



Join
My
healthy
family

My healthy family

A pilot project to test different approaches aimed at **increasing the consumption of fresh fruit and vegetables**

in particular in local communities in EU NUTS
2 regions in Poland and Hungary with primary household
income below 50% of the EU27 average.



A pilot project

A pilot project is an initiative of an **experimental nature** designed to test the feasibility and usefulness of action.

It is meant to **try different approaches to address a problem and identify good practices** for the benefit of possible future initiatives in the area of nutrition and physical exercise.



Aim

My healthy family's aim was to test different approaches and identify good practices in the area of healthy eating, encouraging the consumption of fruit and vegetables among

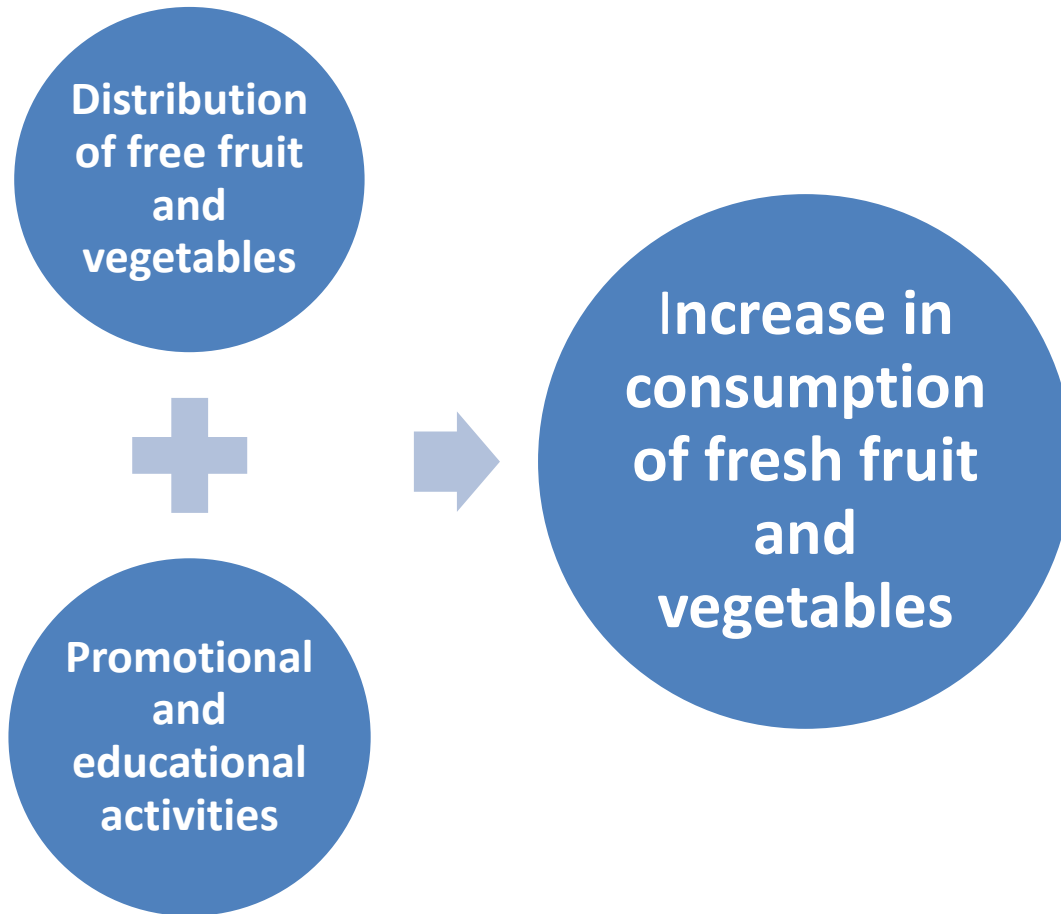
three vulnerable groups:

children 10-15 years old,
pregnant women
and older people 65+

targeting **more than 20 000 people.**



Idea behind the project



Organisation

DG Health and Food Safety



ProPager
(contractor)

