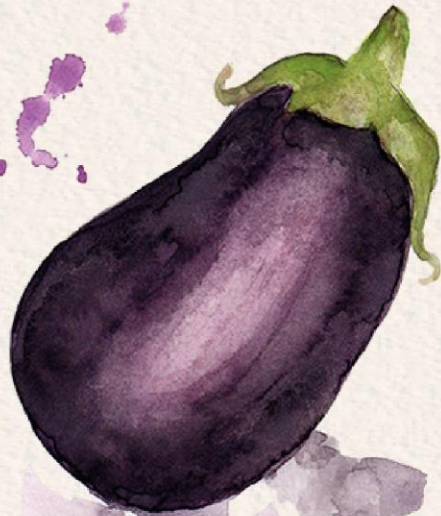


PROMOTION OF HEALTHY DIETS – CHILDREN, PREGNANT WOMEN, OLDER PEOPLE

KEY RESULTS OF THE POST EVALUATION



We  love eating!
Enjoy being healthy

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Overview monitoring and evaluation We Love Eating project

Zero-measurement

LPG feedback survey

Monitoring

Monthly Report / Activity Report / Web and Social Media Analytics (monthly) / WLE quiz completion

Monitoring survey

Post evaluation

Jun/Jul 2014

Sep 2014

Oct 2014

Nov 2014

Dec 2014

Jan 2015

Feb 2015

Mar 2015

Apr 2015

May 2015

Jun 2015

Jul 2015

Project start

We Love eating!
Enjoy being healthy

Project end

Target groups



Younger children

0-9 years old
Parents are surveyed



Youngsters

10-16 years old



Pregnant women

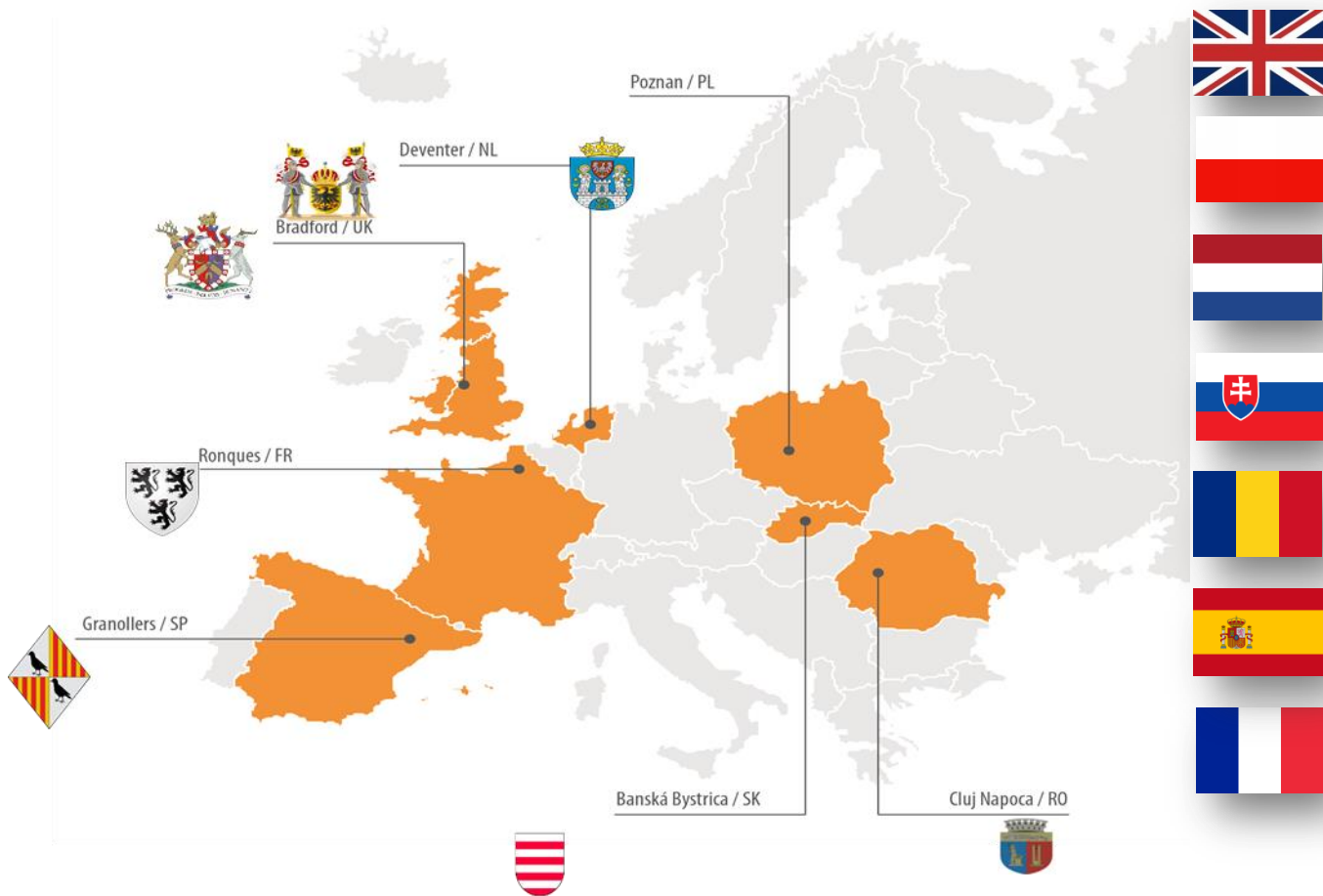
For the target group of pregnant women, also the responses from women who recently gave birth (baby < 6 months) have been included



Seniors

60 years and older

Seven implementation cities in seven EU Member States



Scope post evaluation

We love Eating project

5 Dimensions

1. Behaviour (current behaviour)
2. Awareness (understanding benefits of a healthy diet)
3. Knowledge (self-assessment, confidence)
4. Attitudes (enjoying)
5. Intentions (future behaviour)

6 Messages

1. Enjoy drinking water
2. Enjoy colourful fruit & vegetables
3. Enjoy physical exercise
4. Enjoy eating together
5. Enjoy cooking
6. Enjoy shopping for a healthy meal

Post evaluation

Post evaluation of the communication

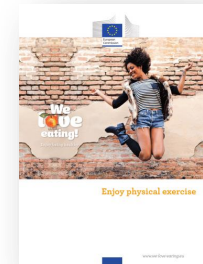
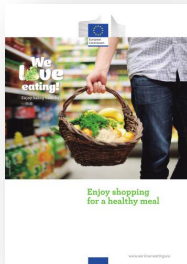
Recognition

Likeability

Buzz

Evaluation of materials

Overall project evaluation



Achieved sample (Target sample 800 children, 800 pregnant women, 800 seniors)

Target group	Young children 0-9y		Youngsters 10-16y		Pregnant women		Seniors		Total	
	N	%	N	%	N	%	N	%	N	%
Bradford (United Kingdom)	70	93%	73	97%	74	49%	62	41%	279	62%
Granollers (Spain)	53	106%	53	106%	111	111%	95	95%	312	104%
Roncq (France)	29	116%	44	176%	21	42%	58	116%	152	101%
Deventer (Netherlands)	28	56%	13	26%	60	60%	75	75%	176	59%
Poznan (Poland)	96	128%	27	36%	171	114%	156	104%	450	100%
Cluj Napoca (Romania)	65	87%	77	103%	142	95%	185	123%	469	104%
Banskà Bystrica (Slovakia)	50	100%	61	122%	102	102%	107	107%	320	107%
Total	391	98%	348	87%	681	85%	738	92%	2158	90%

Vulnerable groups

The table below presents the proportion of respondents who can be considered vulnerable from an occupational status (unemployed or without occupation/looking after the home) or educational point of view (left school before age 16 or a lower education level) or with a lower net income than the country average.

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
	Pregnant women	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
	Older people	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Parents 0-9 year olds	Unemployed/ looking after the home	9%	21%	9%	-	7%	13%	-	4%
	Left school before 16	1%	1%	2%	-	4%	1%	-	-
	Education level (none/primary/ lower secondary)	2%	4%	6%	-	-	-	2%	-
	Net income below country average		18%	2%	-	17%	8%	-	40%
Pregnant women	Unemployed/ looking after the home	9%	18%	13%	-	3%	11%	3%	6%
	Left school before 16	0%	3%	1%	-	-	-	-	-
	Education level (none/primary/ lower secondary)	3%	3%	10%	-	3%	-	3%	1%
	Net income below country average		24%	18%	14%	8%	8%	17%	28%
Older people	Left school before 16	3%	6%	12%	-	4%	3%	0%	1%
	Education level (none/primary/ lower secondary)	15%	34%	39%	24%	9%	4%	9%	7%
	Net income below country average	25%	19%	53%	57%	52%	4%	15%	18%

Profile – Participation

The table below presents the proportion of respondents per target group who;

- Participated before in the survey
- Have awareness of We Love Eating
- Participated in an activity of We Love Eating

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
	Youngsters	n=174	n=14	n=40	n=20	n=6	n=8	n=53	n=33
	Pregnant women	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
	Older people	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Parents 0-9 year olds	Participated before in the survey	29%	19%	9%	0%	43%	8%	95%	30%
	Awareness We Love Eating	55%	32%	83%	52%	61%	20%	98%	68%
	Participated We Love Eating	5%	1%	17%	10%	4%	1%	3%	6%
Youngsters 10-16 year olds	Participated before in the survey	26%	33%	0%	45%	8%	19%	43%	10%
	Awareness We Love Eating	55%	27%	85%	54%	54%	30%	70%	54%
	Participated We Love Eating	13%	3%	38%	-	15%	-	27%	2%

Profile – Participation

The table below presents the proportion of respondents per target group who;

- Participated before in the survey
- Have awareness of We Love Eating
- Participated in an activity of We Love Eating

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	Parents 0-9y	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
	Youngsters	n=174	n=14	n=40	n=20	n=6	n=8	n=53	n=33
	Pregnant women	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
	Older people	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Pregnant women	Participated before in the survey	14%	7%	13%	19%	25%	15%	6%	25%
	Awareness We Love Eating	49%	13%	92%	76%	28%	15%	85%	40%
	Participated We Love Eating	10%	1%	23%	19%	3%	4%	18%	4%
Elderly	Participated before in the survey	40%	13%	7%	36%	17%	29%	83%	46%
	Awareness We Love Eating	63%	18%	68%	60%	26%	56%	99%	62%
	Participated We Love Eating	9%	5%	30%	5%	7%	4%	2%	17%

Interpretation results

Post evaluation

The post evaluation report contains overall results evaluating the We Love Eating project. When interpreting the results please keep the following in mind.

- **Significant differences:**

Between cities: Significant differences are always between the total and the cities results.

XX% Significant higher compared to total

XX% Significant lower compared to total

Because results on a base has is less than 20 respondents are unreliable, there are no significant differences indicated for these results.

YOUNG CHILDREN



We  love eating!
Enjoy being healthy

Profile – Parents of the young children (1)



Young children
Post evaluation survey n=391

		Bradford N=70	Granollers N=53	Roncq N=29	Deventer N=28	Poznan N=96	Cluj Napoca N=65	Banská Bystrica N=50
Single	4%	4%	14%	-	-	4%	2%	2%
In a relationship	4%	4%	3%	-	21%	4%	3%	-
Living together with partner	11%	11%	11%	15%	-	29%	11%	3%
Married	76%	76%	69%	74%	79%	61%	81%	86%
Divorced	5%	5%	1%	11%	-	4%	1%	9%
Widow / widower	1%	1%	1%	-	-	-	1%	0%

The average age of the parents when they left school is **23 years**

22 years in Bradford
23 years in Granollers
22 years in Roncq
22 years in Deventer
25 years in Poznan
24 years in Cluj Napoca
22 years in Banská Bystrica

Profile – Parents of the young children (2)



Young children
Post evaluation survey n=391

Occupational status

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=70	N=53	N=29	N=28	N=96	N=65	N=50
Working full-time	61%	32%	75%	69%	18%	50%	95%	82%
Working part-time	17%	43%	13%	17%	61%	7%	-	2%
Full time student	1%	1%	-	-	4%	1%	-	-
Retired	1%	-	2%	-	4%	-	2%	-
Unable to work through illness	0%	-	2%	-	-	-	-	-
Unemployed / seeking employment	3%	6%	4%	-	-	5%	-	-
Maternity leave	1%	1%	0%	-	-	15%	-	6%
Looking after your home and/or family	6%	16%	4%	-	7%	7%	-	4%
Living on independent means (not seeking employment)	1%	-	-	-	4%	1%	2%	-
Other	6%	-	-	14%	4%	14%	2%	6%

Behaviour



Young children
Post evaluation survey n=391

Fruit

Vegetables

- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

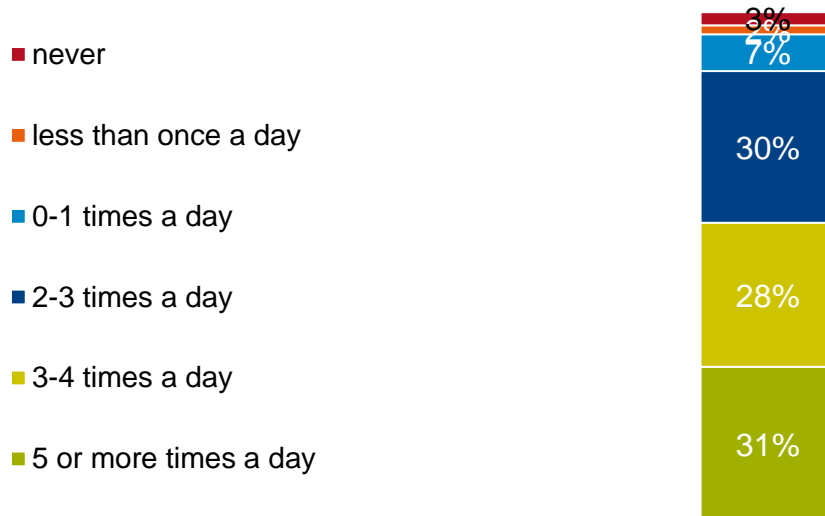


Behaviour

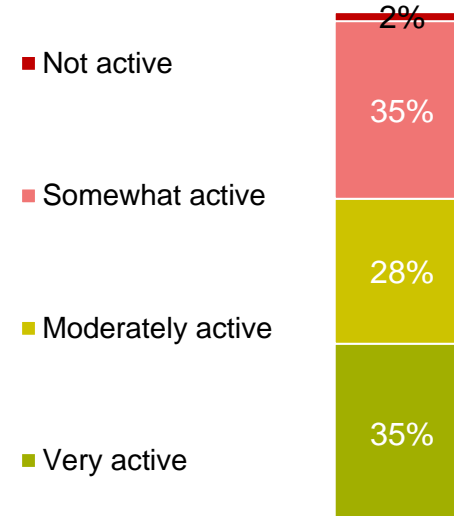


Young children
Post evaluation survey n=391

Glass of water



Exercising



Behaviour

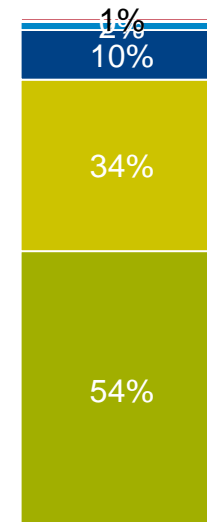
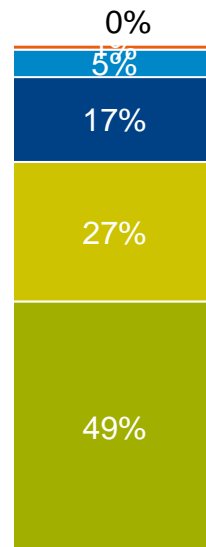


Young children
Post evaluation survey n=391

Eat with family or friends

Eat fresh cooked meal

- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week





Awareness | Benefits of water



Young children
Post evaluation survey n=391

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50

Water is thirst-quenching

87%

87%

87%

94%

97%

96%

96%

66%

77%

Child likes the taste of water

62%

63%

59%

77%

48%

57%

70%

60%

56%

Makes my child feel healthier

61%

61%

62%

75%

86%

36%

55%

66%

47%



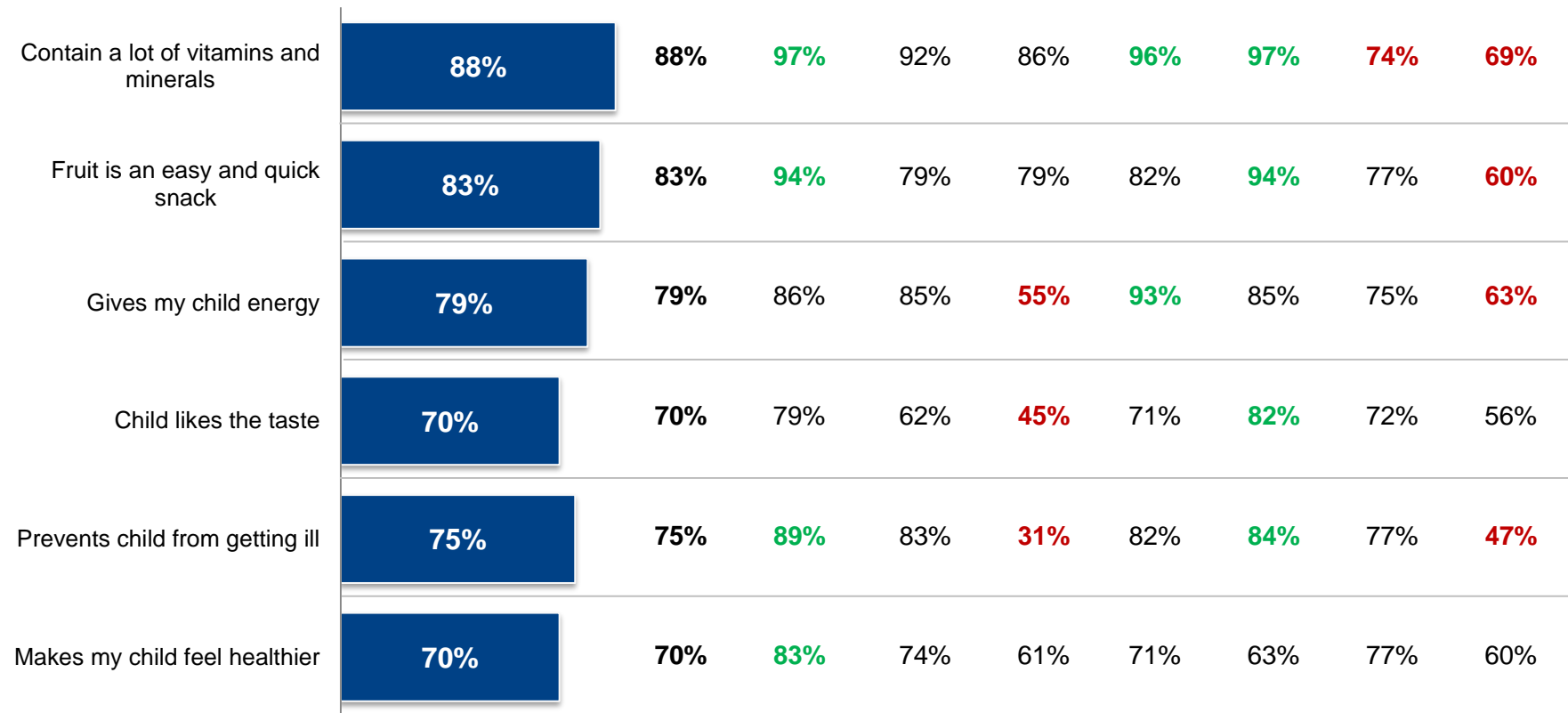
Awareness | Benefits of fruit & vegetables



Young children
Post evaluation survey n=391

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50

TOP 2%
(agree/strongly agree)





Awareness | Benefits of fresh cooked meals



Young children
Post evaluation survey n=391

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50

Home cooked meals are healthier for my child

88%

88%

96%

92%

93%

85%

97%

78%

70%

Home cooked meals taste better

81%

84%

89%

83%

90%

81%

89%

80%

71%



Awareness | Benefits of sharing meals with family or friends



Young children
Post evaluation survey n=391

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
Shared meals are a great family bonding experience	87%	94%	89%	79%	93%	98%	83%	62%
Sharing a meal allows my child to learn social manners	84%	94%	92%	90%	86%	86%	82%	57%
Shared meals are an opportunity to talk to each other	88%	99%	94%	90%	86%	98%	80%	58%
Shared meals are an opportunity to see my children	85%	94%	87%	86%	93%	86%	83%	68%
Sharing a meal is enjoyable	77%	91%	85%	79%	89%	63%	82%	63%
It's easier to make one large amount of food	66%	91%	53%	59%	71%	52%	82%	53%
It's cheaper to make one large amount of food	70%	91%	57%	69%	82%	58%	82%	58%



Awareness | Benefits of exercising



Young children
Post evaluation survey n=391

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
Exercise makes my child feel better	82%	94%	81%	86%	89%	89%	75%	56%
My child can sleep better after exercising	77%	86%	68%	72%	67%	82%	80%	66%
Exercising gives my child a boost of energy	80%	91%	75%	69%	78%	90%	82%	54%
Exercise is a good way for my child to meet new people	78%	84%	75%	86%	70%	80%	78%	68%
Encouraging my child to exercise regularly can prevent them from getting ill	77%	90%	77%	55%	70%	91%	77%	52%



Knowledge & feeling confident



Young children
Post evaluation survey n=391

TOP 2%

(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50

I feel **confident** to cook a fresh and healthy meal for my child

80%	86%	81%	83%	89%	72%	85%	70%
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When I go to the supermarket, I **know which ingredients** I need to buy when I want to cook a healthy meal for my child

78%	81%	83%	82%	86%	78%	83%	53%
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I know how to decide whether a food product is **healthy or not for my child**

74%	80%	72%	83%	71%	73%	83%	52%
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Enjoyment



Young children
Post evaluation survey n=391

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
My child enjoys eating fruit	76%	81%	62%	79%	93%	76%	92%	52%
My child enjoys exercising in his/her free time	76%	86%	72%	90%	75%	74%	88%	48%
My child enjoys eating vegetables	63%	60%	58%	52%	56%	58%	91%	52%
It's important to encourage my child to eat together with the family	88%	94%	96%	97%	93%	97%	82%	56%
My child enjoys eating healthy	64%	70%	62%	41%	68%	68%	92%	26%








Future intentions



Young children
Post evaluation survey n=391

I would like to encourage my child to ... more often.

