



## MONITORING REPORT

### COMMENTS

This monitoring report is a digest of the monthly activities in the participating cities to the We Love Eating project. In most cities the majority of media coverage consists of online sources. Just like in January the cooking recipes are mostly used, followed by the survey. Only one city (Bradford) used the game. We can see that during the month of March the amount of handbooks distributed has increased and there is also a significant increase in the total number of distributed items. The number of likes on Facebook has increased as well. In most cities there has been a small decrease in the number of website visitors, but for Poznan this number has increased with almost 100. The number of activities rose and no less than a whopping 3045 people participated in activities in Poznan. Finally, the group of pregnant women still seems to be hard to reach.

### EXAMPLES OF MATERIALS AND ACTIVITIES



Especial Resum La Mitja 2015  
La Mitja 2015

02/02/2015 Fragment personalitzat: 00:33:30 - 00:35:50 | 00:39:01 | 371 reproduccions | ☆☆☆☆☆



Like 40 Tweet

**we love eating!**  
Enjoy being healthy



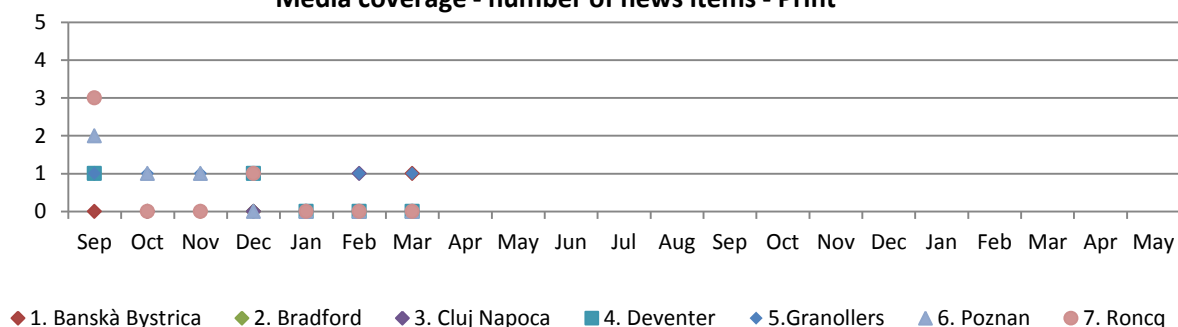
## MONITORING REPORT

### MATERIALS USED

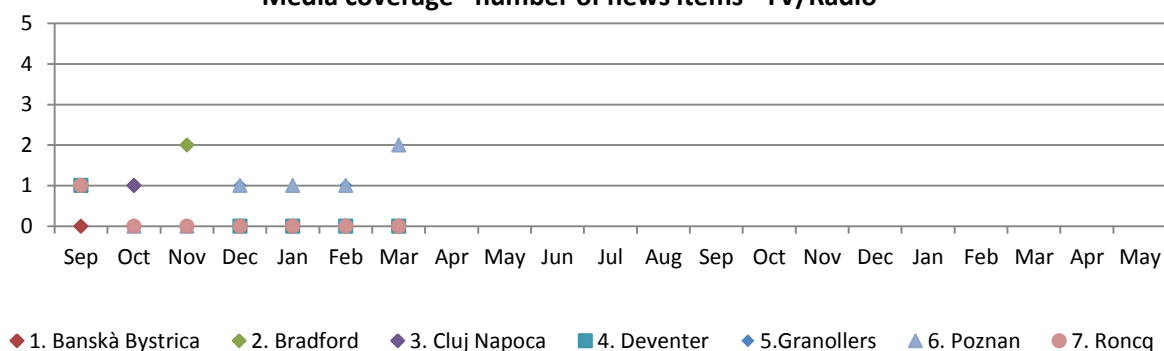
	Banskà Bystrica	Bradford	Cluj Napoca	Deventer	Granollers	Poznan	Roncq
Games / applications used		Yes					
Survey used		Yes			Yes		
Cooking recipes used	Yes			Yes		Yes	

