

Publishable Summary

The aim of this document is to describe the Initial Communication Plan, including project branding and policies, as per deliverable D6.1 of the AMYPAD description of action (DoA). The document herein presented was designed in accordance with the general aim of the project, which is to improve the understanding, diagnosis and management of Alzheimer's disease through the utilisation of beta amyloid PET (Positron Emission Tomography) imaging. This Initial Communication Plan determines the dissemination objectives and key audiences and establishes a structure for the AMYPAD project to reach them.

All relevant information, outcomes, progress and future plans must be shared with the appropriate audiences. This document aims to optimise the communication between the AMYPAD partners as well as outside the consortium (IMI and other Alzheimer's disease projects, scientific audience and academia, payers, policy-makers and people with Alzheimer's disease/dementia and families, etc.). For this purpose, appropriate tools and channels have been identified and are described in this Communication Plan.

According to the AMYPAD description of action, the Communication Plan includes the communication objectives, strategy, target audiences, tools and planned activities. This report contains also a section about the evaluation of the dissemination results and the budget.

The Communication Plan will be updated when needed to better accommodate the needs and outcomes of the project. In addition, the target audiences and tools could then be brought up to date.

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