

Campaign “Aktiv rundt i Danmark”



Strengths of the campaign

- Focusing on food, exercise and sleep (holistic)
- Extent - 6000 teachers, 140.000 pupils
- The concept is thoroughly tested from 2005-2012
- The campaign is carried out by a center for knowledge that works with knowledge-based information.
- Support by the Danish Ministry – a seal of approval
- The teaching resource is a part of the school's job, which is teaching, learning and formation

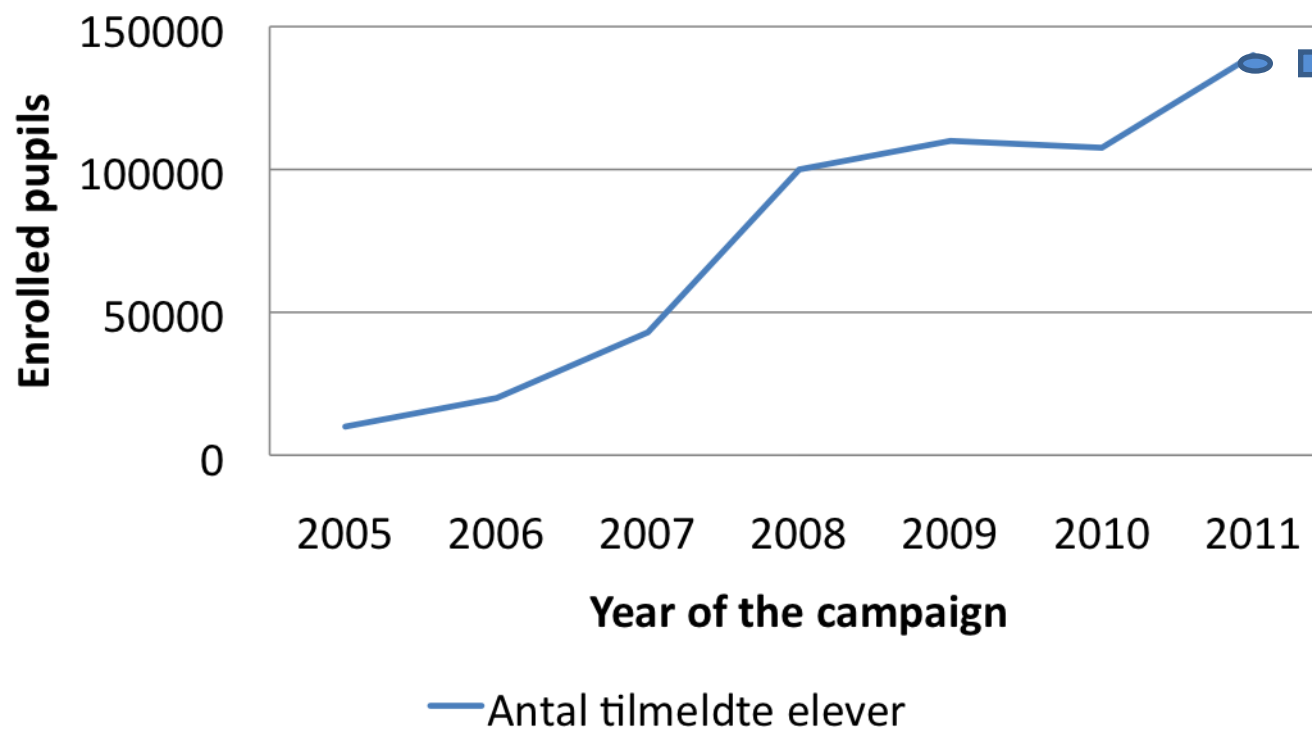
The purpose of the campaign

- To increase physical activity among children, while they are having fun at the same time.
- To give children a better understanding of healthy food.
- To encourage teachers to teach health, physical activities and healthy food.
- To focus on health promotion in every part of the school, among other things by developing the everyday life at schools with a better focus on exercise (sport, breaks/academic courses)
- To focus on health promotion at home.