Scientific
Committee

Project
Ambassadors

Local teams in
Poland and
Hungary



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External evaluator



Scientific Committee

- Prof. **Maria Barna** - Hungarian Society of Nutrition
- Prof. **Biró György** - Hungarian Society of Nutrition
- Dr hab. **Aneta Kopec** - Agriculture University in Kraków, Faculty of Food Technology, Department of Human Nutrition
- **Biró Lajos** PhD - Hungarian Society of Nutrition
- **Anna M. Malinowska** PhD – Poznań University of Life Sciences, Department of Human Nutrition and Hygiene
- **Ewa Piątkowska** PhD - Agriculture University in Kraków, Faculty of Food Technology, Department of Human Nutrition



Ambassadors



Alexandra Béres
- Hungarian fitness coach, athlete and TV cooking presenter



Magda Gessler
- well-known Polish chef and restaurateur

They delivered 36 recipes for monthly delights and each provided their image and a foreword for their recipes. Alexandra Béres participated in the launch event and gave a speech.



Calendar of the project

January- June
2014

- Kick off meeting
- Exchange of views and ideas
- **Preparation** for the implementation of the project

July -
September
2014

- 14 **promotional events** and 4 launch events

October -
November
2014

- **Registration** of participants
- Beginning of collection of responses to the zero measurement questionnaire

December
2014 - June
2015

- **Distribution** of fruit and vegetables accompanied by competitions, nutritionist counselling, medical screening
- Promotion of the Teaching Resource
- Collection of responses to the post evaluation questionnaire (June)
- **communication** with the participants

July -
December
2015

- Continuation of **communication** with the participants via website and Facebook

September -
December
2015

- **Final national workshops** in Warsaw and Budapest
- **European final event** in Brussels
- Dissemination of the project outcomes
- **Evaluation** of the project

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Challenge 1



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Target groups

pregnant
women

people 65
years and
older

children aged
10-15

From 4 regions in Poland and Hungary with primary household income below 50% of the EU27 average

More than 20 000 people to be reached



Target groups



Poland

Regions: Kujawsko-Pomorskie and Podkarpackie



Hungary

Regions: Észak-Alföld and Észak-Magyarország



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Promotional events

In July and August 2014 **14 promotional events** took place in all four regions of the project.

At each of the events, there was a stand with an information desk, the opportunity to sign up to the project or to obtain information, a kids' corner and a fruit and vegetable giveaway.



Promotional events

On 23 September, official joint **launch events** took place in Rzeszów and Toruń in Poland, as well as in Debrecen and Miskolc in Hungary.



Unia Europejska 2015/ fot. Jacek Kutyba



Registration and selection of participants

The eligibility of the household depended on the presence of at least one member of the three target groups as well as the geographic spread.

7,000 households representing 23,519 persons have registered to the project.

		Pregnant women	People 65 +	Children aged 10-15	TOTAL
PL	Kujawsko-Pomorskie	420	701	629	1750
	Podkarpackie	449	589	712	1750
Subtotal - Poland		869	1290	1341	3500
HU	Észak-Alföld	601	568	581	1750
	Észak-Magyarország	402	786	562	1750
Subtotal - Hungary		1003	1354	1143	3500
TOTAL:		1872	2644	2484	7000



Challenge 2



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Distribution of fruit and vegetable packages

Between December 2014 and June 2015 **7 parcels** were handed out to each participant.

58 distribution points were activated for the project, **31 in Hungary and 27 in Poland.**

The **overall average percentage** of collected parcels from December 2014 to June 2015 was **69% in Poland and 81% in Hungary.**

Two parcels were offered to participants coming at the end of the opening hours to reduce the leftovers, which was greatly appreciated by those participants.



Comprehensive approach

21 additional activities were organised during distributions:

- nutritionist counselling
- competitions
- medical screening organised with the help of the Red Cross
- gadgets: bags, leaflets, the Recipe Fan with 12 menus, pin buttons, notepads provided by the Commission
- survey questions with prizes (e.g. favourite dish made of 'monthly delights')



Key messages

Fruit and vegetables are:

- good for you
- tasty
- easy to prepare
- and inexpensive especially if bought in season



Communication tools



Websites with information about the distributions, events and competitions:

<http://www.mojazdrowarodzina.pl/>
<http://www.azegeszsegescsalad.eu/>

Facebook pages – communication about events, distributions and competitions, interesting facts about fruit and vegetables, links to educational materials and invitations to online discussion.

