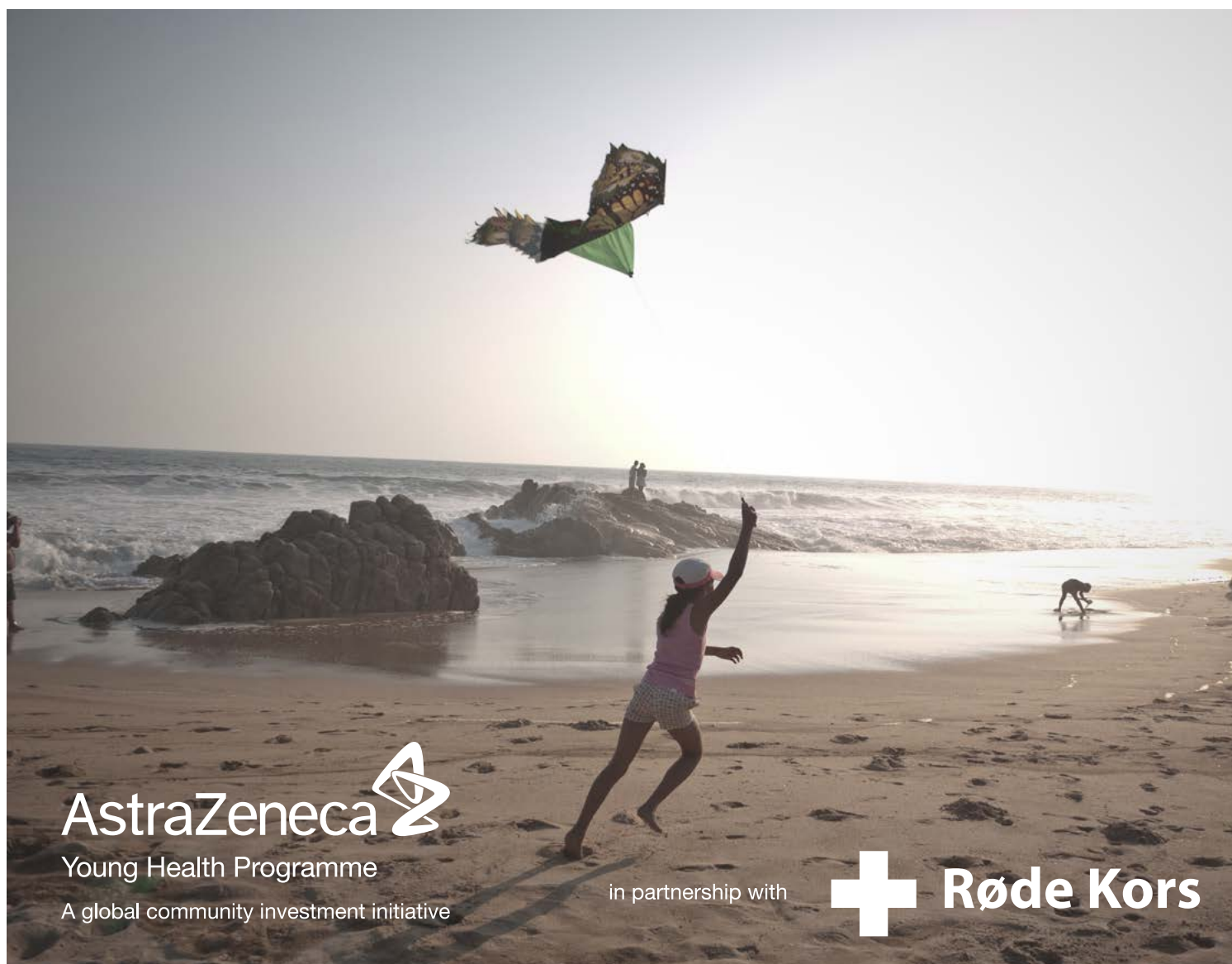


Young Health Programme in Denmark

In general there are huge differences in the health conditions of Danish people. Children from the lower layers of society are especially vulnerable and at risk of ending up leading an unhealthy life with bad eating habits and very little exercise. Furthermore this group is in danger of falling through our healthcare system, because they don't visit their physician and also they often don't understand or follow health campaigns and initiatives.

YHP Denmark focused on encouraging physical activities among socially vulnerable young people. The Programme which ran for the agreed three years has now finished.



AstraZeneca
Young Health Programme
A global community investment initiative

in partnership with

+ Røde Kors

Young Health Programme in Denmark



What did we want to achieve through the Programme?

The ambition of AstraZeneca and Red Cross Youth was to provide an improved understanding of how voluntary based physical activities among children, aged 10-12, could influence the lives of children in a positive way.

We wanted to determine the impact of physical activities on children's overall health condition and improve their chances of having a good life both now and later in life.

Objectives:

- Strengthen the children's curiosity and thereby their interest and knowledge of sports and a healthy lifestyle
- Enable the children to experience the pleasure and fun of leading an active and healthy life
- Enable the children to experience the pleasure of being part of a team
- Develop the skills and self confidence needed to maintain a healthy lifestyle
- Develop further improved methods in the area of voluntary health and sports activities

What has been achieved?

YHP Denmark supported 10 Adventure Clubs in the Århus area, involving 150 young people aged 10-15 and 80 volunteers. It also supported a children's run called Børneløbet to raise awareness around the importance of children's health.

Physical activities remain at the core of the Adventure Clubs. The activities can take place both outdoors and at sports facilities.

Activities may include information about healthy food or be focused on learning, but always in a playful and physical manner.

Many activities are based on the children's own ideas. In that way the activities are perceived as relevant to the children's lives, and increase the possibility of the children integrating the experiences into their own lives afterwards.

Local partner

Red Cross Youth is Denmark's largest humanitarian youth organisation. Red Cross Youth is an independent organisation under the Danish Red Cross and the international Red Cross movement. They help children and adolescents with problems such as loneliness, drug abuse, poverty and violence. The organisation has more than 4000 Danish volunteers.