

Summary

The Problem

The Czech Republic is facing an upcoming crisis of child psychiatrist deficiency. **The numbers speak loud and clear. Taking action is needed.**

Better problem perception

Understanding the problem will make it **easier to solve**. Not only med students will become more aware of the situation.

Employers, government, pharmaceutical companies, etc. will be more likely to help.

Insight/Message

Being happy is not always our choice. In some instances, medical help is inevitable.



Why UnHappy Meal?

A **fun medium** which can be achieved only by swapping packages.

Large PR potential and social media potential for reach - even for people that don't eat fastfood regularly

Learning more

By raising awareness about the issue, we will **spike curiosity**, get people to **learn more** about the problem.