

## MAKING DEMENTIA A HEALTH PRIORITY

### The Partnership

- Lead Partner: Technical University Munich, School of Medicine, GERMANY
- The Brain Company, AUSTRIA
- Vienna University of Economics and Business, AUSTRIA
- Bulgarian Society of Dementia, BULGARIA
- National Institute of Mental Health, CZECH REPUBLIC
- Social Cluster Association, HUNGARY
- Romanian Alzheimer Society, ROMANIA
- Memory Centre Bratislava, SLOVAK REPUBLIC
- University of Ljubljana, SLOVENIA
- Alzheimer Association A&R Sarajevo, Association AiR, BOSNIA AND HERZEGOVINA
- Federal Ministry of Health, Federation of Bosnia and Herzegovina, BOSNIA AND HERZEGOVINA
- Medical University of Sofia, BULGARIA
- City of Zagreb, CROATIA
- Ministry of Health of the Republic of Croatia, CROATIA
- University of Zagreb, CROATIA
- MEDIWARE corp., CZECH REPUBLIC
- Bavarian Research Alliance GmbH, GERMANY
- Bavarian State Ministry of Health and Care, GERMANY
- German Alzheimer Association, GERMANY
- Slovak Medical Association, SLOVAK REPUBLIC

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**Interreg**  
Danube Transnational Programme  
**INDEED**



## Innovation for Dementia in the Danube Region

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**Danube  
Transnational  
Programme**

**Budget: 1 726 514,27€  
Call number: Call 2**

**Start date  
01-07-2018  
End date  
30-06-2021**

## Our vision

Dementia is one of the top health and social challenges across Europe. With rare exceptions, it is caused by incurable brain diseases that mainly affect older adults and has a dramatic impact on individuals, families and carers. However, people can live well with dementia when all involved professionals share knowledge and skills, work together and make appropriate services available at the point of need.

## Why innovation for dementia?

Due to rising life expectancy in the Danube region the number of people living with dementia will increase dramatically in the coming decades and many countries are insufficiently prepared to tackle this challenge. Innovation is needed in the areas of achieving a timely diagnosis, providing a comprehensive range of treatments, coordinating the available services in urban and rural areas as well as strengthening care in the community.

"We have conducted a survey among dementia experts in 10 Danubian countries. The study showed that the professional groups involved in Dementia care often have insufficient knowledge about dementia, do not optimally collaborate, diagnosis and treatment come late, specialised facilities and human resources are missing, and public awareness is limited. The survey also indicated that there is a growing demand for dementia care services and for social innovation. However, a big problem is a general lack of ambulatory services. This makes it a challenge to establish new structures for disseminating dementia knowledge and to create care services which are also in charge of people with dementia."

Shima Mehrabian, Bulgarian Society of Dementia;  
Christian Schober, Vienna University of Economics and Business



## What is INDEED?

INDEED is a collaborative, transnational initiative established to develop, evaluate and disseminate an educational programme for health and social care professionals as well as for entrepreneurs. The project aims to improve dementia care with the scope of enhancing the quality of life of people with dementia and their carers by:

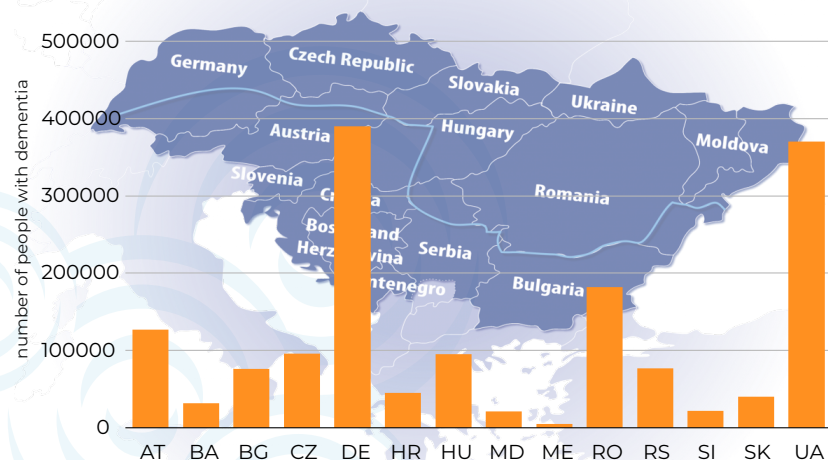
- Improving knowledge and skills about dementia in all target groups;
- Stimulating collaboration among health and social occupations;
- Promoting business activity in the field of dementia care.