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
 Eat vegetables	35%	48%	25%	24%	11%	32%	52%	30%
 Drink water	32%	43%	11%	10%	14%	36%	49%	28%
 Exercise	29%	33%	25%	14%	18%	26%	51%	24%
 Eat fruit	27%	35%	19%	10%	4%	22%	52%	24%
 Share meals with family or friends	28%	36%	17%	10%	7%	22%	52%	32%

Anchorage



Young children
Post evaluation survey n=391

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=391	N=70	N=53	N=29	N=28	N=96	N=65	N=50
Awareness		55%	32%	83%	52%	61%	20%	98%	68%
Recognition		52%	31%	85%	25%	54%	18%	95%	73%
Attribution	The government	3%	17%	-	-	-	-	-	2%
	A health organisation	27%	50%	32%	41%	43%	23%	5%	12%
	The European Union	64%	27%	68%	59%	57%	66%	95%	78%
	Food industry	1%	-	-	-	-	3%	-	4%
	Other	4%	6%	-	-	-	8%	-	4%

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=215	N=22	N=44	N=15	N=17	N=19	N=64	N=34
Channel	Top 1	Leaflet	Other	Leaflet	Word of mouth	Internet, other	Social media	Leaflet	Leaflet

*Word of mouth= family & friends

Appraisal and Action



Young children
Post evaluation survey n=391

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=215	N=22	N=44	N=15*	N=17*	N=19*	N=64	N=34
Appraisal Top 2	Like	68%	68%	77%	14%	65%	74%	78%	56%
	Relevant	55%	58%	47%	7%	35%	63%	86%	29%
	Informative	66%	63%	67%	7%	47%	74%	84%	59%
	Made me think	57%	58%	60%	14%	35%	42%	81%	41%
Word of mouth	Neutral	10%	10%	7%	17%	-	5%	-	39%
	Negative	0%	-	-	-	-	-	-	3%
	Positive	56%	14%	65%	17%	41%	47%	88%	33%
	Negative & Positive	9%	10%	9%	17%	6%	-	13%	6%
	Didn't discuss	25%	67%	19%	50%	53%	47%	-	18%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=215	N=22	N=44	N=15*	N=17*	N=19*	N=64	N=34
Participation rate		9%	5%	20%	20%	6%	5%	3%	9%



Evaluation We Love Eating



Young children
Post evaluation survey n=391

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=215	N=22	N=44	N=15*	N=17*	N=19*	N=64	N=34
I like this project	68%	68%	68%	77%	14%	65%	74%	78%	56%
The project is relevant to me	55%	55%	58%	47%	7%	35%	63%	86%	29%
This project is informative	66%	66%	63%	67%	7%	47%	74%	84%	59%
This project made me think about my lifestyle	57%	57%	58%	60%	14%	35%	42%	81%	41%
The activities organised as part of this project are interesting	63%	63%	-	75%	-	-	100%	100%	100%



Evaluation leaflet



Young children
Post evaluation survey n=391





We Love eating!
Enjoy being healthy
When you are a parent

www.we-love-eating.eu

Six Recommendations to Enjoy Eating
These six recommendations can help you and your children to have a healthy lifestyle – now and in the future.

- ### 1 Enjoy Shopping for a Healthy Meal

Teach your children healthy eating habits by involving them in food shopping. Spending a bit of extra time on this activity is an investment well-made.

 - Before shopping, make a list with your child that includes all the ingredients for a healthy diet: plenty of fresh fruits and vegetables, whole grains, moderate amounts of dairy products, and lean meats and other lean proteins like seafood, poultry (without skin) and lean beef or pork.
 - While shopping, take some time to look at items with your child to choose foods low in saturated fat (this usually comes from solid fats like butter, animal fat, and margarine), cholesterol, added sugar, and salt. Make a game of finding products with high levels of fibre, vitamins A, C and E, and minerals such as calcium.
 - Find out where different food items were produced and if this was done in a healthy and sustainable way, and share that information with your child. You can explain to your child that it is usually better to buy foods that come from local producers, as shipping foods over long distances can damage the environment. This can open up a whole new dimension of healthy eating, using locally produced food.
- ### 2 Enjoy Cooking

Cooking can be a great family bonding experience. It's a chance to spend some time teaching and having fun with your children.

 - Involve your children in cooking – you may find they really enjoy it! There are plenty of different jobs they can do, like measuring, washing, cutting, adding and stirring ingredients.
 - While cooking, talk about the different ingredients with your children. They will learn to appreciate the taste, texture and pleasure of food.
 - Remember that the more a food is processed, the less nutritious it is. Teach your children how to cook with fresh and local ingredients.
 - Home cooked meals tend to be healthier and cheaper than processed food. By cooking a meal, you have better control of the quality, freshness, portion size, and calories. You and your family will enjoy healthy meals, and the benefits they bring.
- ### 3 Enjoy Eating Together

Meals are a good time for children and parents to connect, laugh, tell stories and discuss a range of who they are as a family. They are also a great opportunity to develop healthy habits.

 - To a child, eating relates to happiness, love, celebration and having fun. Making any mealtimes into a fun experience will promote healthy eating, as the child will begin to associate healthy food with fun and happiness.
 - Eating meals in front of the TV or computer interferes with the pleasure of family conversation and does not carry the same mental health benefits as eating meals 'unplugged'.
 - Sharing an eating meal can be good for the soul and the health of all its members and may also help lower rates of obesity and eating disorders in children and adolescents.
- ### 4 Enjoy Drinking Water

Water makes up more than half of our weight. Every cell in our bodies needs water. Children especially need water for proper growth and they need your help in making the right choices to get it!

 - Water should be the **prime source of hydration**. However, variety is important in children's diets and they should also drink other liquids such as milk and fresh fruit juices without added sugar.
 - Water has no calories or sugar – unlike sodas, fruit drinks and energy drinks. **Avoiding sugary beverages** can help prevent children putting on weight.
 - Make sure children **drink extra fluids** when it is hot or they are physically active.
 - By making **healthy flavoured drinks** with water at home by cutting up your child's favourite fresh fruits and refrigerating them in a pitcher of water overnight. Children will enjoy coming up with – and drinking – their own delicious creations!
- ### 5 Enjoy Colourful Fruits and Vegetables

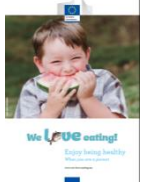
Colourful fruits and vegetables contain many of the vitamins that growing children need, and the antioxidants to help keep them healthy as adults by protecting against cancer and other chronic diseases.

 - The different colour components in fruits and vegetables have different health benefits, ranging from healthier skin to improved brain function to reduced risk of heart disease, and much more. Choose fruits and vegetables of all colours to ensure your children are getting what they need. It also makes meals look more appealing, tastier and more enjoyable!
 - Colourful fruits and vegetables provide important nutrients but few calories, making them an ideal snack for your child.
 - Children often decide what they like before they have tried it. They will be more willing – and enthusiastic – to try new fruits and vegetables if you turn the experience into a fun game instead of an obligation.
- ### 6 Enjoy Physical Exercise

The benefits of physical activity for you and your children reach far beyond weight control. They also build resistance to disease, promote better sleep, and improve moods and energy levels.

 - Encourage children to find a **physical activity they enjoy**. Schools and local youth organisations tend to offer a range of options.
 - Exercise is a great way to spend family time. Try 'family fun' workouts at home, exercise space with music. There are also plenty of outdoor activities for all different seasons: hiking in combination with a picnic, at the destination; football, bike riding, tennis, swimming, ice skating, building a snow man.
 - Having fun can help prevent excess weight gain. The more intense the activity, the more calories we burn. Making sure that your child gets the right balance of healthy food and exercise will help them maintain an appropriate weight for their stage of development.

*Enjoy being healthy
When you are a parent*

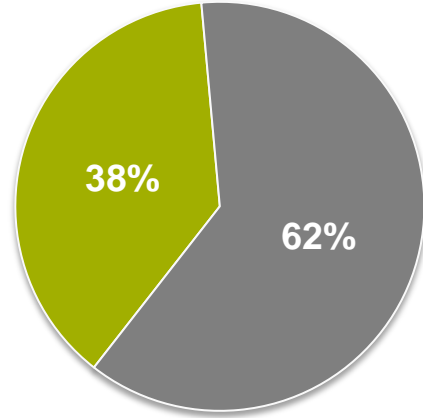


Evaluation leaflet | Recognition

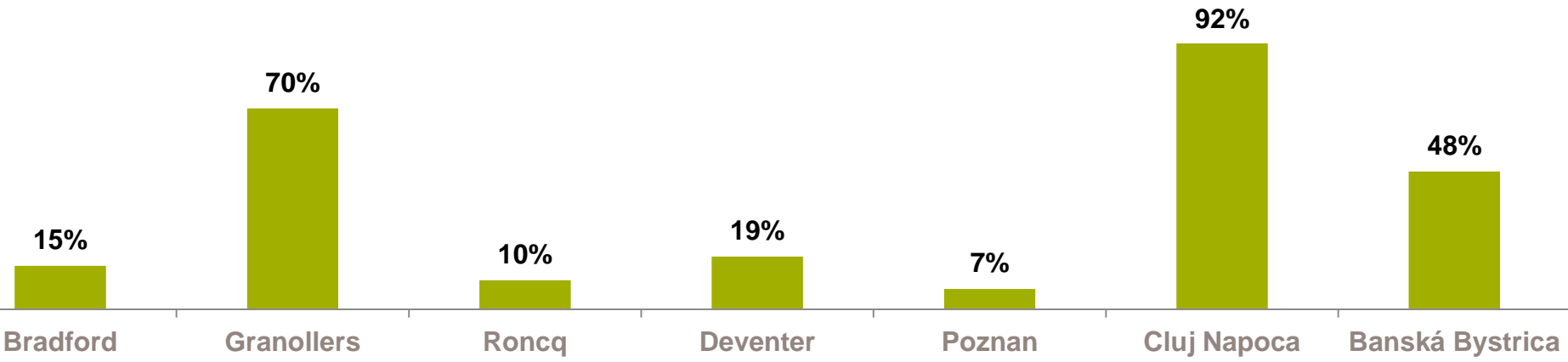


Young children
Post evaluation survey n=391

Base= all



■ Recognition leaflet ■ No recognition leaflet





Evaluation leaflet | Likeability



Young children
Post evaluation survey n=391

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=146	n=10*	n=37	n=3*	n=5*	n=7*	n=60	n=24
I enjoyed the leaflet	70%	70%	70%	57%	33%	40%	100%	83%	61%
The leaflet contained information that is important to me	70%	70%	80%	57%	33%	20%	86%	88%	52%
I have learned something new from the text	59%	59%	70%	35%	33%	20%	14%	85%	48%
The leaflet made a healthy lifestyle more appealing	62%	62%	80%	46%	33%	20%	71%	80%	43%
The leaflet gave useful tips that I will try out	65%	65%	60%	51%	33%	20%	57%	83%	57%
The leaflet stands out compared to other brochures	58%	58%	60%	38%	33%	20%	57%	85%	33%
I will hand out the leaflet to my family/friends	64%	64%	70%	41%	33%	20%	57%	83%	67%
The text was easy to understand	71%	71%	60%	62%	33%	40%	57%	85%	67%

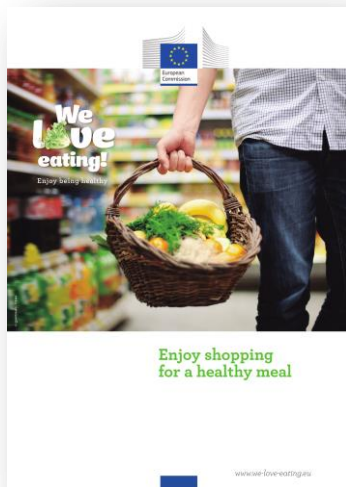
Evaluation posters



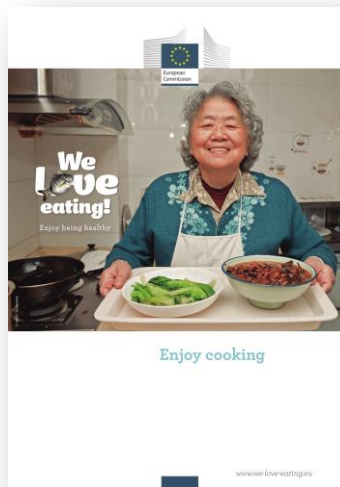
Young children
Post evaluation survey n=391



Poster 1



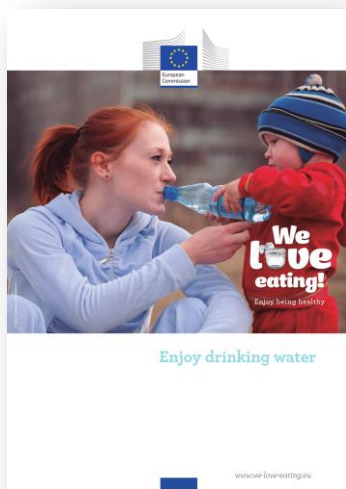
Poster 2



Poster 3



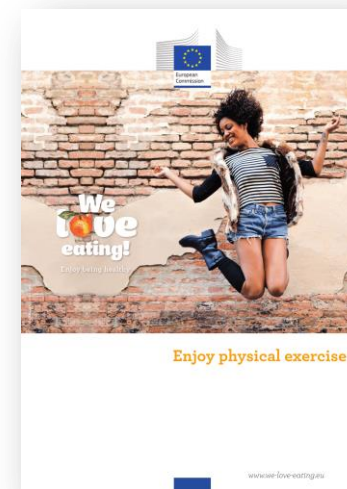
Poster 4



Poster 5



Poster 6





Evaluation posters | Recognition



Young children
Post evaluation survey n=391

Base= all

Recognition

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=391	n=70	n=53	n=29	n=28	n=96	n=65	n=50
Poster 1 - Healthy meal	29%	29%	11%	30%	3%	18%	7%	88%	40%
Poster 2 - Enjoy cooking	16%	16%	9%	15%	3%	7%	2%	38%	36%
Poster 3 - Enjoy eating together	25%	25%	23%	40%	10%	21%	5%	32%	50%
Poster 4 - Enjoy drinking water	25%	25%	16%	30%	-	18%	4%	52%	56%
Poster 5 - Enjoy colourful fruits & vegetables	32%	32%	21%	58%	-	29%	7%	46%	66%
Poster 6 - Enjoy physical exercise	19%	19%	10%	21%	-	11%	4%	45%	38%



Evaluation posters | Preference



Young children
Post evaluation survey n=391

Base= all

Preference

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	n=391	n=70	n=53	n=29	n=28	n=96	n=65	n=50

Poster 1 - Healthy meal

10%

10%

7%

19%

14%

15%

6%

2%

19%

Poster 2 - Enjoy cooking

17%

17%

18%

6%

7%

31%

24%

14%

19%

Poster 3 - Enjoy eating together

13%

13%

3%

2%

10%

8%

14%

45%

-

Poster 4 - Enjoy drinking water

33%

33%

39%

50%

17%

35%

31%

11%

47%

Poster 5 - Enjoy colourful fruits & vegetables

22%

22%

28%

19%

48%

12%

17%

26%

9%

Poster 6 - Enjoy physical exercise

5%

5%

4%

4%

3%

-

8%

3%

6%



Evaluation posters | Likeability



Young children
Post evaluation survey n=391

Base= recognisers

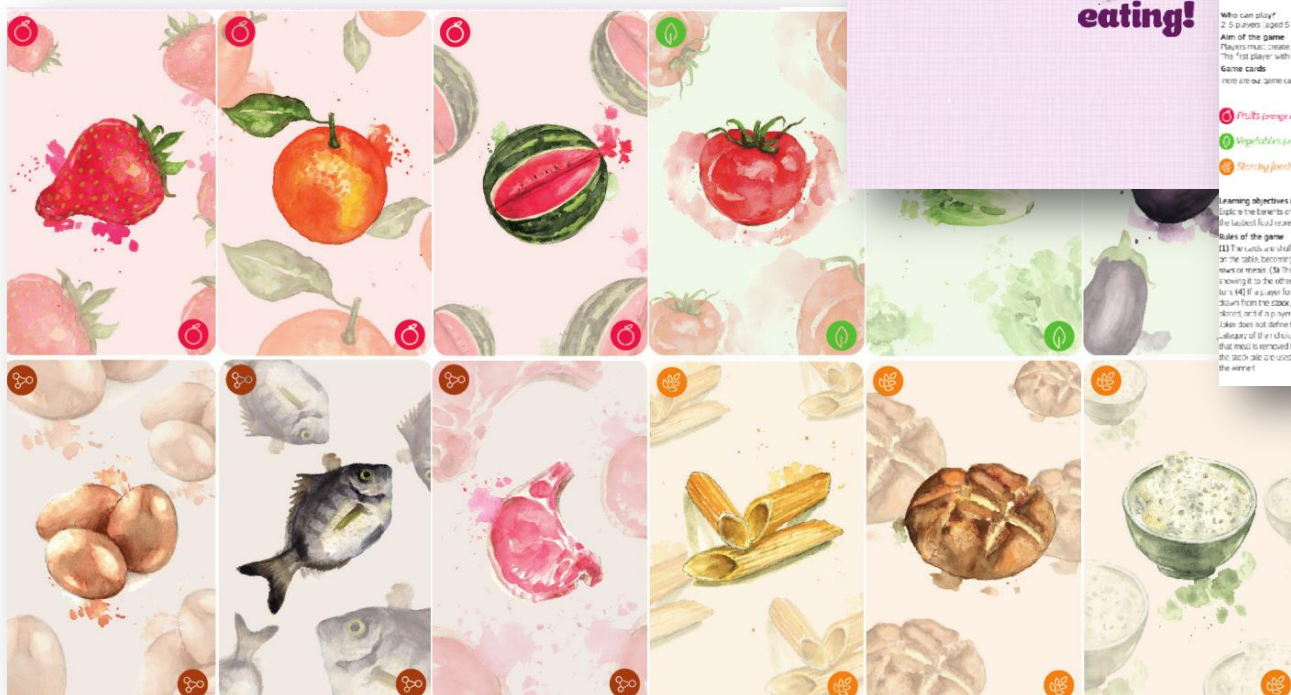
TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=188	n=22	n=40	n=4*	n=10*	n=15*	n=61	n=36
I enjoyed the posters	76%	76%	68%	85%	25%	70%	73%	79%	72%
The posters contain information that is important to me	65%	65%	55%	70%	25%	20%	53%	88%	46%
I have learned something new from the posters	52%	52%	41%	45%	-	20%	20%	85%	36%
The posters make a healthy lifestyle more appealing	68%	68%	68%	70%	50%	50%	73%	84%	43%
The posters stand out compared to other posters	55%	55%	55%	55%	-	40%	33%	84%	25%
The posters were easy to understand	74%	74%	68%	80%	-	90%	60%	85%	64%

Evaluation card game



Young children
Post evaluation survey n=391



We Love eating!

Card Game Instructions

Who can play?
2-5 players aged 5 and above!

Aim of the game
Players must create meals consisting of 5 cards, one from each food category (fruits, vegetables, proteins, dairy products and starchy foods). The first player with no cards left is the winner!