### MEDIA

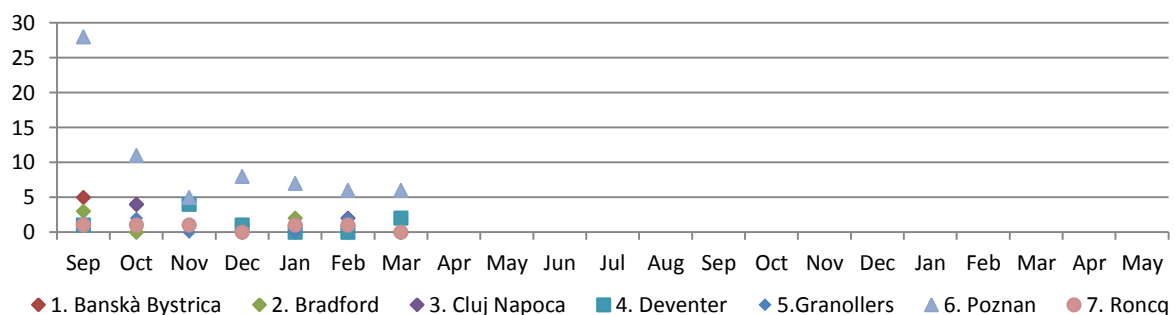
**Media coverage - number of news items - Print**



**Media coverage - number of news items - TV/Radio**



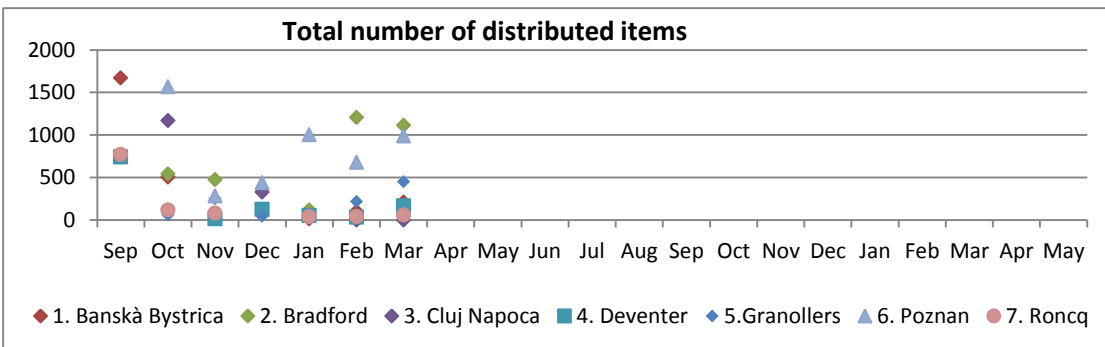
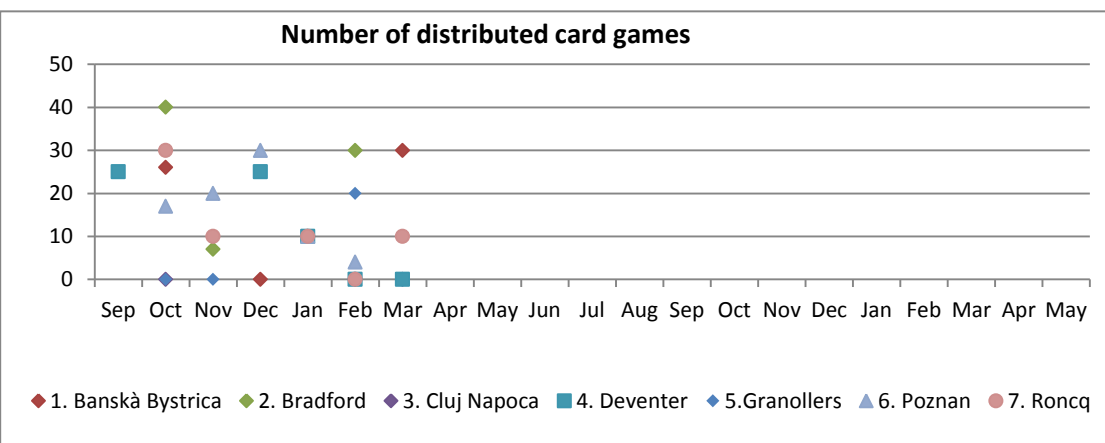
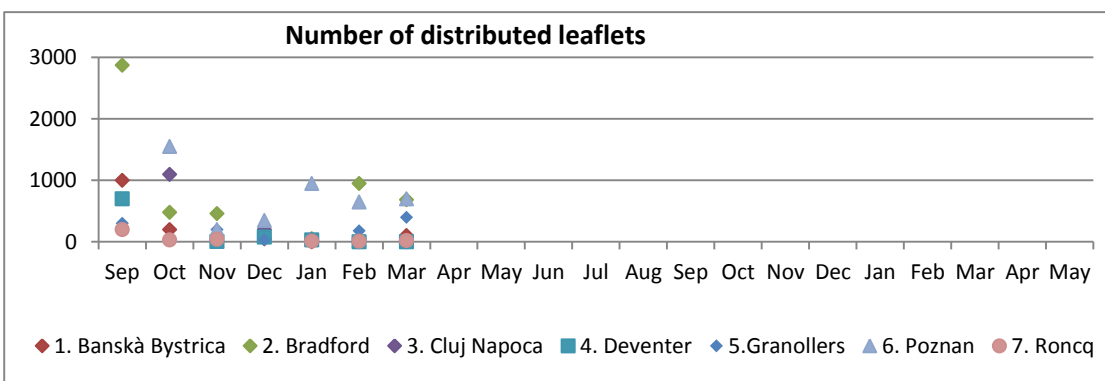
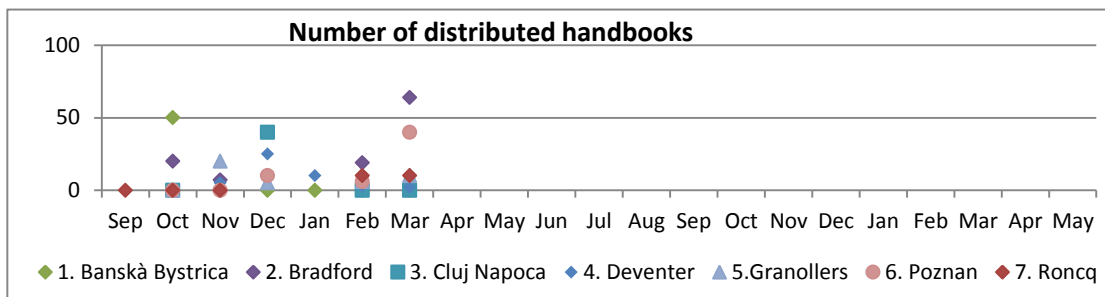
**Media coverage - number of news items - Online**





