



THIS IS PUBLIC HEALTH
Leaders for Public Health in Europe make impact in Maastricht and Euro-
region Limburg

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Given the complex and evolving nature of current European public health problems including: the sustainability of health systems, ageing, migration, unmet needs of vulnerable populations and their rights, various diseases, mental health problems and insufficient or insufficiently supported public health workforce, there is a growing consensus that higher education institutions should engage in developing well trained and effective public health workforce. In order to do so the society needs to be informed and recognise, and acknowledge what public health is and that there is a great career in the field of public health for those who choose to study the field. In order to rise awareness of the European communities at large a close collaboration with various public health organisations such as ASPHER, IANPHI and WHO is needed as well as with political leaders whose involvement is vital in order to steer community involvement also taking into account local, regional, national and inter-/supranational structures and organisations. Although there is a positive climate and a documented need for a “public health upgrade”, the public health workforce remains marginal in most relevant policy programmes and frameworks. Moreover, it is *severely* underfinanced and public health study programmes often loose with medicine and other health related programmes with clearly established professional qualifications.

Therefore the main objective of this project is to launch, run and document a concerted This is Public Health Campaign called Leaders for Public Health in Europe make impact in Maastricht and Euro-region Limburg.

The campaign will be launched by Maastricht University (UM)¹, Faculty of Health Medicine and Life Sciences in collaboration with the Institute of Education and the Public Health Care and Research Institute CAPHRI. It will run with the support of the staff from the International Health Department and the international students (200) enrolled in the Bachelor of European Public Health and Master of Governance and Leadership in European Public Health programmes with the strong support of the Marketing Department of Maastricht University. The campaign will be documented by the students making their own pictures and movies as well as by the professional UM Science Vision Studio that will produce a branded video/ movie which will be shared and disseminated worldwide through UM networks and dissemination channels.

The campaign will target several groups of stakeholders:
Society including general population of Maastricht and the region,
Major employer organisations in the region including: DSM, Vodafone, Sabic, Mercedes, University hospital, Brightlands Innovation Centre etc.

¹ Maastricht University (UM) is located in the heart of Europe was founded in 1976, which makes it the youngest Dutch university. The UM is situated in the very south of the Netherlands with close borders to Belgium and Germany and in a geographically central position in Western Europe. Maastricht University’s research and educational activities are focused on issues related to the development of society: Life Sciences, Innovation and Governance. Research and education at the UM is undertaken by multidisciplinary teams working in close collaboration with international institutes, business and industries. UM scores 88 in the World Universities rankings and 14 for internationalisation. Maastricht University stands out for its innovative approach to learning using the Problem-based methodology and international outlook. With 13,100 students and 3,500 staff, UM offers unique international-oriented programmes taught in English. Almost 44% of students and 30% of teaching staff come from abroad, and European and international themes are deeply rooted in research and education.

Educational institutions in the region such as Maastricht University, Hogeschool Zuyd, United World College Maastricht, Musical and Theatre Academy etc
Local and regional authorities: City Council and Regional Limburg Council
University students and pupils from secondary schools

The following methods will be used to achieve our goal:

1. Constituting a Project Executive Council consisting of: Directors of the Master and Bachelor studies participating in the project, representative from the marketing department, representative of the Science Vision TV studio, representative of the Dean, Educational Institute and Research School (CAPHRI) as well as student organisation (Eunitas).
2. Developing and agreeing upon the ethical and professional code of conduct for the campaign (including professional behaviour, integrity, personal communication, filming and picture consents as well as reporting, use and handling of the promotion materials (stickers, posters, sun glasses etc)).
3. Developing a Road Map of Action: a) identifying teams of students and assigning target locations and regions, b) agreeing on the information and communication strategy in relation to informing the target stakeholders about the campaign and asking for the support), c) dividing the promotional materials among the teams with the instruction how to use with care, d) sending a pilot team to the field and evaluating the first outreach, e) scheduling the campaign, developing a map of action. f) contacting PH professionals from the collaborating organisations (IANPHI, WHO, the European Commission DG Santé as well as the organisations which provide the practical placements/internships for the students asking for short statements or personal communications which can be recorded).
4. Collecting materials, evaluating the best and most appealing ones
5. Producing the results: film, pictures and a collection of statements
6. Evaluation of the campaign and its impact based on the quality criteria such as: *effectiveness, impact, cost and effort.*

We will collaborate with the supporting organisations such as IANPHI and WHO, the UM authorities, major employer organisations (DSM, University Hospital, United World College Maastricht, Vodafone, local authorities as well as the organisations providing internships for our students).

We will involve students and professionals in this project. The students will be running the campaign and professionals will serve with short expert communications. We will also reach out and involve Um Premium project which will assure the involvement of other faculties' students from such programmes as marketing and media studies.

We envisage that the project will be run in four phases: Phase I (Information Campaign) and a pilot activity, Phase II two activities: one around winter break in December and one in March around Maastricht Carnival, Phase III production of the materials/results and Phase IV evaluation.

The results of the project will be shown at the ASPHER Deans & Directors Retreat in Sophia May 2019.

If successfully implemented, the project will be a part of the sustainable Public Health programme promotion included at the UM web page and promotional materials. It will become a part of the educational programmes of Bachelor of European Public Health and Master of Governance and leadership in European Public Health. The students will have to run the This is Public Health Campaign on a smaller scale every year as part of the curriculum in the introduction to public health Module.

Colleagues from UM who will be involved in or support the Project

- Professor Nanne de Vries, Vice-Dean of the Faculty of Health Medicine and Life Sciences (FHML) UM
- Professor Mirjam OudeEgbrink, Director of the Institute of Education, FHML UM
- Professor Maurice Zeegers, Scientific Director CAPHRI research Institute FHML, UM
- Associate Professor Jascha de Nooijer, Director of Education FHML U
- Ms Linda Dassen Janssen & Lotte Donders, Marketing & communication Department FHML UM
- Mr Ger Wunik, Science Vision Studio UM
- Mr Tom Kuiper, Senior Policy Advisor FHML UM

Two Programme Directors

- Dr Matt Commers, Director Bachelor of European Public Health
- Dr habil Kasia Czabanowska, Director of Governance and Leadership of European Public Health Master

International Health Department Staff:

- Prof Helmut Brand Chair
- Dr Peter Schroder-Back
- Dr Timo Clemens
- Rok Hrzic