

SUNDDag (HEALTHday)



Description of the project including the project's goal

The project SUNDDag aims to increase the general citizen's interest in own health. This is achieved by arranging an annual HEALTHday in downtown Aarhus, Denmark. The event contains different but high-qualified, easy understandable information with new inspiration to healthy life style. Accessible information concerns exercise, foods and mental health. Many health-related measurements will be performed to change the understanding and concern about e.g. 'blood pressure' from a number in a newspaper into a personal value. Famous and inspiring people will give their contribution through a public speech to attract as many as possible.

The SUNDDag event is placed downtown so the citizen will be confronted with health-improving inspiration. By doing that, we help people taking the first difficult step toward even a minor life style change. The event is free of charge, which guarantees equal access regardless socioeconomic background.

40 voluntary students from Aarhus University and VIA College organize SUNDDag: students from medical school, public health, nursing school, physiotherapy, communication, architect and cultural studies. The broad range of insight ensures a competent foundation to establish a competent health event.

Project's objectives, activities and achievements

Our main goals can be separated into two:

1) to create and realize the SUNDDag event through the mentioned tasks. Our objectives according to the event are as follows:

- 20.000 visitors during the HEALTHday
- 30 booths with inspirational content regarding healthy foods, exercise and mental health
- the booths should have child families as the group of interest to give children a healthy start of life
- events during the day with two major celebrities, sport activities, life support trainings, easy cooking on-site etc.
- We aim to be mentioned in 5 local medias, printed as well as electronic

2) to create an educational and inspiring environment in the organizing group:

- by actively recruiting students from different educational backgrounds to learn from each other and prepare us for a coming, trans educational career
- by actively encouraging the volunteers to attend qualifying and relevant courses. The obtained skills will benefit the student individually as well as the project as a whole
- by leading the group with an open mind where new ideas are welcomed and supported so all parts feel their own contribution to the project

How young people were involved

SUNDDag was a brand new idea that was initiated by two medical students who invited students from other relevant education fields from the very beginning. Invitations were made through posters in relevant faculties and by Internet based posters. The number of volunteers increased to more than 40 in less than a month.

The activities, which were carried out by the students, include logistic work with the officials, searching and recruiting relevant partners to the HEALTHday-event, fundraising, project managing to obtain a positive atmosphere in the group of volunteers and planning and running a PR campaign in the period of time prior to the event.

Therefore, SUNDDag has from the beginning in 2011 only been driven by young people with an eager to change the local community.

Project funding

SUNDDag has been realized once and the second is to be held on June 9th 2013. From the success of the first time, our goals have increased and so did the budget.

In 2012 we needed €4.000 as an absolute minimum just for the event to be realized, but we budgeted with more to finance PR, etc. Fundraising was difficult as it was a brand new project, but we managed to fundraise all we needed from our university, from the official local health institution and from the Danish Ministry of Health and Prevention. Minor contributions were given from relevant companies.

In the year after fundraising became easier as we had a well-established project to promote. Funds were given from major foundations and from the official local health institution and our county.

Students carried out all fundraising. We made a donor package (attached, in Danish though) to send to all possible foundations. This package included a project description with scientifically proven points that corresponds with our aim and objectives; a description of the event itself; a list of our goals to achieve which should all be realistic and measurable; a well-argued budget and a list of prominent people who support our project. In total, we have fundraised €50.000 in two years.

Project's connections to national or international environment processes

No, we keep a strict focus on improving general health. We do, however, choose environmental beneficial partners when possible e.g. to print PR material on recyclable paper etc.

Project's connections to national or international health processes

A few years ago, the Danish Ministry of Health changed its name to the Danish Ministry of Health and Prevention. Since then, prevention through life style changes has been an increasing area of interest also in the medias. In this point of view, SUNDDag is in line with national interest and our Secretary of Health and Prevention also gave her support to the project.

SUNDDag is, however, an independent and student-run project that chooses its areas of concern itself.

Follow up, outcomes and future plans

SUNDdag was held for the first time in 2012, and the second is to be held June 9th 2013. The project is now established and ongoing.

As we have many experiences and contacts from the first time, we can now focus on other tasks. This year we create a SUNDdag-app with information about the event, inspiration on health initiatives but also a possibility for all to measure their health data (blood pressure, blood sugar etc). This information can be used afterwards.

Likewise, we are creating a survey with a focus on the motivation to change life style.

Citizens of Aarhus will be asked to fill this out prior to SUNDdag as we can use the data to create stories relevant for the media and hence PR for us. Public health students made the survey so the scientifically level will be sufficient.