Game cards
There are two game cards in total, 24 'food' cards and 4 'joker' cards (see below). They are color-coded and represented by category icons as follows:

Fruits (orange x 4, strawberry x 4, watermelon x 4)	Proteins (eggs x 4, meat x 4, fish x 4)
Vegetables (potatoes x 4, tomato x 4, eggplant x 4)	Dairy products (butter x 4, yogurt x 4, milk x 4)
Starchy foods (potatoes x 4, pasta x 4, rice x 4)	Joker (x 4)

Learning objectives include:
Explore the benefits of healthy eating, and compare and discuss throughout the game. Why is it so important to eat a wide variety of foods? What do you think is the healthiest food presented on the cards? And do the meals that you create in this game reflect the meals that you eat at home...?

Rules of the game
(1) The cards are shuffled. Each player is dealt a hand of 5 cards to suit will sit sharing them equally 4 players. The remaining cards are then placed face down on the table, becoming the stock pile. (2) The first 5 cards are taken from the top of the stock pile and placed face up on the table, becoming the first category of 5 meals or meals. (3) The youngest player then starts the game with the first hand, drawing the top card of the stock pile and adding it to their hand (within 5 seconds) to the other players then playing together of their card, one of the 3 cards of meals. (4) From meals, players must always pick at least 1 from the cards pile at the start of a turn. (5) If a player has a card to discard, at all times, it is available (before playing, and the hand must always have 5 cards in total, at least one of each category). (6) The player who plays the last card from the stock pile, as a priority, Note: It is possible to hold more than 5 cards in hand at any given time. (7) Only 'meals' food categories can ever be discarded and if a player is unable to play a card, then it is returned to the stock pile. (8) A card can only be used to represent any food category. The 'joker' which plays the last card does not define the food category that the other players will place cards in. In some cases, the 'joker' can be used to represent the food category of 0 or 1 choice. (9) The next player to hold the 'joker' takes a turn, and so on. (10) Once a player has completed a meal (5 cards, 2 of each food category), that meal is removed from play and the same player must pick a card of any food category from the hand back to their hand (5 cards). (11) If all cards from the stock pile are used, the completed meals are awarded and the 'joker' and the game continues as described above. (12) The first player with no cards left is the winner!

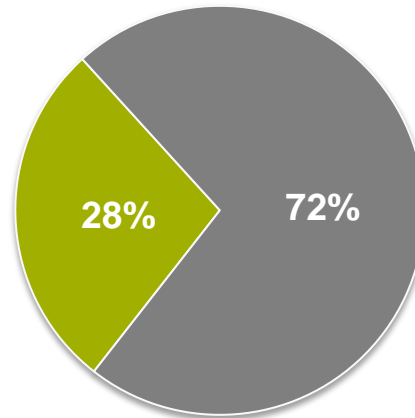


Evaluation card game | Recognition

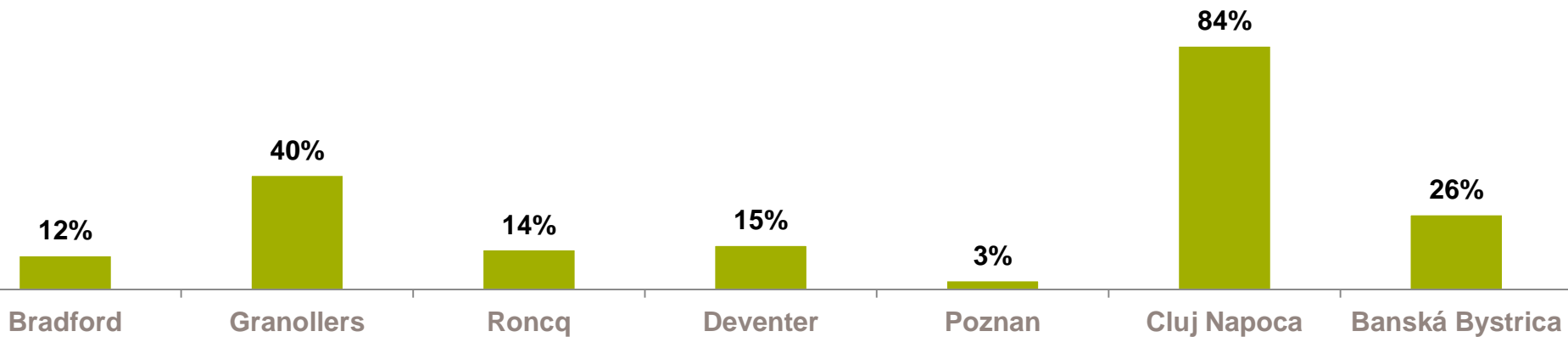


Young children
Post evaluation survey n=391

Base= all



■ Recognition card game ■ No recognition card game



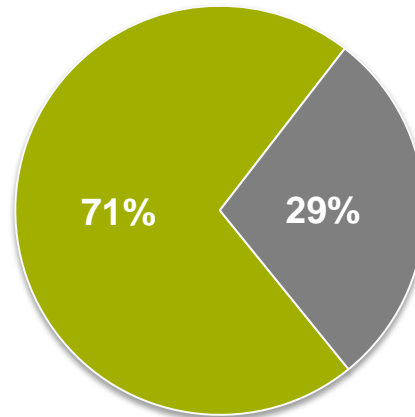


Evaluation card game | played

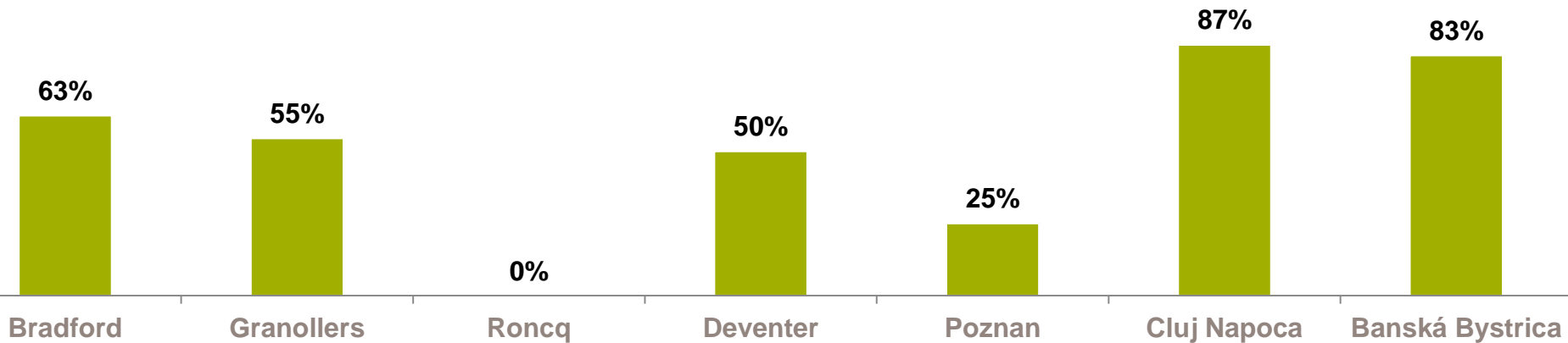


Young children
Post evaluation survey n=391

Base= recognisers



■ Played the card game ■ Did not play the card game





Evaluation card game | Likeability



Young children
Post evaluation survey n=391

Base= recognisers

TOP 2%

(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	n=103	n=8*	n=19*	n=4*	n=4*	n=3*	n=54	n=11*
I enjoyed playing the card game	63%	25%	42%	-	25%	67%	81%	73%
I have learned something new from the card game	55%	25%	26%	-	25%	33%	81%	33%
The card game made a healthy lifestyle more appealing	61%	25%	47%	-	25%	67%	83%	38%
The card game stands out compared to other card games	61%	25%	42%	-	25%	67%	85%	33%
I will play the card game with family/friends	61%	25%	53%	-	25%	67%	81%	33%
The card game was easy to understand	63%	25%	58%	-	25%	33%	83%	50%
The card game is a fun way to learn about healthy eating	66%	25%	63%	-	25%	67%	81%	67%

YOUNGSTERS



We  love eating!
Enjoy being healthy

Profile



Youngsters
Post evaluation survey n=348

11 years in Bradford
12 years in Granollers
11 years in Roncq
14 years in Deventer
13 years in Poznan
12 years in Cluj Napoca
14 years in Banská Bystrica

The mean age of youngsters is **12 years**

45% are boys

68% in Bradford
59% in Granollers
48% in Roncq
39% in Deventer
41% in Poznan
35% in Cluj Napoca
21% in Banská Bystrica

Behaviour

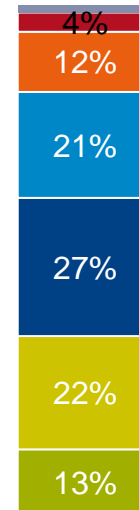
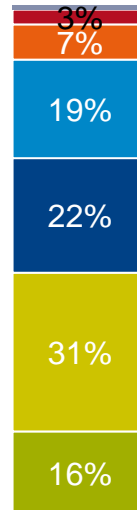


Youngsters
Post evaluation survey n=348

Fruit

Vegetables

- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

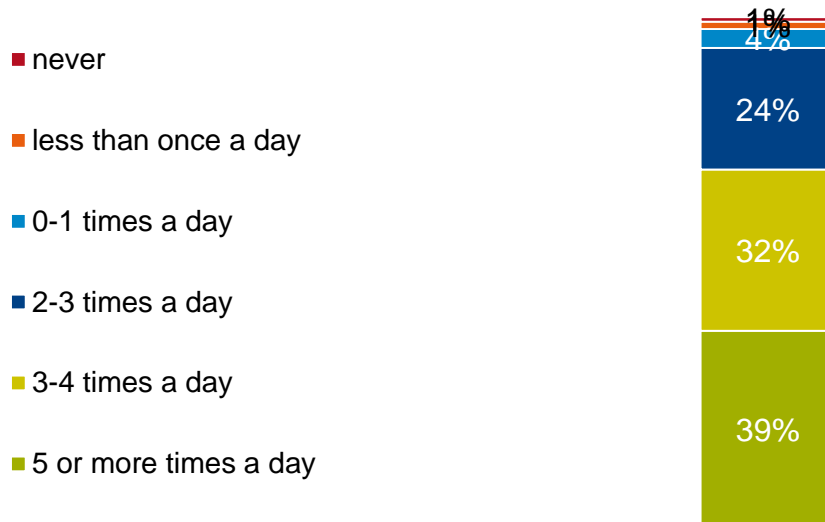


Behaviour

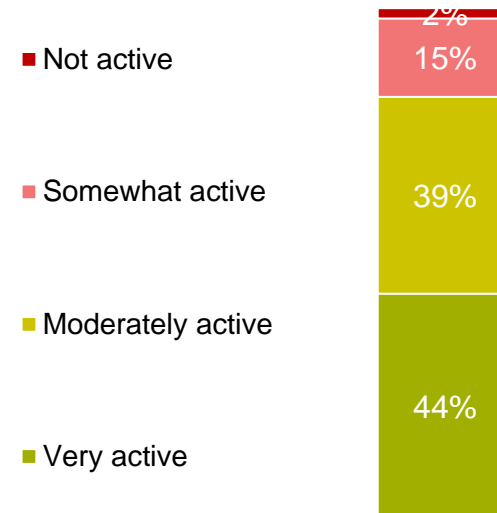


Youngsters
Post evaluation survey n=348

Glass of water



Exercising



Behaviour

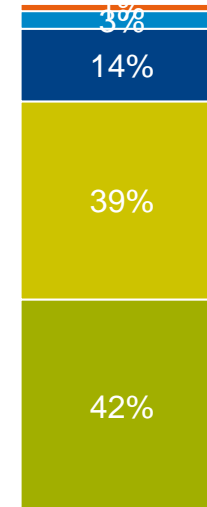


Youngsters
Post evaluation survey n=348

Eat with family or friends



Eat fresh cooked meal





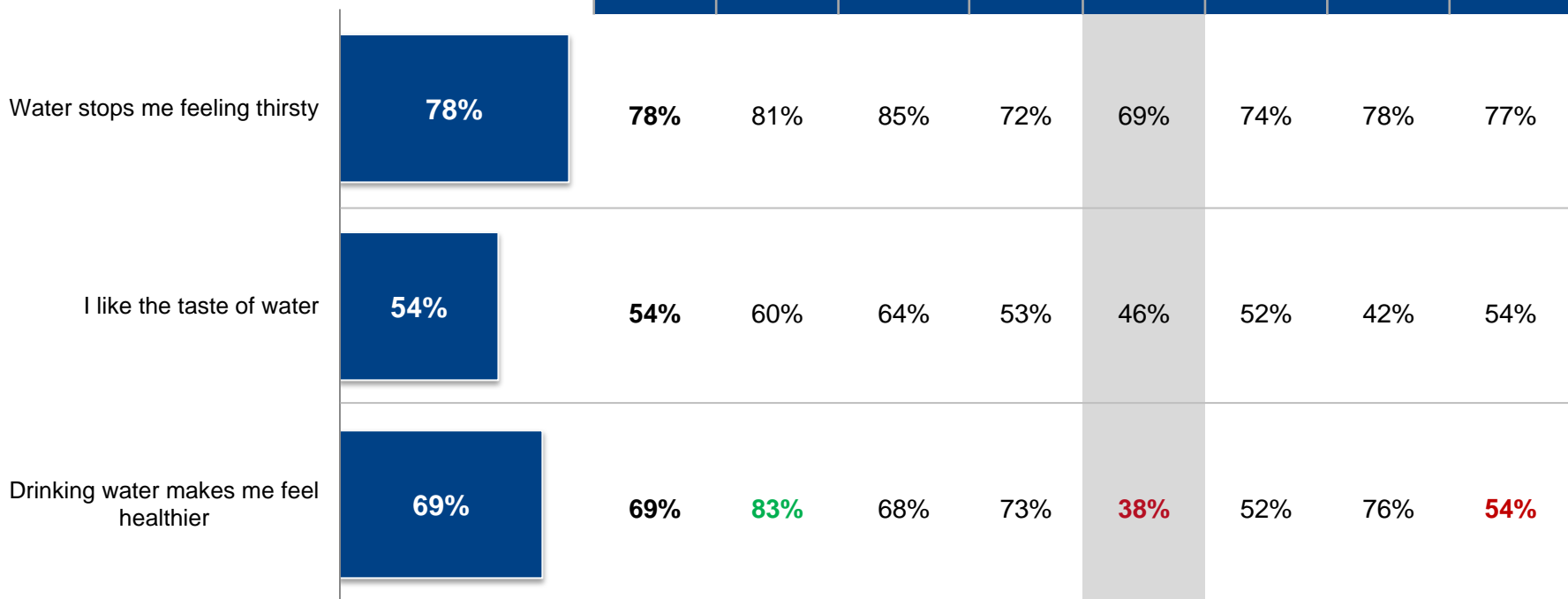
Awareness | Benefits of water



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61





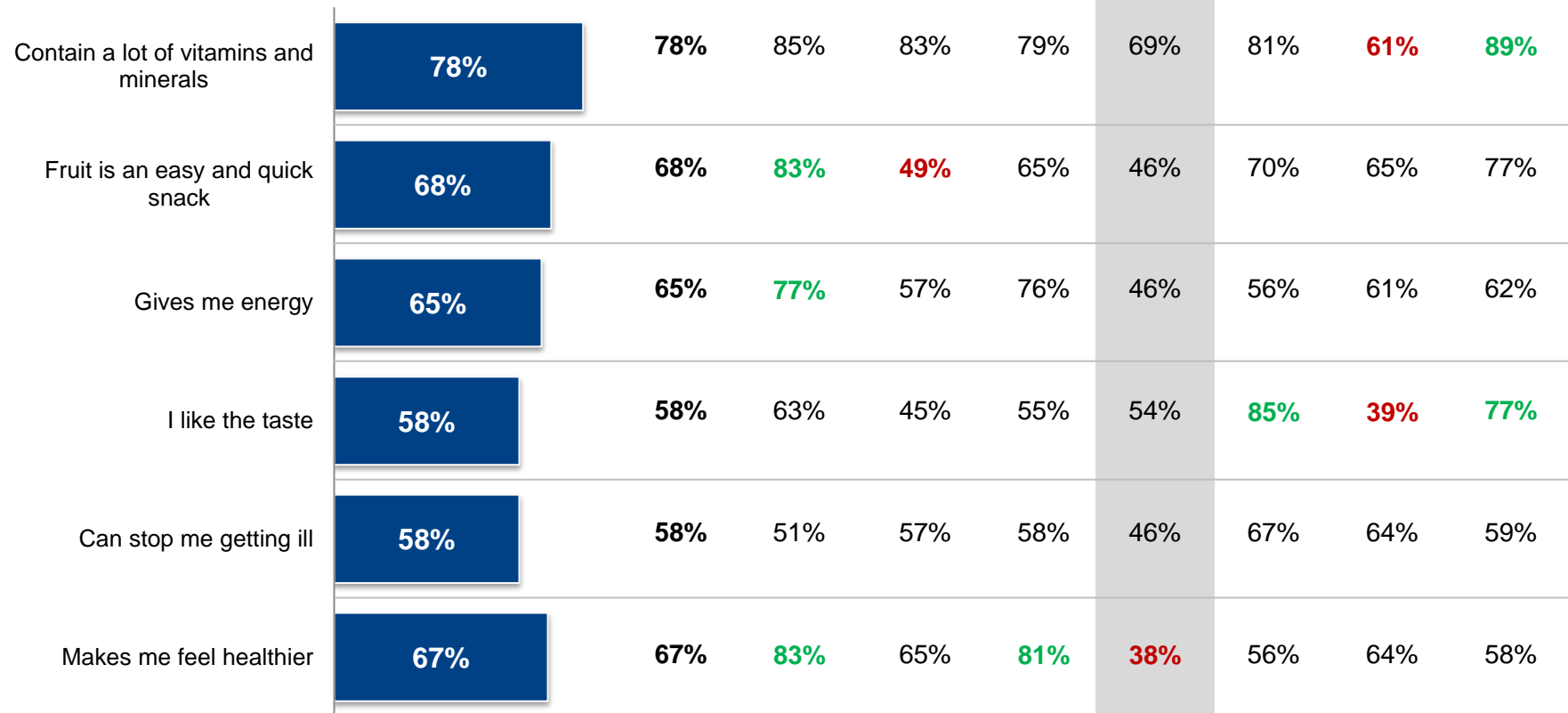
Awareness | Benefits of fruit & vegetables



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61





Awareness | Benefits of fresh cooked meals



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61

Home cooked meals are healthier

76%

76%

85%

85%

69%

54%

78%

58%

89%

Home cooked meals taste better

69%

69%

61%

77%

79%

69%

63%

62%

79%



Awareness | Benefits of sharing meals with family or friends



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61
Shared meals are an opportunity to talk to each other	65%	68%	79%	57%	69%	74%	58%	57%
Sharing a meal is enjoyable	62%	75%	60%	64%	62%	48%	61%	56%



Awareness | Benefits of exercising



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61
Exercise makes me feel better	68%	82%	77%	66%	69%	48%	57%	66%
I can sleep better after exercising	59%	65%	59%	55%	31%	44%	66%	62%
Exercising gives me a boost of energy	59%	63%	60%	67%	62%	41%	68%	46%
Exercise is a good way to meet new people	49%	34%	60%	59%	23%	48%	59%	43%
Exercising regularly can stop me from getting ill	49%	44%	48%	45%	23%	56%	68%	38%



Knowledge & feeling confident



Youngsters
Post evaluation survey n=348

TOP 2%

(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61
I know which foods are healthy	73%	84%	77%	51%	46%	63%	86%	64%



Enjoyment



Youngsters
Post evaluation survey n=348

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61
I enjoy eating fruit	56%	58%	62%	56%	23%	56%	70%	36%
I enjoy exercising in my free time	59%	77%	57%	77%	54%	44%	55%	39%
I enjoy eating vegetables	57%	51%	28%	51%	38%	67%	87%	56%
I enjoy sharing a meal with my family or friends	71%	82%	79%	88%	69%	63%	53%	66%
I enjoy eating healthy	56%	58%	62%	56%	23%	56%	70%	36%



Future intentions



Youngsters
Post evaluation survey n=348

I would like to ... more often.



