

**Hanna:** First of all, we have learned a lot. And I would like to say that in DGI it has been really a travel to teach all our ambassadors in DGI. So first of all, it's about communication and we have to preach it. It's really an awareness campaign that we yeah, be aware of how to get the message out there and we have to say it again and again and again. And second of all, we have to prioritize it as partners. We have different reasons to entering a partnership, and it may vary a lot in terms of time, money and effort to put into this. But every little effort really counts in this partnership. So really prioritizing, that's the first thing. And then the third one is adapt it. We have to conceptualize this act, belong, commit, so it matches every organization's own values and goals so it can support the thing, the vision and again, that we are doing in in every part of this partnership. And that is why it takes a lot to, like, transform it. What are we in DGI? We have to get more people in sport organization and how can Act, Belong, Commit enhance this vision and agenda. So adapt it and then teach it. We create ambassadors, educate a lot of our colleagues, and use a lot of time to like, lift the colleagues knowledge about this, but also involve coaches and volunteers around in the sport clubs. We have to teach it to as many as possible. And the last couple of years in DGI, we have like 3000 volunteers and coaches in our workshops, but the more people who know Act, belong, Commit the better. But we have to teach it because we can understand it. But how can we adapt it in our concept and in our own case that is really important to conceptualize it. And the second largest that we have to share it in this partnership. We are really aware that we have to spread our wisdom, even though everyone has their own agenda and vision. And maybe there are some sales interests in some of the partners, it's really important to spread the wisdom, experience and products so others can benefit from each other's work in this partnership. So we have a field, we have a space where we share our work materials and.

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**Lone:** It's like a database basically.

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**Hanna:** Yeah. And then the last one is steal it. We use everything that is already available and steal from each other. Of course we can ask, but that's the part of this partnership that we have to build on each other's experiences and materials so we can only get better and get even more Danish people to know about this mental health promotion campaign. And the last thing is, is that we really have to try it and experience how does this work in workplaces? How does it work in the civil society? How does this work in other arenas as well? So just try, try, try it. We really try it in a lot of different arenas. So that was a bit about the sum of what we really would recommend when we're working with Act, belong, Commit.

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**Hanna:** First of all, we have this scientist called Vibeke Koushede that was really excited about this Act, Belong, Commit campaign. So she visited the scientist Robert Donovan in Australia, which this Act, Belong, Commit exists from. And then Vibeke, she got some funding from Nordea Fund and so she got some money to create this partnership and then this fund help her picking out relevant civil actors and organizations and municipalities to create this pilot, which it wasn't the first time. So from first of all, she made like she asked some Danes Is this relevant then in Denmark? And then they got some answers. Of course, it was really relevant. And then second of all, they they got some funding to create this partnership. And then they created like this secretary where there were three or four scientists from Copenhagen, University of Copenhagen, like they are the secretary doing this partnerships meeting. They said that we have to meet four times a year in the partnership and then we were creating Act, belong, Commit together. So it's really a cooperation thing.

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**Lone:** And I would I would say like you can even like during COVID., we you know, we found out you can do it online as well. So it's like in terms of resources, you can actually do fairly low cost. I would say like of course we got the funding or like the steering group got the funding to create something. But the beauty of Act, Belong, Commit the way I see it is that you can even take it to if you have in your region, you have loads of sports club, you have a network within that, then use an existing network to try and spread the Act, Belong, Commit within. What I think like Vibeke did right, was that she didn't micromanage. She was actually more like, this is the framework, go home, reflect on what your context is, what kind of people buy in on the idea from your site which stores are open. Like sometimes you just have to try as well. And then instead of micromanaging, she focused on the sharing part. She was like, the whole purpose of us meeting online or physically would be to share the good practices. The good experience but also sometimes a bad experience. You know, like whenever you fail, people could share frustrations of like, I've been trying to get this on a political level for two weeks now, and they keep saying, no, anyone have had success and can I learn from that?

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**Hanna:** So yeah, yeah. Just a little thing is that it has been a really long travel from 2016. It was a pilot then we got funding again in 2018 to now. And now we have just got a got it in the public on the psychiatric plan for the next ten years and they want to prioritize mental health promotion campaign in the Danish government. So that's a quite success. But it has taken really, really long time to get here. But I think when this is it's really a sometimes it can be a bit diffuse with Act, Belong, Commit. So it's really important that the partnership has a frame that we meet four times a year and we have this thing that we can talk about and it's quite like controlled in this group when we meet.

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**Lone:** If people, however, want to try and seek funding for it in another country or even an international collaboration, just be aware that that now there's so much data on it, like we have the Australian data, we have all the Danish data and they happily share it. So the Faroe Islands, Norway, Sweden, Iceland, they have all jumped on the ship after we started in Denmark. So it's just to say it's spreading really quickly. So I would be surprised if there's also not if there's like international funds, they can easily look up and see this is a legit concept that people are working with and it is having a huge positive effect out there.

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**Hanna:** First of all, we have like different ways to do it. Our colleagues, we make education days where we go through this topic and talk about it and how to work with our sport communities with this topic. So Education Day is like two times a year where really gather 6 hours and educate our colleagues. And so.

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**Lone:** Yeah, you have like a mentor.

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**Hanna:** Yeah, we have like mentors. So for instance, I go to one of my colleagues in Denmark and when we do a workshop with sport communities together, so it's like I'm a mentor for my colleague and then they see how I do it and we do it two or three times together, and then they do it themselves afterwards. So like a mentor thing. And then the third thing is that we, we talk about it all the time. So if it's possible to get on a

meeting with all the colleagues, we talk about it a lot. So a lot of meetings and webinars and educations in the organisations to create these ambassadors. Yes.

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**Lone:** Yeah. I was about to say we have definitely we have official ambassadors and then we have the unofficial ones that are basically just doing the work without us asking for it because they, they just think it's amazing concept. And again, give them the freedom to also make it theirs because everyone sits with different experiences. And for our sports consultants around the house, you know, sports differs so much so like if we try and force something down on them and not letting them move out and adjusted themselves, it becomes unauthentic. So again, give them the freedom to also adjust it to their context so it works for them rather than against them.

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**Hanna:** Yeah. And we have like different levels of educators and ambassadors in the house, outside the house, volunteers and so on.

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**Niamh:** I was really interested to see about the details and the micro actions is what the girls talked about, those small things that they should be specific and action oriented. Their small things would make a big, big difference. And you know, from from my day job, my research role, I would be involved with doing different community based physical activity interventions in many different settings. And really, it ends up coming down to the how as much as the what of what we do, the how we do it. And it is people maybe need to be helped about the how and with the best intentions in the world. Sometimes we can stay in our comfortable little silos and not welcome people in. I was really interested to hear Hanna and Lone were talking about the Danish way of of welcoming people because that's very different in different cultures. And and I think those things always say hi at the start and always finish together. And I think we always need to kind of keep constantly reminding ourselves and the people that are in the group. So with the best will in the world, we might gravitate to our friends and just stay there and stay in our comfort zone. But those little things I just scribbled down that during the workout. During the workout. I think we need to keep reminding ourselves, Oh, don't forget to join in with that person or do something. So those small things I think are just so practical. And so just they really mean something to me as a coach.