<https://www.facebook.com/mojazdrowarodzina>
<https://www.facebook.com/egeszsegescsalad>

Stories of the month – interesting news about the project



Consistency in delivering the key message

Distribution has to be accompanied by **educational and awareness raising activities** in order to deliver the right message about the project goals.



Challenge 3



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Scientific study and evaluation

The Scientific Committees, on the basis of scientific literature and studies mostly from Hungary and Poland and international peer-reviewed journals, have completed the **literature review**.

A comparison between **zero measurement and post evaluation questionnaire** was conducted. The participants filled in the questionnaires at the beginning and at the end of the distribution. The questionnaires concerned their cooking, eating and shopping habits.

3,308 responses to the zero measurement questionnaire and **3,025** to the final measurement were received,

2,257 participants filled in the two questionnaires.



Challenge 4



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Keeping in communication

DIRECT CONTACT with participants

Mailing – about distributions, contests

Phoning – mostly to older participants

Facebook – wall and private messages

Direct communication during distributions – meeting with specialists, handing in fruit and vegetables

Contact person – the person who works with the target group in the partner organisation and is able to pass the message to its members

CONTACT with stakeholders

Media

Partner organisations

Similar initiatives



Target groups-how to reach them?

children
aged 10-15

Via schools

Schools - as distribution points are very effective (the largest percentage of delivered parcels), mainly due to very committed teachers.

Via Facebook – community page (with educational content)

Electronic media are the best way to contact young people. Interesting, funny content attracts their attention.

Via teachers (educational materials)

Class scenarios, dedicated for teachers, were one of the educational tools used in the project.

Contact via e-mails

Convenient mean of communication, but also time consuming.



How to keep this group in project?

children
aged 10-15

In order to attract young people's attention, products distributed in school need to be colourful and tasty.

A good idea to attract pupils' attention is to organise educational **competitions for schools** provided that there are interesting prizes and challenging and engaging tasks.

Children should feel that the project is for them and that it is related to their experiences.



Target groups-how to reach them?

pregnant women

Via internet

Facebook pages dedicated to pregnancy / small children; ads on local government pages

Via social support centres for pregnant women

Via health services (clinics, midwifery associations, nursing centres)

Very good places to distribute the leaflets (lounges).

The nurses / midwives have direct contact with pregnant women.



How to keep this group in the project?

pregnant women

“There are a lot of programs focusing on pregnant women. It is neither the only nor the best project. It might be more effective if it is combined with other activities or provides dietary advice specifically dedicated for this group or basic medical examination (to measure blood pressure) or exercises for pregnant women. The idea is to offer additional events, not just picking up parcels.”

“If a child is born during the project, it might make sense to think about a modest token gift, particularly one concerning healthy nutrition.”

This group is especially concerned about health-related issues. It is worth stressing these issues in communication with this target group.



Target groups-how to reach them?

people 65
years and
older

**Via seniors' clubs, seniors' associations,
Universities of the Third Age**

**Via health services, health associations,
Via local government buildings**

They are the excellent places to leave the leaflets (lounges) and to display the promotional posters.

Via Caritas, social welfare centres

Via promotional events

Via the internet

It is still not popular among older people, but the situation is changing.



How to keep this group in the project?

people 65
years and
older

Establish a personal, regular contact – thus the institutions bringing together older people would seem to be indispensable.

Often in this group the problem was receiving parcels. The solution was to enable familiar people to take the parcels.

It is worth preparing educational materials addressed directly to this group (they do read given materials).



Communication

The direct communication proved to be the most effective way not only to attract people's attention to the project (e.g. launching events) but also to keep them in the project.

However, taking into consideration the scale of the project (7 000 households representing over 20000 persons) **the indirect tools of communication**, like websites and Facebook pages were indispensable.

The communication should be differentiated depending on the target group.



