



We love eating: Understanding the project's context & scientific basis

Prof. Bruce Truill, Member of the WLE Scientific Board



We  love eating!

Enjoy being healthy

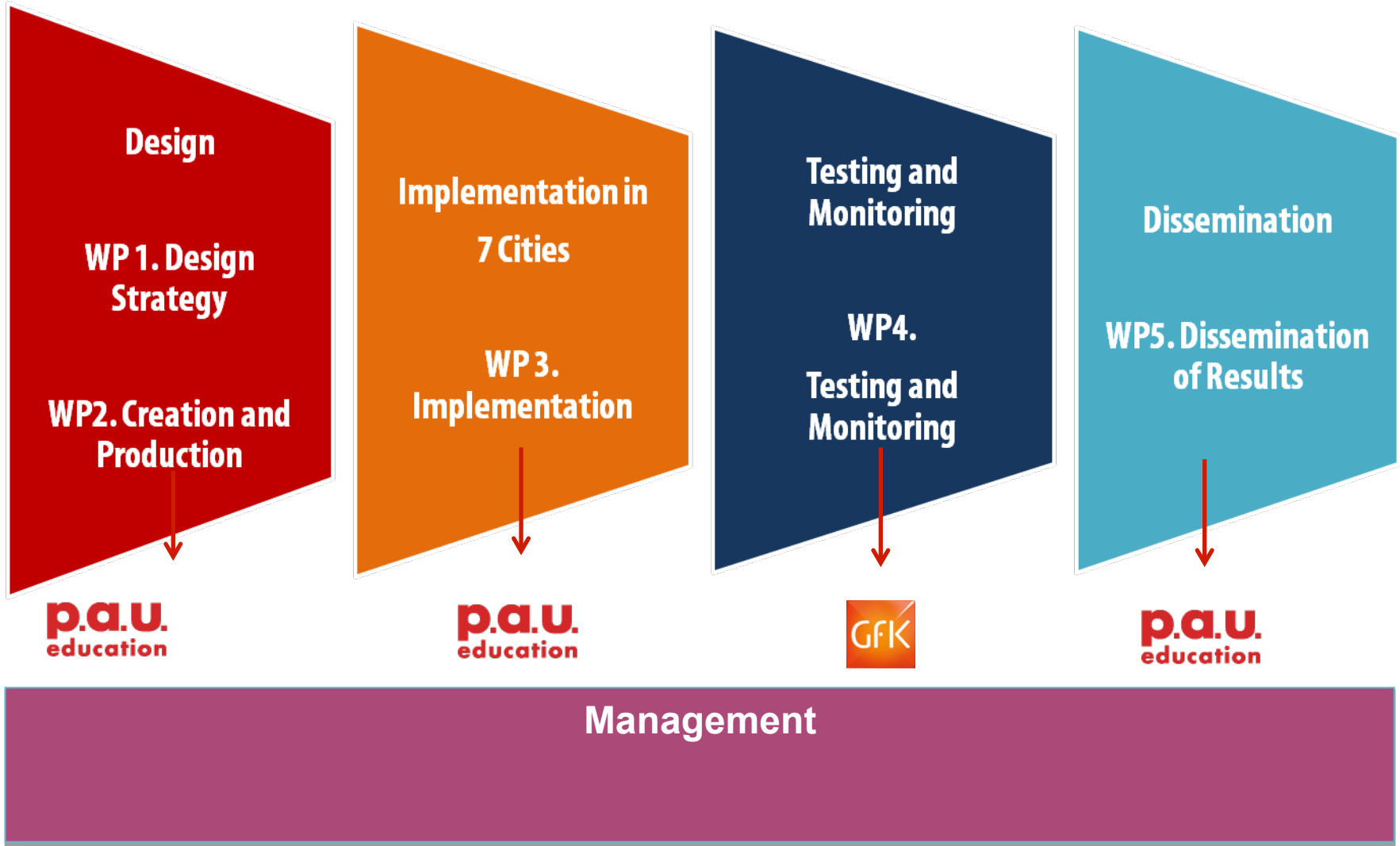
Understanding the context

- **Obesity levels (still) increasing among European adults**
 - EU average is above 15%, with over half of adults being obese or overweight
- **Promoting a healthy diet as part of a healthy lifestyle a priority of the European Union**
- **Need of a comprehensive approach to cover the entire life-cycle**
 - Children
 - Pregnant women
 - Older people
- **Specific issues for specific targets**
 - Maternal nutrition
 - Actions in schools and pre-schools
 - Address malnutrition among over-65s

