

neuvokas  
perhe

## Smart Family

*Finnish Heart Association*

*EU best practices – Market place 30th June, 2021*



# Why Smart Family?

- Childhood obesity is increasing
- Is lifestyle counselling a privilege for families who are already well-being and capable?
- Are we solving the obesity challenge by giving good advice for nutrition and physical activity?
- Lack of knowledge? Low self-efficacy? Challenges in every-day life? Parental skills?

# Smart Family – What is it?

Bringing joy, motivation  
and encouragement to  
the lives of families with  
children



# Smart Family offers knowledge, support, tools and materials both for professionals and families

Smart Family provides professionals with a method and tools for the lifestyle counselling. The method and tools could be used with every family (children from unborn to 12 y of age)

For families, Smart Family provides information and support on lifestyle choices. Especially, families with overweight children is to be supported.



# Smart Family aims to provide tools

- to help public health nurses and other professionals to bring up lifestyle issues with families without arousing guilt.
- for public health nurses to encourage families to identify their strengths in their health habits.
- for families to assess their health habits, and to encourage families to identify their strengths in health habits and help them find out if they would like to make changes in their health habits.

Physical activity

Seeing positive things in your everyday life.

Food and eating



Overweight



Sleep



Screen time

# Smart Family lifestyle counselling - professionals

Developed by health professionals in 2006

Scientific evidence and professional experience in the fields of nutrition, medicine, physical activity, behavioral science and early childhood education have been taken into account

Developed to prevent and tackle childhood obesity

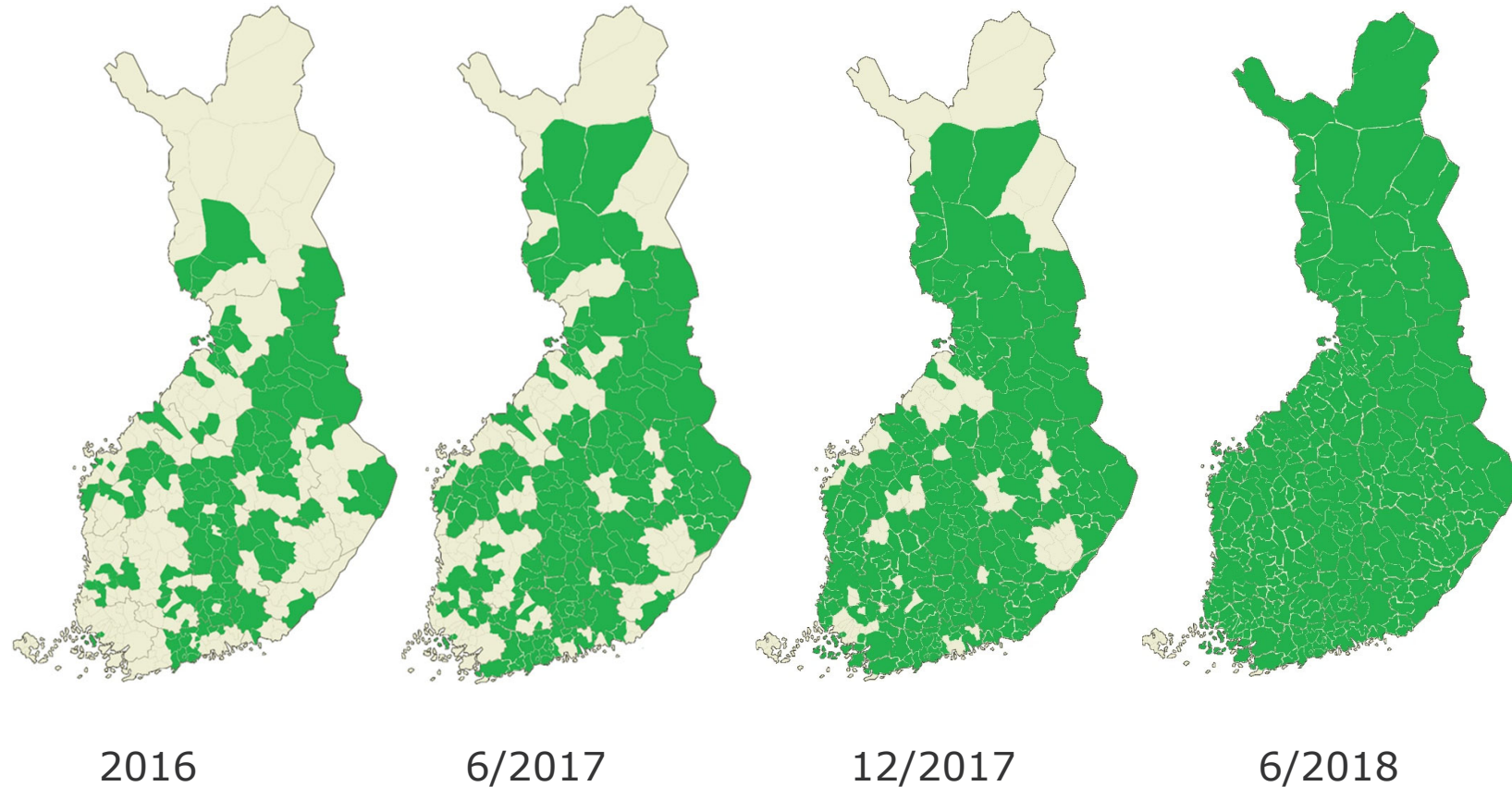
Ongoing intervention: Lifestyle counselling program used in almost every municipality in Finland