# MONITORING REPORT

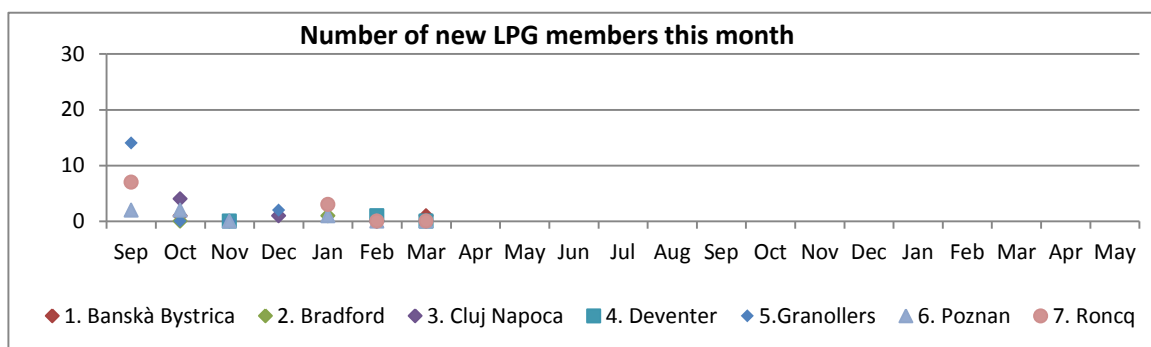
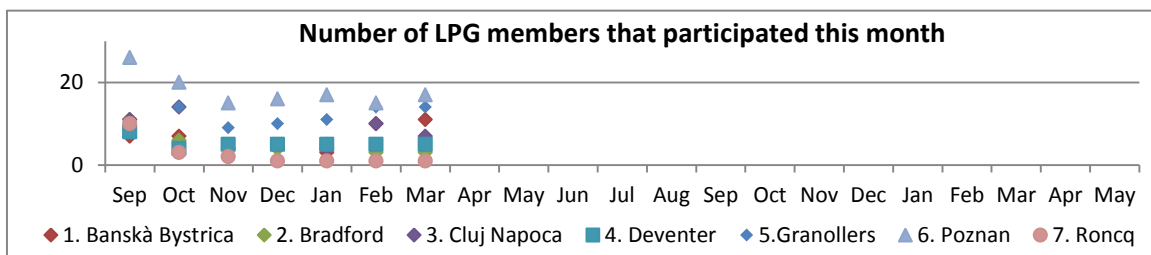
## MATERIALS DISTRIBUTED





