

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

Red Cross of Serbia

National Dissemination Plan

Activity	Means of Communication	Target Group	Key messages/ content	Responsible person/ organisation	Timeframe
Publication of news items related to specific activities in the project					
News: Kick off meeting	Website of the Red Cross of Serbia, Website of the HumanaS network	General public, care professionals	Concise information on the project, objectives, target groups, innovation.	Red Cross of Serbia	November 2020
News: First national meeting	Website of the Red Cross of Serbia, Website of the HumanaS network	General public, care professionals	Description of initial activities in the project	Red Cross of Serbia	December 2020
News: Training for interviewers	Website of the Red Cross of Serbia, Website of the HumanaS network	General public, care professionals	Presentation of the activity in the project	Red Cross of Serbia	June 2021
News: Focus Groups in Sombor and Pirot	Website of the Red Cross of Serbia, Website of the HumanaS network	General public, care professionals	Presentation of the activity in the project	Red Cross of Serbia	July 2021
News: Second meeting of partners	Website of the Red Cross of Serbia,	General public, care professionals	Presentation of the activity in the project	Red Cross of Serbia	September 2021



	Website of the HumanaS network				
Presentation of the project in regional forums					
Presentation of the project	Participation in the IV Regional Social Academy of the IRIS network	Professionals in the field of mental health	Innovation related to support for persons with dementia and cognitive impairments	Red Cross of Serbia	October 2021
Presentation of the project	Social Innovation for Integrated Health Care of Ageing Population in ADRION Regions (SI4CARE) meeting	Healthcare and social welfare professionals	Presentation of general work of the Red cross of Serbia in the field of mental health and the particular innovation related to the I-CCC project	Red Cross of Serbia	October 2021
Presentation of the project to stakeholders, international, national and local level					
Stakeholder meeting	Meeting with representatives of the Ministry of Health, the Ministry of Labour, Employment, Veteran and Social Policy, the Pension Fund, as well as the representatives of the two implementing Red Cross of Serbia branches: Red Cross of Pirot and Red Cross of Sombor	Representatives of the project stakeholders	Information on the project, objectives, target groups, innovation.	Red Cross of Serbia	January 2021
Opening of CCCs in Sombor and Pirot	Public events and press conferences	Representatives of project stakeholders at local level, general public	Information on the project, objectives, target groups, innovation in each of the communities where CCCs are run.	Red Cross of Serbia, Red Cross of Sombor, Red Cross of Pirot	December 2021

International exchange meeting on best practice and innovation in supporting informal cares	International meeting	Co-applicants, associate organisations and experts	Information on the project, objectives, target groups, innovation in each of the communities where CCCs are run.	Red Cross of Serbia,	May 2022
International final conference	Conference	National stakeholders from local and national level as well as the representatives of project partners and national stakeholders from the other two countries in the project; Age Platform Europe, Alzheimer Europe.	Information on the project achievements, challenges, synergies, recommendations, future plans.	Red Cross of Serbia,	October 2023