Reaches approximately 90 % of Finnish families in maternity clinics, child welfare clinics and school clinics

Expanded to be used multi-professionally by all professionals working with families with children



# Smart Family municipalities 2016 - 2018



**GOVERNMENT  
KEY PROJECTS**

- Health and wellbeing
- Good practices into permanent use across the country
- Supporting the changes in dietary and physical activity patterns of families, in the services provided by primary health care



# Ideology behind Smart Family lifestyle counselling

Client-orientated (vs. professional-orientated)

Family centered

All nurses (and other professionals working with families) participate to one day education, where the techniques of motivational interviewing are applied to tools



# Mechanism

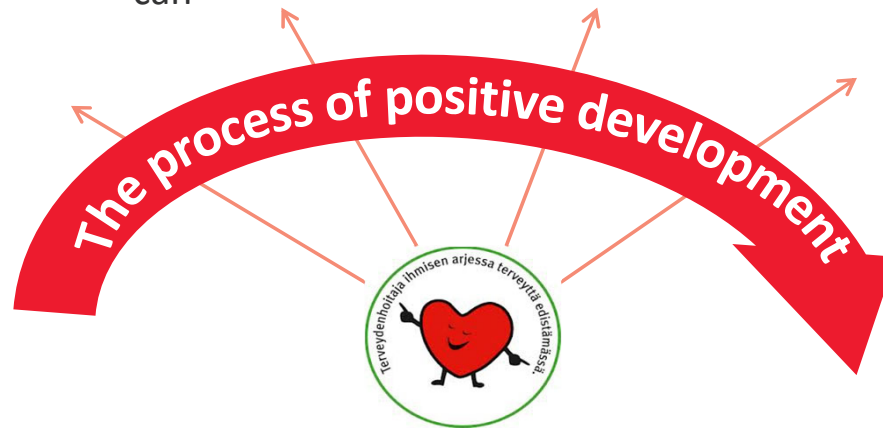


Monitoring our own health behaviours

Recognising what we already do and can

Increase in self-efficacy: We can! We know! We do!

Our family's motivation to keep up good habits and try new things increases!



Nurse listens, makes open ended questions, helps to recognise strenghts, shows respect

