

# Ambiente è Salute, Salute è Ambiente

How to raise awareness in University students and their local communities



University of Bologna

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## Goals

The project aims to raise awareness about the impact the environment has on people health. The project will be included within the “Multicampus Sostenibile” programme of the University of Bologna, which is a multi-action strategic programme put in place in the last years to mitigate the environmental impact of the University community spread in the wide area of the Emilia-Romagna Region. In fact, a series of policies and corresponding actions are already active with the purpose of promoting and implementing sustainability within the Multicampus structure of University of Bologna. These actions currently involve many disciplines connected to the topics of energy, urban mobility and transports, waste management, etc. However, until now, the relation between environmental sustainability and health has not been completely addressed. Our project wants to add knowledge and capabilities to better connect the urban environment and its sustainability with population health, which has to be intended as the final purpose of the different efforts. University students may be active participants of this awareness process, either by becoming sensible citizens who spread knowledge or future Public Health professionals. The initiatives will have an impact not only on the University community, but also on the wider local community so as to promote good practices and to provide an agora for discussion with an expected positive impact on community’s health.

## Target

UniBo students are the direct target of this project, with a special focus on those attending courses that are connected to its main topic (i.e. Medicine and Surgery, Healthcare degrees such as nursing, Environmental Engineering, Architecture) and that will become the spokespeople to spread the #thisisPH message among their peers and local communities. The University of Bologna, organized in a Multicampus structure based on five towns (Bologna, Forlì, Cesena, Ravenna and Rimini), has a big and heterogeneous student’s community counting 86.509 students coming from all over Italy and beyond (6.349 internationals enrolled). In addition, every year around 3.000 students comes on mobility from EU and extra-EU countries to study at UniBo. This diversity is a strength and will have a multiplier effect on different and widespread communities: students’ families, friends and other peers.

## Method/Strategies

The project will be developed through different phases; the first step consists of the campaign presentation and student’s engagement to participate to the initiatives of the second phase. It is programmed to take place in the period February - April, 2020.

### **First phase – Presentation of the campaign and students recruitment (February 2020)**

- Approach to students' associations either at a local and at a national level (i.e. SISM Segretariato Italiano Studenti di Medicina – <https://nazionale.sism.org/>);
- project's presentation in University classrooms;
- stands with informative flyers within the University area managed by residents in Public Health and students who wear t-shirt of "This is Public Health".

*Buttons of the "This is Public Health" campaign will be distributed.*

### **Second phase – #ThisisPublicHealth goes public (March and April 2020)**

In this second phase it is foreseen the highest involvement of target communities through the organization of the following public events:

- **Seminar series:** Guest speakers will be invited for the seminars according to the specific topic and will be identified among UniBo professors and external experts. Seminars will focus on relevant topics addressing the relations between environment and health. Some examples of planned seminars:

**-Pollution and Health** - Prof. Alessandra Bonoli (UniBo, <https://www.unibo.it/sitoweb/alessandra.bonoli>);

**-Climate and Health** – Benedetta Rossi MD and Samantha Pegoraro MD (Italian Climate Network, <http://www.italiaclima.org/>);

**-Food and Health** – Prof. Alessandra Scagliarini (Unibo), Prof. Maria Pia Fantini (Unibo), Davide Gori PhD (Unibo), Prof. Roberto De Vogli (Univeristy of Padova).

- **Three films and documentaries forum** as “A Plastic Ocean”, “The True Cost”, “GasLand”, “DemainDomani”, “How to Feed the World” to be played with the collaboration of the Cineteca of Bologna in different places, including University classrooms. Following the showing there will be a debate led by the Public Health Residents.

- **Participatory activities:**

- **One world Cafè – “What can you do for your community?”** – in an informal setting, the participants

(students and community) are divided into little groups and invited to have conversation about three main questions regarding their local environment and their potential actions to improve it for a positive impact on population health; all the emerged suggestions will be shared among the groups in the end.

- **FlashMob on 7<sup>th</sup> of April (World Health Day)** – the participants will be invited through social media to gather in a specific place in the city center of Bologna and, at a planned signal, wear anti pollution masks and display posters about negative effects of pollution and its impact on health; a video of the event will be used for campaign promotion on the social media. Recycled paper masks and posters will be distributed. *Stickers of the "This is Public Health" campaign will be distributed during the event;*

- **No Plastic and No Straws night**, involving some cafes and bars of the city center and using “*bucatini pasta*” instead of plastic straws. In the involved cafes, posters will be displayed and Residents will explain the aims and goals of the campaign. *Informative flyers and stickers of the "This is Public Health" campaign will be distributed during the event;*

- **This is Public Health contest** – participants of the previous events will be invited to actively participate to the social campaign by marking positive examples of urban area that promote healthy lifestyle (such as using a canteen instead of plastic bottle for water) with the stickers "This is Public Health" previously provided. After this step, participants will be asked to take a picture and post it on social media’s campaign channels using the #ThisisPH. The ten most “*liked*” pictures will be elected the #bestThisisPublicHealthphotos and will win a reusable shopping bag or a journal of the campaign.

### **Promotion and dissemination**

The project will have its Facebook page that will serve 3 main purposes: a) to disseminate information about environment and health; b) to promote project’s events and initiatives as FB events; c) to disseminate the results of the project. Project FB page will be linked to other relevant FB pages of the University (e.g. Students’ association FB pages, UniBo official FB page, etc.). Moreover, the project will use the other official social channels of the University to promote initiatives and results, precisely the UniBo Instagram (43.3k followers) and UniBo YouTube channel (7.373 subscribers).

In addition, promotion of the events, information about #ThisisPH initiative and dissemination of results will be done through traditional channels like distribution of flyers and poster using recycled paper.

### **Collaborators/Partners**

- Students Associations (i.e. SISM) and Association focused on environment and health themes (i.e. ISDE - <https://www.isde.it/>) in order to increase student's recruitment;
- Public Health Scientific Societies (i.e. SItI -<http://www.societaitalianaigiene.org/site/new/>) to promote the project among Public Health Professionals throughout Italy;
- Public Health Department of the Local Health Authority of Bologna (Paolo Pandolfi, MD) to promote the project among Public Health Professionals of the Local Health Authority of Bologna .

### **Evaluation**

Quantitative evaluation: Key performance indicators and statistics will be collected in order to verify that the project has reached the target audience during project activities and events (i.e. number of FB followers, analysis of trends and interactions (e.g. number of likes, comments, etc.); number of posts published through the official UniBo social network (Instagram, YouTube).

Qualitative evaluation: in addition, during Seminar series, Film Clubs and World Cafè short questionnaire will be submitted to participants before and after the activity in order to have a qualitative evaluation of the impact the initiative had on their level of awareness and potential change of attitude towards individual behaviors impacting on the environment and consequently on health.