



# Inform and empower families

What is Germany doing to educate and inform families with  
children on healthy eating and health choices?



## The German national initiative "IN FORM"

### National Action Plan "IN FORM – German national initiative to promote healthy diets and physical activity"

designed to prevent poor dietary habits, lack of physical activity, being overweight and related illnesses

- Federal Cabinet Decision from June 2008
- Initiative led by the Federal Ministry of Food and Agriculture (BMEL) and the Federal Ministry of Health (BMG)
- joint office
- collaborative activities with the Federal Government, German Federal States, managing authorities, civil society and scientific community



## Objectives and target groups

### general objectives:

1. children grow up healthier
2. adults live a more health conscious life
3. decline of diseases of modern society (overweight, obesity, cardiovascular diseases etc)
4. a higher quality of life for all people and increased degree of productivity

### target groups:

entire population



*Getting people involved  
in their environment!*

**Professionals Senior citizens**



# Strategy

## Situationalprevention

- establish **structures** (e.g. nursery and school networking centres, young families network)
- establish **underlying conditions** and offers
- supply **funds** for projects or studies
- develop **standards** (diet, catering, exercise)
- no "classical" nutrition classes in German schools !!!

and

## Behaviouralprevention

- educate and inform families!
- voluntary decision, not indoctrination!
- motivate and persuade!

... too much!  
... too fat!  
... too little!



... too imbalanced!  
... too short!  
... too sweet!



## We can get through to families by...

1. public relations work
2. educational opportunities
3. situational prevention



## We can get through to families by...



[www.in-form.de](http://www.in-form.de)



informative  
material



presence at trade fairs

1. public relations work
2. educational opportunities



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project funding



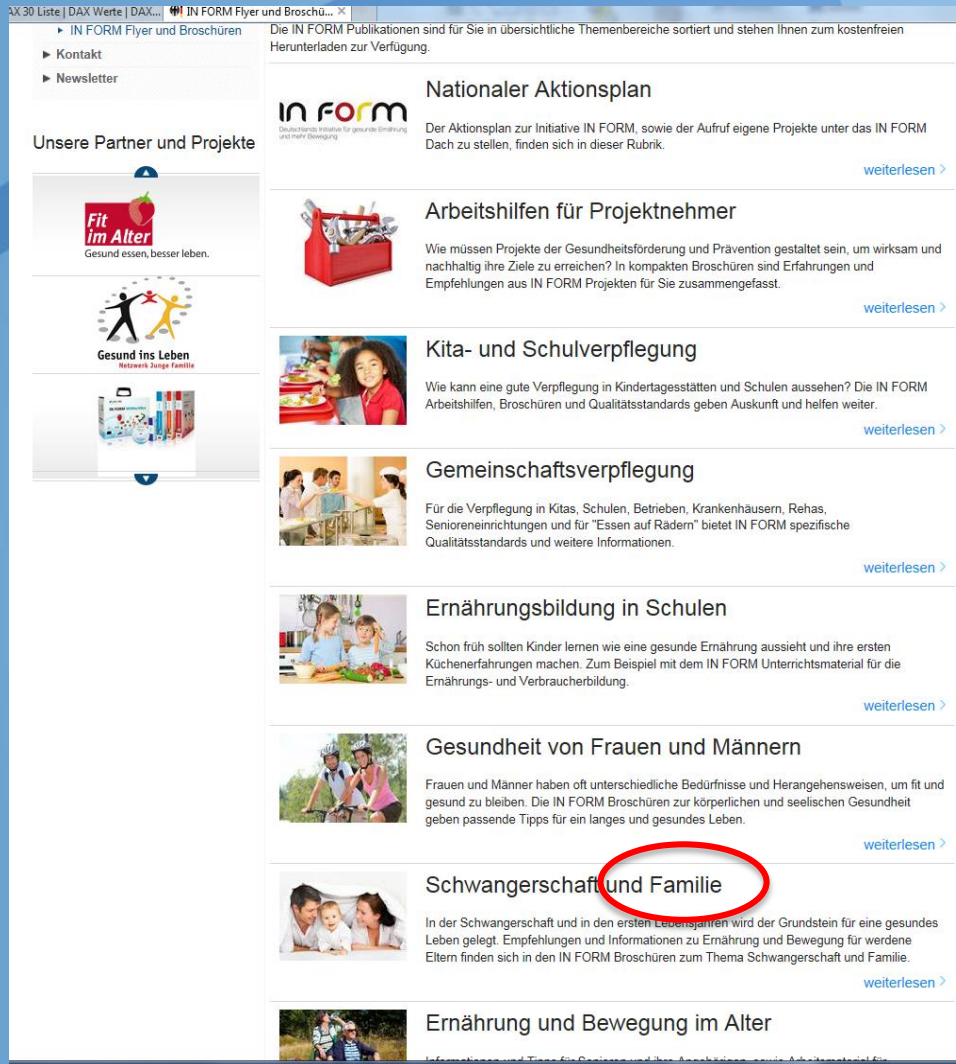
further and  
advanced  
training



contests

www.in-form.de

## Informative material



Die IN FORM Publikationen sind für Sie in übersichtliche Themenbereiche sortiert und stehen Ihnen zum kostenfreien Herunterladen zur Verfügung.