Our family's welfare increases

# Smart Family tools

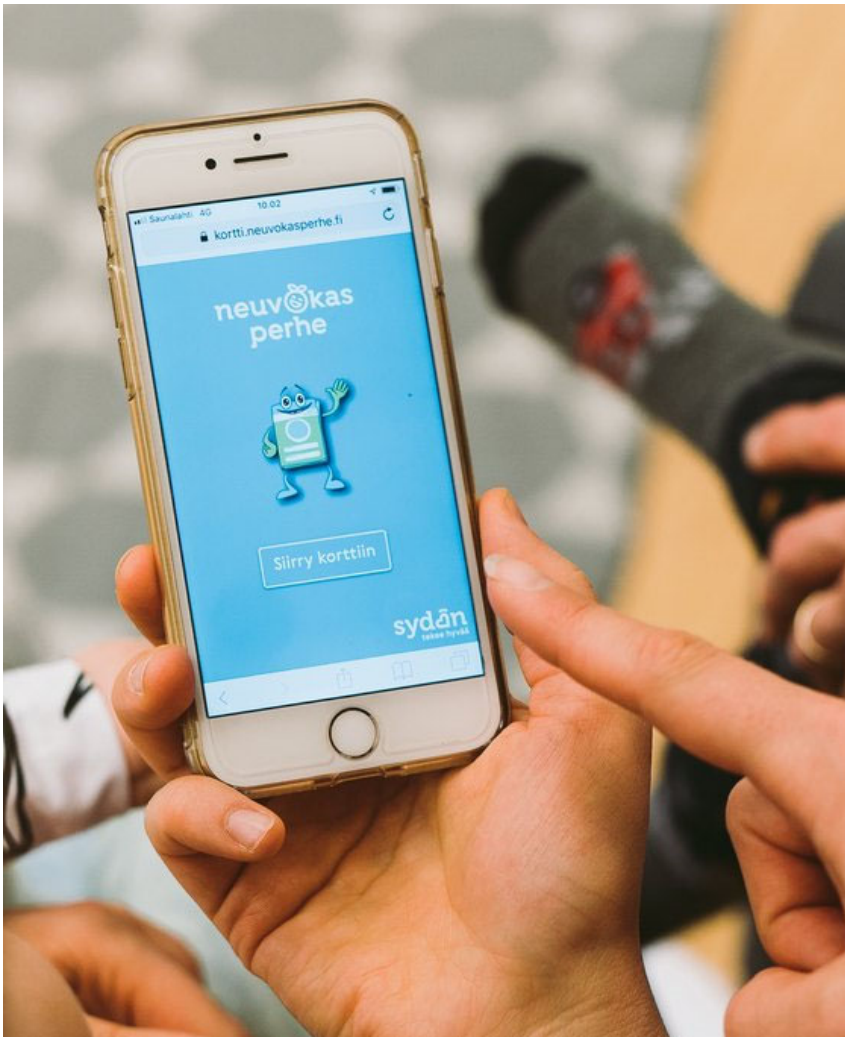


# Main tool: Smart Family card

Family's own tool for self-monitoring

For professionals it is a tool for opening the discussion  
NOT for monitoring clients' behaviour!

Card includes claims about eating and exercise habits



## Lapsen tiedot

Nimi \_\_\_\_\_

Ikä \_\_\_\_\_

## Lapsen ruokailutottumukset, vanhempi vastaa

- |        |  |                                     |                          |                          |
|--------|--|-------------------------------------|--------------------------|--------------------------|
| 1 / 20 | Perheemme ruokailutilanne on ilmapiihirtään myönteinen                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 / 20 | Lapsi syö aamupalan, lounaan, päivällisen, iltapalan ja 1-2 välipalaa päivittäin | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 / 20 | Lapsi syö pääaterian lautasmallin mukaan   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 / 20 | Lapsi syö kasviksia, hedelmiä ja marjoja useita kertoja päivässä                 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 / 20 | Lapsi syö puuroa tai runsaskuituista (yli 6 g/100 g ) leipää päivittäin          | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 / 20 | Lapsi käyttää maitoa tai maitovalmisteita päivittäin                             | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 / 20 | Lapsen maito ja maitovalmisteet ovat pääasiassa rasvattomia                      | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 / 20 | Lapsen leivällä käytetään margariinia, jossa on ainakin 60 % rasvaa              | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- Vihreä valinta**  
Näin meillä jo tehdään
- Keltainen valinta**  
Tähän haluaisimme panostaa
- Punainen valinta**  
Tämä ei ole juuri nyt meille ajankohtaista

# Smart Family card

The color coding on the card tells to the family which of their habits are in line with recommendations:

Green choice = your choice is same as the recommendation

Yellow choice = your choice is not always realized as recommended

Red choice = your choice is not same as the recommendation

The meaning of the card is not to get only green choices, but to find out, where families are happy with their choices and where they want to change some behavior.

It is important to make visible the strengths that family has in their eating and exercise habits.



# Picture folder



The Smart Family illustration folder helps to identify the themes brought up by families and incorporate them into daily life.



Eat 5-6 handful  
of vegetables a  
day



# Runsaasti pehmeää rasvaa

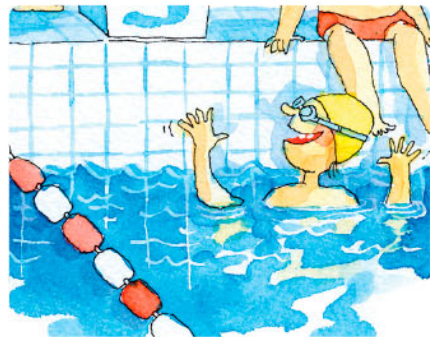


Good sources  
for "healthy"  
fats

# Harrastatko liikuntaa?



Do you exercise?



# Millainen sinun arkipäiväsi on?



What is your day like?