Mission and vision

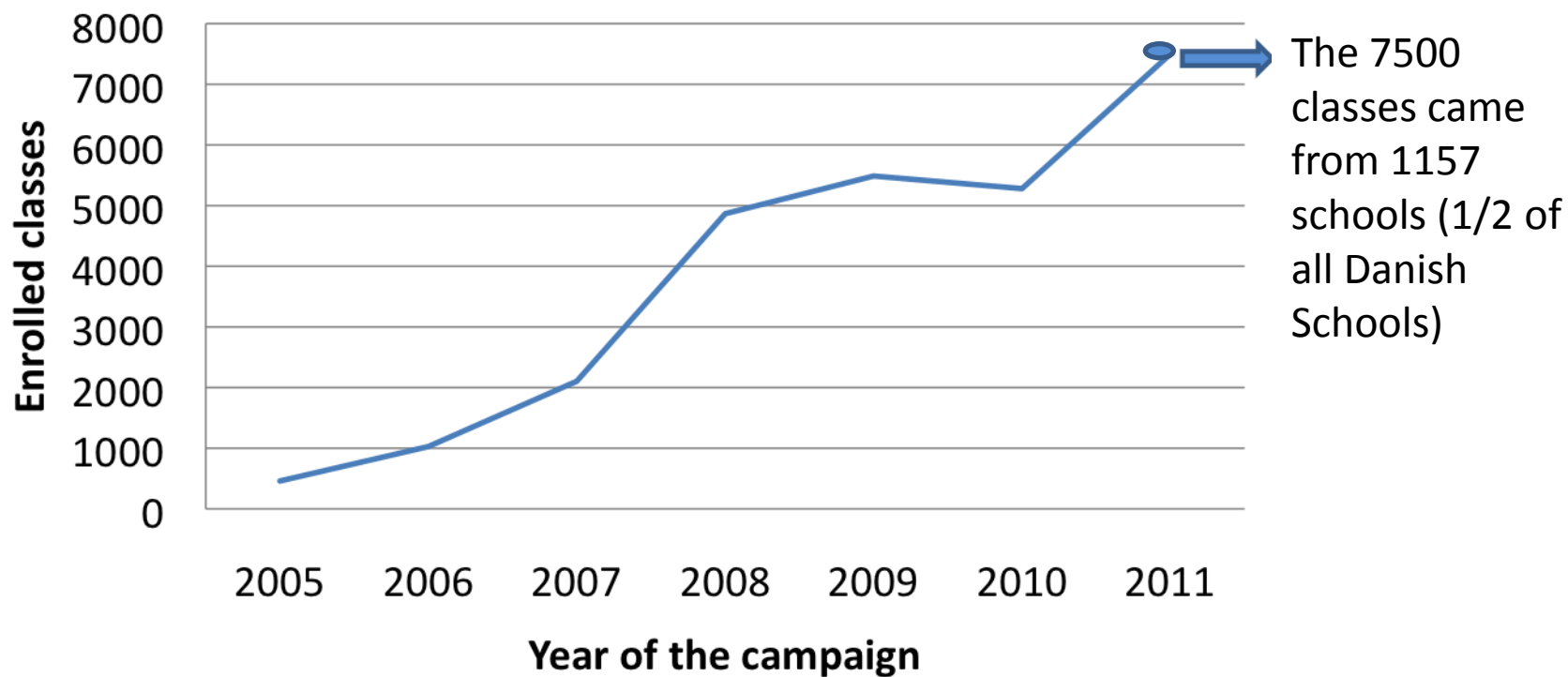
- Mission: To create effective solutions to difficult problems within children's health, primarily in municipal primary and lower secondary school.
- Vision: To be the best player within the field of healthy lifestyle in the Danish school system

Progress in the number of enrolled pupils



In 2011, 18 % of all pupils took part in the Campaign "Activ round in Denmark"

Progress in the number of enrolled classes



The object and intentions of the campaign

-to change children's behaviour

- “Habits are formed primarily when you are a child/teenager, and they follow you into your adult life!”
- To be physical active for at least an hour every day (The advise form the National Board of Health in Denmark)
 - To eat six fruits and vegetables every day (The advise from the the Danish Veterinary and Food Administration)
 - Always, remember to eat breakfast and lunch
 - To sleep nine hours every day
 - To be out in the countryside two hours a week

The form in the campaign

- Easy for the teachers to be a part of it
- The pupil's motto: "Fun to be healthy"
- Website www.aktivrundti.dk
- Sign up online
- Danish video about the campaign

The campaign's form and content

Material for:

- A) The schools (brochure, poster)
- B) The pupils (Activity book, 2.-4., map)
- C) The teachers (Insp. Cover – Chapter AF with two examples of how to use it in practice)
- D) The parents (scratch card + App)
- E) Events during the campaign (active-relay-training book)

Statements from the teachers– An indication that the pupils are becoming more healthy

- "After the campaign began, the pupils have become more active at home. They want their parents to join them for a run, to go for a ride on their bikes, to play with them etc. Furthermore, the pupils have become more active during the breaks, and they often tell about all the activity they have been doing in their spare time."

Statements from the teachers– An indication that the pupils are becoming more healthy

- “Many of the pupils show us their packed lunch, and tell us how much fruit and vegetables they have been eaten – pupils that use to come to school by car are now riding their bike or walking to school.”