Messages and activities for the target groups

children aged
10-15

Message: eating fruit and vegetables is good for your health, but also fun and possible to include in your daily routine. **Activities:** contests, lessons, Facebook.

pregnant
women

Message: eating fruit and vegetables is good for your health. **Activities:** dietary advice, quality materials with the information targeted to pregnant women.

people 65
years and
older

Message: eating fruit and vegetables is healthy and it might be cheap. **Activities:** meetings with dietary specialists, providing healthy, but traditional recipes.



Ideas on how to strengthen the message:

children aged
10-15

- We can help them realise that fruit and vegetables could replace unhealthy snacks, e.g. by adding this information into fruit and vegetables parcels or by preparing ready-to-eat snacks for the participants.

pregnant
women

- Partnerships with TV channels – including local ones, cooking programmes and other media dealing with culinary issues (great potential while shaping eating and cooking habits). Organising cooking shows.

people 65
years and
older

- Interesting culinary ideas – modern, healthier versions of traditional recipes. The recipes offered to our participants had to be a bit conservative in order to be accepted. Since that group is sensitive to price related issues, it is important to give ideas on how to cook healthy, but also affordable dishes.



Message which is still not understood

According to the comparative study, our participants were sure that they eat enough fruit and vegetables, when actually they did not. It is important to explain what does it mean to eat "enough" and to highlight the concept of „5 portions a day" (1 portion = 80 g).

Our recommendation is that the next projects of the EC focus on how to raise awareness of the citizens of what does it mean to eat enough fruit and vegetables.

pregnant
women

children aged
10-15

people 65
years and
older



Sharing experience



- Concentrated on relevance of proposed methods
- Qualitative character
- Supplementary to the scientific evaluation



Lessons learnt

Communication with participants

- **Registration of participants** via partner organisations turned out to be more effective than recruiting them from the general public.
→ Creating groups of participants, which are centred around one partner organisation is the most efficient way for proper communication and successful distribution.
- **Constant activities** such as competitions, nutritionist counselling or presentations about healthy lifestyle need to accompany distributions.
→ To make distribution more attractive and underline the educational dimension of the project.
- **Enough number and high quality tools** for the project's promotion need to be included in the concept.
→ To keep participants, stakeholders and media's attention and interest for a long period of time.
- **Communication via partners** held in distribution points works well with the majority of participants of low SES who are less skilful at using modern methods of communication (email etc.).
- **Communication via schools** and Facebook pages works very well with the younger public.



Lessons learnt

Communication with partners and stakeholders

- **Value of events** as means of **communication and networking**.

→ All of the promotional events at the beginning of the project were well attended not only by potential beneficiaries but also by the media and a whole range of civil society organisations who became valuable partners for the further implementation of the project.

- **External motivation for people working in the distribution points** would be really helpful.

→ Instead of money it might be participation in some kind of event or additional gimmicks. The role of the distribution points collecting feedback from participants, supporting additional activities and controlling the quality and quantity of delivered goods should be appreciated and adequately rewarded.



Lessons learnt

Communication with media

- **The local media**, mainly newspapers, proved to be a **great source of information** about the project, especially in small towns.
→ National media were relatively uninterested in publishing project news.
- **Media should also be monitored** regularly to watch out for articles presenting the project in a bad light.
→ As long as it is only one article the best action is no action, provided other media do not pick it up.



Lessons learnt

Organisation of distributions

- **Larger quantities of fruit and vegetables** are more appreciated by participants because of the time and effort of getting to the distribution point.
→ Even if they are distributed for a shorter period of time.
- Special attention should be paid to the **guidelines for local suppliers and distributors**.
→ Timing, products quality and assistance in unloading packages are crucial from a logistic point of view.
- Not to distribute **fruit and vegetables during summer** when high temperatures can be expected, due to the risk of spoilage.
→ Especially if distribution points do not have any facilities to store fruit and vegetables.
- **No registrations without email addresses should be accepted**.
→ However, this would exclude a considerable part of the participants with low SES while getting them into the project is a great challenge in itself.



