

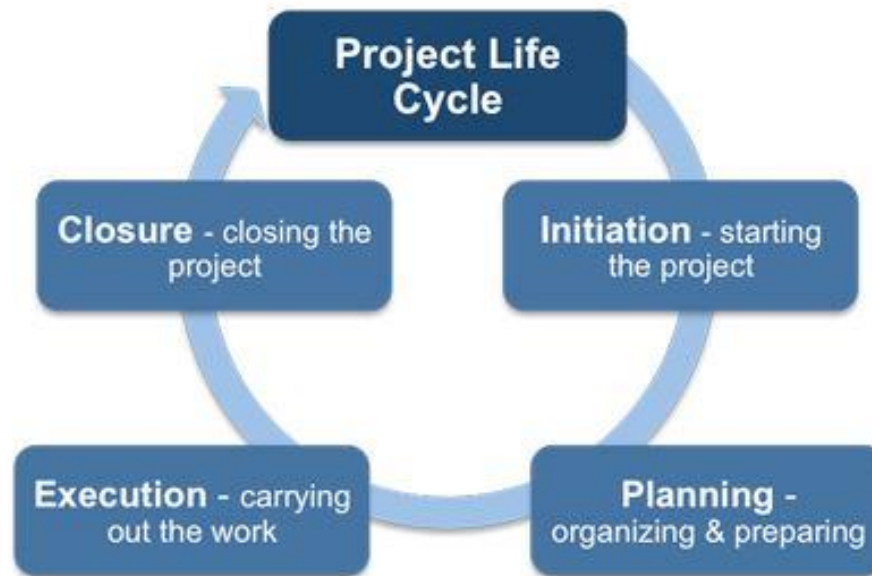


# Brain Plan for Poland

As a project  
Izabela Czarnecka-Walicka

# Project life cycle

The sequence of phases through which the project will evolve



# *Structuring the project along “W-questions” (inspired by the Laswell method)*

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## INITIATION

Before you start...

Use some useful questions to identify individual elements of the project and how they interrelate. Your answers will give you an overview of the project and let you see how its constituent parts are linked.

# WHAT?

- **The main project goal.** (To develop Brain Plan, Strategy for Healthy Brain)
- **The main project activities** – spontaneous and organised, institutional. (Debates, meetings, campaigns)
- Social, economic, cultural, political and educational dimensions.
- The project's impact on these dimensions.

# WHO? – FOR WHOM? WITH WHOM?

- **Identification of project partners.** (Preferably consortium - not only medical professionals but also lawyers, pharmacoeconomists, patients' representatives, stakeholders)
- **Their roles and relationships in the project.** (Write and sign your agreements!)
- Including their views on the project.
- Strengths and weaknesses rooted in these relationships and views.

# WHY?

- **Needs and wishes** satisfied by the project. (make analysis, questionnaires, diagnosis – gather data).
- **Motivation and interests** of partners.
- Main objectives of the project.
- **Project funding options** (Money, money, money...;)
- Relationship between partners' objectives and institutional objectives

# HOW?

- How was it done? Organization and participation process (committees, executive boards meetings, working forum)
- Techniques and instruments used
- Input of participants' experience, theories, other projects, etc.

# WHERE? & WHEN?

- Social context of the project.
- What period is being focused on (past, present, future)? (Make agenda, point the milestones)
- Make short, medium and long-term plans.
- Background of participants as it affects the project



# BPP as a project – Phase I

## **Phase I Initiation: 2014-2016**

Goals:

- ☐ Increase awareness among stakeholders
- ☐ Recognize partners
- ☐ Set fundraising options
- ☐ Develop project plan and set a budget

