



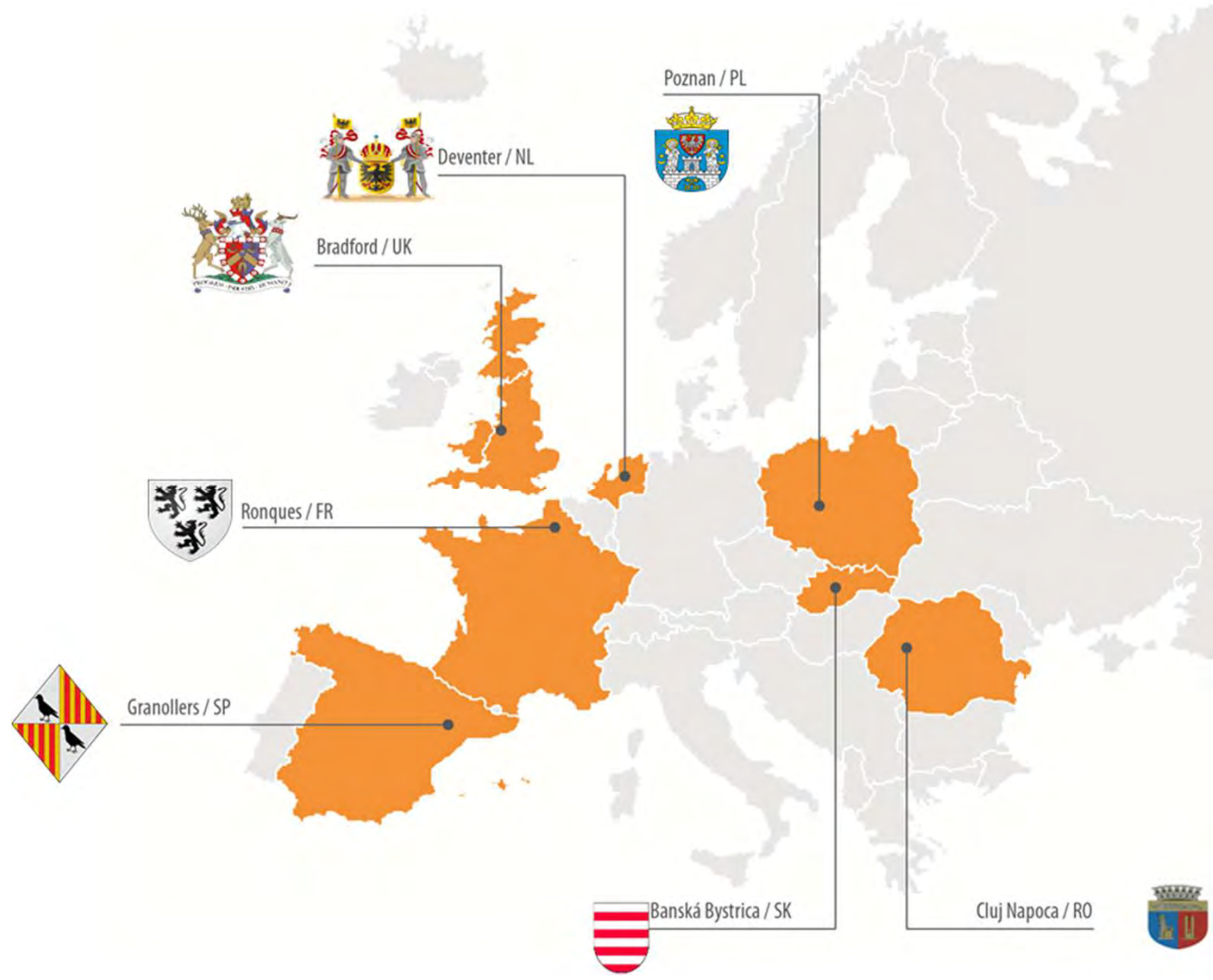
We love eating: Implementation of the project at local level

Eva Prudilová, P.A.U. Education



We  love eating!
Enjoy being healthy

The WLE cities: seven cities, from seven EU Member States



The main partners in the seven cities:

- **Banská Bystrica:** **Banská Bystrica Municipal Office**
- **Bradford:** **Born in Braford**
- **Cluj – Napoca:** **Cluj-Napoca City Hall**
- **Deventer:** **Public Health Service (GGD IJsselland)**
- **Granollers:** **General Hospital of Granollers**
- **Poznań:** **Centre for Senior Citizens**
- **Roncq:** **Vivons en Forme**

Main tasks in the project:

- Appoint a **Local Coordinator** and a **Local Facilitator**
- Set up of a **Local Promoting Group**
- Hold regular **preparatory meetings**
- Prepare and run an **Action Plan** covering the entire duration of the project
- Organise a **launch event** and a **closing event**
- Assist in the **evaluation** part of the project

