Community Awareness Campaign Report [Semester 6]

Group Number: B1 & B2

Contact Person (for follow-up): 01090659934

Title of Health Issue Covered: obesity, multi-organ failure, and new trends in treatment

Key Messages Delivered to the Public:

Obesity is a real disease that affects almost all body systems and can lead to a lot of diseases.

How to take the first step towards a healthy life.

The differences, advantages & disadvantages of different methods in treating obesity.

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people	Type of audience
		reached	(e.g., children, elderly, general
			public)
Faculty of Medicine, Mansoura	They are the doctors of the	100	Adult students
University	future.		employees
	• Their sedentary lifestyle.		
Mansoura university Centre	It's the site that contains many	0	-
	fast food restaurants and many		
	students from non-medical		
	facilities, but unfortunately,		
	there was rejection from the		
	center manager to do the		
	campaign there.		
GWSC	To target the public audience	225	All age groups (children,
	from different age groups		adults, elderly)

Materials and Methods Used:

Educational Materials Used	Brochures
(e.g., brochures, posters, infographics):	Poster
	Flyers
	Examples of healthy food

Interactive Tools	Weight scale (BMI & Inbody)	
(e.g., models, videos, games, giveaways):	Questions and answers	
	Weight Lifting Competition	
	Giveaways	
Approach Used to Communicate	One-to-one discussion.	
(e.g., one-to-one discussion, group sessions):		
Language/Style Adaptations Made for the Target Audience:	Colloquial language for the public.	
	Medical language for the medical students and focused them on	
	how the public will express their problem in their local language.	

Observations and Feedback

• Public Reaction and Engagement:

They were too happy with the way of explained and the competitions we made ... also we collected their data to contact them for the giveaway we made and the result of the inbody test

- Any Questions Frequently Asked by the Audience:
 - They asked about the new injectable medications for weight loss, as they said, and that was one of our goals to share the awareness about in our campaign.
- Feedback Received (if any):

A 49yrs old female said "wow, your campaign is awesome. I will start to change my lifestyle from now I don't want to fall into all these diseases, and too much thanks for this InBody."

Challenges Faced:

• Any Logistical, Communication, or Public Engagement Challenges:

The number of audience was huge, more than we imagined

• How the Group Managed or Adapted to These Challenges:

We divided ourselves into teams (one for talking with them and explaining the brochures, one for the questions and gifts, and one for the weight scale and the competition)

Lessons Learned

- What the Group Learned from the Campaign:
- 1. Working as a group requires a lot of understanding and cooperation
- 2. The general public is always available to raise awareness.
- 3. Fatigue disappears when you see the smile of knowledge on people's faces.
- Suggestions for Improvement in Future Campaigns:
 - 1. Try to ask doctors to be with us to advise them
 - 2. Try to have discounts from doctors in the field of the campaign for patients to seek medical care.
 - 3. Go for more local areas to cover different socioeconomic levels

Visual Documentation:

• Attach 2–4 Photos from the Campaign (with captions):



Discussing the campaign goals and explaining them on the brochure.



We target all age groups



Questions wheel



Examples of healthy food

• Attach the soft copy of the brochures used in your campaigns.





- الأكل الغلط: أكل كتير مليان سعرات زي الوجبات السريعة، الحلويات، والمشروبات الغازية.
- قلة الحركة: نمط حياة مفيهوش نشاط بدنى كفاية.
- العوامل الوراثية: بعض الناس عندهم استعداد للسمنة بسبب الجينات.
- البيئة المحيطة: انتشار الأكل الغير صحي وقلة الأماكن اللي ينفع تتحرك فيها بسهولة.
- الحالة النفسية: التوتر والاكتئاب ممكن يخلى الواحد ياكل أكتر من الطبيعي.





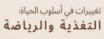






مواحهة السمنة

إدارة الوزن بتتطور بأساليب جديدة غير الطرق التقليدية. دي أهم ٣ اتجاهات بتشكل مستقبل علاج السمنة؛







أدوية إنقاص الوزن: انتشار الحقن

الحقن الجديدة زي أوزمبيك، ويجوفي، ومونجارو غيرت مفهوم علاج السمنة. الأدوية دي بتقلل الشهية، تبطئ الهضم، وتساعد الشخص يحس بالشبع لفترة أطولُ، وده بيؤدي لخسارة وزن ملحوظة. دي بقت حل فعال للناس اللي محتاجين دعم إضافي بجانب الدايت والرياضةً.



التدخلات الجراحية

بالنسبة لحالات السمنة الشديدة، العمليات الجراحية زي تحويل المسار تكميم المعدة، وبالون المعدة بتوفر نتائج طويلة المدى عن طريق تصغير حجم المعدة وتغيير طريقة الهضم. رغم فاعليتها، العمليات دي بتتطلب تغييرات غذائية مدى الحياة ومتابعات طبية مستمرة للحفاظ على النتائج.

More resources at @obesity_decoded

This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negm (MMPME Program Director).

Prof Rafik Barakat

Phase 2 Director

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