We love eating aims and objectives

- **To design and test educational material** aimed at raising awareness on the health problems related to poor nutrition, being overweight and obesity;
- **To promote healthy diets** throughout the life cycle from pregnancy to elder age at EU scale.
- **To be tested in seven cities/seven Member States**
 - Banska Bystrica, Slovakia; Bradford, UK; Cluj Napoca, Romania; Deventer, Netherlands; Granollers, Spain; Poznań, Poland and Roncq, France.
- **To make an innovative contribution to “sensitise” the three target groups**
- **To involve local stakeholders in the awareness raising objective (LPGs)**
 - Ownership as a means to creating effectiveness of the prevention schemes.

Four phases, five Work Packages (2013 – 2015)



Key aspects of our proposal

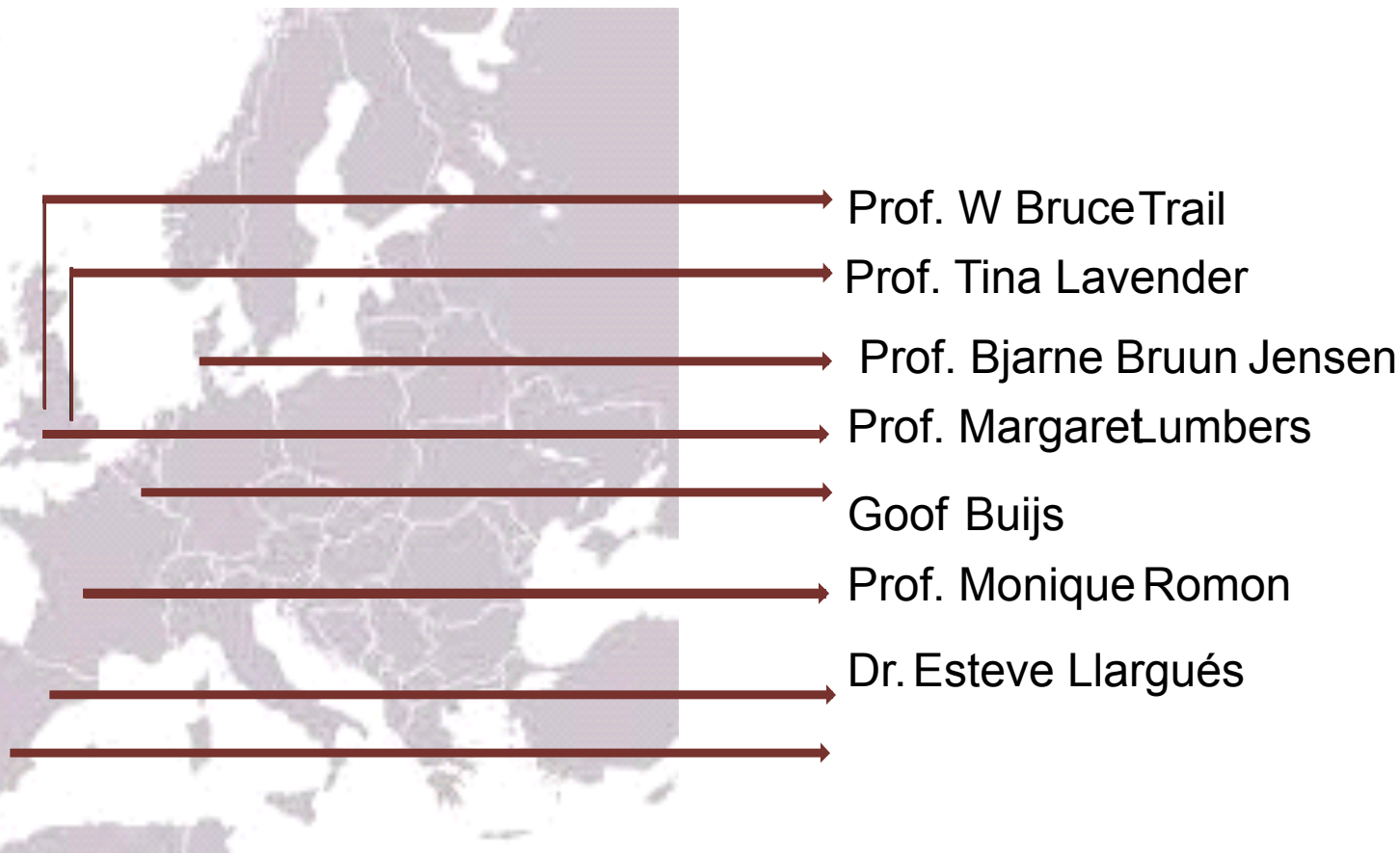
- **Scientifically-grounded:** A board of **Scientific Experts** in nutrition and health promotion projects provided insight and defined the key messages and specific guidelines.
- **Community-based:** We worked with **Local Promoting Groups** of relevant stakeholders in each city. They validated the materials and were actively involved in every stage of the project.
- **Intergenerational:** Highlighting the positive effects of **intergenerational interaction**.
- **A 'No stigma' approach:** The project focused on the benefits of **healthy diets in a positive way**, highlighting not only nutritional but also social and cultural aspects.

