



Project Template

European Rotaract Information Center

Name of the project: Fix You

Organizing club: Rotaract Club Lecce - District 2120

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The World Health Organization defines mental health as "a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity." In today's society, there is no longer a separate conception between body and mind. Therefore, mental health doesn't solely refer to psychological well-being but to the overall well-being of an individual. Anxiety, depression, and eating disorders are just some of the most common symptoms individuals often have to deal with. Frequently, one must face with the inability to communicate or understand, with a family network often unprepared, and mostly incredulous, when confronting with what is defined as a disorder or mental illness, and the subsequent diagnosis. One of the phenomena that families or individuals may more frequently encounter is what literature defines as stigma, a "social phenomenon that attributes a negative connotation to a member or a group of the community." This occurs not only within the family but also in various contexts where individuals grow and interact, such as school, work, peer relationships, and so on. Such stigmatization can generate strong and disastrous repercussions in the individual, not just socially but particularly psychologically, leading to isolation, withdrawal from social relations, and even abandoning the educational path. The main risk is that the repercussions of social stigmatization may trigger in the person affected by a mental disorder or illness a genuine process of confirmation or self-isolation, termed self-stigma, internalizing prejudices to the extent of considering them as pure truth. All this can plausibly lead to delays in accessing treatment and the chronicization of the subject's distress.

2. OPPORTUNITIES

"Fix You" arises from the need to shed a light on the importance of mental well-being and mental health in their broadest sense.

Opportunities:

- Raise awareness within the highest cultural and human training institute: the University.
- Finalize the purchase of recreational equipment to be installed in the Psychiatric Diagnosis and Care Service ward(s) of Vito Fazzi Hospital in Lecce (e.g., treadmill, exercise bike, ping-pong or foosball table) in order to:
 - Improve the health status of patients, reducing the sedentary lifestyle typical of hospitalization, and fighting moments of distress, stress, and low motivation that may characterize it.
 - Enable and stimulate positive interpersonal relationships, socialization, and

interactions with individuals sharing similar issues or the same period of hospitalization, through recreational activities offered by the equipment, such as the ping-pong table or foosball. Physical activity and leisure positively impact the quality of life and the psycho-physical state of the patients.

Additionally, we intend to further develop and expand the focus of the District Service "Insieme Possiamo" ("Together We Can") (see project attached) nominated for the Global Grant, a prestigious recognition from the Rotary Foundation.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

The Club identifies:

Professionals in the field

President, Marta Calogiuri, Psychologist and trainee in Psychodynamic Psychotherapy, for the psychosocial aspects, organization, and approach. Being a trainee in the territorial services of the Lecce Local Health Authority (ASL), she will establish direct contacts with ASL and local healthcare companies.

Well-established figures in the community

Vice President, Cesare De Pace, pharmacist and Ph.D. in Nanomedicine with broad international experiences, will facilitate relationships between Rotaract and local institutions and entities, to give maximum diffusion to the project, ensuring a more concrete and lasting impact over time.

2. DESCRIPTION OF THE PROJECT

"Fix You" will be structured in three parts:

Informative: raise awareness through social channels, addressing the subject with professional but immediate tones directed at a wide, non-categorized audience.

Theoretical: with a conference held at the University of Salento, featuring professors appointed by the Dean, the President of the Medical and Psychological Orders, and other professionals. All supporting associations like Associazione Sanitaria Locale (Local Healthcare Association) (ASL) and the Società Italiana di Psichiatria Sociale o Italian Society of Social Psychiatry (SIPS) will attend.

Concrete: purchasing recreational equipment such as treadmills, exercise bikes, ping-pong, and foosball tables, to be available over time to the beneficiaries of the Psychiatric Diagnosis and Care Service wards.

3. GOALS OF THE PROJECT

- a. Eradicate the contemporary society's taboo surrounding mental illnesses.
- b. Increase awareness on the importance of mental health.
- c. Improve the health of patients in the wards, reducing sedentary lifestyles, stress, and low motivation.
- d. Enhance interpersonal relationships and socialization, often lacking in a state of isolation.
- e. Make healthcare facilities more familiar and welcome, spaces that can represent a "safe harbor."
- f. Make an impact today and over the next years

4. TARGET AUDIENCE

Within the Psychiatric Diagnosis and Care Services access is extensive, as they welcome patients aged 18 and above. This makes the equipment available to all patients, spanning all age groups.