"The aims of the INDEED educational programme are perfectly in line with the national dementia plans which have been developed or are being prepared in the Danubian countries. The INDEED approach is a great contribution to bringing the national dementia plans to care practice."

Aleš Bartoš, National Institute of Mental Health, Prague



### About 1.6 million people are currently living with dementia in the Danube region\*



Nichols et al., Lancet Neurol 18: 88-106, 2019; DE data taken from official statistics for Bavaria and Baden-Württemberg  
\* Danube region refers to the INTERREG Danube Transnational Programme area



## The INDEED Strategy

INDEED primarily targets a wide range of institutions that are involved in planning, organising and providing dementia care and that also have the potential to act as multipliers

- Professional associations of general physicians, nurses, social workers, occupational and physical therapists, pharmacists;
- Governmental and municipal administrations;
- Charity organisations and other non-governmental organisations;
- Initiatives in dementia care with an interest in entrepreneurship;
- Nursing home providers;
- Social enterprises with an interest in the sector of dementia care;
- Business schools and Commercial Chambers;
- Dementia patient and carer organisations.

By capacity building on the institutional level, INDEED will attain a broad and sustainable outreach to health and social care professionals, administrators and policy makers.



## The INDEED educational programme

The INDEED educational programme consists of three interlinked modules: CAMPUS, CONNECT and COACH.



### CAMPUS - Sharing knowledge

provides knowledge and skills to be shared by all professional groups involved in dementia care that complements occupation-specific education.



### CONNECT - Enhancing collaboration

enhances the collaboration among health and social care professionals and promoting the use of available services and facilities.



### COACH - Stimulating innovation

stimulates entrepreneurial innovation in dementia care through a business advisory service.

The modules CAMPUS, CONNECT and COACH are available in traditional formats (presentation kits, printed documents) and on a multi-media online platform. The educational programme is provided in five languages (English - as a master version, Bulgarian, Romanian, Slovakian and Slovenian).

„In collaboration with policy makers from ministries and public administrations the modules are adjusted to national and local needs. Eventually, the intervention package will be provided to all interested parties within and beyond the project region.”

Alexander Kurz, Technical University of Munich



## CAMPUS: Sharing knowledge

Designed as a complement to profession-specific education, the INDEED programme provides a person-centred, multidimensional and scientifically up-to-date perspective on dementia which is shared by all occupations involved. CAMPUS provides a unique basis of understanding, collaboration and coordination among professional groups. All of these are urgently needed to improve the quality of life of people with dementia and their families.



„In previous projects we have learnt that multiprofessional shared education is the way to achieve high-quality dementia care. Key for success is to create a common understanding of the illness, with special emphasis on early detection and intervention. This is essential to improve and maintain the quality of life of people living with dementia.”

Cătălina Tudose, psychiatrist, President of the Romanian Alzheimer Society, Bucharest

The CAMPUS module of the INDEED educational programme has been specifically designed to enhance the competences of the diverse group of health and social professionals with regard to key topics, including:



- The difference between dementia and normal ageing
- The importance of public awareness about dementia
- The different faces of dementia
- The impact of dementia on the person
- The needs of people with dementia and their carers
- The ways how to improve their quality of life
- The benefits of early detection and intervention
- The array of effective treatment and support options.

## CONNECT: Enhancing collaboration

CONNECT defines out the major players in dementia care and shows the design of a collaborative network. The need for individually tailored interventions and proactive treatment planning is emphasised. CONNECT provides the profiles of key professionals, service providers and facilities, including physicians, psychologists, nurses, social workers, occupational therapists, speech and language therapists, and physical therapists. Principles of case management such as comprehensive assessment, treatment planning and monitoring, involvement of informal carers, timely referral, identification of emergencies and crises are incorporated.

„CONNECT provides the principles and practices of cooperation among professionals, organisations and services in the care for people with dementia. CONNECT deepens the understanding of each partner's role and contribution to quality of life of people with dementia, and promotes networking.”



Mária Čunderlíková, occupational therapist, Memory Centre Bratislava

The CONNECT module of the INDEED educational programme promotes interprofessional collaboration by:



- Specifying the complementary expertise and contribution of health and social care professionals;
- Showcasing key care facilities, including day care centres, group living and special care units;
- Building a model treatment plan;
- Providing a networking exercise;
- Offering a contact list.