# Make your steps visible (milestones)

- High level participants
- High level place
- High level patronages

Prepare documents to be signed and spread them

# Opening conference 25th February 2015

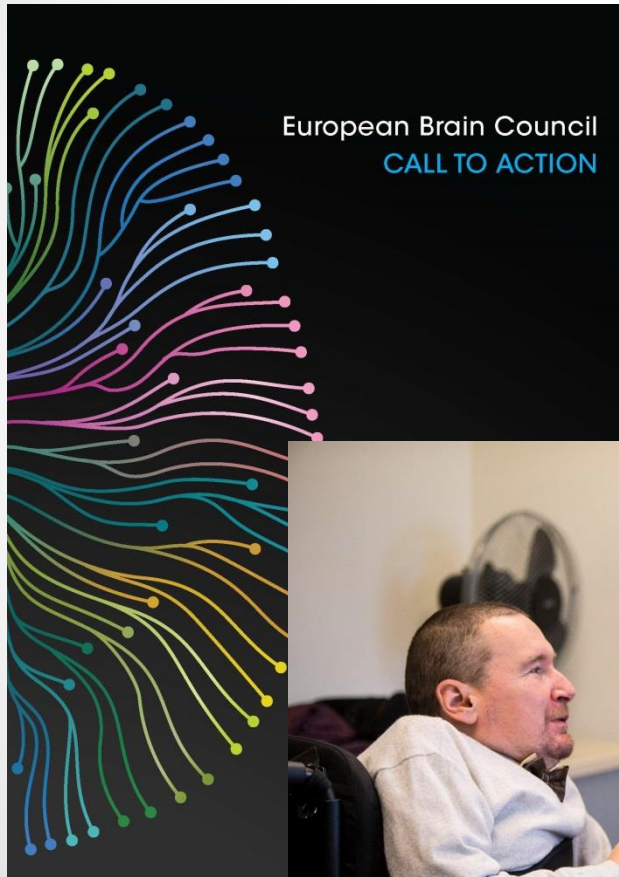
Seminar „Brain diseases – social and economic consequences”

- \* Patronage First Lady Mrs Anna Komorowska,
- \* Place: Polish Ombudsman Office
- \* Participants: most of national consultants in fields connected with brain diseases, representatives of ministries and other government authorities.
- \* **Final document: OPEN LETTER**



# Call to action

## 17th November 2015





# Final meeting Phase I

## Economic Forum – Krynica 2016

### Panel participants

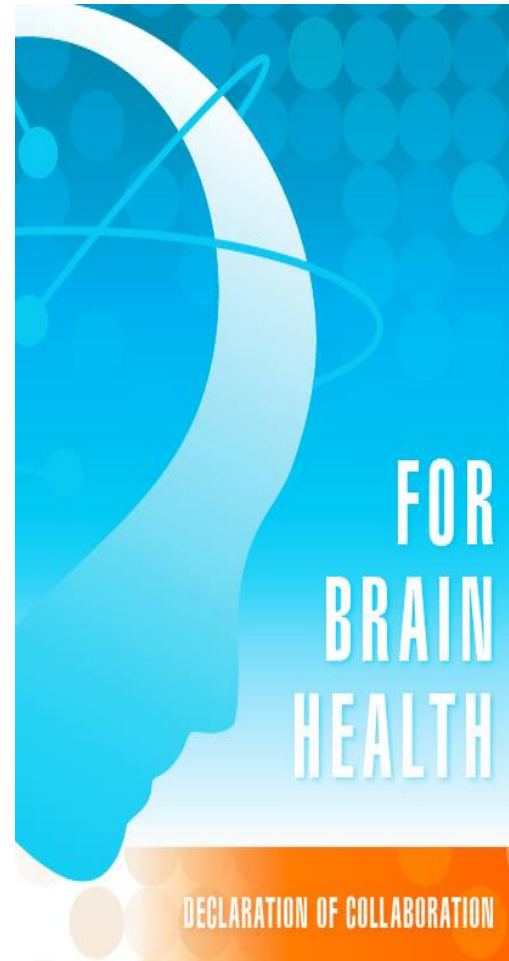
- Jarosław Pinkas, State Secretary, Deputy Minister of Health,
- Andrzej Jacyna, acting President of NFZ - Polish National Health Fund
- Grzegorz Opala, Prof., Honorary President of the Polish Brain Council
- Jarosław Sławek, Prof., President of the Polish Brain Council, President of the Polish Neurological Society
- Danuta Ryglewicz, Prof., National Consultant for Neurology
- Agata Szulc, Prof., President of the Polish Psychiatric Association
- Małgorzata Gałązka-Sobotka, PhD, Health Care Management Institute of Lazarski University
- Tadeusz Hawroń, European Brain Council
- Izabela Czarnecka-Walicka, NeuroPozytywni Foundation



