



National Dissemination Plan- Montenegro

Project- „ Addressing and preventing care needs through innovative community care centres (I-CCC) “

Period of implementation: November 1st 2020 - October 31st 2023

Activity	Means of communication	The target group	Key messages / content	Responsible person / organization	Time frame	Covid 19
A1.2 Summery report on needs assessment	<p>Press conference</p> <p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Radio&TV guest appearances</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	<p>The media</p> <p>General public</p> <p>Local branches in Bar and Bijelo Polje</p>	<p>Presentation of the Summery report</p> <p>Announcement of the work of the CC centers.</p> <p>Basic information about care centers, types of services they will provide, target groups, contact information etc.</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres“ is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p>	<p>RCM</p> <p>MoH</p> <p>Local branches of RC in Bar and Bijelo Polje</p>	<p>September 2021</p>	<p>Services in the CC centers are provided in accordance with the prescribed measures of the National Coordinating Body for Communicable Diseases.</p>



			Short statements by representatives of RCM and MoH			
A1.3: Assessment of financial sustainability options	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	<p>The media General public Local branches in Bar and Bijelo Polje</p>	<p>The most important research findings and recommendations.</p> <p>The regional project "Addressing and preventing care needs through innovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>Short statements by representatives of RCM and MoH</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>September 2021</p>	
2. Partner meeting in Viena	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of</p>	<p>The media General public Local branches in Bar and Bijelo Polje</p>	<p>-Provide information about the project, purpose of the meeting, conclusions</p> <p>The regional project "Addressing and preventing care needs through innovative Community care centres" is co-financed by the</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>September 2021</p>	



	information through their social media and local media.		European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.			
3.Partner meeting in Sutomore	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	The media General public Local branches in Bar and Bijelo Polje	<p>-Provide information about the project, purpose of the meeting, conclusions</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p>	RCM MoH Local branches of RC in Bar and Bijelo Polje	June 2022	
4. Partner meeting in Hartberg	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Send a notification to local branches in Bar and Bijelo Polje for</p>	The media General public Local branches in Bar and Bijelo Polje	<p>-Provide information about the project, purpose of the meeting, conclusions</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres"</p>	RCM MoH Local branches of RC in Bar and Bijelo Polje	June 2022	



	further distribution of information through their social media and local media.		is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.			
Marking World Alzheimer's Day	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Radio&TV guest appearances</p> <p>Video</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	<p>The media</p> <p>General public</p> <p>Local branches in Bar and Bijelo Polje</p>	<p>About volunteer services for people with dementia that the project offers, support program, care centers, volunteers, etc.</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>-Kratke izjave predstavnika MZ, CKCG, korisnika usluga centara, pružaoca usluga</p>	<p>RCM</p> <p>MoH</p> <p>Local branches of RC in Bar and Bijelo Polje</p>	<p>21.September 2021</p> <p>21.September 2022</p> <p>21.September 2023</p>	<p>Services in the CC centers are provided in accordance with the prescribed measures of the National Coordinating Body for Communicable Diseases.</p>
Marking the International Day of Older Persons	Send a press release and publish it on the RCM and MoH	The media General public	About the project, the number and type of services provided through	RCM MoH	1.October 2021 1. October 2022	



	<p>websites as well as on the social networks of both partners.</p> <p>Radio&TV guest appearances</p> <p>Video</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	<p>Local branches in Bar and Bijelo Polje</p>	<p>care centers, the position of the elderly in Montenegro, the measures taken to improve their position, etc.</p> <p>The regional project "Addressing and preventing care needs through innovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>-Short statements by representatives of RCM, MoH, users of service centers, service providers</p>	<p>Local branches of RC in Bar and Bijelo Polje</p>	<p>1. October 2023</p>	
<p>Opening of care centers in Bar and Bijelo Polje</p>	<p>Press conference</p> <p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Radio&TV guest appearances</p>	<p>The media General public Local branches in Bar and Bijelo Polje</p>	<p>Opening remarks: Minister of Health Minister of Finance and Social Welfare Secretary General of the Red Cross of Montenegro</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>1.November 2021 in Bar 3.November 2021 in Bijelo Polje</p>	<p>Services in the CC centers are provided in accordance with the prescribed measures of the National Coordinating Body for Communicable Diseases.</p>