## COACH: Stimulating innovation

COACH contributes to closing the gaps in dementia care, promotes the creation of innovative services, and stimulates entrepreneurial engagement in the field of dementia. Good-practice examples of business plans and successful concepts are provided. COACH also shares basic knowledge how to successfully set up and run a social enterprise in the field of dementia.



„COACH offers know-how and advice on how to develop, implement and sustain innovative health and social services in the dementia care landscape. COACH is unique because it contributes to creating a fresh business-oriented climate in countries where social entrepreneurship does not have a tradition.“

Osman Kučuk, Association AiR, Sarajevo

The COACH enhances entrepreneurial activities in the field of dementia by:



- Outlining the principles of social entrepreneurship
- Good-practice examples from Danubian countries
- Guidance on setting-up novel services
- Explaining the development of a business plan
- Highlighting country-specific legal regulations
- Providing important links.

## Effective information delivery

The INDEED educational programme has been designed to combine the best of two learning worlds. The three modules are provided in a blended-learning format which includes two types of information delivery. Traditional formats such as workshops, discussion rounds and presentations are used to enhance personal interaction and exchange. A multi-media online platform is employed to ensure easy access, facilitate personalised learning, provide searchable in-depth information, and overcome time-related as well as geographical barriers.

„Blended learning is a didactic concept that combines various media formats. The INDEED programme provides traditional learning materials such as presentations, handouts and other printed documents. INDEED also features a multi-media online platform which displays videos, infographics and case examples.“



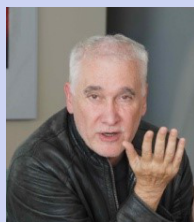
Peter Hofinger, The Brain Company, Gmunden

The INDEED educational programme boosts the interaction of professionals and ensures high-quality, up-to-date information by:

- Traditional learning materials for in-person meetings
- A complementary multi-media online platform
- Videos, infographics, case examples, quizzes
- Access free of cost
- Materials available in five languages
- A commented list of references for further study.

## Rollout to practice

The INDEED educational programme is rolled out in 24 workshops in 4 countries (Bulgaria, Romania, Slovenia, Slovakia). The workshops bring together representatives of local or regional institutions involved in dementia care, collecting their feedback and input, fostering their cooperation, and promoting the dissemination of the INDEED programme to their members. The workshops are models for similar educational, integrative activities in the future and in additional countries. What is more, the workshops endow all participants with a thorough understanding of dementia - a top societal challenge of our time. For local patient and carer organisations the workshops provide a great opportunity to show their activities and run public awareness campaigns.



„The INDEED workshops are embedded in local dementia awareness days. This is a great opportunity for local and regional patient and carer organisations to showcase their activities. The workshops support their campaigns to increase public consciousness and create a dementia-friendly society.“

Zvezdan Pirtošek, University of Ljubljana

The INDEED workshops are the nuclei of a nationwide multiprofessional, collaborative and socially innovative structure of dementia care and contribute to national dementia plans by:

- Convening local and regional professions involved in dementia care
- Offering a unique shared learning experience
- Practicing interprofessional collaboration and exchange on the spot
- Exercising practical ways of networking and case management
- Demonstrating entrepreneurial opportunities and successful business models
- Promoting the use of the online multimedia platform as a source of in-depth, up-to-date and high quality information about dementia.

## Impact on policy

The INDEED educational programme which simultaneously addresses health and social care professionals as well as entrepreneurs is a significant contribution to the development and implementation of national dementia plans. To match these plans and to ensure uptake, dissemination and sustainability of the intervention, policy makers are involved in the design of the three INDEED modules from the beginning. The project provides a catalogue of recommendations featuring contents and formats that are most appropriate to step up the qualification of the workforce, effective strategies for enhancing the integration and coordination of services, and tools for stimulating the creation of innovative services. The policy recommendation catalogue also includes an account of costs and risks associated with the educational programme.

„The INDEED project has a great potential to support policy makers in tackling the challenge of dementia. Its unique – interprofessional - approach to co-educate and co-qualify all professional groups involved in dementia care while also promoting social innovation and entrepreneurial activity is a significant and economical way to improve the quality of life of people with dementia and their family carers in the Danube region.“

Ágnes Egervári, neurologist and neuropathologist, President of the Social Cluster Association, Budapest



As a health and social policy maker you benefit from the INDEED project, and you can support it by:

- Getting more information on the INDEED educational programme;
- Participating in one of the 24 workshops;
- Incorporating the educational intervention in your national dementia plan.