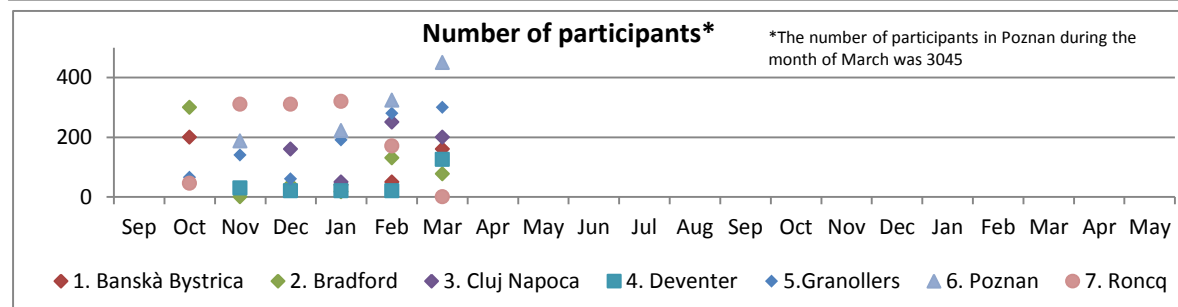
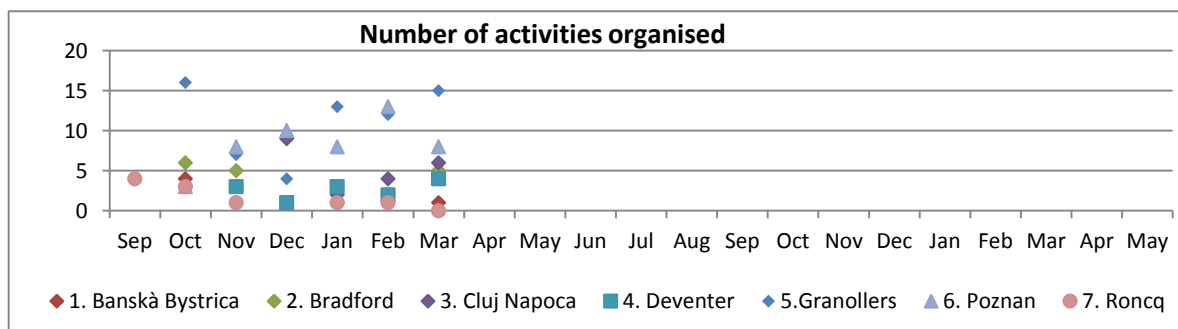
## MONITORING REPORT

### LPG PARTICIPATION



### ACTIVITIES

	Banskà Bystrica	Bradford	Cluj Napoca	Deventer	Granollers	Poznan	Roncq
Coverage of vulnerable groups	2	1	1	0	1	3	1





## MONITORING REPORT

### WEBSITE

	Banskà Bystrica	Bradford	Cluj Napoca	Deventer	Granollers	Poznan	Roncq
Website visitors	7	11	98	11	40	247	0

Total number of unique website visitors	414
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### SOCIAL MEDIA

WLE FACEBOOK	
Number of page likes	417
Engaged users	145
Total reach	1917

### SOCIAL MEDIA - EXAMPLES



Being healthy is especially important for our three key target groups – children, pregnant women and older people.

See how the #WeLoveEating project addresses each of them:

Vertaling bekijken

For Pregnant Women	For Kids and Parents	Older People
		
During pregnancy, you directly provide your child with the essential nutrients he or she needs for proper growth and development. <a href="#">Read more</a>	Childhood is the period of life when a preference for healthy behaviours should be instilled. <a href="#">Read more</a>	Healthy eating habits and physical activity are crucially important for older people. <a href="#">Read more</a>

#### Why be healthy | We love eating

Being healthy is important for everyone, but the We Love Eating project focuses on three key target groups – children, pregnant women and older people.

WE-LOVE-EATING.EU



In Cluj-Napoca, kids can start their weekend with a lot of fun games or small running and jumping competitions.

Neuronkid, one of the partners of WE Love Eating - in Cluj-Napoca, welcome all children to play in the Park on Saturdays (indoor when it rains, or outdoor when it's good weather)!

Vertaling bekijken



Neuronkid

i, Castel, Țară țară vrem ostași, Baba Oarbă, Prinsa, 123 la  
fjocurile copilăriei tale. Itj amintești cu drag ...