Eat vegetables

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
38%	26%	31%	37%	23%	26%	65%	36%



Drink water

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
45%	36%	47%	39%	15%	44%	68%	38%



Exercise

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
44%	38%	50%	45%	-	37%	52%	48%



Eat fruit

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
41%	34%	35%	39%	23%	33%	65%	32%



Share meals with family or friends

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
47%	41%	50%	57%	31%	33%	67%	30%



*low base



Anchorage



Youngsters
Post evaluation survey n=348

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica	
	N=348	N=73	N=53	N=44	N=13*	N=27	N=77	N=61	
Awareness	55%	27%	85%	54%	54%	30%	70%	54%	
Recognition	55%	32%	60%	56%	54%	26%	94%	44%	
Attribution	The government	4%	4%	8%	12%	-	-	2%	
	A health organisation	33%	58%	29%	29%	85%	19%	4%	43%
	The European Union	53%	34%	35%	50%	15%	67%	94%	44%
	Food industry	7%	4%	17%	7%	-	11%	-	8%
	Other	3%	-	12%	2%	-	4%	3%	3%

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=185	N=17*	N=45	N=22	N=7*	N=8*	N=53	N=33
Channel	Top 1	Leaflet	Newspaper, Word of mouth, other	Leaflet, participation	Word of mouth, other	Word of mouth	Word of mouth	Leaflet	Leaflet

*Word of mouth= family & friends

Appraisal and Action



Youngsters
Post evaluation survey n=348

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=185	N=17*	N=45	N=22	N=7*	N=8*	N=53	N=33
Appraisal Top 2	Like	57%	53%	63%	80%	17%	75%	44%	64%
	Relevant	51%	40%	45%	60%	-	75%	75%	24%
	Informative	69%	71%	65%	80%	17%	75%	79%	61%
	Made me think	58%	64%	50%	75%	-	38%	68%	55%
Word of mouth	Neutral	14%	7%	29%	12%	33%	13%	2%	18%
	Negative	2%	-	3%	12%	-	-	-	3%
	Positive	52%	43%	43%	47%	17%	25%	91%	21%
	Negative & Positive	9%	7%	11%	6%	-	-	8%	15%
	Didn't discuss	22%	43%	14%	24%	50%	63%	-	42%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=185	N=17*	N=45	N=22	N=7*	N=8*	N=53	N=33
Participation rate		25%	12%	44%	-	29%	-	40%	3%
Participators		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=46	N=2*	N=20	N=0*	N=2*	N=0*	N=21	N=1*
Appraisal Top 2	Interesting activities	67%	100%	56%	-	50%	-	81%	-



Evaluation We Love Eating



Youngsters
Post evaluation survey n=348

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=174	n=14*	n=40*	n=20	n=6*	n=8*	n=53	n=33
I like this project	57%	57%	53%	63%	80%	17%	75%	44%	64%
The project is relevant to me	51%	51%	40%	45%	60%	0%	75%	75%	24%
This project is informative	69%	69%	71%	65%	80%	17%	75%	79%	61%
This project made me think about my lifestyle	58%	58%	64%	50%	75%	0%	38%	68%	55%
The activities organised as part of this project are interesting	67%	67%	100%	56%	0%	50%	-	81%	-



Evaluation posters

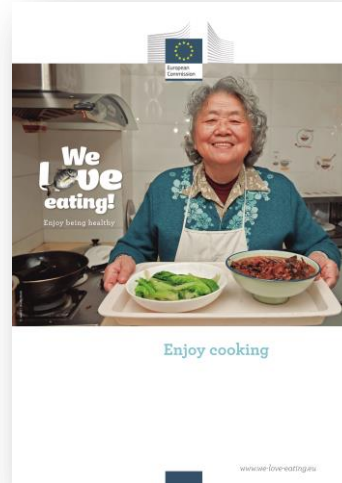


Youngsters
Post evaluation survey n=348

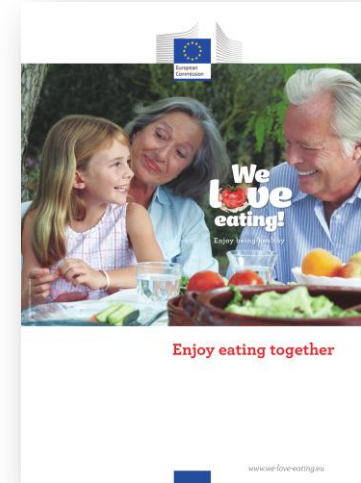
Poster 1



Poster 2



Poster 3



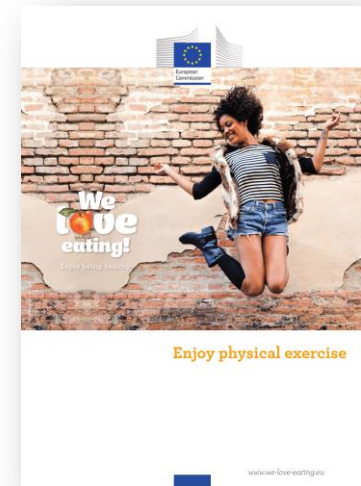
Poster 4



Poster 5



Poster 6





Evaluation posters | Recognition



Youngsters
Post evaluation survey n=348

Base= all

Recognition

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=348	n=73	n=53	n=44	n=13*	n=27	n=77	n=61
Poster 1 - Healthy meal	49%	49%	37%	60%	61%	31%	15%	64%	43%
Poster 2 - Enjoy cooking	16%	16%	10%	13%	34%	8%	19%	9%	25%
Poster 3 - Enjoy eating together	35%	35%	16%	89%	41%	38%	4%	21%	36%
Poster 4 - Enjoy drinking water	36%	36%	22%	8%	36%	31%	11%	77%	41%
Poster 5 - Enjoy colourful fruits & vegetables	52%	52%	22%	68%	48%	38%	19%	86%	54%
Poster 6 - Enjoy physical exercise	28%	28%	19%	6%	11%	31%	19%	68%	23%



Evaluation posters | Preference



Youngsters
Post evaluation survey n=348

Base= all

Preference

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=348	n=73	n=53	n=44	n=13*	n=27	n=77	n=61
Poster 1 - Healthy meal	15%	15%	19%	20%	14%	-	15%	3%	23%
Poster 2 - Enjoy cooking	6%	6%	4%	7%	11%	-	15%	-	7%
Poster 3 - Enjoy eating together	17%	17%	15%	36%	33%	8%	15%	3%	18%
Poster 4 - Enjoy drinking water	21%	21%	21%	16%	22%	15%	19%	35%	8%
Poster 5 - Enjoy colourful fruits & vegetables	28%	28%	22%	16%	17%	31%	19%	56%	20%
Poster 6 - Enjoy physical exercise	14%	14%	18%	5%	3%	46%	19%	4%	25%



Evaluation posters | Likeability



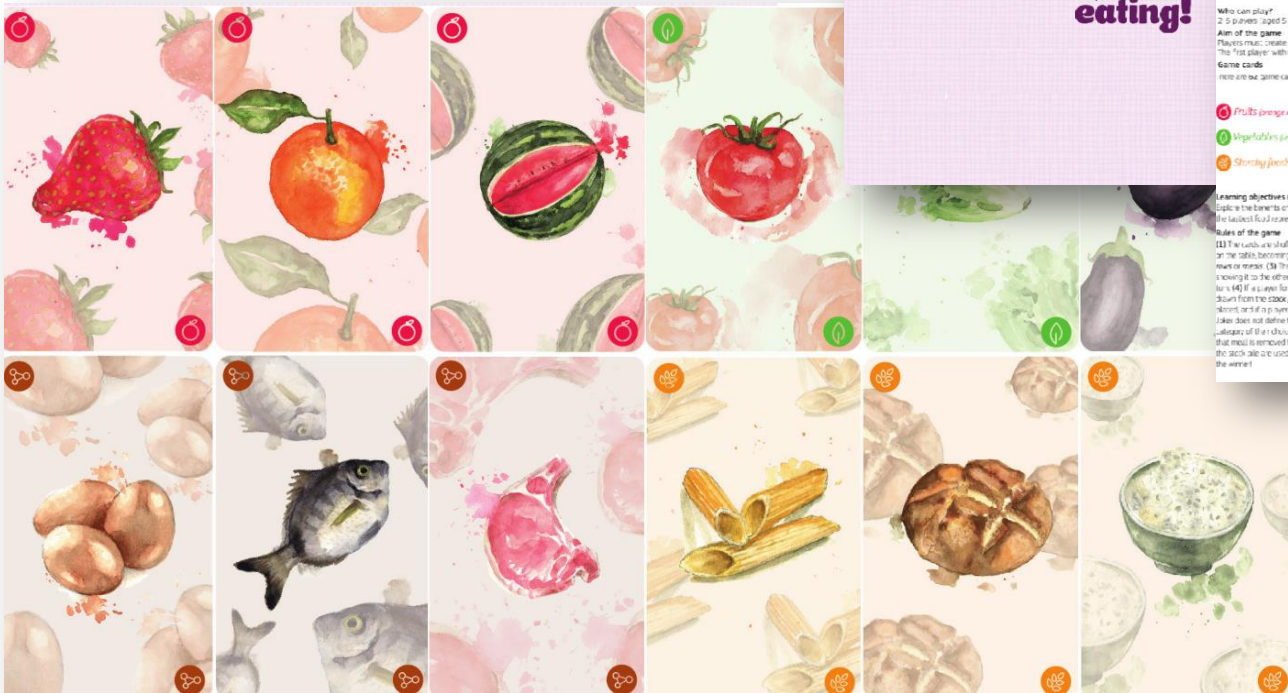
Youngsters
Post evaluation survey n=348

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=259	n=35	n=50	n=30	n=8*	n=12*	n=71	n=53
I enjoyed the posters	56%	56%	58%	58%	61%	50%	42%	42%	71%
The posters contain information that is important to me	49%	49%	42%	44%	68%	25%	17%	69%	32%
I have learned something new from the posters	45%	45%	43%	34%	57%	13%	8%	75%	25%
The posters make a healthy lifestyle more appealing	61%	61%	64%	50%	73%	38%	50%	72%	51%
The posters stand out compared to other posters	55%	55%	61%	46%	53%	25%	33%	79%	38%
The posters were easy to understand	71%	71%	74%	74%	73%	25%	50%	72%	74%

Evaluation card game



We Love eating!

Card Game Instructions

Who can play?
2-5 players (aged 5 and above)

Aim of the game
Players must create meals consisting of 5 cards, one from each food category (fruits, vegetables, proteins, dairy products and starchy foods). The first player with no cards left is the winner!

Game cards
There are five game cards in total: 100 health cards and 4 Joker cards (see below). They are color-coded and represented by category icons as follows:

- **Fruits** (orange x 4, strawberry x 4, watermelon x 4)
- **Vegetables** (peas x 4, carrot x 4, eggplant x 4)
- **Proteins** (eggs x 4, meat x 4, fish x 4)
- **Dairy products** (butter x 4, yogurt x 4, milk x 4)
- **Starchy foods** (potatoes x 4, pasta x 4, rice x 4)
- **Joker** (x 4)

Learning objectives include:
Explore the benefits of healthy eating, and compare and discuss throughout the game. Why is it so important to eat a wide variety of foods? What do you think is the healthiest food presented on the cards? And do the meals that you create in this game reflect the meals that you eat at home...?

Rules of the game

(1) The cards are shuffled. Each player is dealt a hand of 5 cards to suit will sit sharing them (profile) 1 player. The remaining cards are then placed face down on the table, becoming the stock pile. (2) The first 5 cards are taken from the top of the stock pile and placed face up on the table, becoming the first category of 5 meals or meals. (3) The youngest player then starts the game with the first hand. Drawing the top card of the stock pile and adding it to their hand (within 5 seconds) to the other player then places a card of their own to the 5 cards of meals. A player must always pick a card from the stock pile at the start of a turn. (4) If a player has a card to place, at all times, it is possible to take a card from the hand and place it on the table as normal, at a time when a card has been drawn from the stock pile, as a priority. Note: It is possible to hold more than 5 cards in a hand at any given time. (5) Only, starchy food categories can ever be placed on the table. It is possible to place a card from the hand on the table, and a card from the stock pile to represent any food category. The player who places the Joker does not define the food category that the Joker represents, and subsequent players who place cards in the same row can use the Joker to represent the food category of their choice. (6) The next player to hold the Joker takes a card from the hand and places it on the table. (7) Once a player has completed a meal (5 cards, 2 of each food category), that meal is removed from play and the same player must go to take a card of any food category from the hand and place it on the table. (8) If all cards from the stock pile are removed, the completed meals are removed and reshuffled, and the game continues as described above. (9) The first player with no cards left is the winner!



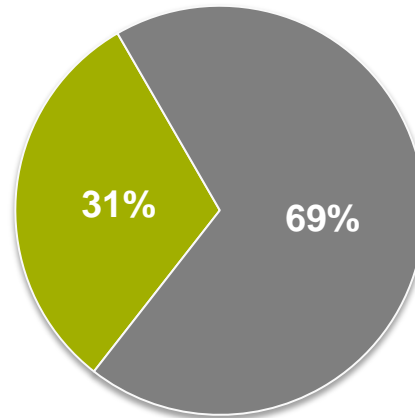


Evaluation card game | Recognition

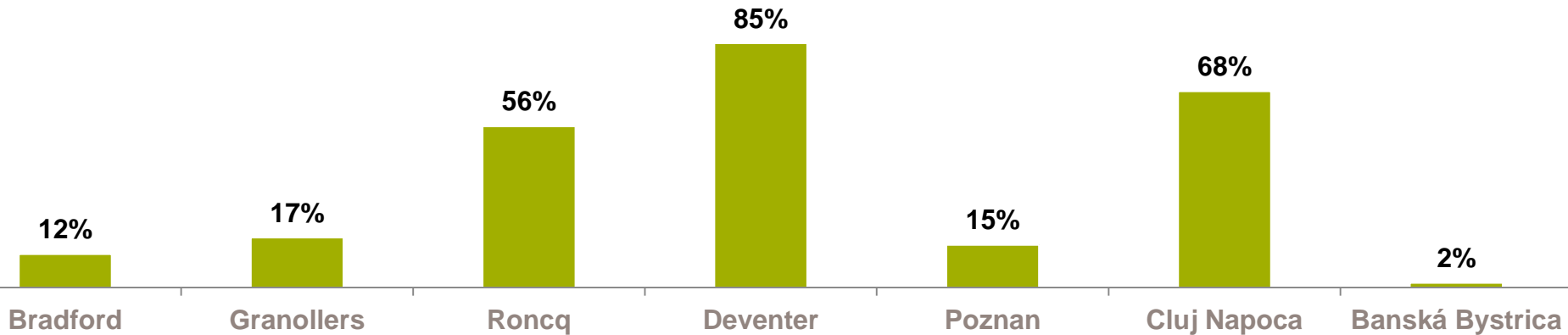


Youngsters
Post evaluation survey n=348

Base= all



■ Recognition card game ■ No recognition card game



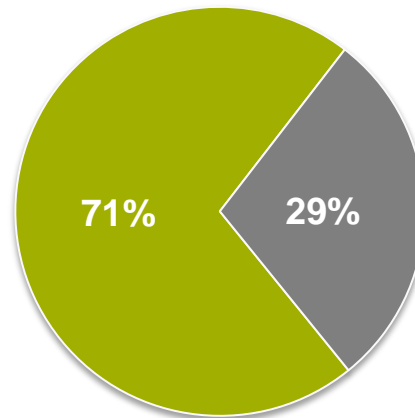


Evaluation card game | played

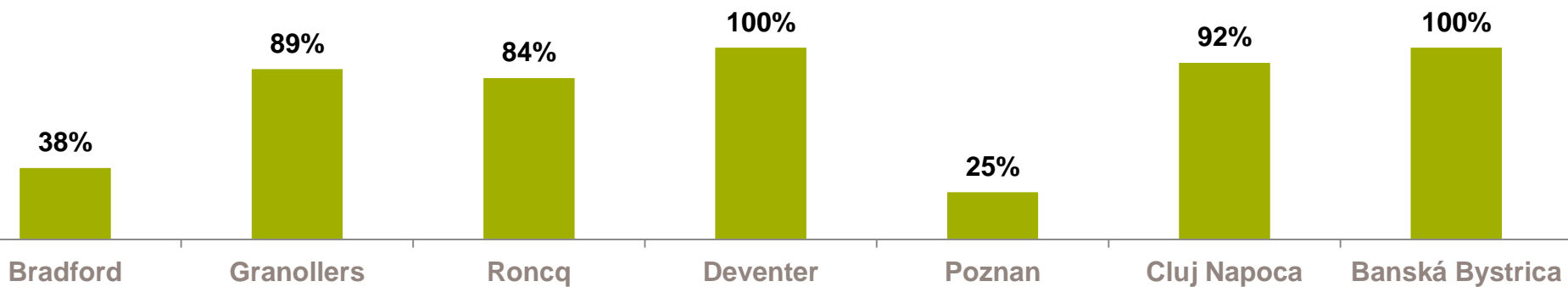


Youngsters
Post evaluation survey n=348

Base= recognisers



■ Played the card game ■ Did not play the card game





Evaluation card game | Likeability



Youngsters
Post evaluation survey n=348

Base= recognisers

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	n=96	n=6*	n=8*	n=16*	n=11*	n=4*	n=50	n=1*
I enjoyed playing the card game	54%	50%	50%	75%	64%	25%	47%	100%
I have learned something new from the card game	56%	33%	50%	75%	27%	25%	63%	-
The card game made a healthy lifestyle more appealing	55%	17%	38%	73%	27%	25%	67%	-
The card game stands out compared to other card games	54%	33%	38%	67%	18%	25%	67%	-
I will play the card game with family/friends	57%	20%	38%	80%	27%	25%	68%	-
The card game was easy to understand	60%	50%	50%	56%	36%	25%	71%	100%
The card game is a fun way to learn about healthy eating	55%	17%	50%	69%	27%	25%	66%	-

PREGNANT WOMEN



We  love eating!
Enjoy being healthy

Profile (1)



Pregnant women
Post evaluation survey n=681

		Bradford N=74	Granollers N=111	Roncq N=21	Deventer N=60	Poznan N=171	Cluj Napoca N=142	Banská Bystrica N=102
Single	3%	3%	13%	5%	-	3%	1%	1%
In a relationship	8%	8%	15%	5%	45%	3%	7%	4%
Living together with partner	20%	20%	28%	36%	5%	36%	16%	4%
Married	68%	68%	43%	53%	50%	55%	75%	89%
Divorced	1%	1%	1%	-	-	2%	-	3%
Widow / widower	0%	-	-	-	-	-	-	-

The mean age of the pregnant women when they left school is **23 years**

21 years in Bradford
22 years in Granollers
20 years in Roncq
22 years in Deventer
24 years in Poznan
22 years in Cluj Napoca
23 years in Banská Bystrica

Profile (2)



Pregnant women
Post evaluation survey n=681

Occupational status

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=74	N=111	N=21	N=60	N=171	N=142	N=102
Working full-time	40%	23%	44%	50%	31%	64%	17%	39%
Working part-time	14%	26%	26%	22%	59%	6%	-	1%
Full time student	2%	-	2%	6%	-	2%	2%	1%
Retired	0%	-	-	6%	-	-	-	-
Unable to work through illness	1%	-	-	-	-	1%	-	2%
Unemployed / seeking employment	3%	1%	10%	0%	2%	1%	1%	4%
Maternity leave	24%	29%	8%	17%	3%	11%	40%	49%
Looking after your home and/or family	5%	17%	3%	-	2%	9%	2%	-
Living on independent means (not seeking employment)	2%	3%	3%	-	-	1%	4%	-
Other	10%	0%	4%	-	3%	6%	35%	4%

Profile (3)



Pregnant women
Post evaluation survey n=681

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=45	N=84	N=11*	N=36	N=151	N=60	N=48
1 month	1%	2%	-	-	6%	1%	5%	-
2 months	2%	5%	5%	-	-	3%	20%	-
3 months	6%	4%	2%	18%	6%	1%	8%	4%
4 months	6%	9%	10%	18%	6%	5%	13%	13%
5 months	10%	10%	13%	9%	8%	7%	12%	11%
6 months	22%	19%	21%	9%	25%	14%	27%	28%
7 months	26%	21%	32%	18%	25%	22%	7%	19%
8 months	18%	19%	13%	27%	17%	22%	-	23%
9 months	8%	12%	4%	-	8%	24%	8%	2%

* filter: only those women who are still pregnant during the time of the fieldwork
n= 435

The mean age of pregnant women is **31 years old**

30 years in Bradford
32 years in Granollers
30 years in Roncq
31 years in Deventer
31 years in Poznan
31 years in Cluj Napoca
31 years in Banská Bystrica

Behaviour

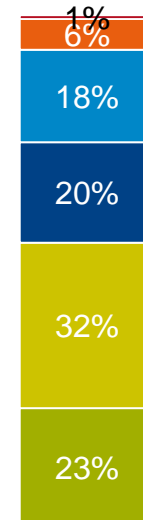


Pregnant women
Post evaluation survey n=681

Fruit



Vegetables



- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

Behaviour



Pregnant women
Post evaluation survey n=681

Glass of water

- never
- less than once a day
- 0-1 times a day
- 2-3 times a day
- 3-4 times a day
- 5 or more times a day



