Campus’n Community
Service Learning at Integrated Food Studies
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Abstract: The captive foodscape study group at Aalborg University conducts research in healthy eating and sustainable food consumption strategies in the settings of everyday life such as schools, kindergartens, workplaces etc and in conglomerates of these – so-called super-settings. Research is concerned with developing interventions and means of evaluating the impacts of these on proxies of health behavior and health status. In this workshop we draw on the experiences from the development and evaluation of the recent SoL program (Health & Local Community) in two Danish communities based on a synchronized multi-level and multicomponent strategy. The SoL program (Mikkelsen et al 2016) that was implemented in the three neighborhoods in each of the two communities. The program works through an integrated approach where promotion of healthy eating and non-sedentary behavior is coordinated across supermarket, media, school & kindergarten setting. SoL is building conceptually on a partnership between representatives from civil society, community-based associations, businesses, active engagement of graduate and postgraduate students and the public administration. The primary target group was families with children aged 3-8 years-old. A broad range of outcome measures were measured baseline and follow up. In addition we draw on the insights and experiences from the Sydhavn Foodscape community Campus’n Community program. The epicenter of the project is the educational and community garden attached to the local public school (Mikkelsen & Jørgensen, 2016). The project is part of the Campus’n community program of the university and the civic university strategy of Aalborg. The program functions as a case of experiential and problem-based learning example in which students from the Integrated Food Studies carry out assignments on food and urban spaces for the benefit of the local community and for the benefit of their course assignments. Conceptually the project builds on the ideas of action research, service learning and knowledge triangle applications. The paper discusses how community development programs can contribute to service learning and community engagement and how insights from the two programs can be used in social marketing and health communication practices.

Conceptual foundation
Integrated Food Studies
• Service learning
• Civic University
• Scientific Social Responsibility
• Applied Knowledge Triangle
• Problem Based Learning

Status

Learning insights
1. Sketch a protocol
2. Identify stakeholders
3. Assess their readiness
4. Map what's already there
5. Map needs & expectations
6. Identify action opportunities
7. Draw on the evidence base
8. Create alliances
9. Choose intervention components
10. Re-engineer your protocol