Scientifically-grounded

- **Benchmark of existing** EU projects in promotion of healthy diets for the 3 targets + literature review (Nov to Dec 2013);
- Constitution of a **Board of experts**;
- **SB meetings** in Barcelona to agree on the **editorial guidelines**, the **key messages** and the **recommendations** of the project (Dec 2013);
- **Analysis of the conclusions** of the SB meeting and elaboration of the editorial **content** and **visual identity** (Dec 2013);
- Continuous **monitoring**:
 - Zero-measurement: Survey amongst target groups took place before the actual campaign launch;
 - Interim monitoring;
 - Post evaluation.

We love eating Scientific Board

Seven experts from different EU Member States composed the Scientific Board. They proposed the **scientific guidelines**, defined the **key messages** and validated the **educational materials**.



Local Promoting Groups are the key

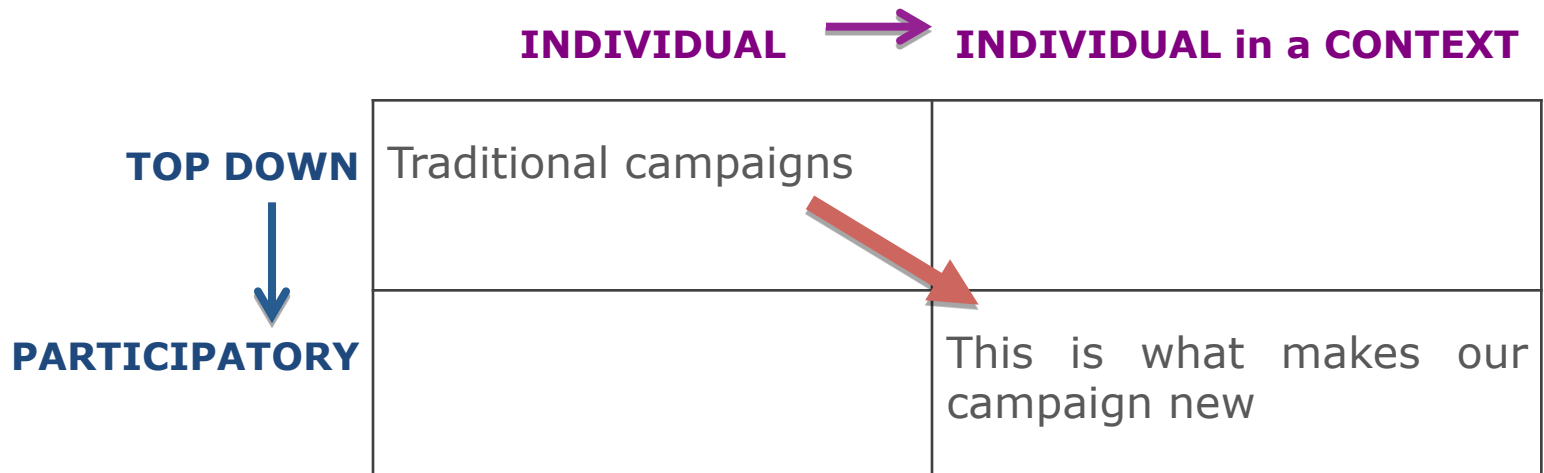
The **Local Promoting Groups** are key to ensure the participation of the **relevant stakeholders** in the cities and the target groups themselves.

