
EPAD

European Prevention of
Alzheimer's Dementia Consortium



EPAD Deliverable 6.4

Updated communications plan, tools and materials

Executive Summary

The present document aims to give an update of the communication plan developed for the EPAD project during its two first years of activity.

As stated in the initial communication plan (D6.1), the EPAD communication plan needs to be regularly updated. The EPAD project reached the halfway of the project in June 2017. New appropriate audiences have been identified and must be reached by the most effective ways. The aim of this document is to report the updated tactical plan and present the new EPAD communication strategy developed for the second half of the project. The updated communication plan includes the communication objectives, strategy, target audiences, activities to be carried out and tools that will support their implementation.

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