5. ACTION PLAN & TIME FRAME

- Draft and define the project based on your local reality | 1 week.
- Assign competencies: who will handle external contacts, who will handle the graphic and communicative drafting of the project, and create a publication calendar | 1 week.
- Contact the University, define speakers, and establish a clear focus for the conference to transfer clear and meaningful concepts that create awareness and translate into concrete actions | 1 week.
- Contact ASL or local healthcare entities to define needs and identify facilities that will benefit from the donated equipment | 1 week.
- Select products for purchase, request quotes and technical specifications for all necessary bureaucracy related to donation concessions | 3-4 days.
- Purchase, receive, and donate (with appropriate branded tags and plaques outside the rooms designated for the Service) all the equipment, based on delivery times and dates indicated by the institutions.

Brief description of each step

Conduct a communicative and awareness campaign on social media throughout the project's duration. Organize a conference at the University of Salento with the Rector, heads physicians, and industry professionals. Execute the entire process according to the specific guidelines and timelines provided with utmost accuracy. A sensitive aspect in the execution is the bureaucratic process involving state and public entities. Requesting

and obtaining authorizations might take a long time, hence, it is advisable to have a clear and defined project and initiate contact well in advance.

6. RESOURCES

Human capital and expertise.

80% of the Service is cost-free!

The expertise of Rotaract and Rotary members help reduce the financial aspect of potential fees. Requests for sponsorships and concessions are entirely free, and the subsequent requests for rooms and spaces for project realization fall under the advantages acquired through sponsorships.

Financial resources

These may vary in consideration of the Club's funds and, primarily, of the number of equipment to be donated. It's not necessary to set up more recreational rooms but to establish them according to the availability of healthcare companies. There's a possibility of obtaining sponsors (from pharmaceutical companies, pharmacies, or other sector-related companies that might have higher visibility) and/or support from Rotary clubs.

7. BUDGET

Of course, that will vary depending on the country.

In the specific case of the "Fix You" Service, the expenses for setting up 3 wards amount to €1,500.00 (one-thousand five hundred Euros).

8. ORGANIZERS OF THE PROJECT

President, Marta Calogiuri | +39 389 793 9590 - martacalogiuri@gmail.com

Secretary, Pietro Coppola | +39 393 579 2183 - piecoppola@gmail.com

Treasurer, Giulia Marasco | +39 320 966 0637 - giuliamarasco.94@gmail.com

9. PARTICIPANTS

"Fix You" was specifically executed by the Rotaract Club Lecce to time constraints and territorial needs, but it aims to collaborate with other clubs and its Rotary Club not only to share expertise and expenses (possibly increasing the project's financial power and consequently its impact) but to create synergies and friendly relations.

10. SPONSORSHIP

For this specific Service, external sponsors were not sought (the funds were directed to other local initiatives on the same theme). A small financial contribution was requested from the District, as the project supports the Inter-District National and International Service "Together We Can," nominated for the Global Grant with District approval.

11. MEDIA COVERAGE

None. The Club's social channels (Instagram, Facebook, etc.), the members's, the District's, and endorsing associations' (such as the Municipality, ASL, involved professional orders, etc.) will be utilized.

III. RESULTS

1. RESULTS AND OVERVIEW

Greater and wider territorial and social diffusion, reaching a non-categorized audience on the importance of mental health, removing the taboo surrounding mental illnesses. Involvement of different associations and local entities working together towards a common goal. Improved health of patients in the wards, reducing sedentary lifestyles, stress, and low motivation. Enhanced interpersonal relationships and socialization, often lacking in a state of isolation. Making health care spaces more familiar and welcome.

2. ADVICES

A crucial part in execution involves the bureaucratic aspects related to state and public entities. Requesting and obtaining authorizations might take a long time; therefore, having a clear and defined project and starting contacts well in advance is recommended.

3. SUSTAINABILITY

The project is sustainable and replicable. It can be implemented even just in a single part, provided that it is done concretely and with an impact. It doesn't require burdensome budgets, as it can be tailored to the needs of the Club, healthcare companies, and patients. It doesn't demand ongoing maintenance and remains accessible to both current and future beneficiaries. Needs and requirements might change over the years, both for the entities and patients, but as a "block-by-block" and independent Service in each of its parts, it can and should be implemented by listening and starting from those we support.