Local Promoting Groups: How they operate

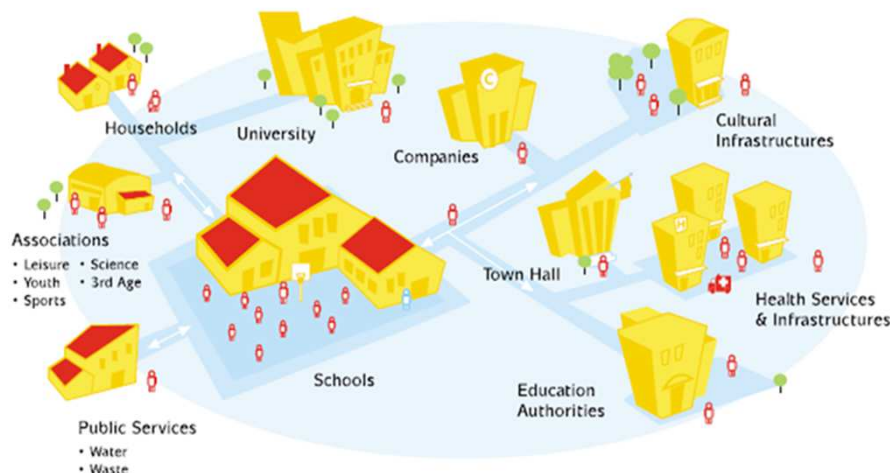
Local coordinator

- Coordinating and managing the work of the LPG.
- Coordinating LPG meetings and the project launch at local level.
- Supervising the activities
- Supervising the testing and monitoring processes.
- Communicating with the city hall, project

Local facilitator

- Ensuring that the activities are in line with the projects' scope.
- Carrying out the in-service education of participating partners from the local community (including teachers and social workers).
- Facilitating the meetings with the members and facilitating.

Local Promoting Groups: Who are they?



Local organisations, institutions, NGO's and other relevant actors and multipliers that have access to the target groups of the project.

What is their role?

- Propose actions for the action plan.
- Identify appropriate people, resources, places and settings for the proposed actions and create conditions for their effective realization;
- Help to find synergies with already existing initiatives and project
- Collaborate in the evaluation.



Local Promoting Group: The example of Banská Bystrica (Slovakia):

- **Local coordinator:** Banská Bystrica City Hall
- **Local facilitator:** Regional Authority of Public Health

- **LPG members included:**

- Primary Schools
- Kindergardens
- Senior day centres
- Maternity centres
- The Slovak Society for Nutrition
- The Slovak Medical University
- Several community centres for vulnerable families
- Visit Banská Bystrica PR Agency



+ Other members that joined punctually or later during the project.

Preparatory meetings

- February 2014: meeting with P.A.U. Education and project consortium in Barcelona
- March -April 2014: P.A.U. Education visits the cities to ensure project comprehension and LPG set up
- June 2014: meeting with P.A.U. Education, project consortium and Scientific Board members to present and validate action plan.



Elaboration of an Action Plan

- Cities were requested to provide:
 - Introduction to the context of the city;
 - LPG composition;
 - Mapping of community organisations & settings;
 - Mapping of existing initiatives related to WLE project;
 - Proposed actions & partners by target;
 - Disadvantaged groups in their community;
 - Calendar of activities.

October 2014	<ul style="list-style-type: none">• Participate into survey! – a game for children in schools• “Senioralni.Poznań” – thematic blocks (6 recommendations) The Centre for Senior Citizens Initiatives• Grand Prix Wielkopolski (nordic walking), Marsz Po Zdrowie• “Zwrotnik Raka” event, Psyche. Soma. Polis• The lecture about nutrition, Psyche Soma Polis• “SeniorWFormie”: dance, The Centre for Senior Citizens Initiatives• Healthy cuisine map - (restaurants and healthy lifestyle places with food guide), The Centre for Senior Citizens Initiatives• Vegetable of the month; I love spinach in October!- FB action, The Centre for Senior Citizens Initiatives• Fruit of the month: I love plums in October! – FB action, The Centre for Senior Citizens Initiatives
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Joint launch event: September 2014



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Joint launch event: September 2014

