

3.12 The most significant activities in the popularisation of R&D&I and communication with the public – details FHSS

Projects focused on the popularization of science, research, and innovation

- **Project Development of USB – Capacities for R&D** – part focused on Popularization (2018-2021): Share in the creation and implementation of marketing, communication, and popularization strategies and systems for popularization of research; Creation and implementation of new educational programs and promotional activities related to non-formal education, e.g., the Children's University, Junior University, Suburban Camps, Popularization Workshops, and Roadshows at Primary School and Secondary Schools.
- **Project ScienceZoom2** (2014-2015): promotion of scientific research activities by the Department of Radiology, Toxicology, and Public Safety. The project contributed to the creation of comprehensive teacher training materials suitable for the primary school and primary school curriculum in the field of Public Safety. The project also developed specific educational material, e.g., electronic learning materials and flash games, linking the results of scientific research work with practice.
- **Project ScienceZoom** (2012-2014): The results of scientific research are made accessible to the general public closer, both lay and professional, by opening a variety of faculty activities to the public. Popularization workshops and seminars were held, and a number of interesting supporting educational materials were developed, e.g., web applications, videos, posters, etc., which were widely used in the project activities. Probably the most successful part of the project was the roadshow to elementary and secondary schools, which introduced students to the latest knowledge, trends, and benefits associated with the diverse fields of science at FHSS.

One-time events (some events were/are repeated annually):

- Participation for the Academic Half-hour lecture series (experts from the University of South Bohemia regularly meet with the public and discuss various topics). doc. Mojžíšová, Mgr. Bohdana Břízová, Ph.D., Mgr. Dagmar Dvořáčková, Ph.D., PhDr. and Lenka Motlová, Ph.D. presented on the topic of Social work and the profession of the social worker in the context of higher education and the development of civil society – 27. 11. 2018
- MUDr. Věra Vlasáková has presented on the subject of musculoskeletal disease in the elderly such as arthrosis, osteoporosis, and rheumatic polymyalgia, including causes, clinical picture, treatment, and prevention.

- MUDr. Karel Benda, MBA, presented public lectures on e-cigarettes vs. classic cigarettes based on the latest medical information as well as health and financial issues related to smoking (28. 11. 2018).
- FHSS participated in the National Breastfeeding Week project (2017 and 2018), in cooperation with the České Budějovice Hospital (annual event). The program provides important advice and information to pregnant women, mothers after childbirth, and other interested parties. The faculty also offers telephone and in-home advice and counseling throughout the year on various issues and lifestyle diseases.
- FHSS participates in International Day Nurses that focuses on the prevention of lifestyle diseases, measurement of selected health indicators, and publicizing the role of nurses in community care and disease prevention (an annual event 2014-2018).
- Mgr. Ing. Renata Švestková, Ph.D., leads an annual awareness of first aid for primary school students. Students from the master's study program in Nursing teach a first aid course for primary school pupils (2016-2018).
- Participation in the South Bohemian Day of Science – a day-long information-presentation event for professionals and the lay public, focused on the promotion of scientific research and innovation, as well as pedagogical and educational activities at the University of South Bohemia (18. 4. 2018).
- Participation in the Happiness Despite Challenges – the aim of the event is to help families with children with disabilities. The event was presented by the Center for the Prevention of Lifestyle Diseases. During the event, health parameters were measured, advice on healthy lifestyles was provided, and first aid lessons were offered (it was an annual event 2014–2017).
- Participation in the University Day event (22. 6. 2017). The event was designed for students of secondary schools in Southern Bohemia and included such things as lessons in first aid.
- Participation in Educational Day (22. 5. 2017). The event was aimed at teaching Public Safety and took place in the Vodňany Primary School. It was an all-day event that included games and presentations on public safety, emergency preparedness, and first aid for things like floods, fires, and terrorism, as well as public safety in the event of chemicals and radioactive accidents. The event was prepared by students in the civil emergency preparedness and medical paramedic program under the guidance of teachers.
- Conducted visits to the eldercare home in České Budějovice. The goals were to acquaint clients with recommended procedures in the event of emergencies, e.g., improvised protection methods, the contents emergency evacuation baggage, and which emergency numbers to call. The overall goal of the event, which was prepared by students in the Public

Safety program under the guidance of teachers was to raise the awareness of seniors about what to do in life, health, or property threatening situations (11/2016).

- Representation at the Rio-Lipno Olympic Park (August 2016). The FHSS represented the University of South Bohemia through presentations by the Center for the Prevention of Lifestyle Diseases, and the departments of Nursing, Medical Paramedic, and Physiotherapy. Participants measured physiological values such as blood glucose and cholesterol levels, provide advice on a healthy lifestyle, taught first aid using resuscitation models, and provided physiotherapy.
- Participated in a 20-part radio series called "Health Instructions" presented by David Kimmer and Lukáš Martinek from the FHSS Center for the Prevention of Lifestyle Diseases. The series provided listeners of Czech Radio České Budějovice about information about exercise, nutrition, and proper lifestyle management. The Health Guidance component delivered the latest scientifically based information on nutrition, exercise, and other components of a healthy lifestyle. In an understandable and relatable way, it presents individual topics and experiences gathered from working with people of all ages. The series tried to motivate listeners to change their lifestyles, which is critical for good health. The series discussed the advantages of regular physical activity and focused on forms of exercise that are well-tolerated by all ages and which are not dependent on individual training. The series aired in 2015 and 2016.
- Prof. Patočka addressed the public on The Syndrome of Unhealthy Buildings, broadcast by Czech Radio České Budějovice. In the presentation, prof. RNDr. Jiří Patočka, DrSc., who teaches toxicology at FHSS, addressed the dangers lurking in homes and other buildings. Long-term stays in chemical-infested buildings can lead to "the syndrome of unhealthy buildings." This term is used to describe a situation where people suffer from acute health problems that are related to the time spent in "unhealthy" buildings, despite no identifiable particular disease or cause. The program aired in November 2015.
- Doc. Konečná informed the FHSS academics about the "29th EUROPEAN CONFERENCE ON PHILOSOPHY OF MEDICINE AND HEALTH CARE," which was held in Ghent, Belgium. Almost 200 experts from all over the world gathered to discuss ethical topics in medicine. That year's topic was the excessive use of drugs in medicine.
- Participation in the World on The Move event. Experts from the FHSS Center for Prevention of Lifestyle Diseases offered advice on a healthy lifestyle, as it related to health, nutrition, and exercise.

- Participant in the Science for Everyone event. This was a fun interactive show at The Géčko Shopping Center in České Budějovice for the popularization of science. The FHSS was represented by paramedics who give first aid demonstrations, including teaching resuscitation techniques and the Center for Physiotherapy, which brought mobile devices (i.e., a Posturograph and a Poly EMG device) and demonstrated scientific examinations. The event was held in 2014 and 2015.