Lessons learnt

Management

- **Flexibility, high reactivity and smooth communication** between the **project staff**, participants, subcontractors and the client is imperative.
→ Due to the experimental nature of pilot projects and “testing” tools
- **Local coordinators’ involvement** was crucial due to their presence and personal contacts in the specific region.
→ As it turned out, **the local context was essential** for the project. Therefore it was crucial to collaborate with experts from the particular country (the Scientific Committee), local organisations, local coordinators from the very beginning.
- **Scientific Committee members should meet regularly**
→ Literature review should be prepared at the beginning of the project. Analysis of the results of the comparative study should be finalised during a common meeting of all SciComm members.



Dissemination of project outcomes

Final workshops in Warsaw and Budapest

→ to increase the impact of the project outcomes and make relevant regional and national key stakeholders aware of and enthusiastic for the project.

Budapest - 20 October 2015

- at the premises of the Hungarian Ministry of Health
- 47 people participated in the event

Warsaw - 27 October 2015

- at the premises of the Polish Ministry of Health
- 48 peoples participated in the event



Dissemination of project outcomes

Conferences

- In Hungary the outcomes of “My healthy family” were presented by Mr. Dr. Lajos Biró at the Conference of Hungarian Dieticians Association (HDA) on 26 September 2015 and at the Conference of Association of Hungarian Nutritionists on 8-10 October 2015.
- In Poland the outcomes of the project will be presented at conferences taking place next year.

Scientific article on outcomes

To be published in 2016.



Feedback about the project – closing events:

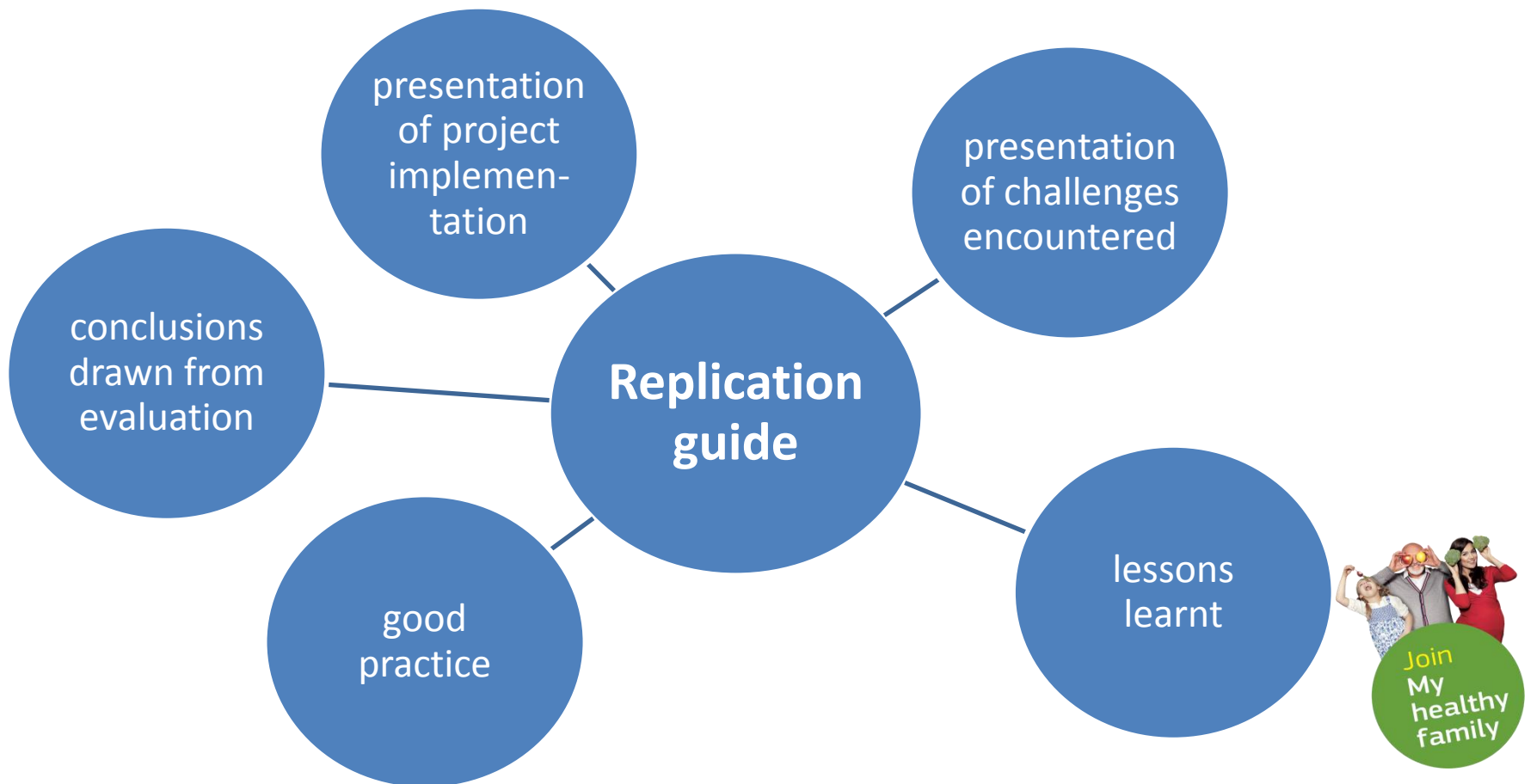
During the closing events we have received **valuable feedback from participants with different backgrounds** (academic, NGOs, institutions):