## **Tangible result of the session in Krynica – *The Declaration of Support for the Brain Plan Initiative* signed by its participants**

### Key assumptions

- ✓ Prevention of brain diseases shall become one of the priorities of the Polish health care system and a definition of brain diseases shall be introduced into the health care system.
- ✓ Care of patients affected by brain diseases shall be taken in an integrated and coordinated manner with inter-sectoral collaboration, as brain diseases are not only a health problem, but - above all - a social one.
- ✓ Prevention and early treatment of brain diseases shall become one of the key elements of effective brain health care.



# Recognize your partners

- Consortium: DZP Lawyers Agency; Łazarski University leading economy university, professionals (EBC, PRM)
- Stakeholders (on national and European levels)
- Industry
- ?? be open



**DZP**

więcej niż prawo



# Foundraising: be flexible

Partners:



Different levels of participation

- Partnerships
- Supporting organisations
- Other options

Supporting institutions



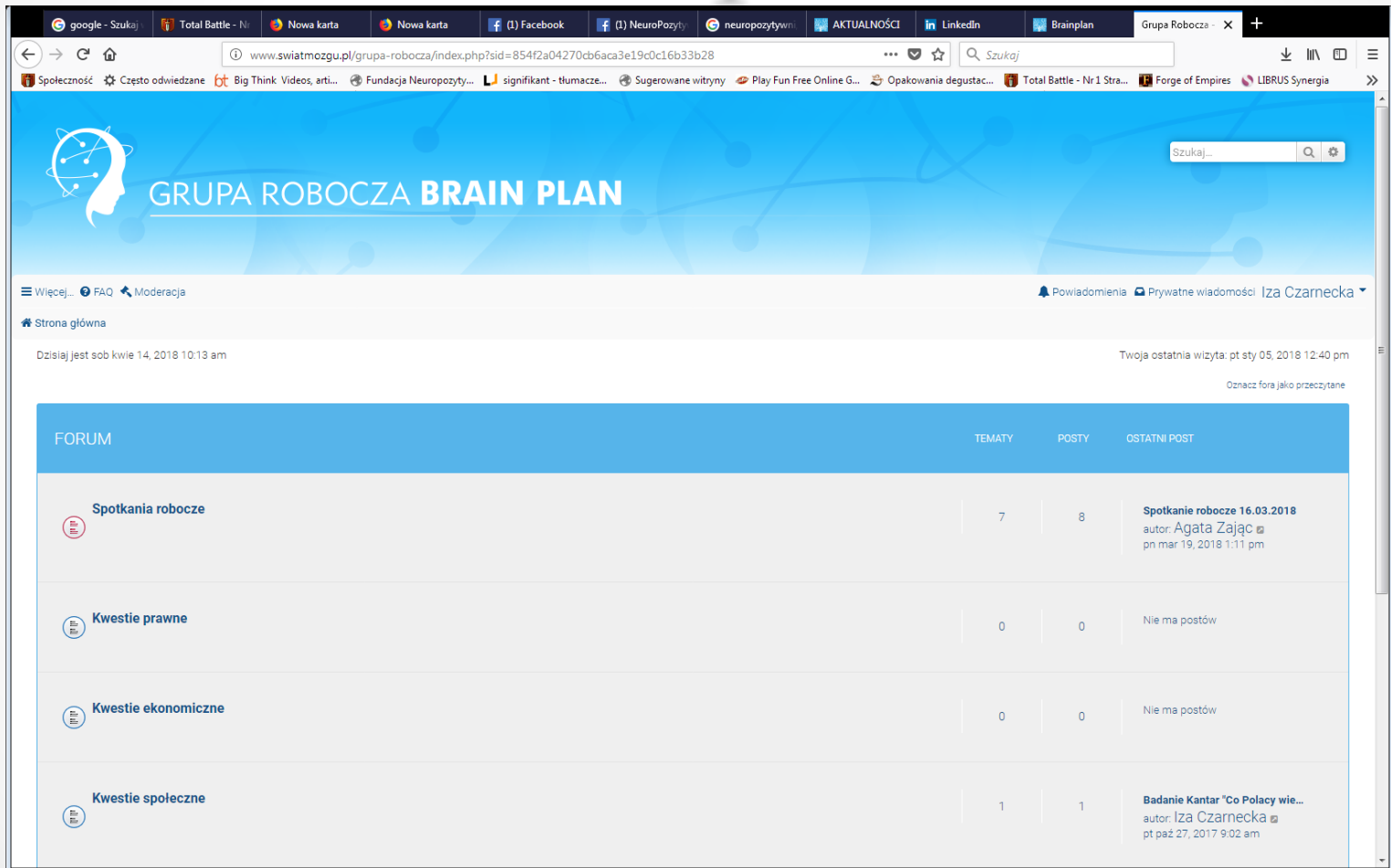
Make clear what are the benefits on each stage