- Not active
- Somewhat active
- Moderately active
- Very active

Exercising



Behaviour



Pregnant women
Post evaluation survey n=681

Eat with family or friends

Eat fresh cooked meal

- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week





Awareness | Benefits of water



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102

Water hydrates your body



Water contains no fat & sugar



Your skin looks better when you drink enough water



Drinking enough water can prevent diseases



Water flushes out toxins



Drinking water will benefit my baby's health



Water is thirst-quenching



I like the taste of water



Drinking water makes me feel healthier





Awareness | Benefits of fruit & vegetables



Pregnant women
Post evaluation survey n=681

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102

TOP 2%
(agree/strongly agree)

Contain very little fat	86%	86%	85%	95%	85%	88%	94%	75%	82%
Contain a lot of vitamins and minerals	90%	90%	92%	96%	81%	93%	96%	77%	87%
Fruit is an easy and quick snack	86%	86%	89%	86%	95%	73%	94%	79%	84%
Give me energy	79%	79%	78%	86%	75%	71%	79%	75%	82%
I like the taste	86%	86%	89%	85%	90%	93%	96%	71%	84%
Can prevent diseases	79%	79%	77%	94%	71%	73%	79%	76%	74%
Eating enough fruits and vegetables during...	87%	87%	92%	98%	89%	93%	91%	68%	86%
Makes me feel healthier	81%	81%	88%	95%	81%	88%	88%	58%	78%



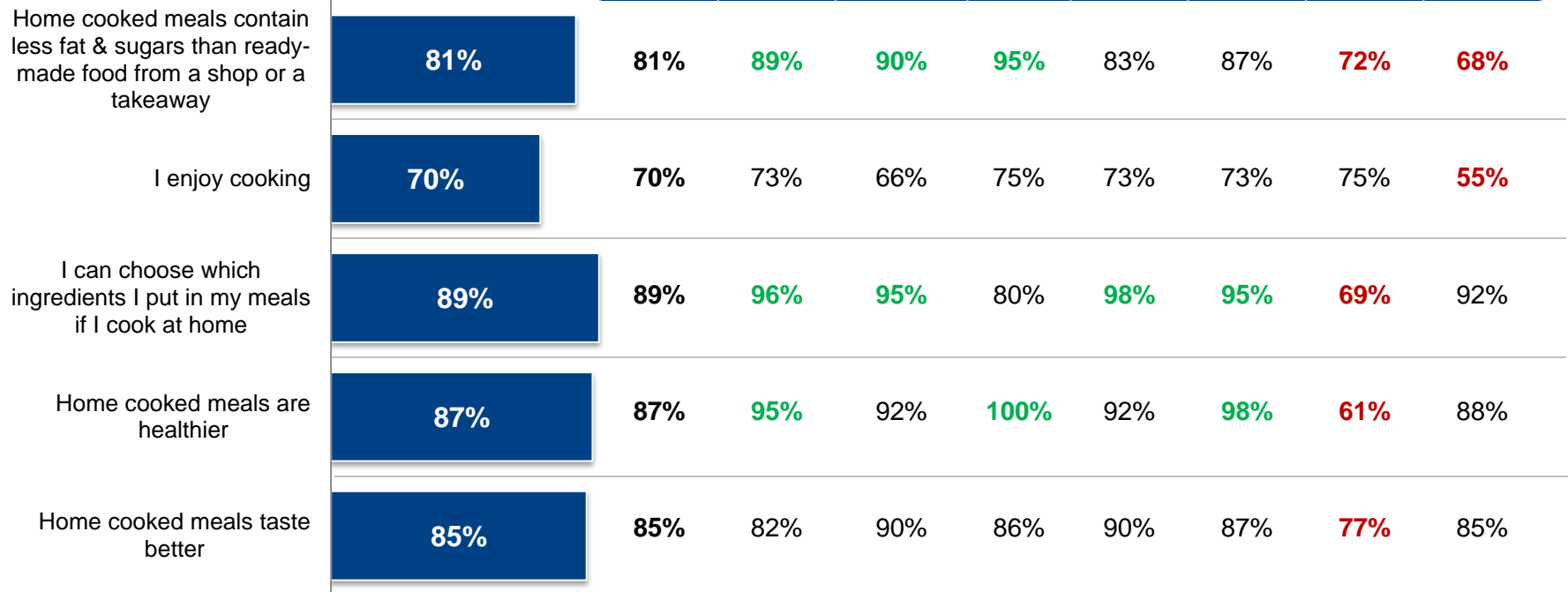
Awareness | Benefits of fresh cooked meals



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102





Awareness | Benefits of sharing meals with family or friends



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
Shared meals are a great family bonding experience	89%	92%	92%	90%	98%	96%	77%	83%
Sharing a meal allows my child to learn social manners	83%	93%	95%	90%	93%	86%	61%	85%
Shared meals are an opportunity to talk to each other	89%	92%	92%	95%	98%	98%	72%	86%
Sharing a meal is enjoyable	78%	86%	87%	86%	93%	66%	77%	74%
It's easier to make one large amount of food	74%	95%	80%	95%	77%	64%	74%	63%
It's cheaper to make one large amount of food	74%	89%	77%	90%	82%	69%	67%	66%



Awareness | Benefits of exercising



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
Exercise makes me feel better	87%	88%	93%	89%	95%	90%	75%	85%
I can sleep better after exercising	78%	81%	81%	90%	66%	86%	72%	73%
Exercising gives me a boost of energy	84%	89%	94%	80%	95%	88%	73%	72%
Exercise is a good way to meet new people	67%	62%	76%	81%	59%	69%	64%	64%
Exercise regularly can prevent diseases	83%	78%	94%	81%	81%	88%	75%	75%
Exercise can help me to lose weight	82%	91%	95%	86%	86%	92%	67%	59%
Exercise can help me build muscles	86%	93%	96%	90%	98%	92%	70%	72%
Exercise can give me better endurance	89%	93%	97%	86%	98%	94%	73%	88%
Exercise will minimise body changes after childbirth and will help me lose the extra weight faster	82%	84%	94%	90%	77%	89%	68%	76%



Knowledge & feeling confident



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102

I feel **confident** to cook a fresh and healthy meal

76%	88%	85%	76%	86%	77%	59%	74%
-----	-----	-----	-----	-----	-----	-----	-----

When I go to the supermarket, I **know which ingredients** I need to buy when I want to cook a healthy meal

77%	86%	82%	81%	83%	79%	66%	75%
-----	-----	-----	-----	-----	-----	-----	-----

I know how to decide whether a food product is **healthy or not**

72%	86%	79%	80%	71%	74%	64%	61%
-----	-----	-----	-----	-----	-----	-----	-----



Enjoyment



Pregnant women
Post evaluation survey n=681

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
I enjoy eating fruit	83%	76%	85%	90%	83%	94%	72%	83%
I enjoy exercising in my free time	64%	54%	77%	68%	60%	61%	69%	56%
I enjoy eating vegetables	81%	80%	81%	86%	84%	88%	71%	81%
I enjoy sharing a meal with my family or friends	88%	93%	95%	90%	97%	92%	74%	85%
I enjoy eating healthy during my pregnancy	78%	70%	95%	70%	86%	82%	59%	81%
I enjoy going to the supermarket to buy fresh food	71%	61%	77%	75%	72%	75%	65%	73%
I enjoy cooking meals at home	70%	74%	81%	65%	76%	73%	61%	58%
I enjoy eating healthy	78%	85%	95%	76%	79%	83%	73%	54%





Future intentions



Pregnant women
Post evaluation survey n=681

I would like to ... more often.



	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
Eat vegetables	34%	33%	46%	14%	7%	31%	54%	21%
Drink water	36%	47%	45%	19%	10%	35%	53%	19%
Exercise	48%	47%	50%	19%	22%	60%	54%	41%
Eat fruit	32%	25%	49%	16%	7%	25%	56%	18%
Cook fresh meals	29%	32%	48%	30%	7%	19%	42%	19%
Go to the supermarket to buy fresh food	27%	32%	46%	15%	7%	11%	48%	13%
Share meals with family or friends	29%	31%	50%	10%	5%	22%	34%	25%

Anchorage



Pregnant women
Post evaluation survey n=681

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=681	N=74	N=111	N=21	N=60	N=171	N=142	N=102
Awareness		49%	13%	92%	76%	28%	15%	85%	40%
Recognition		46%	6%	81%	75%	14%	11%	93%	41%
Attribution	The government	5%	31%	-	15%	7%	-	1%	2%
	A health organisation	19%	40%	14%	20%	46%	17%	1%	21%
	The European Union	71%	21%	86%	65%	39%	76%	94%	67%
	Food industry	2%	1%	-	-	5%	3%	-	7%
	Other	3%	6%	-	-	4%	4%	3%	4%

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=329	N=9*	N=102	N=16*	N=16*	N=25	N=121	N=40
Channel	Top 1	Leaflet	Social media	Leaflet	Website, participation	Other	Social media, participation	Leaflet	Leaflet

*Word of mouth= family & friends

Appraisal and Action



Pregnant women
Post evaluation survey n=681

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=329	N=9*	N=102	N=16*	N=16*	N=25	N=121	N=40
Appraisal Top 2	Like	67%	56%	84%	81%	47%	80%	51%	73%
	Relevant	66%	33%	80%	81%	7%	72%	70%	36%
	Informative	74%	56%	85%	69%	33%	68%	75%	73%
	Made me think	66%	38%	78%	94%	-	48%	70%	60%
Word of mouth	Neutral	10%	13%	7%	-	13%	16%	3%	40%
	Negative	-	-	-	-	-	-	-	-
	Positive	68%	-	69%	46%	13%	52%	95%	35%
	Negative & Positive	7%	13%	9%	15%	13%	-	3%	10%
	Didn't discuss	15%	75%	14%	38%	60%	32%	-	15%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=329	N=9*	N=102	N=16*	N=16*	N=25	N=121	N=40
Participation rate		21%	11%	25%	25%	13%	27%	21%	10%
Participants		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=68	N=1*	N=25	N=4*	N=2*	N=7*	N=25	N=4*
Appraisal Top 2	Interesting activities	86%	-	91%	67%	-	71%	92%	100%



Evaluation We Love Eating



Pregnant women
Post evaluation survey n=681

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=329	N=9*	N=102	N=16*	N=16*	N=25	N=121	N=40
I like this project	67%	67%	56%	84%	81%	47%	80%	51%	73%
The project is relevant to me	66%	66%	33%	80%	81%	7%	72%	70%	36%
This project is informative	74%	74%	56%	85%	69%	33%	68%	75%	73%
This project made me think about my lifestyle	66%	66%	38%	78%	94%	-	48%	70%	60%
The activities organised as part of this project are interesting	86%	86%	0%	91%	67%	0%	71%	92%	100%



Evaluation leaflet



Pregnant women
Post evaluation survey n=681

European Commission

We Love eating!

Enjoy being healthy
When you are pregnant

www.we-love-eatting.eu

Six Recommendations to Enjoy Eating

These six recommendations are designed to help you make healthy changes to your lifestyle – for your own benefit and for your baby.

- #### 1 Enjoy Shopping for a Healthy Meal

Healthy eating depends to a large extent on what you keep in your kitchen – taking a bit of extra time to make the right choices while food shopping is an investment well made!

 - Before shopping, make a list that includes all the ingredients for a healthy diet: plenty of fresh fruits and vegetables, whole grains, moderate amounts of dairy products, and lean meats and other lean proteins like seafood, poultry (without skin) and lean beef or pork.
 - While shopping, take some time to look at labels to choose foods low in saturated fat. (This usually comes from solid fats like butter, animal fat and margarine), cholesterol, added sugars, and salt. Keep sweets and junk food to a minimum – but allow yourself a treat now and then in order to help prevent bingeing.
 - Choose foods with high levels of fibre, vitamins A, C, and E and minerals such as calcium, potassium, magnesium and iron – all important for you and your growing baby.
 - Although there are a few items you should not consume during pregnancy (like meat, alcohol, etc.), there are still many, many delicious and healthy options for you!
- #### 2 Enjoy Cooking

Cooking can be a great way to relax and feel good about preparing healthy food that will help your baby develop.

 - Try a **cooking class!** You'll learn new ways to cook healthy and balanced meals, and be able to exchange recipes. You will also gain a new appreciation for it. Plus, it's a fun way to socialise!
 - Remember that the more a food is processed, the less nutritious it is. Try to cook with fresh, locally produced ingredients as much as possible – it's a valuable lesson that you can later pass on to your child!
 - Home cooked meals tend to be healthier and cheaper than prepared food. By cooking a meal, you have better control of the quality, freshness, portion size, and calories. You and your family will then enjoy healthy meals, and the benefits they bring.
- #### 3 Enjoy Eating Together

Pregnancy is a special time to be shared and enjoyed with your friends and loved ones, and meals are a perfect opportunity to connect, laugh and tell stories. They are also a great opportunity to eat healthily!

 - It is especially important to keep in mind that pregnancy does not mean you are "eating for two". Try to eat meals that are of a normal portion size, but are high in vitamins and minerals.
 - Eating meals in front of the TV or computer interferes with the pleasure of family conversation. Get used to **eating meals "unplugged"**. This will help you to get used to making mealtimes "quality-time" spent with your child!
 - Take full advantage of the **social benefits that a meal can offer** – try to meet up with groups of other pregnant women to share stories and experiences over a meal.
- #### 4 Enjoy Drinking Water

Water makes up more than half of our weight. Every cell in your body needs water and of course, the same goes for your growing baby!

 - Water should be your **prime source of hydration**. However, variety is important in a pregnancy diet and you should also drink other healthy liquids such as unflavoured milk and fresh fruit juices without added sugar.
 - Water has no calories or sugar – Unlike sodas, fruit drinks and energy drinks, avoiding sugary beverages can prevent you from putting on unnecessary weight during pregnancy.
 - Be sure to **drink plenty of extra fluids** when it is hot or you are physically active.
 - Try making **healthy flavoured drinks** at home by cutting up your favourite fresh fruits and refrigerating them in a pitcher of water overnight. This makes a delicious, refreshing beverage.
- #### 5 Enjoy Colourful Fruits and Vegetables

Colourful fruits and vegetables contain many of the vitamins that you and your baby need during pregnancy, and are among the most important foods for you to eat.

 - The different colour components in fruits and vegetables have different health benefits. Choose fruits and vegetables of all colours to ensure you are getting what you need. It also makes meals look more appealing, tastier and more enjoyable!
 - Colourful fruits and vegetables provide important nutrients but few calories. This makes them an ideal snack during pregnancy.
 - Eat plenty of **green leafy vegetables**. They contain folic acid, which is very important for pregnant women as it reduces the risk that their baby will develop a birth defect.
- #### 6 Enjoy Physical Exercise

The benefits of physical exercise reach far beyond weight control. They also build resistance to diseases, promote better sleep, and improve moods and energy levels – and it's just as good for your baby. A healthy mother will help keep her baby healthy too!

 - Try signing up for an **exercise class for pregnant women**, like light water aerobics or yoga. You will get the benefits of physical activity and meet new people and share experiences.
 - You should **continue with your normal exercise routine** for as long as it feels comfortable. It's still important to get some exercise each day, like walking or swimming.
 - Moving can help prevent excess weight gain. The more intense the activity, the more calories we burn. Making sure that you get the **right balance of healthy food and exercise** will help you maintain a healthy weight throughout your pregnancy.

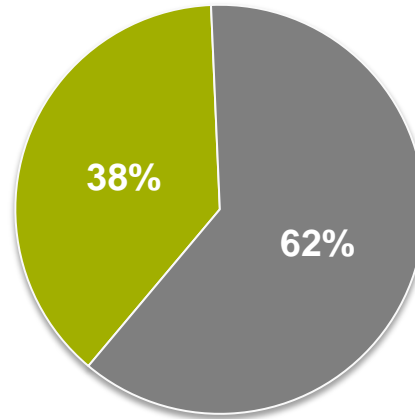


Evaluation leaflet | Recognition

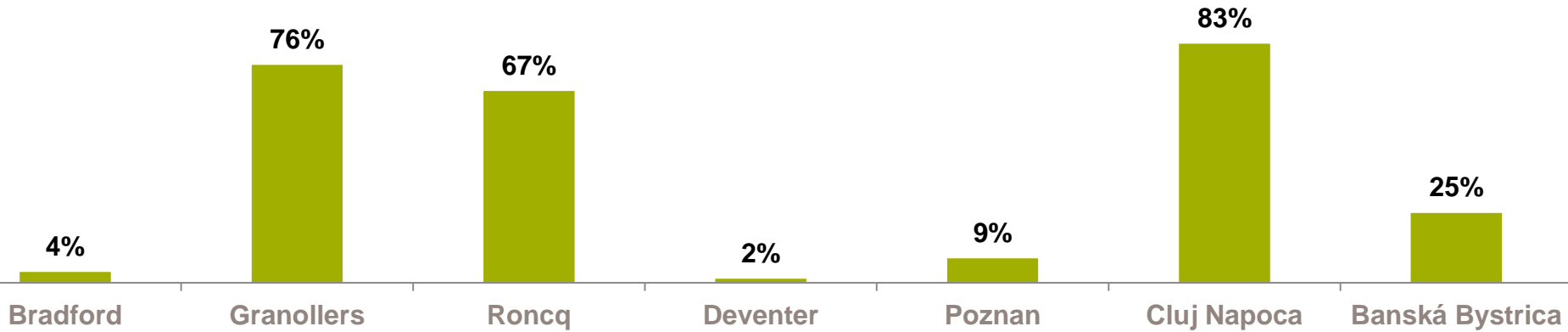


Pregnant women
Post evaluation survey n=681

Base= all



■ Recognition leaflet ■ No recognition leaflet





Evaluation leaflet



Pregnant women
Post evaluation survey n=681

Base= recognisers

TOP 2%

(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=256	n=3*	n=83	n=12*	n=1*	n=15*	n=117	n=25
I enjoyed the leaflet	69%	69%	67%	88%	77%	-	93%	55%	60%
The leaflet contained information that is important to me	80%	80%	67%	85%	62%	-	93%	83%	56%
I have learned something new from the text	76%	76%	67%	76%	73%	-	73%	85%	40%
The leaflet made a healthy lifestyle more appealing	80%	80%	67%	79%	80%	-	93%	86%	54%
The leaflet gave useful tips that I will try out	78%	78%	67%	80%	73%	-	87%	83%	46%
The leaflet stands out compared to other brochures	73%	73%	33%	68%	75%	-	60%	87%	36%
I will hand out the leaflet to my family/friends	75%	75%	67%	71%	46%	-	60%	86%	60%
The text was easy to understand	76%	76%	67%	78%	67%	-	93%	77%	64%

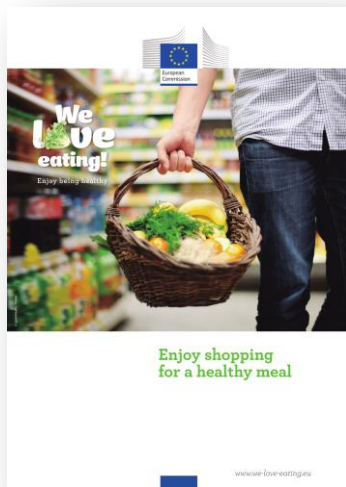


Evaluation posters

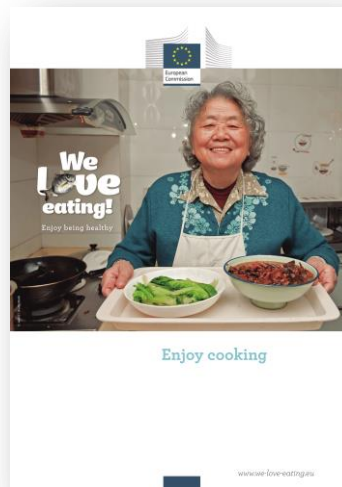


Pregnant women
Post evaluation survey n=681

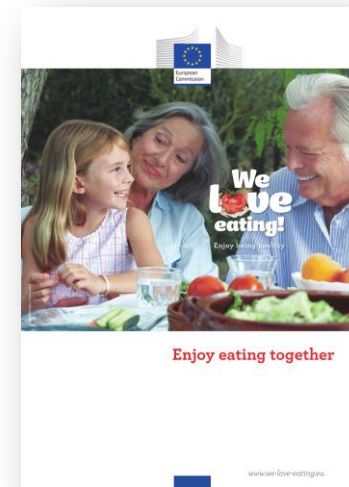
Poster 1



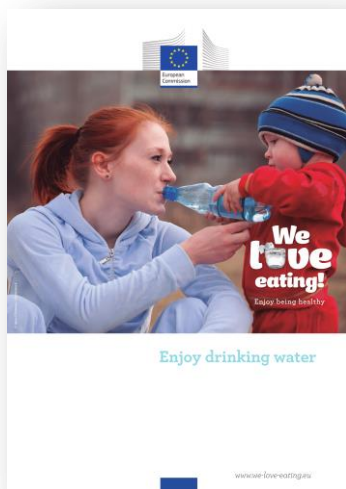
Poster 2



Poster 3



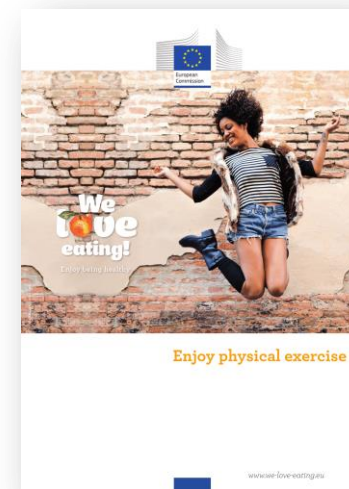
Poster 4



Poster 5



Poster 6





Evaluation posters | Recognition



Pregnant women
Post evaluation survey n=681

Base= all

Recognition

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	n=681	n=74	n=111	n=21	n=60	n=171	n=142	n=102