Children, pregnant women and elderly were involved from the beginning and throughout:

- **Co-creation**: They were involved in the design of the campaign in for their cities and in the validation of the materials;
- **Implementation**: They were actively involved in the implementation of the campaign in their cities.
- Facilitating **community dialogue**;
- Supporting the start-up, management of **initiatives and activities**;
- **Identifying** appropriate people, **resources**, places and settings for the proposed actions and creating conditions for their effective execution
- Collaborating in the **monitoring and testing**.

An innovative approach

- An **innovative approach** that aims to develop educational tools that can be adapted and adopted at the local level to promote participation;
- A **community-based approach** which empowers local communities to promote participation of the target groups.



We love eating team

- **The consortium:**

- **Two main partners** who lead the design, production of material, testing, monitoring and dissemination of the pilot project.

- [P.A.U. Education](#) and [Gfk](#).



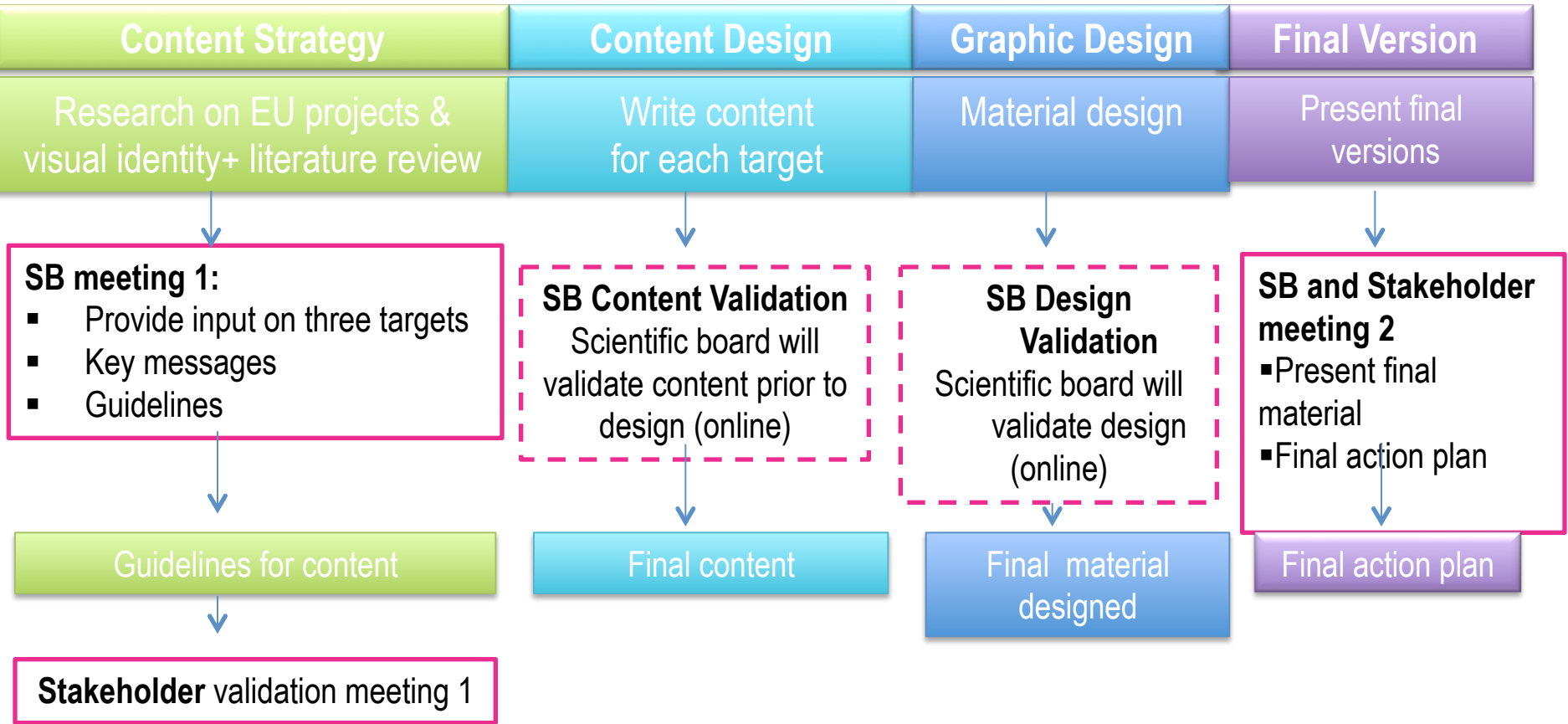
- **The Scientific Board**

- **The Local Promoting Groups**

- **Local stakeholders and associated partners** who contributed to the content and provided important local dissemination channels.

- Euro-Toques
 - AGE Platform
 - SHE network
 - Etc.

Design & Validation Process



Simple key messages

1. Enjoy shopping for a healthy meal
2. Enjoy cooking
3. Enjoy family meals
4. Enjoy drinking water
5. Enjoy eating a colorful array of fruits and vegetables
6. Enjoy physical exercise



We love eating educational tools

- Leaflet parents
- Leaflet elderly
- Leaflet pregnant women
- Posters for each key message (6)
- Magnets
- Badges
- Handbook
- Game card
- Facebook page
- Website



Thank you!



Notes and annexes

Who is Who?

Bjarne Bruun Jensen, Director of the Steno Health Promotion Center (Denmark) and Co-coordinator of the Shape Up project.

Professor Margaret Lumbers, Professor at the University of Surrey (UK) and Coordinator of the European Union project: “Food in Later Life”.

Professor W Bruce Traill, from the Department of Food Economics and Marketing at the University of Reading (UK) and Director of the “Eat Well” project.

Professor Tina Lavender, School of Nursing and Midwifery, University of Manchester (UK).

