



In the video RYK's chairman Helle Schmidt puts words on the importance of having a member organization such as RYK, where the community, exchange of experience and the feeling of belonging to a place plays a major role.

RYK: Presentation video

Locations

It is the location of the summer course in 2018 at the Egmont Højskolen and a RYK event in the

Disability Organizations House, in the autumn of the same year, which forms the framework for the video. And Week 30 was the obvious first choice for the location for the video.

- Partly because it is one of the highlights of RYK's activities and partly because we found that the many activities and the fantastic gathering on Week 30 contribute quite naturally to the video's image.

The second location is an event in collaboration with Coloplast at the Disability Organizations House, where RYK's members in East were gathered to hear a talk on the Service Act by Jeppe Kerckhoffs from DHF.

- It made sense, because scenes from this event show that RYK also focuses on political work. The fact that it was held in the Disability Organizations' House was not insignificant, because the house forms a beautiful, architectural framework for the video's image.

Interviews

In the video, a number of participants in the summer course are interviewed.

They tell about what RYK has meant and means to them. Among them is Barbara Holt Bøgh, who attended Week 30 at Egmont Højskolen last year. She and her family have actually been with every summer since she was injured in 2009. In the video she talks about the value of meeting others with a spinal cord injury through RYK. An experience she would like to pass on: "I have met many through RYK, and it means a lot to exchange experiences. To see others who have moved on. Knowing that there is a life on the other side of the accident ... you can learn a lot from others. " The other interviewees mention the importance of having an association such as RYK, the spokesperson for spinal cord injuries, a watchdog in terms of rights, and can influence political. Helle

Schmidt puts in the video even words on the importance of having an association as RYK: When you have just got an injury, then you do not have many resources to fight. That is why it is so important to have a membership organization like RYK, where the community, exchange of experiences and the feeling of belonging to a place make it possible to get renewed powers."

- It is one of RYK's core areas in our membership work to convey to newly injured and their relatives that you can still live a good life, says Helle Schmidt.

Extend the knowledge of RYK

The video will help to disseminate knowledge of RYK and is aimed at newly injured and spinal cord injured people, relatives, staff, companies, potential partners, sponsors and other stakeholders for RYK.

- We can now visually convey the message about what RYK stands for, says Helle Schmidt, who is looking forward to show the video at upcoming conferences and events where RYK participates. RYK will also show the video at the European Conference in ESCIF, which will take place in May in Gothenburg. Here it will be presented with oral presentation for European colleagues. And later this year, RYK will show it at NoSCoS, where Denmark hosts the Nordic Congress, which takes place in Copenhagen in September. Here, many



researchers, therapists and patient associations from all over the Nordic countries will be united.

- But we will also show the video when RYK has presentations and events at the two rehabilitation centers for Spinal Cord Injured, and at our own events and other events where RYK participates. After all, it is a good way to spread the knowledge of our work, says Helle Schmidt. The video will also expose RYK via the association's website, mails and on the social media.

Thanks to the sponsors

The video is funded by a large number of sponsors, who are presented with their name and logo in the end of the video. Helle Schmidt would therefore also like to thank the many sponsors who have made RYK's presentation video possible and thus contributed to

Barbara Bøgh Holt is one of the interviewees in the video, who tells about RYK's importance for her and her family, since she, as the newly injured, entered the association.

disseminate the knowledge of RYK.
- Without them, the video would not have been a reality.

The video is produced by Sky Media ApS. Duration 3.05 minutes. In addition to the Danish version, a version with English subtitles has been made. Application agreement minimum three years. The video is recorded and cut by photographer Kristian Regel. Location is Egmont Højskolen and The Disability Organizations House. Lecturer in the video is Jeppe Kerckhoffs, department manager at Dansk Handicap Forbund. Permission has been obtained from all contributors in the video. The video can be viewed on RYK's website and facebook page.



Among the interviewees are also Thomas Blond Nissen, who sees RYK as an advocate and spokesperson for spinal cord injuries.

RYK has produced a presentation video about themselves. The video has been created with the support of a large number of companies with the purpose of helping spread the knowledge of RYK.

A presentation video about RYK will in the coming years help to tell who RYK is and what the association stands for. It addresses the community, exchange of experience and the care of members' interests. The desire has been to take advantage of a professional digital media for the presentation of RYK, nationally and internationally, and with full financial sponsorship.

Advantage

The digital media has a number of advantages over print media. It is flexible

and has a wide range that can get a message out to many more on websites and social media. It is a form of communication that in a few minutes conveys the sender's message. The media agency Sky Media has filmed and produced the video in close collaboration with RYK, and RYK is very pleased with the result.

- It communicates well and professionally what our association stands for, says RYK's chairman Helle Schmidt, who together with Birgitte Bjørkman has contributed to the concept of input and ideas for the video.