Poster 1 - Healthy meal

20%

20%

7%

8%

48%

5%

4%

53%

26%

Poster 2 - Enjoy cooking

7%

7%

4%

2%

29%

2%

4%

3%

25%

Poster 3 - Enjoy eating together

9%

9%

3%

7%

14%

2%

5%

6%

31%

Poster 4 - Enjoy drinking water

40%

40%

4%

66%

76%

7%

9%

84%

37%

Poster 5 - Enjoy colourful fruits & vegetables

18%

18%

4%

10%

52%

5%

6%

33%

34%

Poster 6 - Enjoy physical exercise

13%

13%

4%

3%

38%

3%

5%

28%

24%



Evaluation posters | Preference



Pregnant women
Post evaluation survey n=681

Base= all

Preference

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	n=681	n=74	n=111	n=21	n=60	n=171	n=142	n=102

Poster 1 - Healthy meal

10%

10%

16%

6%

24%

16%

9%

2%

20%

Poster 2 - Enjoy cooking

5%

5%

11%

3%

12%

9%

8%

1%

4%

Poster 3 - Enjoy eating together

11%

11%

27%

12%

29%

19%

9%

-

16%

Poster 4 - Enjoy drinking water

43%

43%

23%

55%

-

9%

31%

84%

27%

Poster 5 - Enjoy colourful fruits & vegetables

22%

22%

18%

17%

29%

33%

31%

8%

26%

Poster 6 - Enjoy physical exercise

8%

8%

5%

7%

6%

14%

12%

5%

8%



Evaluation posters | Likeability



Pregnant women
Post evaluation survey n=681

Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=308	n=6*	n=90	n=14*	n=7*	n=22	n=121	n=48
I enjoyed the posters	67%	67%	67%	86%	71%	14%	82%	57%	59%
The posters contain information that is important to me	69%	69%	67%	81%	62%	-	77%	77%	38%
I have learned something new from the posters	65%	65%	50%	76%	62%	-	52%	79%	31%
The posters make a healthy lifestyle more appealing	75%	75%	67%	81%	86%	33%	82%	81%	46%
The posters stand out compared to other posters	63%	63%	67%	73%	50%	14%	64%	71%	35%
The posters were easy to understand	69%	69%	50%	81%	57%	14%	82%	65%	63%

Evaluation card game



We Love eating!

Card Game Instructions

Who can play?
2-5 players aged 5 and above!

Aim of the game
Players must create meals consisting of 5 cards, one from each food category (fruits, vegetables, proteins, dairy products and starchy foods). The first player with no cards left is the winner!

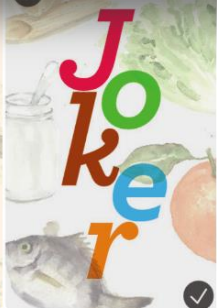
Game cards
There are two game cards in total, 16 'food' cards and 4 'joker' cards (see below). They are color-coded and represented by category icons as follows:

Fruits (pepper x 4, strawberry x 4, watermelon x 4)	Vegetables (peas x 4, meat x 4, fish x 4)
Proteins (eggs x 4, meat x 4, fish x 4)	Dairy products (butter x 4, yogurt x 4, milk x 4)
Vegetables (potatoes x 4, tomato x 4, eggplant x 4)	Starchy foods (potatoes x 4, pasta x 4, rice x 4)
Dairy products (butter x 4, yogurt x 4, milk x 4)	Joker (x 4)

Learning objectives include:
Explore the benefits of healthy eating, and compare and discuss throughout the game. Why is it so important to eat a wide variety of foods? What do you think is the healthiest food presented on the cards? And do the meals that you create in this game reflect the meals that you eat at home...?

Rules of the game

(1) The cards are shuffled. Each player is dealt a hand of 5 cards to suit with at least 2 from protein, 1 from fruit, 1 from vegetable, 1 from dairy and 1 from starch. (2) The first 5 cards are taken from the top of the stack and placed face up on the table, becoming the stock pile. (3) The youngest player starts the game with the first hand. During the top card of the stock pile is revealed, each player has 10 seconds to choose a card from their hand to replace the top card. (4) If a player has no cards left, they are out of the game. (5) If a player has a card that is the same color as the top card of the stock pile, they can also choose to replace it. (6) Only one card can be replaced at a time. (7) The next player to their left takes a turn, and so on. (8) Once a player has completed a meal (5 cards, 1 of each food category), that meal is removed from play and the same player must take a card of any food category from the hand of each player creating a new meal. (9) If all cards from the stock pile are removed, the completed meals are announced and evaluated, and the game continues as described above. (10) The first player with no cards left is the winner!



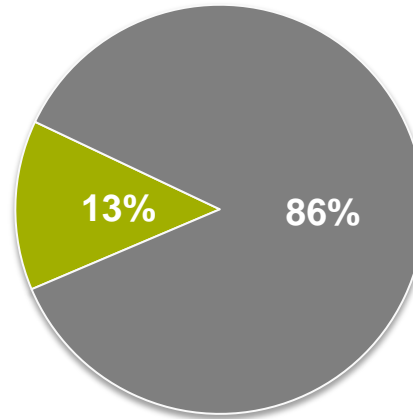


Evaluation card game | recognition

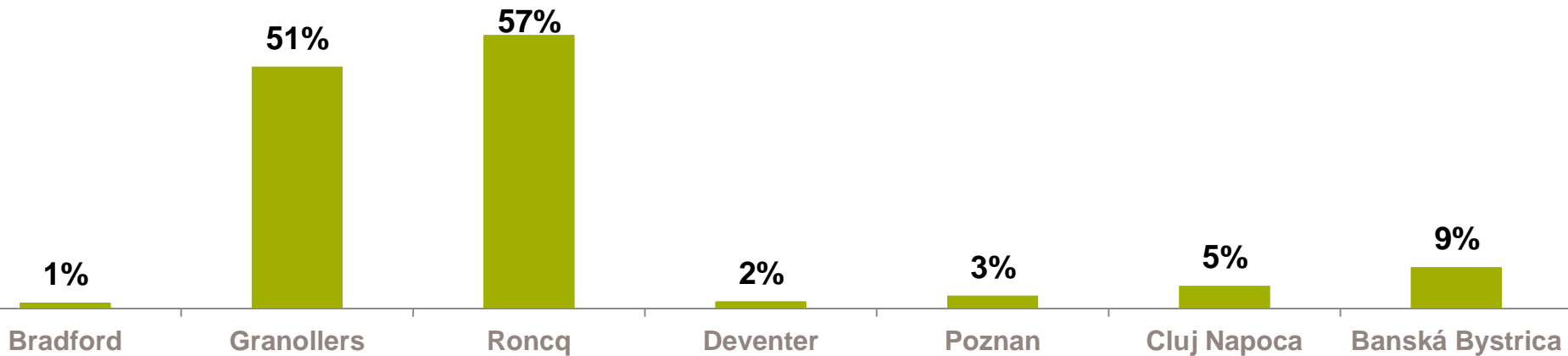


Pregnant women
Post evaluation survey n=681

Base= all



■ Recognition card game ■ no recognition card game



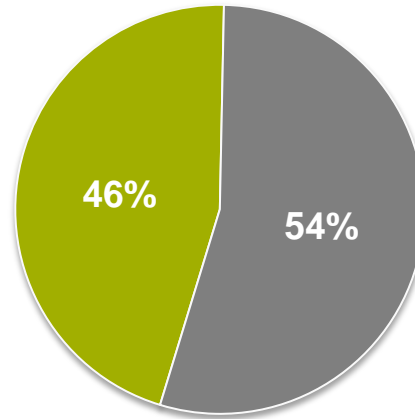


Evaluation card game | played

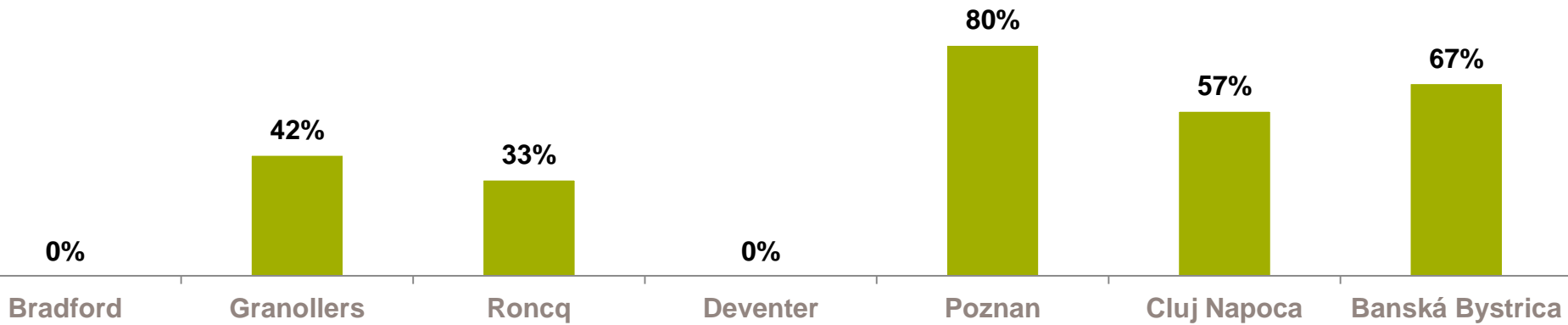


Pregnant women
Post evaluation survey n=681

Base= recognisers



■ Played the card game ■ Did not play the card game





Evaluation card game | Likeability



Pregnant women
Post evaluation survey n=681

Base= recognisers

TOP 2%

(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=69	n=1*	n=41	n=5*	n=1*	n=5*	n=7*	n=9*
I enjoyed playing the card game	53%	53%	-	54%	60%	-	60%	83%	33%
I have learned something new from the card game	49%	49%	-	54%	40%	-	20%	86%	33%
The card game made a healthy lifestyle more appealing	51%	51%	-	51%	40%	-	80%	86%	25%
The card game stands out compared to other card games	53%	53%	-	51%	50%	-	80%	86%	33%
I will play the card game with family/friends	51%	51%	-	49%	40%	-	80%	86%	33%
The card game was easy to understand	54%	54%	-	51%	40%	-	80%	86%	50%
The card game is a fun way to learn about healthy eating	57%	57%	-	51%	80%	-	80%	57%	67%

OLDER PEOPLE



We  love eating!
Enjoy being healthy

Profile (1)



Older people
Post evaluation survey n=738

		Bradford N=62	Granollers N=95	Roncq N=58	Deventer N=75	Poznan N=156	Cluj Napoca N=185	Banská Bystrica N=107
Single	10%	10%	8%	3%	2%	13%	20%	9%
In a relationship	5%	5%	3%	-	29%	4%	6%	2%
Living together with partner	3%	3%	2%	5%	-	11%	2%	2%
Married	42%	42%	47%	67%	25%	53%	35%	44%
Divorced	8%	8%	18%	3%	10%	3%	6%	9%
Widow / widower	32%	32%	22%	21%	35%	16%	31%	34%

The mean age of older people when they left school is **20 years**

20 years in Bradford
18 years in Granollers
16 years in Roncq
19 years in Deventer
22 years in Poznan
21 years in Cluj Napoca
21 years in Banská Bystrica

Profile (2)



Older people
Post evaluation survey n=738

Occupational status

		Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=62	N=95	N=58	N=75	N=156	N=185	N=107
Working full-time	2%	2%	8%	6%	-	3%	3%	-
Working part-time	2%	2%	-	2%	-	10%	1%	-
Full time student	0%	-	-	-	-	-	-	-
Retired	91%	91%	85%	74%	100%	78%	90%	100%
Unable to work through illness	1%	1%	7%	1%	-	3%	1%	-
Unemployed / seeking employment	0%	-	-	-	-	-	-	-
Maternity leave	0%	-	-	-	-	-	-	-
Looking after your home and/or family	2%	2%	-	11%	-	1%	1%	-
Living on independent means (not seeking employment)	0%	-	-	1%	-	1%	1%	-
Other	1%	1%	-	4%	-	3%	2%	-

Profile (3)



Older people
Post evaluation survey n=738

79% of the older people have grandchildren

74% in Bradford
83% in Granollers
91% in Roncq
77% in Deventer
77% in Poznan
79% in Cluj Napoca
77% in Banská Bystrica

33% of the older people are male respondents

31% in Bradford
34% in Granollers
31% in Roncq
36% in Deventer
19% in Poznan
54% in Cluj Napoca
18% in Banská Bystrica

The average age of the seniors is 73 years old

70 years in Bradford
73 years in Granollers
72 years in Roncq
73 years in Deventer
72 years in Poznan
71 years in Cluj Napoca
77 years in Banská Bystrica

Behaviour



Older people
Post evaluation survey n=738

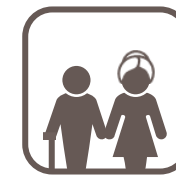
Fruit

Vegetables

- never
- less than once a week
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- every day
- at least 2 portions a day

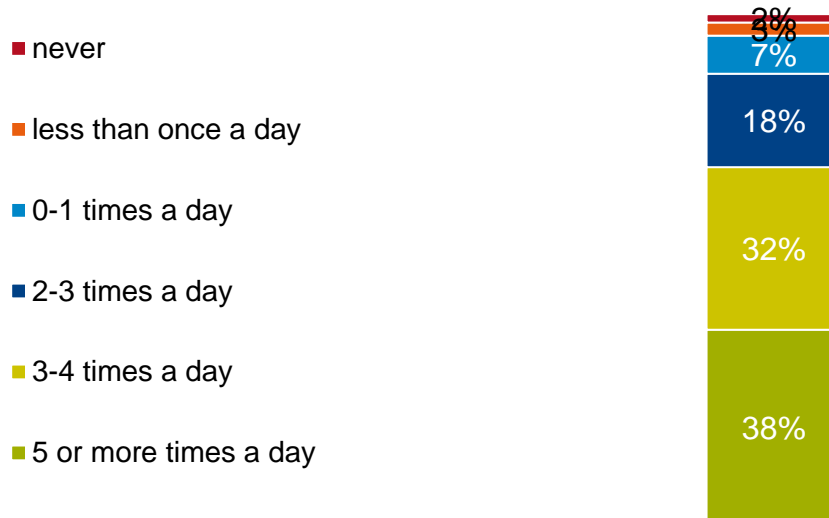


Behaviour

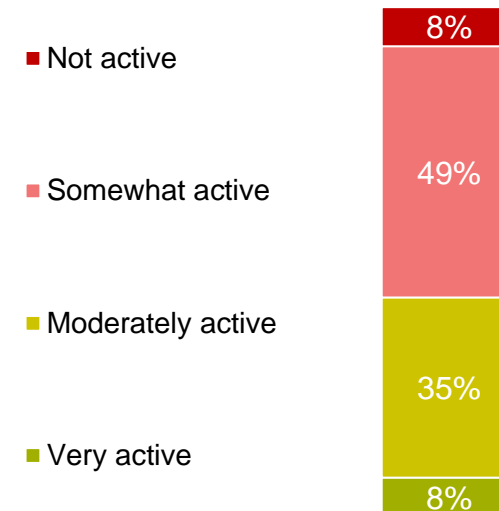


Older people
Post evaluation survey n=738

Glass of water



Exercising



Behaviour

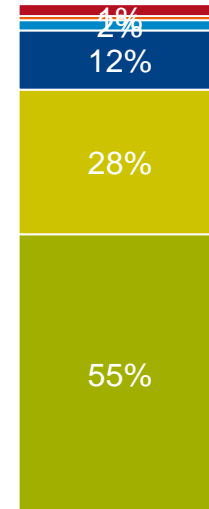
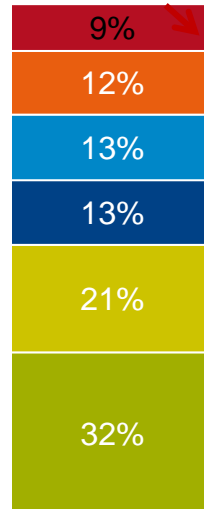


Older people
Post evaluation survey n=738

Eat with family or friends

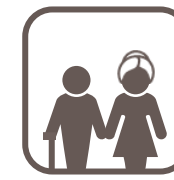
Eat fresh cooked meal

- never
- less than once a week
- 1 day a week
- 2-3 days a week
- 4-5 days a week
- 6-7 days a week





Awareness | Benefits of water



Older people
Post evaluation survey n=738

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107

TOP 2%
(agree/strongly agree)

Water hydrates your body	81%	81%	92%	88%	86%	79%	77%	78%	75%
Water contains no fat & sugar	79%	79%	97%	81%	76%	96%	70%	77%	74%
Your skin looks better when you drink enough water	74%	74%	72%	75%	67%	83%	63%	81%	75%
Drinking enough water can prevent diseases	66%	66%	59%	71%	65%	54%	53%	82%	65%
Water flushes out toxins	77%	77%	77%	77%	84%	82%	58%	84%	83%
Water is thirst-quenching	83%	83%	89%	83%	85%	86%	78%	84%	83%
I like the taste of water	66%	66%	57%	61%	53%	63%	58%	82%	66%
Drinking water makes me feel healthier	68%	68%	63%	69%	82%	50%	55%	82%	66%



Awareness | Benefits of fruit & vegetables



Older people
Post evaluation survey n=738

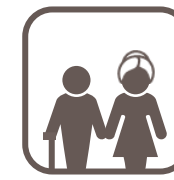
TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107

Contain very little fat	84%	84%	98%	92%	84%	94%	81%	76%	81%
Contain a lot of vitamins and minerals	85%	85%	92%	94%	84%	97%	84%	76%	84%
Fruit is an easy and quick snack	81%	81%	89%	80%	75%	92%	79%	78%	81%
Give me energy	69%	69%	58%	71%	64%	62%	65%	78%	69%
I like the taste	85%	85%	92%	94%	86%	97%	81%	77%	87%
Can prevent diseases	70%	72%	70%	75%	69%	73%	71%	79%	63%
Makes me feel healthier	73%	73%	64%	77%	78%	71%	68%	81%	64%



Awareness | Benefits of fresh cooked meals



Older people
Post evaluation survey n=738

Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107

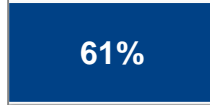
TOP 2%
(agree/strongly agree)

Home cooked meals contain less fat & sugars than ready-made food from a shop or a takeaway



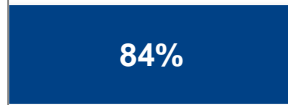
78%	83%	90%	75%	90%	73%	75%	67%
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I enjoy cooking



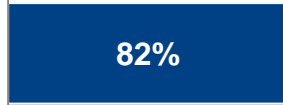
61%	47%	62%	64%	60%	53%	75%	55%
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I can choose which ingredients I put in my meals if I cook at home



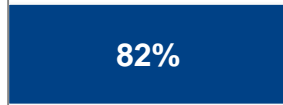
84%	92%	87%	86%	97%	80%	80%	81%
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Home cooked meals are healthier



82%	87%	87%	80%	88%	81%	79%	81%
-----	-----	-----	-----	-----	-----	-----	-----

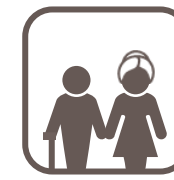
Home cooked meals taste better



82%	77%	87%	86%	89%	79%	79%	81%
-----	-----	-----	-----	-----	-----	-----	-----



Awareness | Benefits of sharing meals with family or friends



Older people
Post evaluation survey n=738

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Shared meals are a great family bonding experience	80%	86%	85%	83%	88%	79%	77%	73%
Sharing a meal allows me to teach my grandchild(ren) social manners	76%	82%	73%	75%	60%	78%	83%	70%
Shared meals are an opportunity to talk to each other	82%	90%	88%	86%	95%	79%	76%	76%
Shared meals are an opportunity to see my (grand)children	84%	93%	92%	90%	85%	82%	79%	77%
Sharing a meal is enjoyable	76%	92%	85%	88%	90%	51%	81%	72%
It's easier to make one large amount of food	66%	76%	56%	46%	69%	58%	81%	61%
It's cheaper to make one large amount of food	71%	81%	62%	63%	76%	67%	80%	66%



Awareness | Benefits of exercising



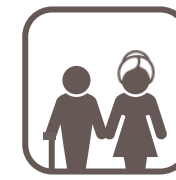
Older people
Post evaluation survey n=738

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Exercise makes me feel better	74%	72%	81%	70%	93%	69%	76%	65%
I can sleep better after exercising	69%	72%	70%	62%	61%	66%	78%	61%
Exercising gives me a boost of energy	67%	59%	67%	68%	82%	61%	76%	52%
Exercise is a good way to meet new people	69%	64%	71%	82%	72%	56%	78%	62%
Exercise regularly can prevent diseases	66%	65%	69%	58%	59%	69%	77%	48%
Exercise can help me to lose weight	71%	77%	76%	62%	77%	68%	73%	67%
Exercise can help me build muscles	72%	76%	83%	62%	88%	59%	75%	67%
Exercise can give me better endurance	75%	80%	82%	67%	94%	64%	76%	73%
Exercise keeps me fit and can help to prevent me becoming unwell	69%	74%	72%	61%	79%	58%	77%	63%



Knowledge & feeling confident



Older people
Post evaluation survey n=738

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
I feel confident to cook a fresh and healthy meal	78%	82%	81%	66%	89%	75%	82%	70%
When I go to the supermarket, I know which ingredients I need to buy when I want to cook a healthy meal	79%	92%	81%	80%	82%	76%	81%	67%
I know how to decide whether a food product is healthy or not	71%	80%	72%	67%	74%	65%	82%	51%



Enjoyment



Older people
Post evaluation survey n=738

TOP 2%
(agree/strongly agree)

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107

I enjoy eating fruit	87%	90%	86%	91%	81%	84%	93%	82%
I enjoy exercising in my free time	61%	64%	63%	60%	59%	56%	79%	33%
I enjoy eating vegetables	87%	87%	84%	88%	88%	83%	95%	80%
I enjoy sharing a meal with my family or friends	83%	95%	90%	88%	88%	76%	80%	76%
I enjoy going to the supermarket to buy fresh food	71%	64%	81%	72%	64%	66%	81%	58%
I enjoy cooking meals at home	70%	65%	74%	67%	69%	67%	82%	56%
I enjoy eating healthy	78%	85%	96%	84%	83%	63%	93%	48%



Future intentions



Older people
Post evaluation survey n=738

I would like to ... more often.

	Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
	N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107



Eat vegetables

32%	15%	31%	24%	12%	29%	59%	19%
------------	------------	-----	-----	------------	-----	------------	------------



Drink water

33%	18%	35%	30%	12%	28%	57%	19%
------------	------------	-----	-----	------------	-----	------------	------------



Exercise

30%	19%	35%	27%	3%	19%	56%	18%
------------	-----	-----	-----	-----------	------------	------------	------------



Eat fruit

33%	20%	30%	20%	13%	34%	61%	15%
------------	------------	-----	------------	------------	-----	------------	------------



Cook fresh meals

31%	21%	33%	19%	13%	22%	63%	7%
------------	-----	-----	------------	------------	------------	------------	-----------



Go to the supermarket to buy fresh food

29%	14%	29%	16%	10%	17%	63%	10%
------------	------------	-----	------------	------------	------------	------------	------------



Share meals with family or friends

34%	32%	37%	24%	8%	29%	62%	14%
------------	-----	-----	-----	-----------	-----	------------	------------



Anchorage



Older people
Post evaluation survey n=738

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=738	N=62	N=95	N=58	N=75	N=156	N=185	N=107
Awareness		63%	18%	68%	60%	26%	56%	99%	62%
Recognition		57%	10%	63%	52%	21%	44%	99%	56%
Attribution	The government	3%	13%	1%	5%	4%	4%	-	1%
	A health organisation	20%	38%	28%	38%	46%	20%	2%	10%
	The European Union	69%	30%	62%	33%	43%	67%	98%	83%
	Food industry	5%	13%	7%	13%	6%	5%	-	-
	Other	3%	5%	2%	11%	1%	4%	1%	6%

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=464	N=11*	N=64	N=35*	N=19*	N=87	N=182	N=66
Channel	Top 1	Leaflet	Participation	Leaflet, participation	Leaflet, word of mouth	Participation, other	Leaflet, word of mouth	Leaflet	Leaflet

*Word of mouth= family & friends

Appraisal and Action



Older people
Post evaluation survey n=738

Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=464	N=11*	N=64	N=35	N=19*	N=87	N=182	N=66
Appraisal Top 2	Like	67%	56%	84%	81%	47%	80%	51%	73%
	Relevant	66%	33%	80%	81%	7%	72%	70%	36%
	Informative	74%	56%	85%	69%	33%	68%	75%	73%
	Made me think	66%	38%	78%	94%	-	48%	70%	60%
Word of mouth	Neutral	10%	13%	7%	-	13%	16%	3%	40%
	Negative	-	-	-	-	-	-	-	-
	Positive	68%	-	69%	46%	13%	52%	95%	35%
	Negative & Positive	7%	13%	9%	15%	13%	-	3%	10%
	Didn't discuss	15%	75%	14%	38%	60%	32%	-	15%
Recognisers		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=464	N=11*	N=64	N=35	N=19*	N=87	N=182	N=66
Participation rate		14%	27%	44%	9%	26%	7%	0%	27%
Participators		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		N=63	N=3*	N=28	N=3*	N=5*	N=6*	N=0*	N=18*
Appraisal Top 2	Interesting activities	65%	100%	77%	68%	50%	67%	-	42%



Evaluation We Love Eating



Older people
Post evaluation survey n=738

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=440	n=8*	n=59	n=24*	n=15*	n=87	n=182	n=65
I like this project	73%	73%	63%	85%	29%	53%	75%	82%	57%
The project is relevant to me	64%	64%	50%	66%	22%	7%	72%	82%	28%
This project is informative	73%	73%	63%	86%	25%	36%	75%	84%	52%
This project made me think about my lifestyle	65%	65%	50%	66%	33%	7%	70%	83%	32%
The activities organised as part of this project are interesting	65%	65%	100%	77%	67%	50%	67%	-	42%



*low base



Evaluation leaflet



Older people
Post evaluation survey n=738

Base= all



We Love eating!
Enjoy being healthy
When you are elderly

www.we-love-eating.eu

Six Recommendations to Enjoy Eating

These six recommendations can help you to make positive changes to your lifestyle and help promote good health.

- #### 1. Enjoy Shopping for a Healthy Meal

Healthy eating depends very much on what you keep in your kitchen - taking a bit of extra time to make the right choices while food shopping is an investment well-made!

 - Shopping can be an enjoyable social activity. Ask family members, friends or local volunteers to accompany you and help you to read labels and carry bags.
 - Before shopping, make a list that includes all the ingredients for a healthy diet: plenty of fresh fruits and vegetables, whole grain, moderate amounts of dairy products and legumes and other lean proteins like seafood, poultry without skin and lean beef or pork.
 - While shopping, try to choose foods low in saturated fat (this usually comes from solid fats like butter, animal fat and margarine), cholesterol, added sugars, and salt, and high in fibre, vitamins A, C and E, and minerals such as calcium.
 - Find out where different food items were produced and if this was done in a healthy and sustainable way. As a general rule, it is better to buy foods that come from local producers, as shipping foods long distances can damage the environment. This can open up a whole new dimension of enjoying healthy eating, using locally produced food.
- #### 2. Enjoy Cooking

Cooking is a great way to eat more healthy, and share knowledge and recipes with others.

 - Enjoy the many social benefits that cooking offers - besides having meals with family and friends, cooking at community centres provides exciting experiences.
 - If you're not comfortable cooking, or if you would just like to learn some new recipes, take a cooking class. It's a fun way to learn new recipes and meet new people.
 - You may well have a lot of food skills, traditions, stories and recipes. Take the time to pass this on to family, friends or other community members - they will appreciate it!
 - Remember that the more a food is processed, the less nutritious it is. Take the time to cook with fresh ingredients - it is healthier and tends to be cheaper than processed food. You will also have better control of the quality, freshness, portion size, and calories.
- #### 3. Enjoy Eating Together

Meals are a great time to laugh, tell stories and enjoy the company of others - whether they are family, friends or people you have just met. They are also a great opportunity to develop healthy habits!

 - Many older people find themselves living in smaller households than they are used to, but this doesn't need to stop you from enjoying your meals with others. Ask your We Love Eating representative about social mealtime events and activities in your area.
 - Invite family members and relatives to eat in your home, sharing a family meal is good for the spirit, mind and body of all who share it.
 - Many older people suffer increased health problems due to isolation and loneliness. Get involved in local groups and create opportunities to share meals with others. It's a great way to meet and enjoy time with other people in your community. You will enjoy your meal and socialise with new people.
- #### 4. Enjoy Drinking Water

Water makes up more than half of your weight. Every cell in your body needs water. These tips can help you ensure that you are getting enough water on a daily basis.

 - Water should be your **primary source of hydration**. However, you can also choose other healthy liquids such as unflavoured milk and fresh fruit juices without added sugar.
 - Water has neither calories nor sugar - unlike sodas and fruit drinks. Avoiding sugary beverages can prevent excess weight gain.
 - It is very important to drink **plenty of water** when it is hot. This will help keep your body cool and prevent possible health complications like dizziness and dehydration.
 - As we get older, the balance between our need for water and our thirst for water changes and dehydration becomes a more serious risk. Remember to **drink water every day!**
- #### 5. Enjoy Colourful Fruits and Vegetables

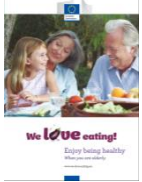
Colourful fruits and vegetables contain many of the vitamins your body needs, and the antioxidants that help protect you against chronic health problems like cancer and cardiovascular disease.

 - The different colour components in fruits and vegetables have different **health benefits**. Choose fruits and vegetables of all colours to ensure you are getting what you need. This also makes meals tastier and more enjoyable!
 - Colourful fruits and vegetables provide important nutrients but few calories, making them an ideal addition to meals. They are also a great option to snack on.
 - It's never too late to try **new fruits and vegetables**. If there is a fruit or vegetable that you're not sure how to use, it's a good opportunity to find new recipes, such as vegetable stir fries or fruit smoothies. Ask your We Love Eating representative for a recipe.
- #### 6. Enjoy Physical Exercise

The benefits of physical activity reach far beyond weight control. They also build resistance to disease, promote better sleep, and improve moods and energy levels.

 - Find a **physical activity you enjoy**. Local health centres and older people's organisations tend to offer a range of options.
 - Exercise is a great way to socialise. **Take a class or join a group** to benefit from better health and a more active social life.
 - Keep active!** You are never too old to take a bike ride or go for a walk, alone or with friends. And if you can't be active outdoors because of the weather, there are plenty of indoor options swimming, water aerobics, yoga...
 - Moving can help prevent excess weight gain. Making sure that you **get the right balance of healthy food and exercise** will help towards maintaining your ideal weight.

Enjoy being healthy
When you are elderly

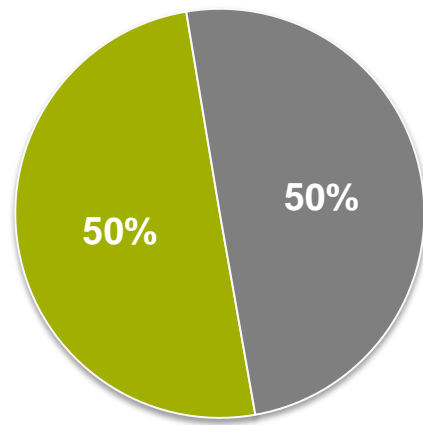


Evaluation leaflet

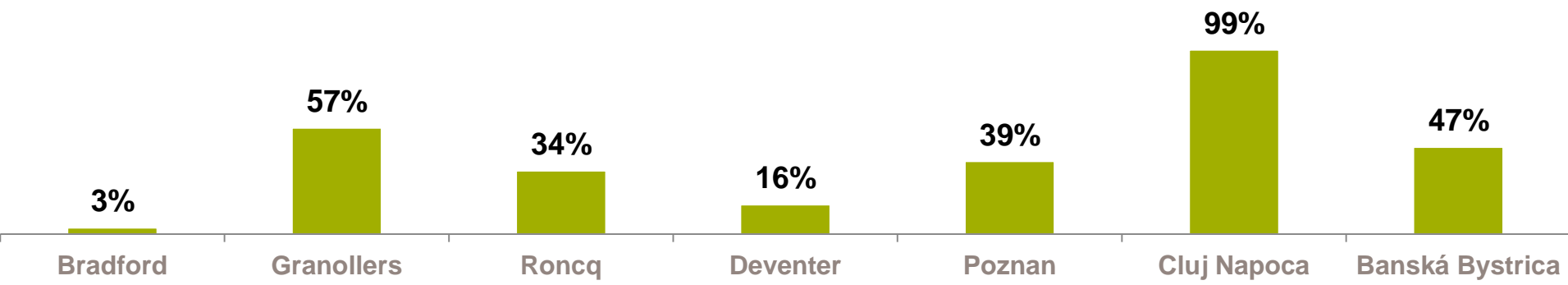


Older people
Post evaluation survey n=738

Base= all



■ Recognition leaflet ■ No recognition leaflet





Evaluation leaflet



Older people
Post evaluation survey n=738

Base= recognisers

TOP 2%

(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=359	n=1*	n=47	n=16*	n=8*	n=61	n=181	n=45
I enjoyed the leaflet	81%	81%	100%	75%	56%	38%	73%	89%	80%
The leaflet contained information that is important to me	78%	78%	100%	75%	47%	50%	70%	90%	63%
I have learned something new from the text	73%	73%	100%	72%	31%	63%	52%	89%	55%
The leaflet made a healthy lifestyle more appealing	77%	77%	100%	72%	33%	67%	69%	90%	59%
The leaflet gave useful tips that I will try out	75%	75%	-	71%	33%	63%	64%	88%	60%
The leaflet stands out compared to other brochures	67%	67%	-	60%	14%	43%	48%	86%	46%
I will hand out the leaflet to my family/friends	71%	71%	-	60%	20%	25%	62%	87%	53%
The text was easy to understand	79%	79%	100%	70%	38%	63%	77%	89%	69%

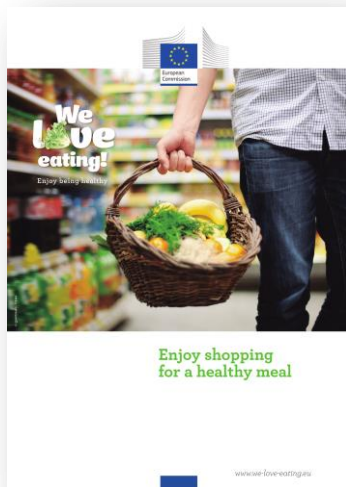
Evaluation posters



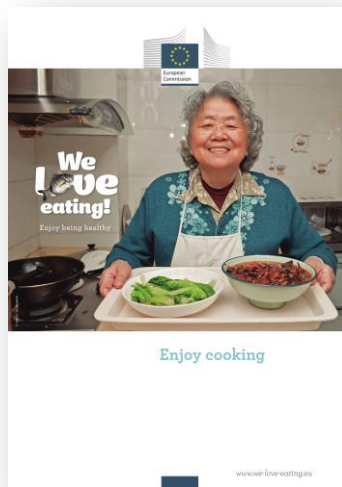
Older people
Post evaluation survey n=738



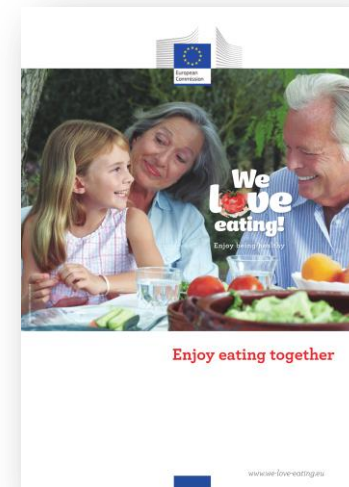
Poster 1



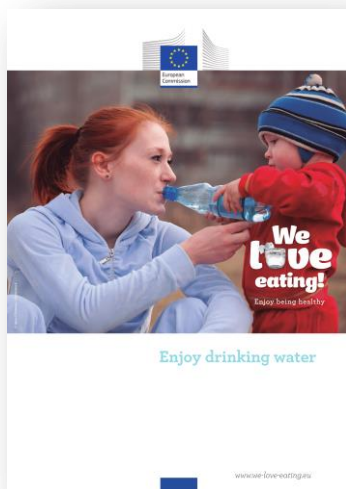
Poster 2



Poster 3



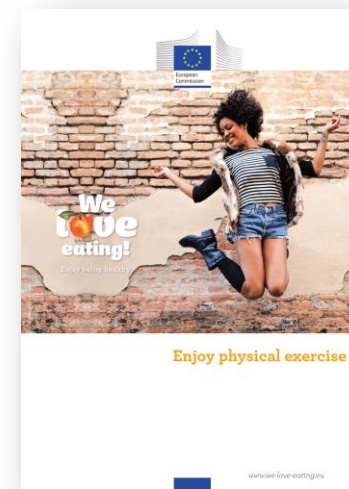
Poster 4



Poster 5



Poster 6





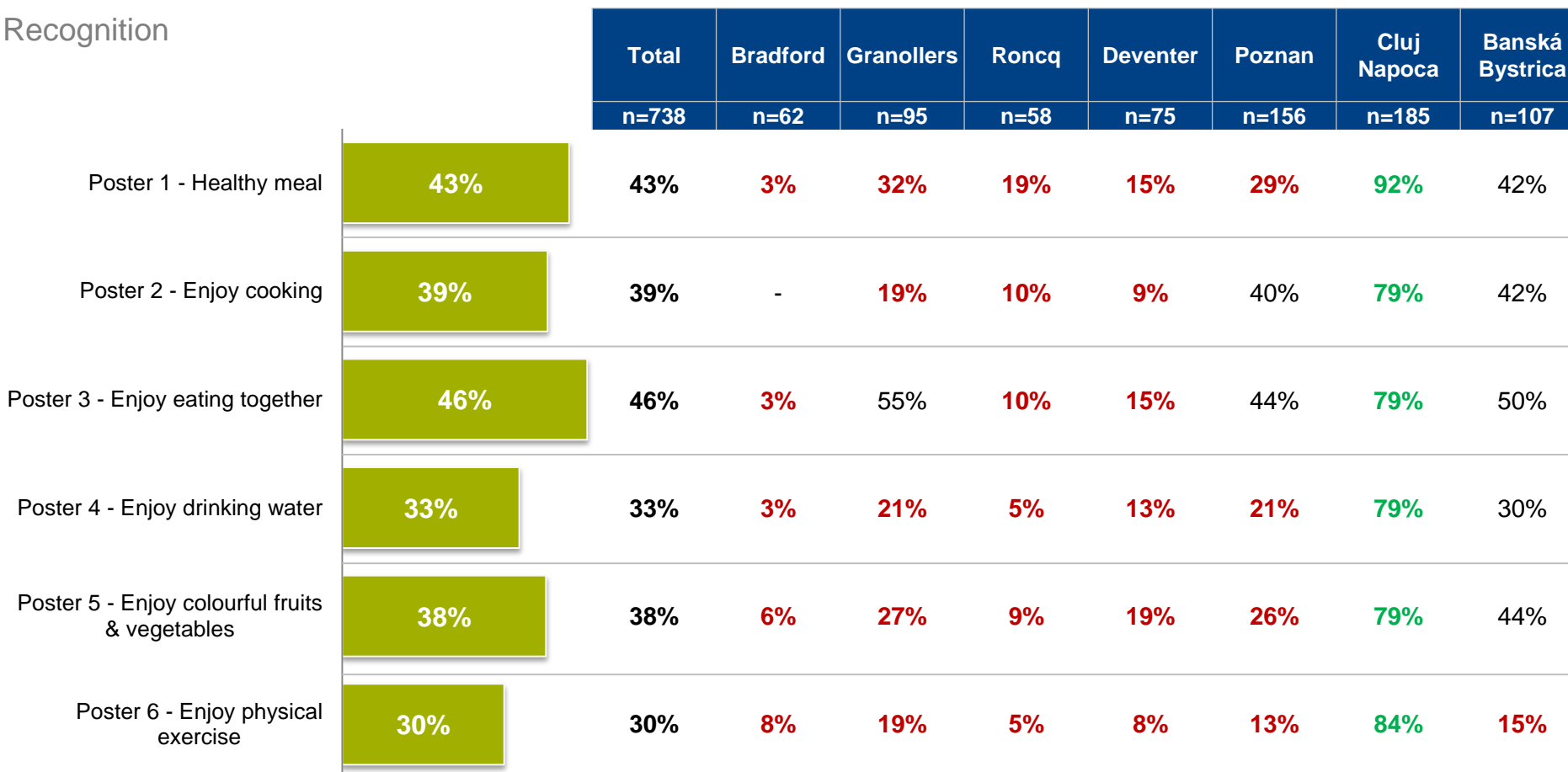
Evaluation posters | Recognition



Older people
Post evaluation survey n=738

Base= all

Recognition





Evaluation posters | Preference



Older people
Post evaluation survey n=738

Base= all

Preference

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=616	n=32	n=54	n=40	n=54	n=153	n=185	n=98
Poster 1 - Healthy meal	11%	11%	25%	7%	8%	26%	14%	1%	17%
Poster 2 - Enjoy cooking	32%	32%	9%	6%	8%	13%	22%	71%	15%
Poster 3 - Enjoy eating together	29%	29%	41%	61%	60%	26%	28%	11%	33%
Poster 4 - Enjoy drinking water	8%	8%	3%	7%	13%	13%	10%	1%	18%
Poster 5 - Enjoy colourful fruits & vegetables	15%	15%	13%	13%	10%	15%	18%	15%	14%
Poster 6 - Enjoy physical exercise	4%	4%	9%	6%	3%	7%	7%	1%	2%