# The benefits of participation in the project

Stage	Benefit
Krynica-based panel	Substantive participation in the preparation of the panel. Possible transfer of know-how resulting from the international experience of the company (indication of the therapy the funding of which through innovative drugs is a standard in developed countries, while in Poland there is still no place along with data indicating why the problem of the given disease is such an important issue).
The benefits of participation in the second stage	Substantive participation in the preparation of the report and the Brain Plan. Possible transfer of solutions that exist in developed countries, epidemiological data, ideas for improving the care taken of patients affected by brain diseases.
The benefits of participation in the third stage	Substantive participation in the preparation of recommendations for improving the care taken of patients affected by brain diseases + transfer of know-how.

# Communication – be open



The screenshot shows a web browser window displaying the 'GRUPA ROBOCZA BRAIN PLAN' forum. The browser's address bar shows the URL: [www.swiatmozgu.pl/grupa-robocza/index.php?sid=854f2a04270cb6aca3e19c0c16b33b28](http://www.swiatmozgu.pl/grupa-robocza/index.php?sid=854f2a04270cb6aca3e19c0c16b33b28). The forum header includes a logo of a brain with neural connections and the text 'GRUPA ROBOCZA BRAIN PLAN'. Below the header, there are navigation links like 'Więcej...', 'FAQ', 'Moderacja', and a user profile 'Iza Czarnecka'. The main content area is titled 'FORUM' and displays a table of topics.

	TEMATY	POSTY	OSTATNI POST
 <b>Spotkania robocze</b>	7	8	<b>Spotkanie robocze 16.03.2018</b> autor: Agata Zajac pn mar 19, 2018 1:11 pm
 <b>Kwestie prawne</b>	0	0	Nie ma postów
 <b>Kwestie ekonomiczne</b>	0	0	Nie ma postów
 <b>Kwestie społeczne</b>	1	1	<b>Badanie Kantar "Co Polacy wie...</b> autor: Iza Czarnecka pt paź 27, 2017 9:02 am

