

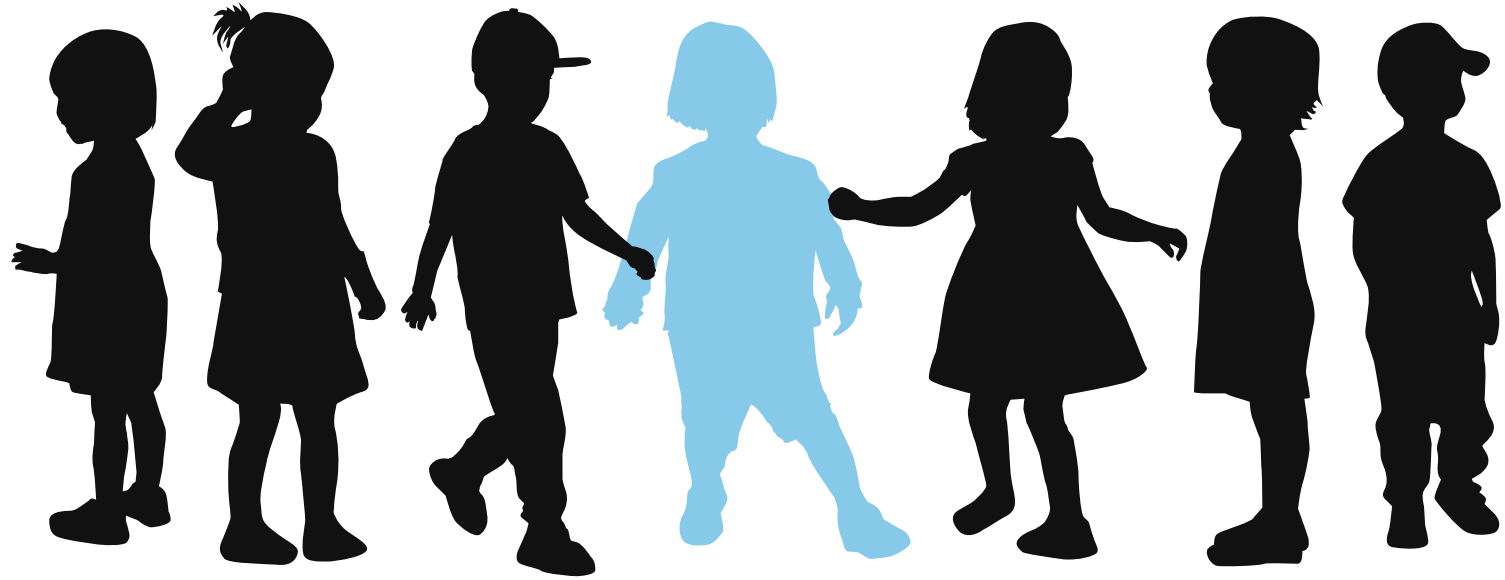


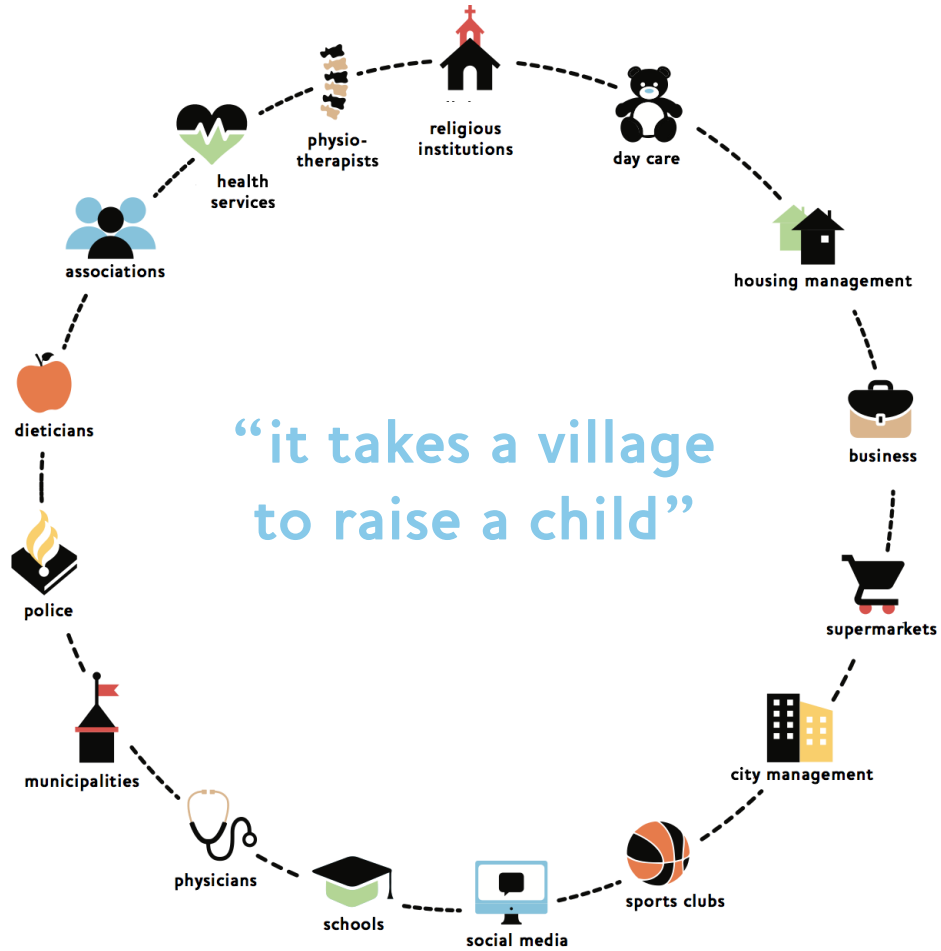
jongeren op
gezond gewicht

De
Osse

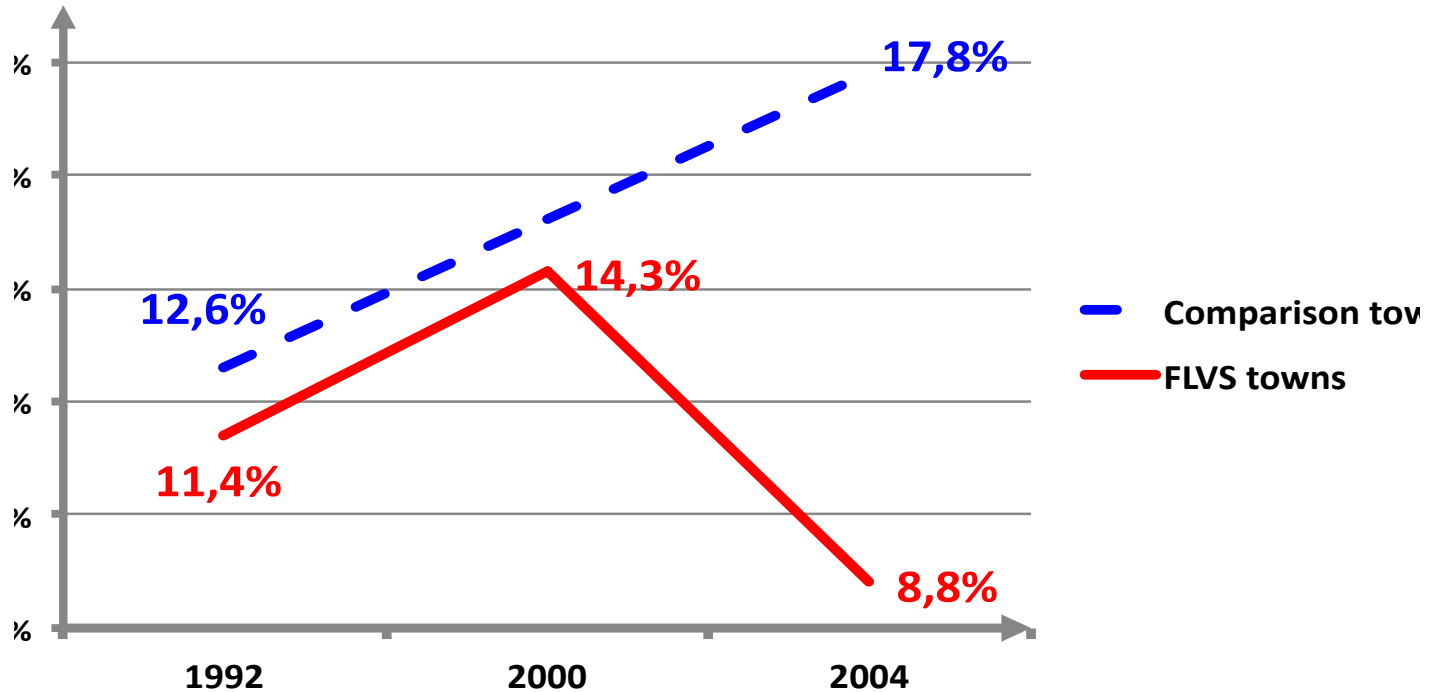
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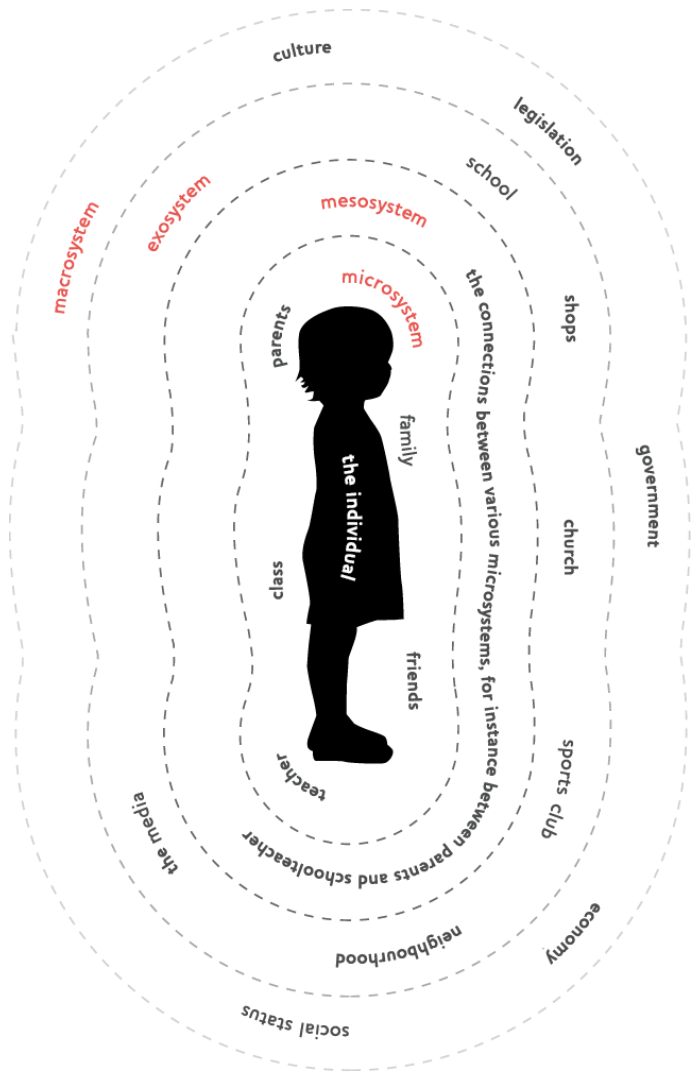
JOGG (Youth at a Healthy Weight), The Netherlands
Lideke Middelbeek, Senior Advisor





Success of EPODE pilot

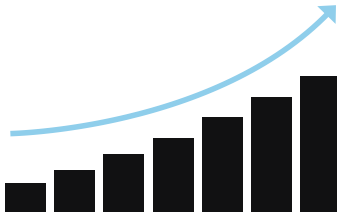




Mission 2020



Reaching at least **1 million** young people (0-19y) by working towards a healthy environment with structural attention for healthy lifestyle in general and specifically for a healthy weight



In 75 JOGG-municipalities we see an increase in the amount of young people with a healthy weight

Private partnerships



Social partnerships

VNO NCW

Zorgverzekeraars Nederland 

 Hartstichting

NVD
Nederlandse Vereniging van Dietisten


NOC*NSF


Vereniging
Sport en Gemeenten


MBO
Raad

 Vewin
Vereniging van waterbedrijven in Nederland

 FNLI
FEDERATIE NEDERLANDSE
LEVENS MIDDELEN INDUSTRIE

 KVLO
Good. leren. bewegen.