Evaluation posters | Likeability



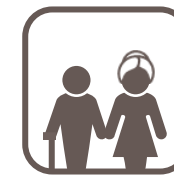
Older people
Post evaluation survey n=738

Base= recognisers

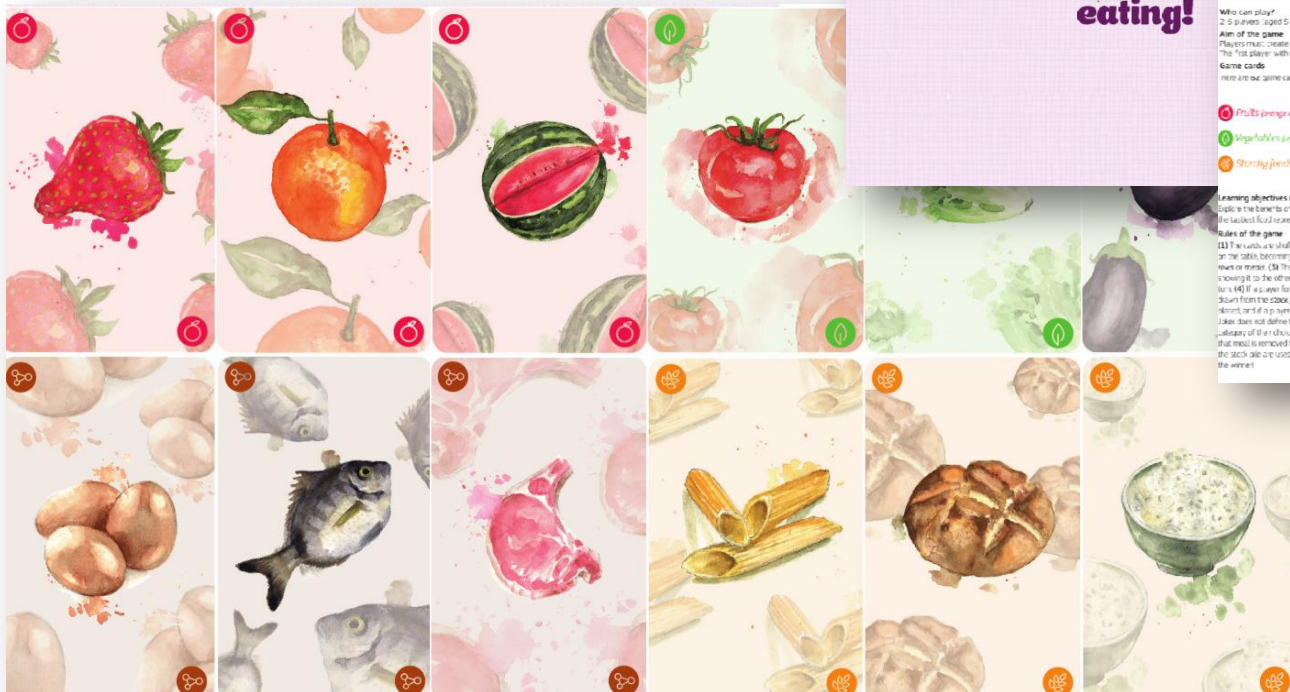
TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=476	n=6*	n=60	n=18*	n=19*	n=114	n=184	n=75
I enjoyed the posters	68%	68%	67%	82%	28%	58%	61%	77%	61%
The posters contain information that is important to me	58%	58%	33%	63%	24%	26%	58%	76%	29%
I have learned something new from the posters	55%	55%	17%	49%	12%	26%	53%	78%	28%
The posters make a healthy lifestyle more appealing	61%	61%	33%	62%	24%	68%	58%	80%	29%
The posters stand out compared to other posters	58%	58%	50%	63%	22%	47%	45%	81%	32%
The posters were easy to understand	70%	70%	50%	80%	28%	68%	62%	84%	53%

Evaluation card game



Older people
Post evaluation survey n=738



Card Game Instructions

Who can play?
2-5 players aged 5 and above!

Aim of the game
Players must create meals consisting of 5 cards, one from each food category (fruits, vegetables, proteins, dairy products and starchy foods). The first player with no cards left is the winner!

Game cards
There are five game cards in total, six 100-point cards and a Joker card (see below). They are color-coded and represented by category icons as follows:

- Fruits** (orange) x 4, (strawberry) x 4, (watermelon) x 4
- Proteins** (egg) x 4, (meat) x 4, (fish) x 4
- Vegetables** (peas) x 4, (tomato) x 4, (eggplant) x 4
- Dairy products** (butter) x 4, (yogurt) x 4, (milk) x 4
- Starchy foods** (potatoes) x 4, (pasta) x 4, (rice) x 4
- Joker** (x 1)

Learning objectives include:
Explore the benefits of healthy eating, and compare and discuss throughout the game. Why is it so important to eat a wide variety of foods? What do you think is the healthiest food presented on the cards? And do the meals that you create in this game reflect the meals that you eat at home...?

Rules of the game

(1) The cards are shuffled. Each player is dealt a hand of 5 cards to take with them (one to 5 players). The remaining cards are then placed face down on the table, becoming the stock pile. (2) The first 5 cards are taken from the top of the stock pile and placed face up on the table, becoming the first category of 5 meals or meals. (3) The youngest player then starts the game with the first hand, drawing the top card of the stock pile and adding it to their hand (within 5 seconds) to the other player then playing, and so on. (4) If a player has 3 cards in their hand, they must always pick at least 1 card from the stock pile at the start of a turn. (5) If a player has 4 cards, at least 1 card must be picked (before playing), and the hand must always have 5 cards in total, at least one of each category. (6) Cards from the stock pile, as a priority, must be taken if it is possible to take more than 5 cards in a hand at any point in the game. (7) Only 1 card category can ever be selected and it is possible to pick a card from the stock pile (before playing), and the hand must always have 5 cards in total, at least one of each category. (8) The game does not define the food category that the player represents, and subsequent players who place cards in their hand can use the Joker to represent the food category of their choice. (9) The next player to draw a card takes a card from the stock pile. (10) Once a player has completed a meal (5 cards, 2 of each food category), that meal is removed from play and the same player must go to take a card of any food category from the hand of a player, creating a new meal. (11) If all cards from the stock pile are used, the completed meals are awarded and the cards are shuffled, and the game continues as described above. (12) The first player with no cards left is the winner!



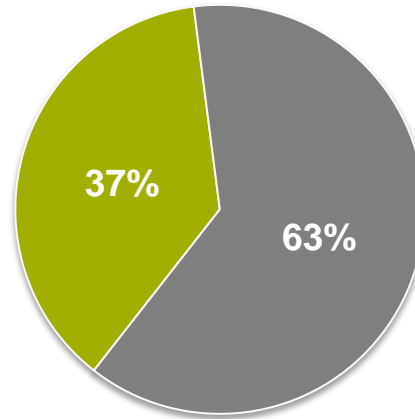


Evaluation card game | Recognition

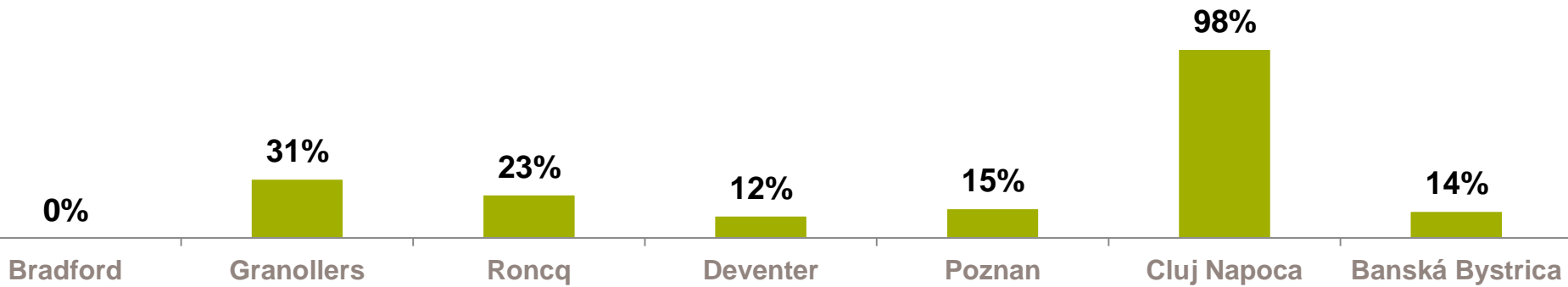


Older people
Post evaluation survey n=738

Base= all



■ Recognition card game ■ No recognition card game



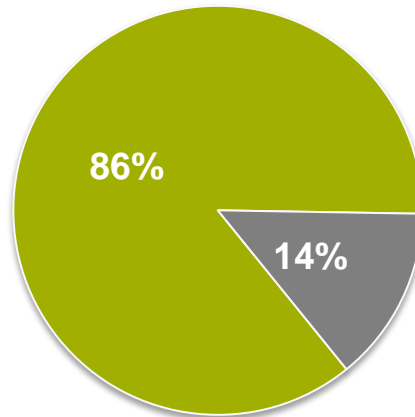


Evaluation card game | played

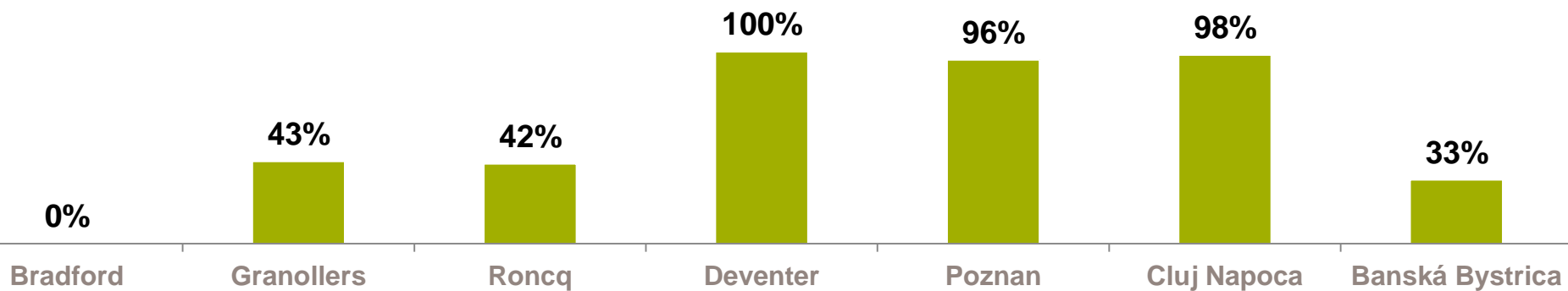


Older people
Post evaluation survey n=738

Base= recognisers

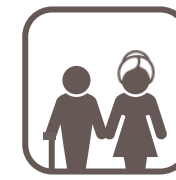


■ Played the card game ■ Did not play the card game





Evaluation card game | Likeability



Older people
Post evaluation survey n=738

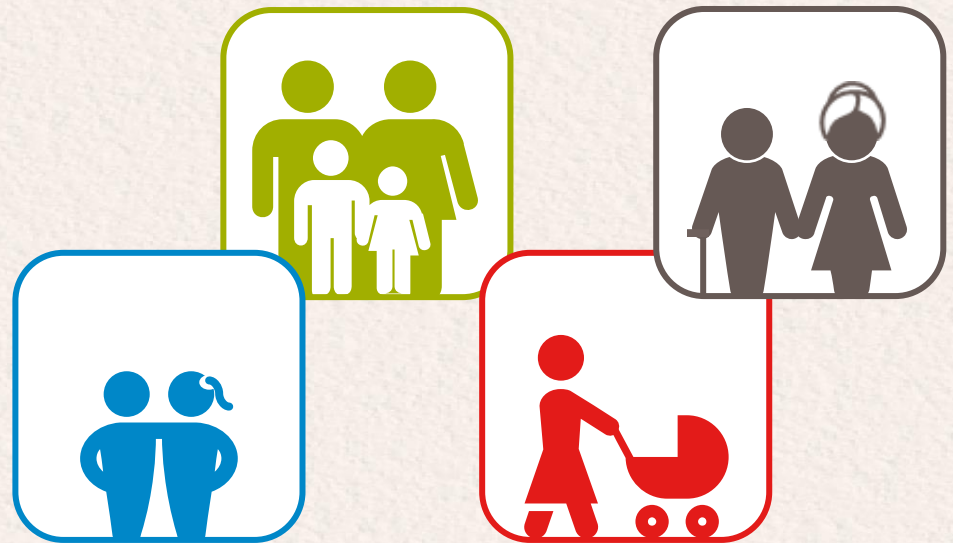
Base= recognisers

TOP 2%
(agree/strongly agree)

		Total	Bradford	Granollers	Roncq	Deventer	Poznan	Cluj Napoca	Banská Bystrica
		n=251	n=0*	n=18*	n=10*	n=6*	n=24	n=180	n=13*
I enjoyed playing the card game	69%	69%	-	53%	20%	71%	63%	76%	31%
I have learned something new from the card game	66%	66%	-	47%	0%	67%	50%	77%	31%
The card game made a healthy lifestyle more appealing	68%	68%	-	47%	10%	67%	63%	78%	15%
The card game stands out compared to other card games	68%	68%	-	35%	10%	50%	46%	82%	15%
I will play the card game with family/friends	69%	69%	-	29%	10%	50%	58%	81%	31%
The card game was easy to understand	71%	71%	-	56%	10%	80%	63%	79%	46%
The card game is a fun way to learn about healthy eating	72%	72%	-	50%	20%	67%	63%	81%	46%



SUMMARY AND KEY INSIGHTS



We  love eating!

Enjoy being healthy



Interpretation results comparison

The comparison is made between respondents who have filled in the post evaluation and who have also participated in a previous survey (n=599).

When interpreting the results please keep the following in mind

Significant differences:

Positive or negative effects are only indicated when the differences between the post measurement and a previous survey are significant.

The significant differences were calculated using an unpooled two-proportion z-test*.

+	=	-
Positive effect	Stable	Negative effect

[*https://en.wikipedia.org/wiki/Statistical_hypothesis_testing](https://en.wikipedia.org/wiki/Statistical_hypothesis_testing)

Comparison

Post evaluation compared to previous measurements



Behaviour TOP	Young children N=115	Youngsters N=89	Pregnant women N=98	Older people N=297
Eat fruit daily	=	=	=	+
Eat vegetables daily	+	=	=	+
Drink water more than 3 times a day	+	=	=	+
Exercise active/ moderate	-	=	=	=

Behaviour BOTTOM	Young children N=115	Youngsters N=89	Pregnant women N=98	Older people N=297
Eat fruit less than 2 times a week	=	+	=	+
Eat vegetables less than 2 times a week	+	=	=	+
Drink water less than once a day	+	=	=	+
Somewhat / not active	-	=	=	=

+	=	-
Positive effect	Stable	Negative effect

Comparison

Post evaluation compared to previous measurements



Awareness	Young children N=115	Youngsters N=89	Pregnant women N=98	Older people N=297
Drinking water makes my child feel healthier	=	+	=	+
Eating fruit and vegetables makes my child feel healthier	=	=	+	=
Exercise makes my child feel better	=	=	+	=
Home cooked meals are healthier for my child	-	-	+	-
My child enjoys eating healthily	+	=	+	+

Intentions	Young children N=115	Youngsters N=89	Pregnant women N=98	Older people N=297
Drink water	=	=	=	+
Eat fruit	=	=	=	+
Eat vegetables	=	=	=	+
Exercise	=	=	=	+
Share meals with family or friends	=	+	=	+
Cook fresh meals	N/A	N/A	=	+
Buy fresh food	N/A	N/A	=	+

+	=	-
Positive effect	Stable	Negative effect

Project evaluation



Project evaluation (base = all)	Young children N=391	Youngsters N=348	Pregnant women N=681	Older people N=738
Awareness	55%	55%	49%	63%
Recognition logos	52%	55%	46%	57%
Attribution European Union	65%	53%	71%	69%

Project evaluation (base = recognisers)	Young children N=210	Youngsters N=174	Pregnant women N=322	Older people N=440
Like	68%	58%	67%	73%
Relevant	55%	51%	66%	64%
Informative	66%	69%	74%	73%
Made me think	57%	58%	66%	65%
Positive word of mouth	56%	52%	68%	59%

Noticed via (main channel)	Leaflet, Word of mouth	Leaflet, participation	Leaflet, participation	Leaflet, Word of mouth
Participation rate	9%	25%	21%	14%

Interesting activities (base = participators)	Young children N=20	Youngsters N=46	Pregnant women N=64	Older people N=52
Appraisal participators Interesting activities	63%	67%	86%	65%

Overall summary – comparison

The ideal lifestyle has not been achieved yet, but unhealthy behaviour is on its way out

Behaviour

Between the surveys done before and after the activities offered by the pilot project some positive behaviour trends can be observed, most evident in older people. More seniors are now eating fruit and vegetables daily and drinking water more than 3 times a day. For these points the results of the survey are particularly robust. It can be confidently concluded that, younger children up to the age of 9 years are now eating vegetables daily and drinking water more than 3 times a day. The behaviour of youngsters (10 -15 y.) and pregnant women remained largely unaffected by the project.

Although the pilot project does not seem to have brought about substantial improvements in the most desirable behaviour such as making people eat fruit and vegetables daily, drink more than 3 glasses of water a day and being very physically active, it nevertheless succeeded in decreasing the least desirable behaviour:

- Fewer seniors and children eat fruit or vegetables less than twice a week. The results for eating vegetables are particularly strong.
- Fewer young children and seniors drink water less than once a day.

Awareness

Parents of young children are more aware that their children enjoy eating healthily, but less aware that home cooked meals are healthier for them. For this group, the results are very robust. Pregnant women are more aware that it is good for their unborn child if they enjoy eating balanced, home-cooked meals with fruit and vegetables and are physically active. Robust data also support that older respondents enjoy eating healthily but do not connect this to home cooked meals. Older people also believe that drinking water will have a positive effect on their health. The youngsters answering the survey after the project value drinking water more but are less aware that home cooked meals are important for health.

Intentions

Intentions are determined by perceptions. Respondents who already consider their lifestyle as being a healthy one might not see the need for increased efforts to change their behaviour. Seniors have the best intentions towards all aspects of healthy living and these results are particularly robust and strong. Youngsters intent to share more meals with family or friends.

Overall summary – project evaluation

Awareness, recognition, attribution

Overall project awareness and recognition of the logos is high. More than half of the respondents can attribute the project to the European Union. The leaflet proved to be the best tool to connect with the target groups of “We Love Eating”.

Project evaluation (recognisers only)

- Most of all project recognisers considered the project to be informative. Pregnant women and seniors had the highest overall appreciation for the project.
- Project likeability is highest among seniors (73%) followed by parents of young children (68%) and pregnant women (67%), youngsters are a little harder to convince (58%).
- The project is mostly relevant for pregnant women (66%) and seniors (64%), followed by parents of young children (55%) and youngsters (51%)
- "We Love Eating" triggered 2 out of 3 pregnant women and seniors to think about their lifestyle. 3 out of 5 parents of young children and youngsters were triggered to think about their lifestyle.
- 2 out of 3 pregnant women have talked about the project with others in a positive way, followed by 59% of seniors, 56% parents of young children and 52% of the youngsters.

The awareness of aspects of a healthily lifestyle increased in almost all target groups (except for youngsters).

Although the ideal lifestyle has not been achieved, there is a decrease in unhealthy behaviour. “We Love Eating” has had a positive influence.