial Communication Plan, including project branding and policies

Executive Summary

The present document aims at describing an Initial Communication Plan for the EPAD project, in which a consistent framework is defined for ensuring that information is shared with appropriate audiences on a timely basis and by the most effective means.

The Communication Plan plays a key role serving as a common framework for partners to plan and implement the dissemination activities, and will be used as a guideline to adapt to different contexts and characteristics that may be encountered throughout the Project's life. At the same time, the plan should give a harmonized approach and shared strategy for partners to adequately respond to any needs related to communication.

The Communication Plan includes the communication conditions, strategy, objectives, roles and responsibilities, target audiences, activities to be carried out and tools that will support their implementation, with connections among these components. It will also include an initial set of communication materials, indicators and a specific crisis communication plan.

This communication plan will be regularly updated and supplemented by a yearly communications tactical plan. As the main deliverables for 2015 are this Communication Plan and the EPAD website, no tactical plan will exist for 2015. A tactical plan will be created for 2016 and each subsequent year over the duration of this project.

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