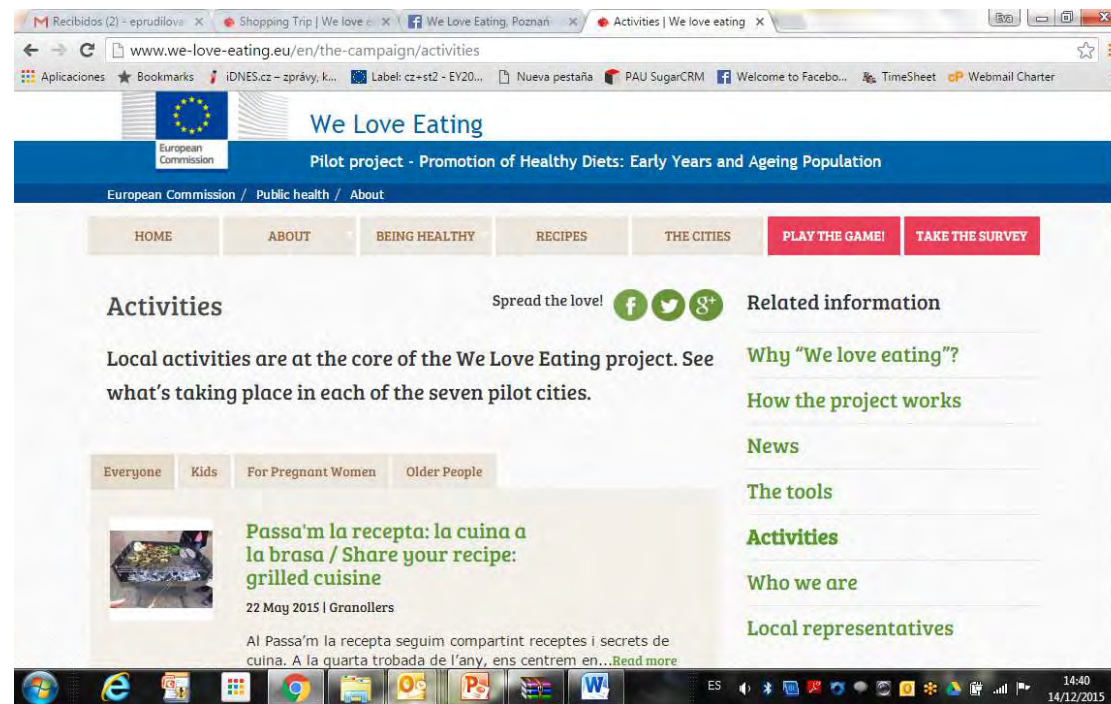


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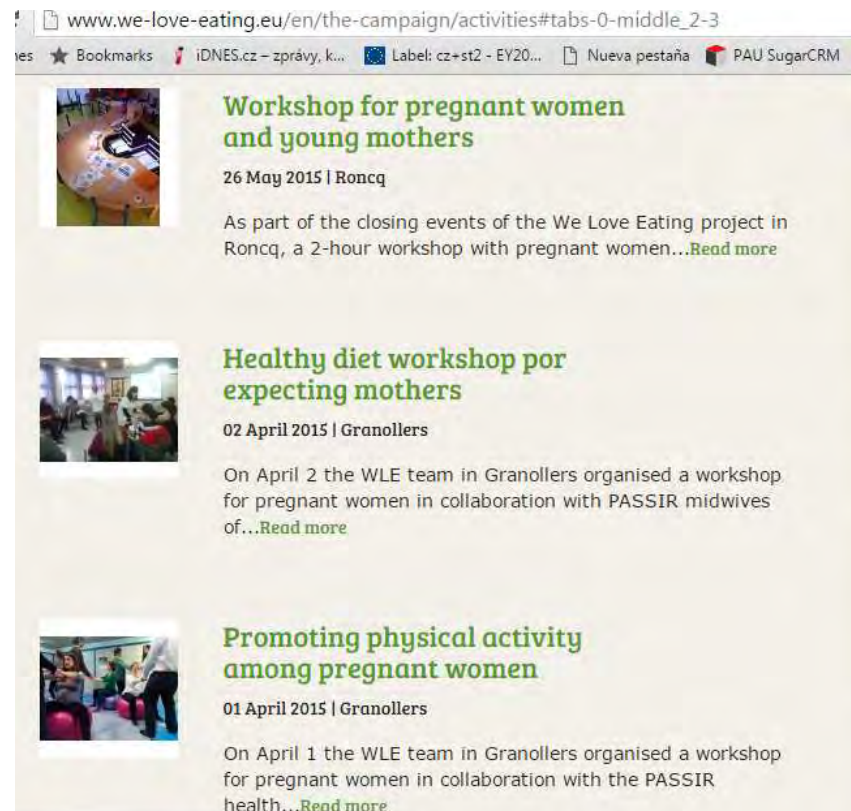
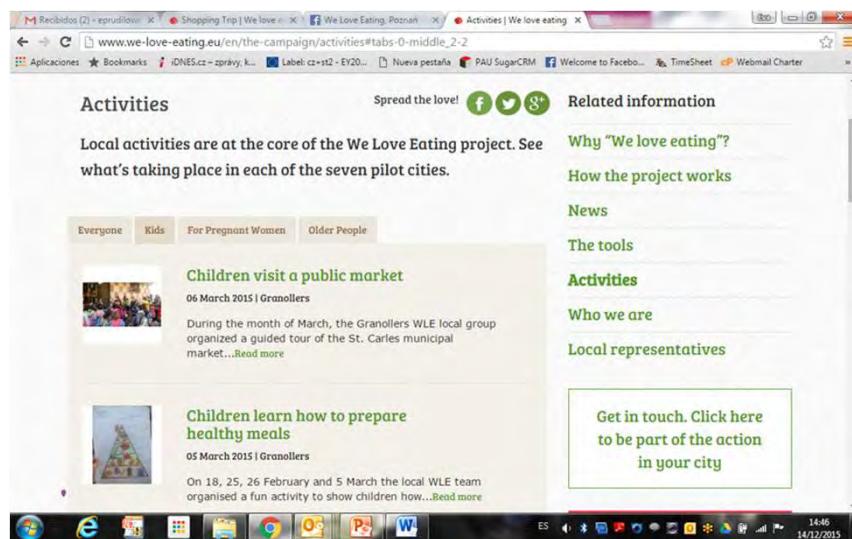
Implementation of the action plan in the cities