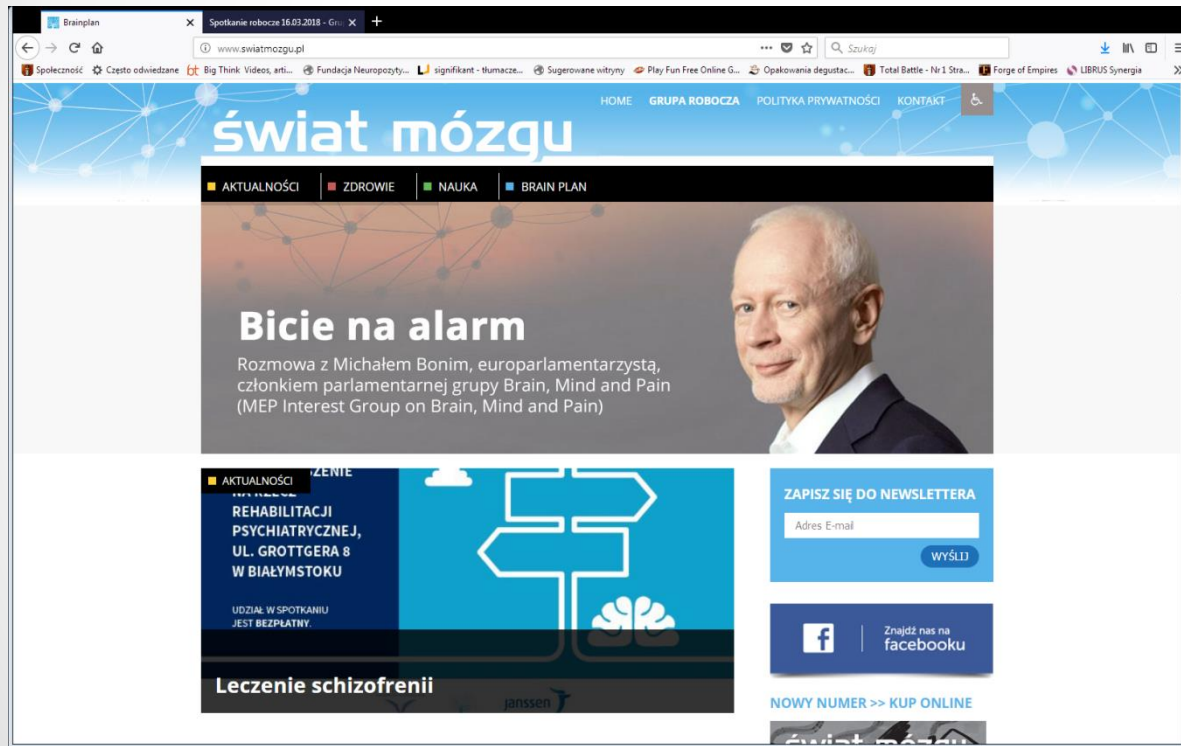
# BPP as a project

## Phase II a 2016-2017

### Goals

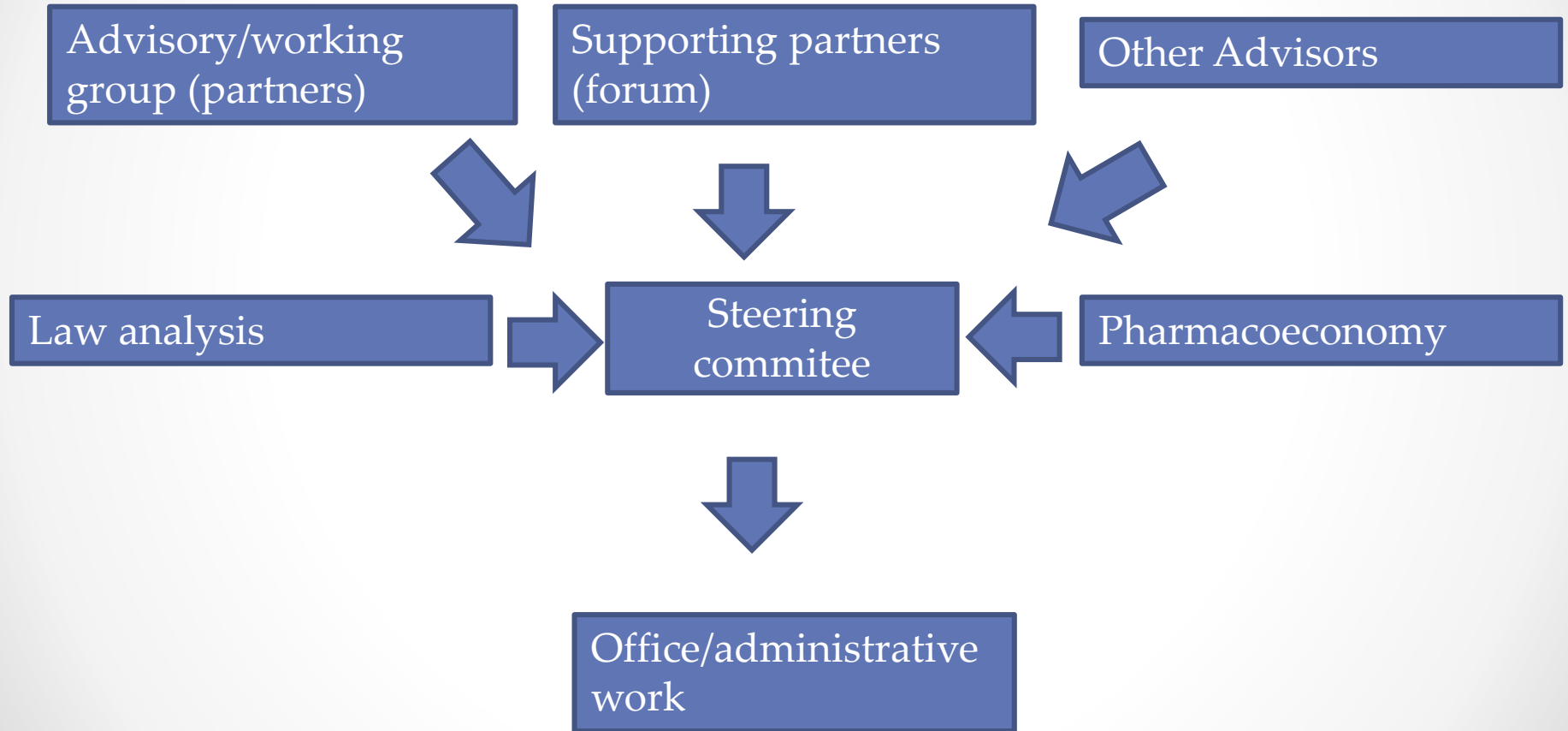
- ❑ Develop project structure, agenda, communication strategy, consortium
- ❑ Make essential documents and regulations for partnership,
- ❑ Start analysis to make wide diagnosis (also – across Europe survey)

