

WP4-PILOT RIJEKA: recruitment strategy

List of events and activities done with the role of project dissemination and inclusion of the participants:

- **March 2025:** meetings with stakeholders of the targeted neighbourhoods (D.2.3) and their support
- **April 2025:** tours around the neighbourhoods, it was concluded that the physical activity pathway (strength training and Nordic walk), the nutrition workshops/cooking schools, the health literacy workshops and the physical and mental well-being pathway could be organised and implemented in these neighbourhoods. Before the start of public health campaigns and for the future organisation of the intervention phase, procurement procedure has been done for **supporting material:** Nordic walking poles, tables, armchairs, Pilates bands and gym sticks and **dissemination promo material** of the HORUS project: notes, umbrellas, t-shirts, USB, scrap bags, glass water bottles, bags with shoelace and pencils for intervention participants. **Leaflet of the pilot Rijeka has been created (CRO, EN)** with the invitation to the citizens of the targeted districts to participate in the program of the intervention.

May 2025: Public health campaigns organization:

- **Delnice, May 14th and 18th, 2025** – forest therapy sessions
- **University of Rijeka, Faculty of Health Studies (May 19th, 2025)** = The campaign was organised in collaboration with the Faculty of Health Studies of the University of Rijeka and with students of undergraduate professional study in Physiotherapy. During the campaign, the following measurements were carried out: height, weight, blood pressure, hand grip strength, and waist and hip circumference.
- **University of Rijeka, Faculty of Medicine (May 20th, 2025)** = On the occasion of the 70th anniversary of the Faculty of Medicine at the University of Rijeka, employees, in collaboration with the Croatian League for Hypertension and the Teaching Institute of Public Health of Primorje-Gorski Kotar County, organized a public health action titled "Hunt for the Silent Killer". Students of university integrated undergraduate and graduate study of Medicine and undergraduate professional study in Physiotherapy participated also. Media covered event.
- **District Kozala (May 21st, 2025)** – The campaign was organised in collaboration with Local board Kozala, the City of Rijeka, the Faculty of Health Studies of the University of Rijeka and with students of undergraduate professional study in Physiotherapy. During the campaign, the following measurements were carried out: height, weight, blood pressure, hand grip strength, and waist and hip circumference. Older people were also familiarised with the activities carried out as part of the HORUS project. Special attention was paid to the demonstration of adapted physical activity.
- **Targeted neighbours campaigns (4) [Škurinje (May 19th, 2025), Srdoči (May 21st, 2025), Drenova (May 26th, 2025) and Kantrida (May 27th, 2025)]** have been organized during which blood pressure and blood glucose measurements were carried out and residents were introduced to the activities that will be carried out as part of the HORUS project. Special attention was paid to the demonstration of Nordic walking as one of the main intervention activities that will take place in the above-mentioned neighbourhoods for nine months starting in July 2025.

Altogether **156 persons expressed their willingness (on signed lists) to participate in the intervention** of the HORUS project.

Few photos are included below from the events. Video is in attachment. More photos will be soon at local web pages.

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- Delnice, May 14th and 18th, 2025. – forest therapy sessions



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- University of Rijeka, Faculty of Health Studies (May 19th, 2025)



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- University of Rijeka, Faculty of Medicine (May 20th, 2025)



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➤ District Kozala (May 21st, 2025)



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➤ Targeted neighbours campaigns

➤ Škurinje (May 19th, 2025),



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➤ Srdoči (May 21st, 2025),



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➤ Drenova (May 26th, 2025),



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➤ Kantrida (May 27th, 2025).



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