- From September 2014 to June 2015 more than **350** activities were organised in the WLE cities, involving more than **39 000** participants from the three target groups.



Many examples of activities can be found on our website:

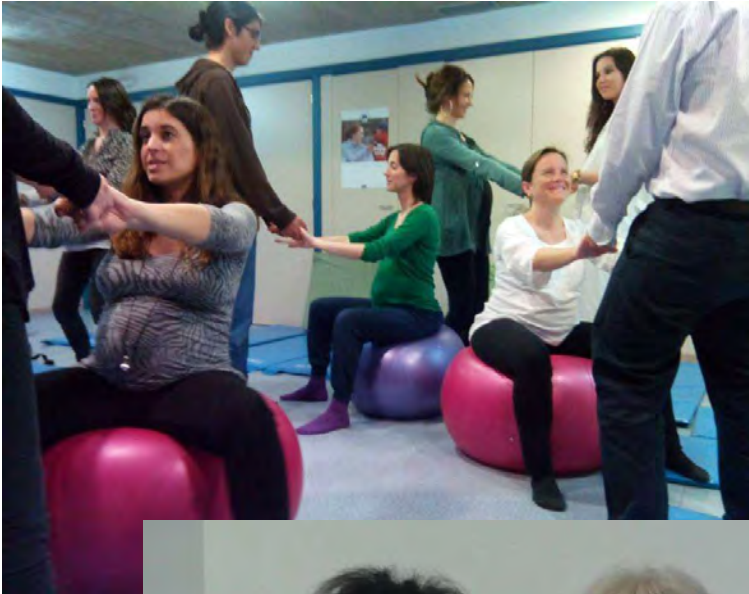
<http://www.we-love-eating.eu>



Facebook

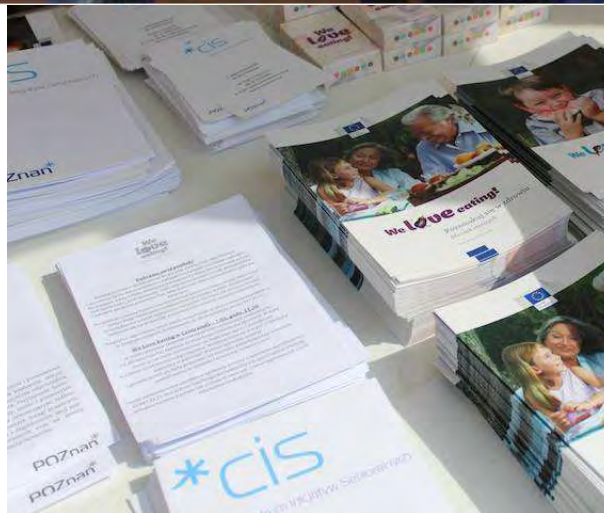


Use of WLE educational materials

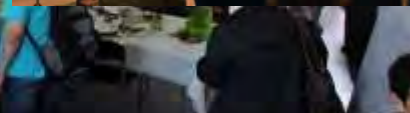


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Use of WLE educational materials



Closing events: Between June and October 2015



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Identifying opportunities for dissemination

- 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 were carried out during a project lifetime was drafted and regularly updated.



Ensuring sustainability and transferability

- **Sustainability** is the capacity of the project to continue its existence and functioning beyond its end and after the end of EU funding.
 - LPGs identified existing networks (at a local, regional, national and European level) working in the field of health and nutrition or with the project targets.
 - LPGs identified relevant contacts and approached the National Ministries of Health to explore synergies and ensure the continuation of the WLE methodology and messages.
- **Transferability** of the project, Replication Guide.

Thank you!

