

How to Mobilize Half an Island?



A New Trend in Media Collaboration

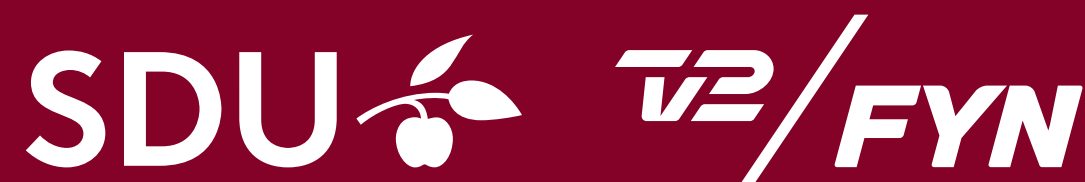
THE PROJECT

The Citizen Science project 'A Healthier Funen' allows citizens to vote for funding for research projects. The results, reach and collaboration was quite remarkable as the project reached approx. half the population of the Danish island of Funen.

THE PARTNERS

Odense University Hospital (OUH)
University of Southern Denmark (SDU)
TV2/Fyn

OUH
Odense Universitetshospital
Svendborg Sygehus



THE AIM

To engage in a dialogue with local citizens in order to promote awareness of health science, to engage citizens in the decision-making process and prioritization of actual research and ultimately enhance democratic debate.

THE CITIZEN'S PANEL

A panel with 18 citizens was established in 2018. It was representative for the population of Funen and provided good insights in citizen's interest and need for knowledge for engagement in Citizen Science and which topics and dialogue is wanted for the 2019 edition.

THE RESEARCH PROJECTS

The projects were selected by the OUH research council in a peer-review process. The criteria were: Quality in research, research collaboration between SDU and OUH, communication potential as well as a CS-elements like the possibility for citizens to participate with data or involvement of citizens/groups of patients in the project.

THE IMPACT

The project facilitates a strong connection between researchers, citizens and a media partner which maximizes exposure and interaction compared to a traditional university outreach project. TV2/Fyn furthermore received the international public service award 'CIRCOM: News stories for all' for their participation and documentation of 'A Healthier Funen'. In competition with over 200 other entries.

THE REACH:

	2017	2018
Total Reach	272.725	192.889
Facebook (videos viewed)	134.279	130.552
Web (articles viewed)	44.003	51.518
Votes	11.895	6.985

Notes: The Island of Funen has a population of 462.625 citizens (2017). Between 2017 and 2018 Facebook tightened its logarithmic which limits reach. In 2018 voting was done by text compared to an open web platform limiting voting.

THE EVENTS:

KICK OFF: Welcome by regional politician. Presentation of A healthier Funen and the research projects. Coffee and dialogue between citizens and researchers. Guests both in 2017 and 2018: 130.

SCIENCE COMMUNICATION EVENT AT SDU: Dialogue between guests/citizens and researchers. The event was for the whole university and not just this project. Guests in 2017: 4.500. Guest in 2018 (the day spring arrived in Denmark): 2.500.

AWARD SHOW: Talks and debate by citizen's panel, politicians, and researchers. Crowning the winner of 'A Healthier Funen'. Guest at the show both in 2017 and 2018: 200-250. The show was broadcasted by the media partner as well as social media.

THE FOUNDATION

Lewenstein (2004). Bonney et al. (2009). Riech et al. (2016). Golumbic et al. (2017)

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