



Project Template

European Rotaract Information Center

Name of the project: Diabetes Prevention & Nutrition

Organizing club: Rotaract Club of Çekirge & Rotaract Club of Kardzhali

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Diabetes is one of the most common chronic diseases worldwide and its treatment also involves significant economic costs. Given its widespread impact on so many people globally and the fact that it can be prevented through lifestyle and dietary changes, especially in the case of type 2 diabetes, we wanted to conduct detailed awareness-raising efforts.

2. OPPORTUNITIES

Detailed information written by doctors and dietitians provides opportunities to learn about diabetes in detail and to know what can be done for prevention.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Our project coordinator Arkan Apturahman: oversees the entire project.

Content creator Dietitian Yaren Maviler: prepared the section related to nutrition.

Content creator Doctor Angel Tenev: wrote the general information and statistics.

The visual design team: prepared the final version of the post by combining it with visuals.

2. DESCRIPTION OF THE PROJECT

The essence of this project addresses one of the most common chronic diseases and aims to create awareness by showing how much prevention is within our reach.

3. GOALS OF THE PROJECT

Since this project is an awareness project, our goal was to ensure that the content we prepared reached as many people as possible, and therefore, both clubs shared it jointly. If we need to share statistics: The project consisted of 3 posts. The first post reached 287 people, including 218 who were not following us; the second post reached 365 people, including 247 who were not following us; and the third post reached 264 people, including 186 who were not following us. These numbers also include people who found our posts useful and saved them.

4. TARGET AUDIENCE

The target audience of the project is actually everyone; it's a matter that concerns everyone from seven to seventy and requires everyone to act consciously. Our goal was to reach as many people as possible, regardless of age, gender, or any other parameter.

5. ACTION PLAN & TIME FRAME

We began our preparations one month in advance, targeting World Diabetes Day.

It was decided who would create the content.

One week before, we completed our final checks and focused on the visual design work. Once everything was ready, we made our post on World Diabetes Day.

Brief description of each step

Since this was an awareness project and we planned every step together with the club members, it did not require challenging tasks such as searching for a sponsor, so we did not face any difficulties. We were fortunate that among our clubs, we had a doctor and a dietitian who were experts in this field and could write proficiently on the topic.

6. RESOURCES

Since this project is on social media, it can reach anywhere in the world.

7. BUDGET

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8. ORGANIZERS OF THE PROJECT

Rotaract Club of Çekirge: Yaren Maviler - +90 537 946 05 74

Rotaract Club of Kardzhali: Arkan Apturahman - +359 88 622 6298

9. PARTICIPANTS

We were 2 clubs on this project.

10. SPONSORSHIP

There were no sponsors.

11. MEDIA COVERAGE

<https://www.instagram.com/p/CznhZa5gQ5h/?igsh=ajhtbGI0NTdrY2tr>

<https://www.instagram.com/p/CznhcvKAV3A/?igsh=dmg2djd3azZiOWsy>

<https://www.instagram.com/p/CznhgWKgEmL/?igsh=M2d6dXU4bjM0cHE=>

III. RESULTS

1. RESULTS AND OVERVIEW

Looking at the outcome of the project, our goal was to reach a large number of people on social media, and we saw that we reached people outside of Rotaract as well. It was very pleasing for us to reach accounts that were not following us.

2. ADVICES

In our opinion, the special part of the project is that these informative pieces were written by professionals. We know that a lot of unreliable information can also be shared on social media. We paid extra attention to this and shared information that was completely reliable and based on research.

3. SUSTAINABILITY

This project was an awareness project and will continue to be present on social media. In terms of sustainability, it can be shared again in the coming years or new content can be prepared.