VENECA Vereniging
Nederlandse
Cateringorganisaties

PO  RAAD


KNVB

 GBL
centraal bureau
levensmiddelenhandel

Jeugd
Sport
Fonds


CRUYFF
FOUNDATION


Atletiekunie

VO  RAAD

Knowledge partnerships



Scientific Advisory Board



JOGG-approach

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gezond gewicht



Caribbean
Netherlands



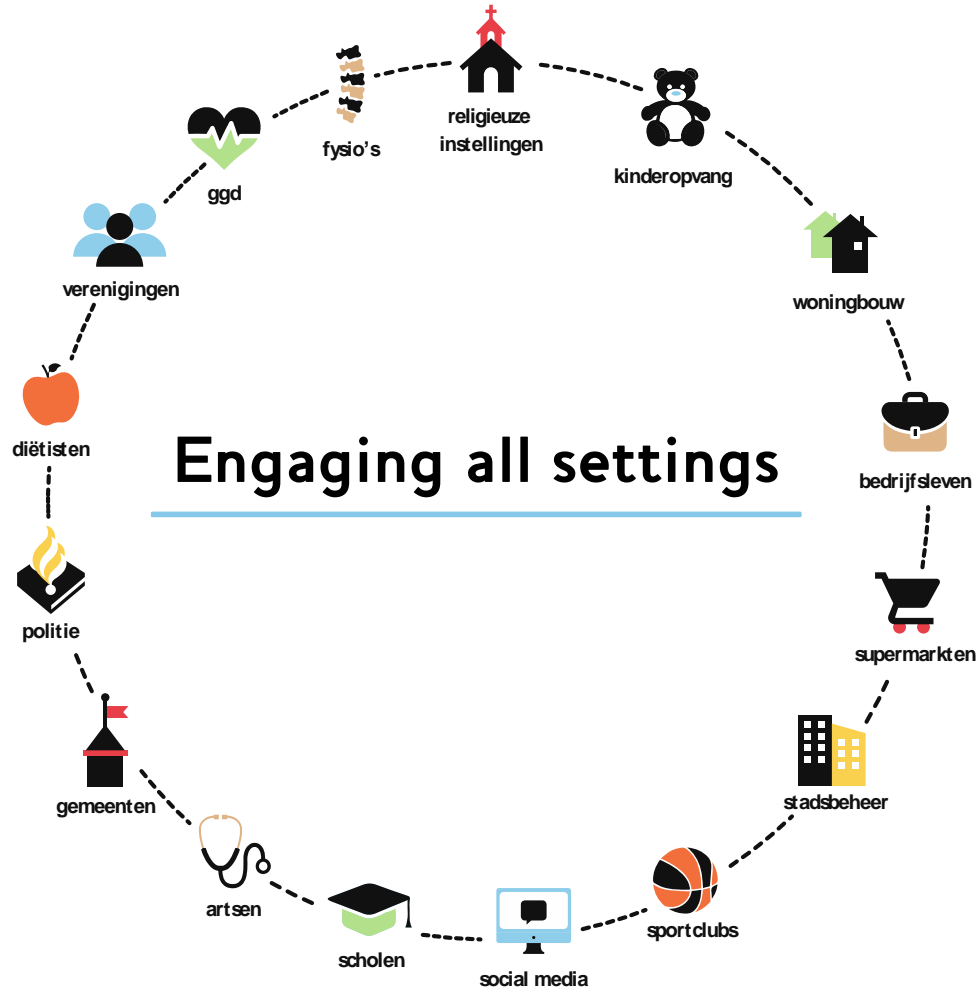
130

JOGG-municipalities



870.000

youth reached



JOGG-goals



Physical activity



Water consumption



Healthy breakfast

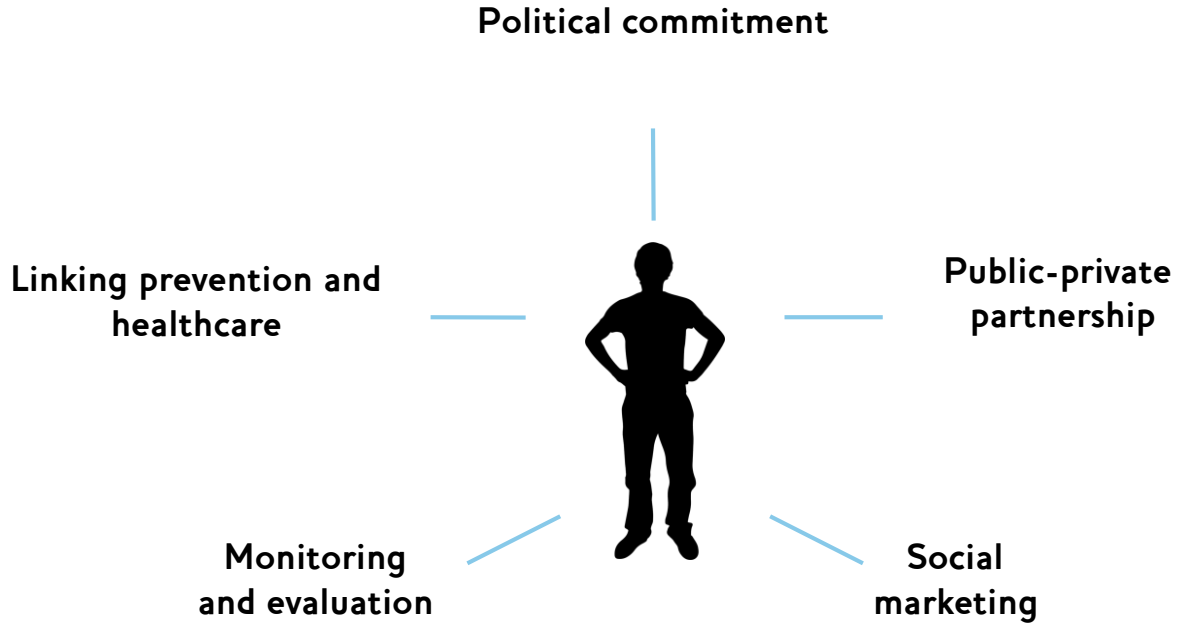


Fruit and vegetables
intake



Healthy
environment

JOGG-approach





1. Political Commitment

Healthy weight, as part of a healthy lifestyle is an important topic in local politics and adopted in relevant policy documents. Mayor and aldermen are familiar with, interested in and actively involved in the JOGG-movement.



2. Public Private Partnerships

Both public and private entities are closely involved with the JOGG approach. For instance as part of the local project team they could generate ideas, provide communication resources, or contribute financially to JOGG's activities. Long-term social impact is the primary goal.



3. Social Marketing

The essence of social marketing is to get to know your target group. Social marketing applies a customer oriented approach in order to create sustainable behaviour change. JOGG municipalities apply the principles of social marketing to their local situation.

The JOGG approach is monitored and evaluated both in terms of process and outcome. JOGG-municipalities use the most effective interventions and will measure the effects. The implementation process is evaluated and adjusted if necessary. BMI, health behaviour and the healthy environment of young people in JOGG communities are monitored.



