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**advantage**  **GE**  
MANAGING FRAILTY

PRESS RELEASE COMMUNICATION NOTE – LAUNCH OF THE ADVANTAGEJA WEBSITE

## UNITED TO TACKLE FRAILTY IN THE EU – THE ADVANTAGE JA WEBSITE

**In the current context of rapid ageing population and economic austerity, improving the understanding, prevention and management approach on frailty at the European level is essential, as frailty is the main condition associated with disability in older people. Fully aware of that, the first EU Joint Action (JA) on the prevention of frailty has developed a website: [www.advantageja.eu](http://www.advantageja.eu) to create awareness about frailty and disseminate our results among different countries and sectors.**

With an attractive layout, the ADVANTAGE JA website is easy and quick to navigate. It presents general information regarding the JA aims, activities, and results, why it is important to tackle frailty, and the different partners of the cCconsortium. Key ADVANTAGE JA outputs, as well as the latest activities, news and events will be uploaded on the website.

ADVANTAGE JA focuses on building a common understanding on frailty for a common prevention and management approach, both at individual and population level, of older people who are frail or at risk of developing frailty throughout the EU. If you are a policy maker, a health or social professional, or simply a citizen interested in frailty prevention and management, visit the ADVANTAGE JA website [www.advantageja.eu](http://www.advantageja.eu) to gather information on what we are doing. You will find the ADVANTAGE JA website a useful tool to stay up to date on the most recent state of the art information and innovative future proposals.

The launching of our website is a milestone in the implementation of the JA activities as it will be an important tool to create awareness and disseminate ADVANTAGE JA activities and results, as well as an important working tool for the Consortium Partners. For this reason, please visit the ADVANTAGE JA website to contact us and give us your most valuable feedback on how to improve our work! Your contribution is important to our work, as united we can make real impact and promote necessary changes.

- Follow ADVANTAGE JA on Twitter: @advantageJA
- Facebook Page “ADVANTAGE JA”: <https://www.facebook.com/advantageJA/>
- Website: [www.advantageja.eu](http://www.advantageja.eu)

For more information, please contact: [info@advantageja.eu](mailto:info@advantageja.eu)

Managing Frailty. A comprehensive  
approach to promote disability-free  
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