# Administration - be well organized



- Budget – for you and for partners
- Agenda
- Communication strategy

# BPP - structure



## Project management

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The project shall be conducted from December 2016 until the end of 2017 in three stages

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Led by the Partner Consortium: NeuroPozytywni foundations, Health Care Management Institute at Lazarski University, DZP Law Firm, supported substantively by the ECB and the Polish Brain Council

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Communication activities shall be led by a PR team on behalf of the NeuroPozytywni Foundation.

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The Consortium invites other public and commercial partners to cooperate

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Project partners shall be able to participate in meetings of the working group whose task shall be to conduct work related to the preparation of the report and further substantive work. Working group meetings shall be held not less often than once a month.

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Given the current political situation the Consortium reserves the right to make changes in the project schedule.



## Work Rules of the Steering Committee

The Project shall be led by the Steering Committee (S.C.), which oversees the course of the project, i.e. compliance with its objectives and schedule.

The Steering Committee shall consist of Consortium representatives.

The S.C. may recommend actions that can improve project work and improve the quality of project results.

The S.C. is entitled to change the scope of the project and its schedule. Any decisions shall be taken by a majority of 2/3 votes.

The S.C.'s work shall be led by the chairman representing the Consortium.

The S.C.'s meeting may be participated in by experts who have been invited at the request of a S.C.'s member and approved by 2/3 of the entire composition of members - without the voting right.

The S.C. shall meet once a month. The first meeting of the S.C. shall be held no later than by 30 November 2016. The schedule of S.C. meetings shall be adopted at the first meeting.

Each meeting shall be preceded by the S.C.'s provision of the agenda and a report containing the main points of discussion and content of the decisions taken. The agenda of meetings and reports shall be prepared by the Secretary of the S.C., with no voting right.

The S.C. shall be supported in its work by the working group, the auxiliary body, participating in substantive activities intended to prepare Brain Plan.

# Phase II B

## **Phase IIb 2017-18**

- ☐ Socio-economic diagnosis,
- ☐ Pharmacoeconomy analysis
- ☐ Analysis by lawyers

**Final document: „Brain Plan for Poland”  
– to be published in December 2018**



## **Execution (Phase II)**

Follow each step of your plan, but be flexible.