Media publicity spring 2011

Aktiv rundt i Danmark

Arla Foods august 2011

INFOMEDIA

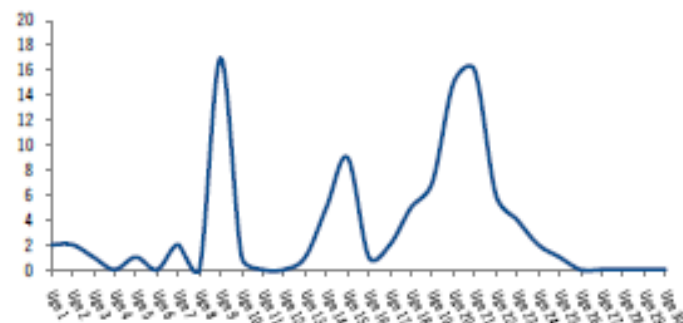


Antal omtaler	Læseantal, UV*, Lytter- og seertal	Årsværdi DKK
100	5.570.706	625.586

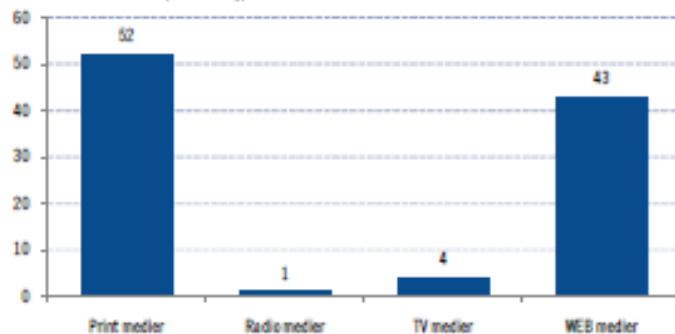
*UV: unikke besøgende



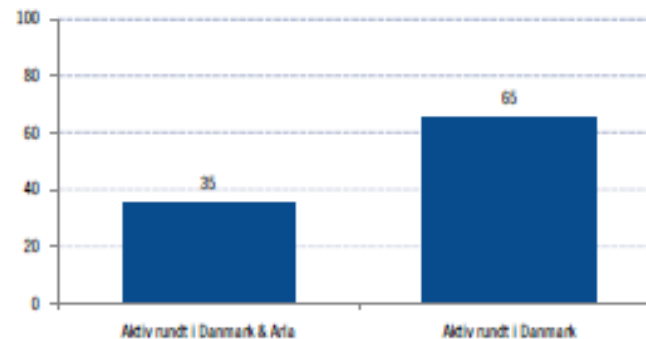
Udvikling uge for uge - Antal omtaler



Antal artikler fordelt på medietyper



Antal artikler – med og uden omtale af 'Arla'



In the media autumn 2011

Aktiv rundt i Danmark

Arla Foods oktober 2011

INFOMEDIA

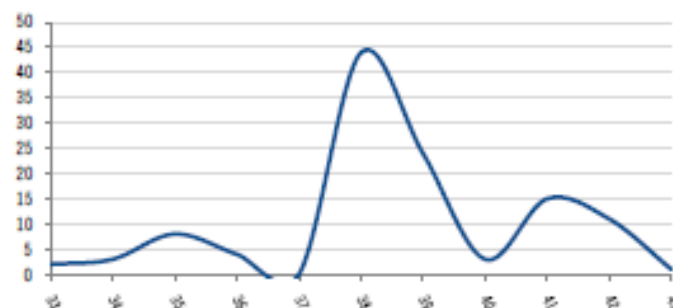


Antal omtaler	Læsental, UV*, Lyttar- og seertal	Annøsværdi DMK
115	4.434.526	542.634

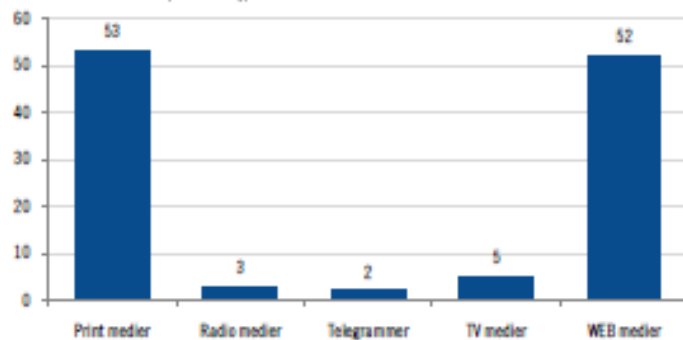
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