

We Love Eating Evaluation



We Love eating!
Enjoy being healthy

Project set-up

Project evaluation was done on 4 levels



Zero measurement

Mapping of the current situation



Monitoring

Follow-up of the project



Post evaluation

Project evaluation by the target groups



Stakeholder survey

Project evaluation by the stakeholders



Project dimensions

5 Dimensions



Behaviour (current behaviour)



Awareness (understanding benefits)



Knowledge (self-assessment)



Attitudes (enjoying)



Intentions (future behaviour)

6 Messages



Enjoy drinking water



Enjoy colourful fruit & vegetables



Enjoy physical exercise



Enjoy eating together



Enjoy cooking



Enjoy shopping for a healthy meal

Project reach

The project reached...

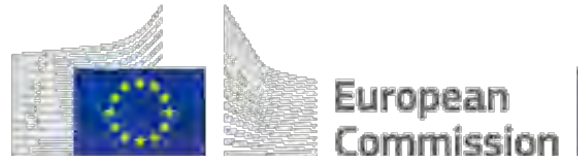


1/2

Overall 1 out of 2 recognizes We Love Eating or the logo

More than half can attribute the project to the European Commission

1/2



The leaflet is noticed most in all target groups



Project evaluation

The project was found...



Project impact young children

This is an example of a subhead.



Behaviour



- Daily consumption of vegetables and water increases.

Attitude



- Increase of awareness that children can enjoy eating healthily



Project impact youngsters

This is an example of a subhead.



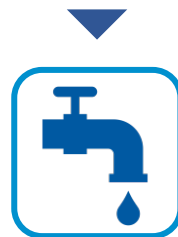
- Fewer youngsters eat vegetables less than twice a week



- Increase of awareness that water is healthy for you



- More intentions to share meals with family & friends



Project impact pregnant/lactating women

This is an example of a subhead.



- More aware that fruits & vegetables, exercise and home cooked meals are healthy







- Pregnant women enjoy eating healthy



Project impact seniors

This is an example of a subhead.



- Behaviour** 
 - Daily consumption of vegetables and fruits and water increases.
- Awareness** 
 - Seniors believe that drinking water has a positive effect their health
- Attitude** 
 - Seniors enjoy eating healthily
- Intentions** 
 - Want to drink more, eat more fruits and vegetables, exercise more, share more meals, more often cook fresh and buy more fresh foods



We Love eating!

It is hard to quickly influence behaviour, behavioural changes is the work of years.

Although the ideal lifestyle has not been achieved, there is a decrease in unhealthy behaviour.

So even if the ideal lifestyle has not yet been fully achieved, it may be on its way – or just around the corner – thanks to We Love Eating



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Project insights

Feedback of all We Love Eating stakeholders

1 **Activities**

Activities are the ideal way to connect to the target groups and convey the messages of We Love Eating.

2 **Co-creation & cultural translations**

Stakeholders think it is important that the materials and activities are adjusted to fit the needs of the local target groups better.

3 **Offline vs online**

Online materials were used least as stakeholders felt that it did not reach nor engage the target groups.



I think the greatest benefit of the project was getting involved with a wide range of people, from expecting mothers to children to pensioners, who also presented this project through varying activities.



Material were not appropriate for the multi-ethnic, low socio-economic community in Bradford. Photographs were mainly of white middle class families, Difficult to tell what the food is.



The website, the test and Facebook did not fit the target group. This must be filled locally. The money could otherwise be spent.



Project insights

Feedback of all We Love Eating stakeholders

4

Fieldwork

The surveys done for the zero measurement, monitoring and project evaluation were additional work that put more strains on the local LPG's.

5

Fewer key messages

The project was very ambitious, narrowing the project goals to a few concrete messages might have been more successful.

6

Uniting local initiatives

Collaboration with all kinds of local organizations was very valuable.

“

It was difficult to get people to complete the surveys. In particular the older people. Many groups said the posted surveys were too long.

”

“

Knowing what I know now, I would have focused more. E.g. only one or two messages and also not all the different target groups. It's just too much in.

”

“

The greatest benefits was bringing together existing organizations in the local community and encouraging cooperation on the basis of the same WLE theme

”

we Love eating!

12 Enjoy being healthy

Project insights

Feedback of all We Love Eating stakeholders

“ *Bringing together local organizations to share their experiences and best practice with each other* ”

“ *It was new, refreshing, lots of enthusiasm from European leads* ”

“ *The WLE project has provided new tools to promote awareness towards healthier eating, promoting the participation of institutions in the health of children, elderly and pregnant* ”

“ *The positive approach on nutrition, eating and health* ”



The **sustainability and transferability** is high.

Stakeholders believe that the messages of the project will keep having its influence.

Local representatives and contributors will keep using and sharing the project messages.

However, additional funding and assistance might be needed to do this.

“ *-great idea
-nice and useful materials,
-cooperation of companies from the field of nutrition
-meetings with target groups and their intention to change things* ”

“ *It was a good way of starting something at a local level. And the workshops about water were very successful.* ”

“ *The greatest benefit was seeing new organizations on board and spreading the healthy eating messages* ”



Take away & recommendations

SWOT ANALYSES

- **LPG's value the project highly and believe in the project**
- **Activities and interaction are best to engage target groups**
- **Supporting materials**

Strengths

- **Underestimation of local resources to run the project**
- **Divided focus because of too many messages**

Weaknesses

Opportunities

- **Local initiatives, co-creation**
- **Share successes (endorsers, drinksboard)**

Threats

- **No local involvement, timings**
- **Long term investments in behavioural changes**