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Together

Together: Promoting healthy diets to pregnant & breastfeeding women



Together



European
Commission

Why Together?

- Findings of We love eating pilot project: Global communication cannot address all the needs of specific target groups
- Risks deriving of maternal obesity showing links between overweight and obesity pre-pregnancy and complications during pregnancy
- In addition, maternal obesity increases child's risk of being overweight.
 - The risk is higher for disadvantage women.

The right moment to choose a healthier lifestyle

- Pregnant and breastfeeding women are especially motivated to make healthier choices, not only during pregnancy;
- Pregnant women might become active agents in promoting healthy eating & regular activity;
- Focus on low socio-economic groups, who have limited access to fresh foods.

The cities

- Manchester (UK)
- Murcia (ES)
- Odense & Kolding (DK)
- Prague (CZ)
- Varna (BG)



Areas for action

- Advocate: Promote healthier lifestyle;
- Educate: Help women to manage weight gain; raise awareness on benefits of exclusive breastfeeding;
- Mediate: Help women to make most of health professionals' advice.
- Enable: Make healthier lifestyles easier and more accessible.

Our key messages

- Change (Opportunity)
- Take care (Emotional argument)
- Ask (Rational argument)
- Interact (Peer to peer)
- Adopt healthier habits
- Join “Together” activities!

A community based-approach with focus on vulnerable groups

- Local communities are at the core of the Together project
- Multipliers
 - Health providers
 - Supermarkets and food markets
 - Schools
 - Community centres
 - Local canteens and food banks
 - Local hospitals and health centres
 - Municipal gymnasiums
 - Cultural and religious centres



Proposed methodology and WPs

- WP1 Best practice review + focus groups
- WP2 Design of strategy and tools
- WP3 Intervention
- WP4 Monitoring & Evaluation
- WP5 Dissemination of results

WP1 Best practice review + focus groups

- **Solid literature review and compilation of best practices** in place, makes sure that the intervention is based on up-to-date scientific findings and lessons learnt in previous initiatives.
- **Working closely with a Scientific Board** provides key knowledge about the background of the target group as well as competence in community-based interventions
- **Focus Groups**

WP2 Design of strategy and tools

Together has created a range of educational and promotional tools for use by organisations and professionals who want to spread the messages of the project. They are all available for download from the website.

- Handbook
- Posters
- Leaflets
- Tote bag
- Website
- Magnets
- Social media



WP3 Intervention at local level

- Launch event
- Actions and events carried out through the year
- Closing event

WP4 Monitoring & Evaluation

- Pregnant women: Women at any gestation following their initial booking scan (> 10 weeks). This group needs to be filled according to whether they have a **BMI of more or less than 30kg/m²**.
- Breastfeeding women: Women with a baby **up to 6 months**

	Pregnant with BMI < 30 kg	Pregnant with BMI > 30 kg	Post-natal (mothers with a baby up to 6 months)	Total
Manchester	75	75	150	300
Odense & Kolding	75	75	150	300
Murcia	75	75	150	300
Prague	75	75	150	300
Varna	75	75	150	300
Total	375	375	750	1500

WP4 Monitoring & Evaluation



Zero-measurement

End of August until February 2016



Post-test

After the project (from Sept. 2016)

WP5 Dissemination of results

- From the start of the project LPGs were asked to identify opportunities to promote the exploitation of the project, its deliverables and results, and ensure the widest sharing of knowledge among target groups and stakeholders
- A plan for dissemination indicating all the activities that are carried out during a project lifetime is being drafted and regularly updated.

Our activities



Together Joint launching events: 19 November



Together Joint launching events: 19 November



Thank you...and don't forget to follow us!

<http://www.together-project.eu/>

<https://www.facebook.com/TogetherprojectEU>

The screenshot shows the homepage of the 'Together' project website. At the top, there is a navigation bar with the European Commission logo and the text 'Together Pilot project promoting healthy diets to pregnant and breastfeeding women'. Below this, there are tabs for 'Home', 'The project', 'Healthy for two', 'The cities', and 'The activities'. The main content area features a large image of a pregnant woman drinking water, with the text 'Change Pregnancy and breastfeeding are great times to change your lifestyle by adopting healthy habits - for you and your baby.' Below this, there are five colored buttons representing different cities: Manchester (United Kingdom), Murcia (Spain), Odense & Kolding (Denmark), Prague (Czech Republic), and Varna (Bulgaria). A section titled 'Highlighted activity' features a post from Murcia, Spain, with the text 'Arranca con éxito el proyecto "Juntos" en Murcia'. Below this, there is a section 'The latest from Facebook' and a 'Download the tools' section with a 'Take a look!' button. At the bottom, there is a pink banner that says 'Visit We Love Eating: The "Together" sister project'.

The screenshot shows the Facebook page for the 'Together' project. The page header includes the name 'Together' and the location 'Regina, home'. The cover photo features a pregnant woman and a bowl of fruit with the text 'Healthy for you, healthy for two'. The page has 673 people who like it. The main content area shows a post from 'Together (Default)' with the text 'New mum... do you want to eat healthier but don't have time to cook everyday? Try making double of each dish - eat half now, and freeze the rest for later. Problem solved!'. Below this, there are several other posts, including one from 'World Health Organization' and another from 'We Love Eating'. The right sidebar shows a list of people who like the page, including Mariana Vazquez Villaverde, Ruben Morales Ibañez, and others.