5. Linking prevention and healthcare

Linking prevention and healthcare is about a better integration of the work of both healthcare and prevention workers. Ideally we would like to see that overweight is identified at an early stage and overweight children are directed to a combined lifestyle intervention.

Successful elements

- **Local in the lead: local goals, network and programmemanager**
- **Integral cross-sectoral approach**
- **Umbrella for existing initiatives**
- **Simple customized messages**
- **5 pillars**
- **National level; support municipalities and local project managers with advise, training, coaching, sharing knowledge**

Results

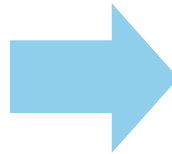
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16 municipalities

with a decrease in overweight children,
or children with obesity

Amsterdam

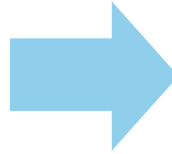
21% in
2012



18,5% in
2015

Decrease in overweight prevalence among 10/11 year olds in Alkmaar

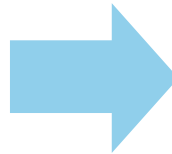
**26,8% in
2015**



**24,9% in
2016**

Decrease in overweight among 5/6 year olds in JOGG-neighbourhoods in Heerlen

**13,4% in
2013**



**8,3% in
2016**



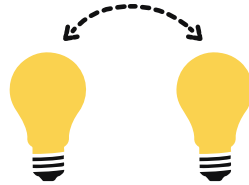
How do we support our JOGG-communities

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Support and coaching

JOGG-advisor
JOGG-coach
JOGG-expert



Knowledge sharing

Training
National/regional/local
meetings
Webinar



Tools and materials

Digital platform
Campaign material
Communication tools
Roadmaps

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