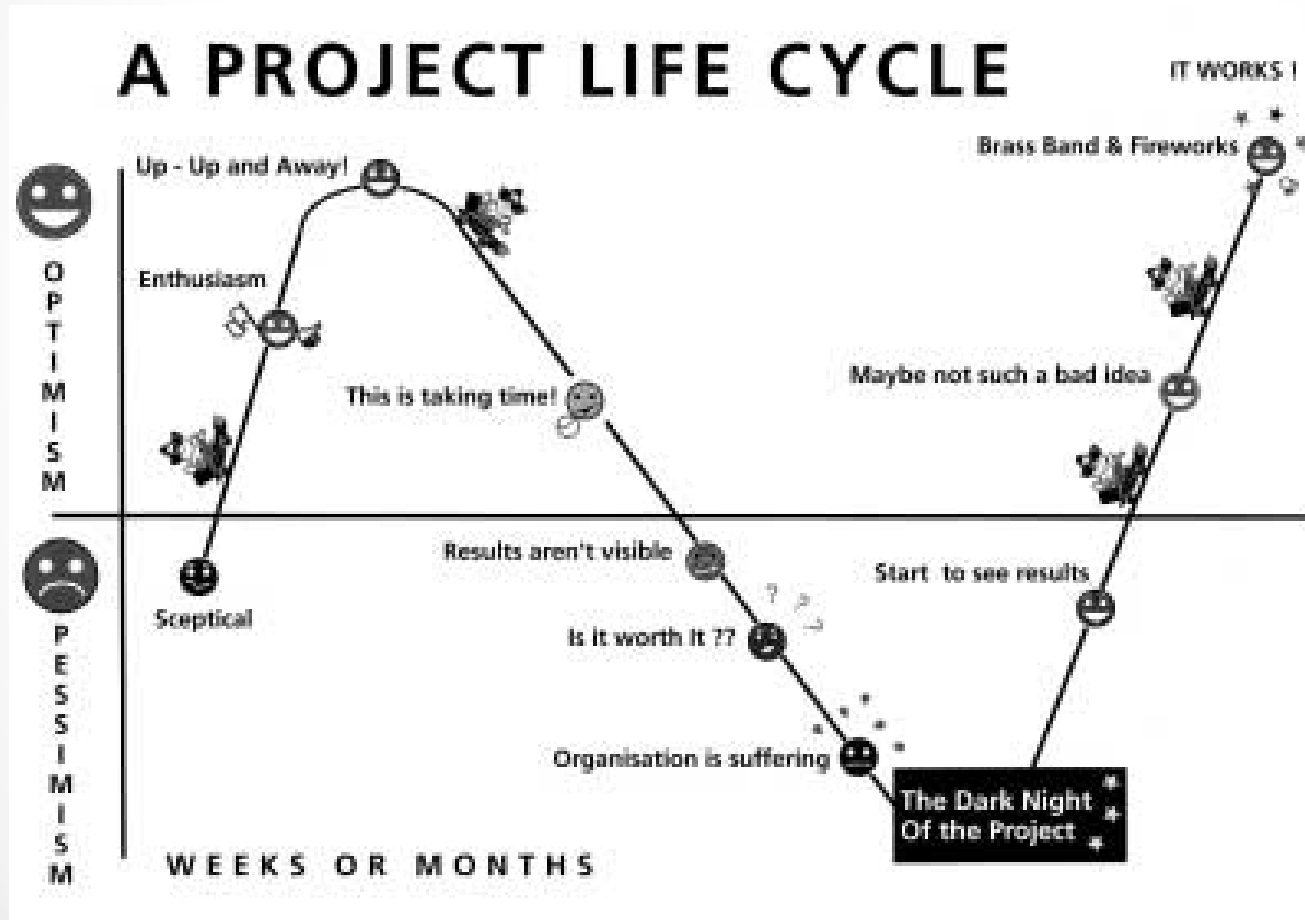
## **& Closure (Phase IIB)**

And finally have your work done...

...just before starting a new project

# Phase III

## Life with project ☺



Source: Els van Mourik and Danny Hearty Knowing me knowing you: an intercultural training resource pack, Léargas, 1999

# Thank you



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