- Nationaler Aktionsplan**  
Der Aktionsplan zur Initiative IN FORM, sowie der Aufruf eigene Projekte unter das IN FORM Dach zu stellen, finden sich in dieser Rubrik. [weiterlesen >](#)
- Arbeitshilfen für Projektnehmer**  
Wie müssen Projekte der Gesundheitsförderung und Prävention gestaltet sein, um wirksam und nachhaltig ihre Ziele zu erreichen? In kompakten Broschüren sind Erfahrungen und Empfehlungen aus IN FORM Projekten für Sie zusammengefasst. [weiterlesen >](#)
- Kita- und Schulverpflegung**  
Wie kann eine gute Verpflegung in Kindertagesstätten und Schulen aussehen? Die IN FORM Arbeitshilfen, Broschüren und Qualitätsstandards geben Auskunft und helfen weiter. [weiterlesen >](#)
- Gemeinschaftsverpflegung**  
Für die Verpflegung in Kitas, Schulen, Betrieben, Krankenhäusern, Rehas, Senioreneinrichtungen und für "Essen auf Rädern" bietet IN FORM spezifische Qualitätsstandards und weitere Informationen. [weiterlesen >](#)
- Ernährungsbildung in Schulen**  
Schon früh sollten Kinder lernen wie eine gesunde Ernährung aussieht und ihre ersten Küchenerfahrungen machen. Zum Beispiel mit dem IN FORM Unterrichtsmaterial für die Ernährungs- und Verbraucherbildung. [weiterlesen >](#)
- Gesundheit von Frauen und Männern**  
Frauen und Männer haben oft unterschiedliche Bedürfnisse und Herangehensweisen, um fit und gesund zu bleiben. Die IN FORM Broschüren zur körperlichen und seelischen Gesundheit geben passende Tipps für ein langes und gesundes Leben. [weiterlesen >](#)
- Schwangerschaft und Familie**  
In der Schwangerschaft und in den ersten Lebensjahren wird der Grundstein für eine gesundes Leben gelegt. Empfehlungen und Informationen zu Ernährung und Bewegung für werdene Eltern finden sich in den IN FORM Broschüren zum Thema Schwangerschaft und Familie. [weiterlesen >](#)
- Ernährung und Bewegung im Alter**  
Informationen und Tipps für Senioren und ihre Angehörigen sowie Arbeitshilfen für...

### flyers and brochures:

(<https://www.in-form.de/profiportal/aktuelles/publikationen/in-form-flyer-und-broschueren.html>)

- 8 categories
- approx. 120 publications
- final reports, brochures, booklets, guidelines, flyers etc.
- language suited to target audience
- orders free of charge (by telephone, e-mail, trade fairs...)

### family and pregnancy:

- nearly 30 print materials







## Informative material – 3 particular examples



nursery box of  
ideas  
(up to 5 years)

- target group: young children, preschool teachers
- 80 pedagogical activities to do with nutrition
- topics: food, food culture, sensory perception, body perception



nutrition licence  
(9-10 years)

- target group: school children, teachers
- 800,000 children (school year 3/4) have taken part
- training in schools given by teachers and specialist staff
- children as "active" target group to bring nutritional knowledge into the family