	Video Leaflets Posters					
2.4: Multi-sectoral cooperation and networking with LTC related professional groups, decision-makers, clients	Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners and CC centers.	The media General public Local branches in Bar and Bijelo Polje	Purpose of the meeting, who are the participants of the meeting, conclusions from the meeting. Statements of informal carers, decision makers, etc. The regional project "Addressing and preventing care needs through inovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.	RCM MoH Local branches of RC in Bar and Bijelo Polje	For 8 meetings from 6 to 33 month of project implementation	In case of worsening of the epidemiological situation, meetings will be held online
A2.5: International exchange meeting on best practice and innovation in supporting informal cares	Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners and CC centers.	The media General public Local branches in Bar and Bijelo Polje	About the meeting, the participants, the program itself. The regional project "Addressing and preventing care needs	RCM MoH Local branches of RC in Bar and Bijelo Polje	June 2022	



	<p>Video</p> <p>Radio&TV guest appearances</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>		<p>through inovative Community care centres“ is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>-Short statements by the project coordinator, RCM representative, informal carers</p>			
<p>A3.1: Develop and establish new services for volunteers in Montenegro</p>	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners and CC centers.</p> <p>Video</p> <p>Radio&TV guest appearances</p>	<p>The media General public Local branches in Bar and Bijelo Polje</p>	<p>About services, which number of volunteers will be included, in which municipalities, which number of users will be covered.</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres“ is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>At least 3 times from 5th to 18th month of project implementation</p>	<p>Services in the CC centers are provided in accordance with the prescribed measures of the National Coordinating Body for Communicable Diseases.</p>



			-Short statements by representatives of RCM, MoH, volunteers, users			
Marking of the World Elder Abuse Awareness Day	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p> <p>Radio&TV guest appearances</p> <p>Video prilog</p> <p>Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.</p>	<p>The media General public Local branches in Bar and Bijelo Polje</p>	<p>About the project, the number and type of services provided through care centers, the position of the elderly in Montenegro, the measures taken to improve their position, etc.</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>-Short statements by representatives of RCM,MoH, users of CC centers, service providers</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>June 15th 2022. June 15th 2023</p>	
A5.1: Stakeholder meet-ings in each commu-nity	<p>Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.</p>	<p>The media General public Decision makers</p>	<p>Presentation of project results, lessons learned to ensure the presence of similar or the same services in other municipalities.</p>	<p>RCM MoH Local branches of RC in Bar and Bijelo Polje</p>	<p>July 2023 And as needed throughout the project</p>	



	Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.	Local branches in Bar and Bijelo Polje	<p>Identifying a sustainable way of functioning of services, with stable finances, which will enable the continuation of the work of the centers even after the completion of the project.</p> <p>The regional project "Addressing and preventing care needs through inovative Community care centres" is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health.</p> <p>-Short statements by representatives of RCM, MoH, users of CC centers, service providers</p>			
A5.3: National final conferences	Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners.	The media General public Decision makers Local branches in Bar and Bijelo Polje	<p>Presentation of project results as well as key recommendations for decision makers.</p> <p>The regional project "Addressing and preventing care needs</p>	RCM MoH Local branches of RC in Bar and Bijelo Polje	July 2023	In case of worsening of the epidemiological situation, conference will be held online



	Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.		through inovative Community care centres“ is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health. -Short statements by representatives of RCM,MoH.			
Aktivnost 5.4: International final conference	Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners. Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media. Video prilog Radio&TV guest appearances	The media General public Decision makers Local branches in Bar and Bijelo Polje	Presentation of project results as well as key recommendations for decision makers. The regional project "Addressing and preventing care needs through inovative Community care centres“ is co-financed by the European Union and the Austrian Development Agency, in Montenegro implemented by the Red Cross of Montenegro and Ministry of health. -Short statements by representatives of RCM,MoH.	RCM MoH Local branches of RC in Bar and Bijelo Polje	September 2023	



Newsletter	online	General public Decision makers partners	Project results in the previous 6 months	RCM MoH Local branches of RC in Bar and Bijelo Polje	2 times per year	
Sastanci u Briselu	Send a press release and publish it on the RCM and MoH websites as well as on the social networks of both partners. Send a notification to local branches in Bar and Bijelo Polje for further distribution of information through their social media and local media.	The media General public Decision makers Local branches in Bar and Bijelo Polje	Purpose of the meeting, participants, project results	Austrian Red Cross, Red Cross EU office, RCM MoH Local branches of RC in Bar and Bijelo Polje	2 times per project	