- The studies from the project were described as „**unique**” and academics present at the conference believe that they are worth continuing.
- Projects might be organised in different regions – the concept has gained much interest from residents of Warsaw for instance.
- The participants of the conference shared their ideas on the actions that might accompany the distributions, e.g. culinary shows, nutritional advice, lectures, cooking classes.



Sustainability and transferability

Replication guide was created to facilitate replication of the project.



Sustainability and transferability

Project tools (the Teaching resources, the Recipe fan and the Shopping list) are part of the legacy of the project that can still inspire participants and potential future organisers of similar projects.

The tools were prepared in **three languages** (English, Polish and Hungarian), so they can be used for replication by local authorities, schools and NGOs inside and outside Poland and Hungary.

The stories of the month – were published in three languages, so they can inspire the international public.



Sustainability and transferability

The literature review, the research and scientific studies of the project were well appreciated by academics. **Experts on nutrition and healthy diets claimed that it would be really valuable to continue the studies.**

It was suggested that in the future, during similar projects, it is also **worth evaluating changes in behaviour of the participants after the end of the project** to check the sustainability of changes in cooking, eating and shopping habits.

Upcoming actions:

- Scientific conferences in Poland and Hungary
- Publications in Scientific magazines in both countries
- Publication in an international scientific magazine



Sustainability and transferability

Similar initiatives

A list of **existing initiatives sharing common objectives** with “My healthy family” was created.

Information about the project and its educational tools were published by:

- **10 Facebook pages**, e.g.:

- Fundacja “Teraz Senior” – foundation working with older people
- Centrum Edukacji Żywnościowej i Sportu – Facebook page about healthy eating, lifestyle and sports
- Strefa Zdrowia – Facebook page promoting healthy lifestyle

- **7 websites**, e.g.:

- CzasDzieci.pl – online portal for parents containing ideas for spending leisure time with children
- Akademia Dietetyki – website of the educational centre for dieticians.
- Hungarian Agricultural Ministry



Sustainability and transferability

Similar initiatives

In Hungary the **National Health Institution** sent out the project materials to their offices.

There are **61 offices in Hungary** and among others they are dealing with healthy lifestyle education.

They promised to use the Recipe fan and the Teaching resource in their work.



Sustainability and transferability

Since the project tools were created not only in national languages, but in English as well it is possible to promote the project and healthy eating habits internationally.

The root of the project might be the same, but while planning and implementing projects on a national or local level we should always take into account the **local context**.



Project in figures

7,000 households, representing 23,519 persons, participated directly in the project.

3 target groups: pregnant women, people 65 years and older and children aged 10-15

Between December 2014 and June 2015 **7 parcels** were handed out to each participant.

58 distribution points were activated for the project, **31 in Hungary and 27 in Poland.**

21 additional educational activities were organised during the distributions.

136 tons of fruit and vegetables were delivered to participants in total.

270 groups participated in the **competition for young people in Hungary and 69 in Poland.**

2270 participants filled in **two questionnaires** which became a base for the comparative study about shopping, eating and cooking habits and **change of behaviour.**