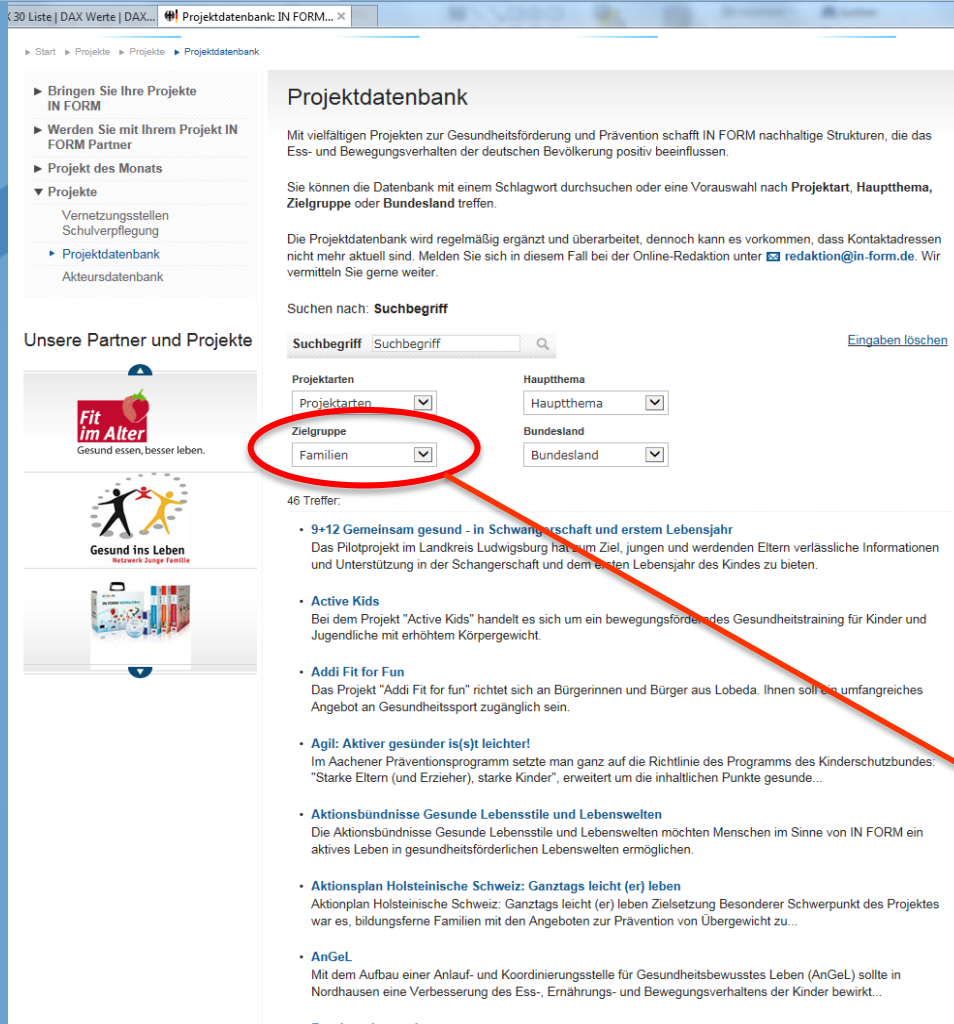


SchmExperten  
(11-12 years)

- target group school children, teachers
- 200,000 children (school year 5/6) have participated

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# Project support:



The screenshot shows the 'Projektdatenbank' (Project Database) interface. On the left, there are navigation links and a list of partners like 'Fit im Alter' and 'Gesund ins Leben'. The main area features search filters: 'Suchbegriff' (Search term), 'Projektarten' (Project types), 'Zielgruppe' (Target group), 'Hauptthema' (Main topic), and 'Bundesland' (Federal state). The 'Zielgruppe' dropdown menu is highlighted with a red circle and contains the option 'Familien' (Families). Below the filters, it shows '46 Treffer' (46 hits) and a list of project entries, including '9+12 Gemeinsam gesund - in Schwangerschaft und erstem Lebensjahr', 'Active Kids', 'Addi Fit for Fun', 'Agil: Aktiver gesünder is(s)t leichter!', 'Aktionsbündnisse Gesunde Lebensstile und Lebenswelten', 'Aktionsplan Holsteinische Schweiz: Ganztags leicht (er) leben', and 'AnGeL'.

project data base:

(<https://www.in-form.de/profiportal/projekte/projekte/projektbanken.html>)

- in total just under 200 IN FORM projects
- 4 search criteria
- types of projects: research, prevention, logo projects
- main topics: nutrition, exercise, prevention, obesity, advice, promoting good health, integration...
- target groups: children, families, young people, senior citizens, the unemployed, migrants, parents, pregnant women...
- almost **50** family projects



## Projects for children and families: a few examples



### young families network

(0-3 years) + parents  
+ specialist staff

- target groups: young families
- task: support young families with the help of specialist staff in living a healthy lifestyle (nutrition, exercise, allergy prevention)
- 1.5 Mio. recommendations for action (1. nutrition during pregnancy, 2. infant nutrition, 3. nutrition and exercise in a child's early years)
- training of 3,500 specialist staff



### FIT KID

(up to 5 years)

- target group: young children
- recommendations on food and drinks in nurseries
- tips on group cooking, workshops
- working out quality standards for nursery meals
- over 150,000 pieces of media



"Familienaufstand!"  
Everything counts, but  
sitting!

- target group: families with pupils
- a game for the whole family plus informative literature
- to encourage more physical activity instead of sitting



## Projects for children and families: a few examples



### 16 networking centres for school and nursery meals

(up to school-leaving age)

- target groups: schools, teachers, children
- building a network of information
- task: support schools in implementing quality standards for school meals
- ensuring that there really is a link between what is learnt in nutrition education and what is eaten in school meals



### school fruit and vegetable programme

(up to 10 years)

- target group: nursery and primary school pupils
- German Federal States themselves (9) responsible for implementation
- informative material, classes, farm trips



### "Macht Dampf" (Get Going campaign)

(up to 10 years)

- target group: parents
- information on: healthy eating, parties involved (caterers, schools, nurseries, parents, teachers...), material



# Thank you very much for your attention!