# Information, tips and stories for families

# The Smart Family website

The Smart Family website offers families plenty of information and support on daily family life, exercise, nutrition and overweight in children.

The website provides e.g. the following resources:

- Electronic Smart Family Card
- Online course for the parents of an overweight child (in Finnish)
- Group models for families with an overweight child (in Finnish)
- 'Ask a pediatrician': advice for dealing with overweight in children



F Food, Ruokailo ja -rohkeus, Syöminen

18.12.2019

### 10 tips for picky, selective eating

LUE ARTIKKELI



18.12.2019

### A nursing mother's diet

LUE ARTIKKELI



18.12.2019

### Diet during pregnancy

LUE ARTIKKELI



F Food, Suositukset, Syöminen

14.1.2020

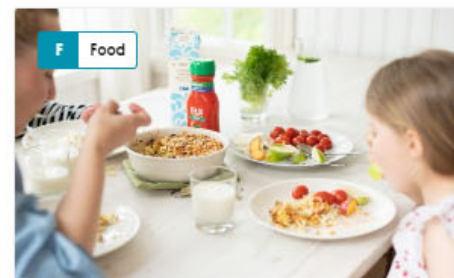
### Gestational diabetes – what should I know about it?



F Food, Kasvikset ja hedelmät, Syöminen

18.12.2019

### Mouth-watering fruits and vegetables



F Food

14.4.2020

### Positive table talk



18.12.2019

**Our family don't exercise  
– what should we do?**

LUE ARTIKKELI



24.2.2021

**Improving children's  
motor skills**

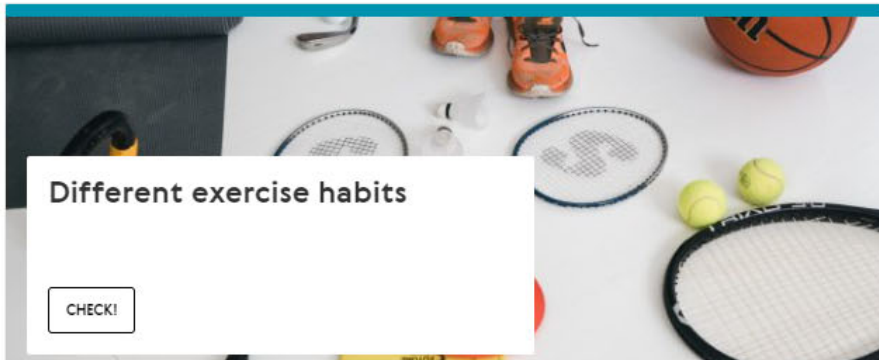
LUE ARTIKKELI



24.2.2021

**Exercise during  
pregnancy and  
breastfeeding**

LUE ARTIKKELI



**Different exercise habits**

CHECK!



**Circus acrobatics in your  
living room**

WATCH VIDEOS!



24.2.2021

### Empowering questions for family

LUE ARTIKKELI



18.12.2019

### 10 tips for a healthier family life

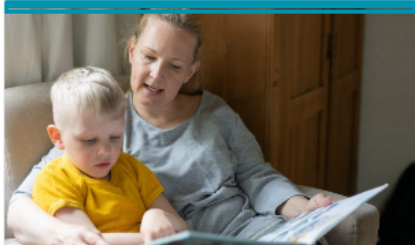
LUE ARTIKKELI



18.12.2019

### Dental care instructions

LUE ARTIKKELI



18.12.2019

### Emotional skills in our family

LUE ARTIKKELI



18.12.2019

### Smoking when pregnant or breastfeeding – where can I get help and support?

LUE ARTIKKELI



20.12.2019

### Stop and listen to your child

LUE ARTIKKELI



# Special support for families with a child with overweight



# What parents think about overweight?

Parents feel that on a societal level nothing positive is associated with obesity.

- The attitude climate is very blameful and negative.

Parents feel guilty

- They do recognize their responsibility
- They are afraid to be seen as incapable parents.

What parents need and want:

- Empathy and to be accepted
- To be seen as skillfull
- Peer support, individual support and empathy.
- The advice given should be suitable for every-day life.

Very often there is a huge lack of resources, not a lack of knowledge. ("Yes, we know we should, *but...*")



The interviews of the parents of children with overweight, 2013

# Five tips on how to talk about children's overweight

**Children's overweight is often a sensitive subject. Parents and adults in general have to think of ways to bring the subject up. The five tips will help you to discuss the matter in a positive and encouraging way.**

Be positive about your own body. Don't talk about your weight or the child's weight in front of the child.

