

SUSTAINABLE DEVELOPMENT GOALS



3.3.2 Health Outreach Programs

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UBT's community outreach model delivers recurring health-awareness programs that translate classroom learning into real preventive-health action for students and the wider public and continuously implements health awareness and education programs that extend beyond single events. These initiatives form part of an ongoing community outreach framework in collaboration with the Ministry of Health and local partners. By linking SDG 3 (Targets 3.3 and 3.4), UBT fosters sustained health education and preventive-care awareness among students and the wider community.

The university organizes annual and recurring campaigns that promote disease prevention, healthy lifestyles, and inclusive participation. Each activity builds on previous years' outcomes to strengthen long-term community well-being. These programs are held regularly and are now integrated into the university's annual outreach calendar, ensuring sustained engagement and measurable contribution to community health awareness over time.

Breast Cancer Awareness Week

In 2024, during International Breast Cancer Awareness Month, UBT hosted its annual Breast Cancer Awareness campaign, combining education, fitness, and empowerment (Target 3.4). Faculty and students attended sessions on early detection, with more than 250 participants. Core Wellness Gym hosted themed fitness classes (Pink Performance, Pink Strength, and Pink Flow) to promote solidarity.



In Cooperation with the Ministry of Health: Influenza Vaccination Campaign

In (2024) As part of the university's commitment to promoting public health and ensuring student safety, UBT through its Medical Clinic, organized its yearly annual influenza vaccination campaign in collaboration with the Ministry of Health (Target 3.d). The campaign aimed to provide students with the seasonal flu vaccine to help prevent complications and limit the spread of influenza within the campus community. This cooperation represents an important step in supporting the health of UBT students and maintaining a safe, disease-free learning environment.



Diabetes Awareness Day Campaign

UBT had its annual yearly education campaign to disseminate more awareness about diabetes prevention and behavior modification (Target 3.4). In-person consultations through health experts from the MoH and United Pharmacy educated the students and the attendance on the site. Together with Jeddah United and Jeddah United, UBT's Sports Club held health fitness activities to emphasize the role of physical activity for diabetes prevention. Attendance benefited from the event and had access to free glucose checks and nutritional consultations.



ADHD Awareness Campaign and Inclusion Day

In (2024) UBT organized its annual community interactive workshops on Attention Deficit and Hyperactivity Disorder (ADHD) (Targets 3.4 and 10.2). They covered diagnosis, rights of persons and inclusive learning methods. The participants signed an overall community pledge promoting neurodiversity consciousness. The event attracted a big number of participants and motivated faculty efforts to increase academic support for individuals with learning differences, tying SDG 3 with SDG 10 (reduced inequalities).