Who is Who?

Goof Buijs, Senior Consultant at CBO BV and Programme Manager of the Schools for Health in Europe (SHE) network (Netherlands).

Monique Romon, Professor of Nutrition at the University of Lille and Founder of the VIF network in France (and former Founder of the EPODE network, now substituted by VIF in France).

Dr Esteve Llargués, Coordinator of the Avall project (Spain).

The proposed message

- Eating is a source of joy and socialisation. We love eating and that's why we want to eat well, to eat the foods we love, the foods we need... in a balanced way . We love eating and we want to enjoy it throughout our lives. That's why we eat healthily.
- In all European countries, despite our differences in culinary habits and traditions, climate, and food availability, we all have the opportunity to eat well.
- To eat well means not only getting the right nutrients in the right proportions, but also acknowledging the social importance of eating, enjoying food, and choosing sustainable food that is often produced by local producers.
- We love eating is both a claim and an invitation for European citizens to share their experiences, based on their own culture and traditions. Through this exchange, a European common ground for healthy diets is created.

Food as a holistic concept

- **Nutrition:** Even if the campaign adopts a no-stigma stance regarding obesity, it is necessary to mention health issues related to diet - which include obesity and overweight, diabetes, the influence of diet on ageing, and the role of breastfeeding for a baby's health. It must discuss some of the main messages regarding nutrition and healthy diets.
- **Eating habits** address its social dimension. The different meals, their composition, the way they are prepared, and their social dimension are an essential component to create relevance for healthy diets in our everyday lives.
- The way **food is grown and produced**, chosen, and stored is part of the healthy diet approach. A "farm to table" approach should enable the "consumers" to recognise the importance of the production process in their consumption choices. A healthy diet requires available healthy food.
- **Cooking:** Healthy diets are also about empowering people, starting with children, to make better food choices, and giving them the skills and knowledge they need to do so.