Make changes to diet and exercise, but don't mention losing weight.

Involve the whole family. The child's overweight concerns everyone, so lifestyle changes affect all family members.

All people are beautiful as they are. The aim of the child's weight management is well-being and a healthy adulthood, not a certain body type.

Compliment and encourage the child.



24.2.2021

## Your body is a superhero

LUE ARTIKKELI

## 5 vinkkiä miten puhua lasten ylipainosta

1. Suosituksi positiivisesti kehoosi. Älä puhu lapsen kuulen omasta tai lapsen painosta.
2. Tee muutoksia syömiseen ja liikkumiseen, mutta älä puhu lähdästäsi.
3. Ota perhe mukaan! Lapsen ylipaino on koko perheen asia, ja siksi elintapamuutokset koskevat kaikkia perheenjäseniä.
4. Jokainen on ihan sellaisenaan suuri. Painonhallinnan tavoitteena on hyvinvointi ja terve aikuisuus, ei tietynlainen ulkonäkö.
5. Kehu ja kannusta lasta.



14.1.2020

## 5 tips on how to talk about children's overweight

LUE ARTIKKELI



24.2.2021

## A psychologist answers questions about children's overweight

LUE ARTIKKELI



14.1.2020

## Are you worried about your child's overweight?

LUE ARTIKKELI



A Asiantuntijoiden vastauksia lapsen ylipainosta, Keho

18.12.2019

## Ask a paediatrician about your child's overweight

LUE ARTIKKELI



14.1.2020

## Supporting your child's self-esteem

LUE ARTIKKELI

# Social media: Positive, empathy, fun and solution focused

**Neuvokas perhe**  
Julkaisija: Meltwater Engage · 24. toukokuuta ·

Meidän perheen hyvinvointikurssi OSA 3: Liikettä liian vähän? ❤️  
Osa lapsista on hyvinkin liikkuvaisia luonnostaan ja osa taas paljon rauhallisempia liikkeissään. Samalla tavalla kuin aikuisissa, persoonallisuus vaikuttaa paljon. ... Näytä lisää



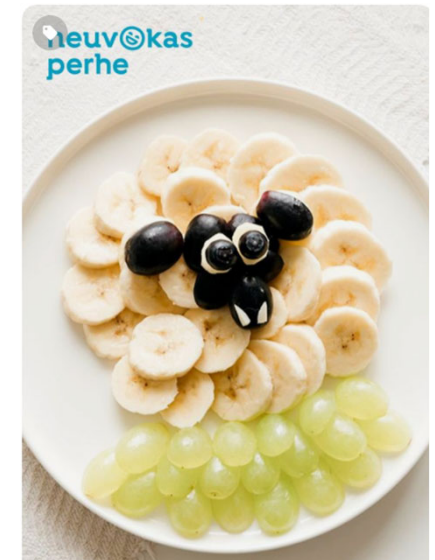
NEUVOKASPERHE.FI  
Meidän perheen hyvinvointikurssi OSA 6. Liikettä liian vähän? - Neuvokasperhe

**Neuvokas perhe** @Neuvokasperhe · Jun 3

Pari hassua aamua koululaisten kesälomaan: ihanaa! 🥰 Kesäloman aluksi voi olla paikallaan päivittää perheen yhteinen ruutusopimus. Mistä pidetään kiinni myös mummolassa? Nappaa vinkit käyttöön sivuiltamme.  
#neuvokasperhe #hyvinvointi #kesäloma



Lapset ja ruutuaika - Neuvokasperhe  
Mitkä ovat tärkeimmät asiat, kun pohtii oman lapsen ruutuaikaa ja sopivaa määrää. Lue 3 vinkkiämme. Virallisia suosituksia eri ikäkausille ...  
neuvokasperhe.fi



**Hauskat hedelmät tuovat iloa välipaloille sekä innostavat lapset maistelemaan uusia makuja!**

# 2020

600000  
page views  
@neuvokasperhe.fi



30 000  
professional users  
@neuvokasperhe.fi



213 000  
unique users  
@neuvokasperhe.fi



5 social media  
channels  
over 1000 posts

3,3 m  
impressions  
in social media

247 000  
video views  
@YouTube

A photograph of a man in a blue polo shirt and glasses pushing a young child in a green wheelbarrow across a grassy lawn. The child is smiling and clapping. In the background, there is a white house with a stone foundation and some greenery.

Thank you!

For more information:

[www.neuvokasperhe.fi/en](http://www.neuvokasperhe.fi/en)

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# Food education

