

'Together'

Key results

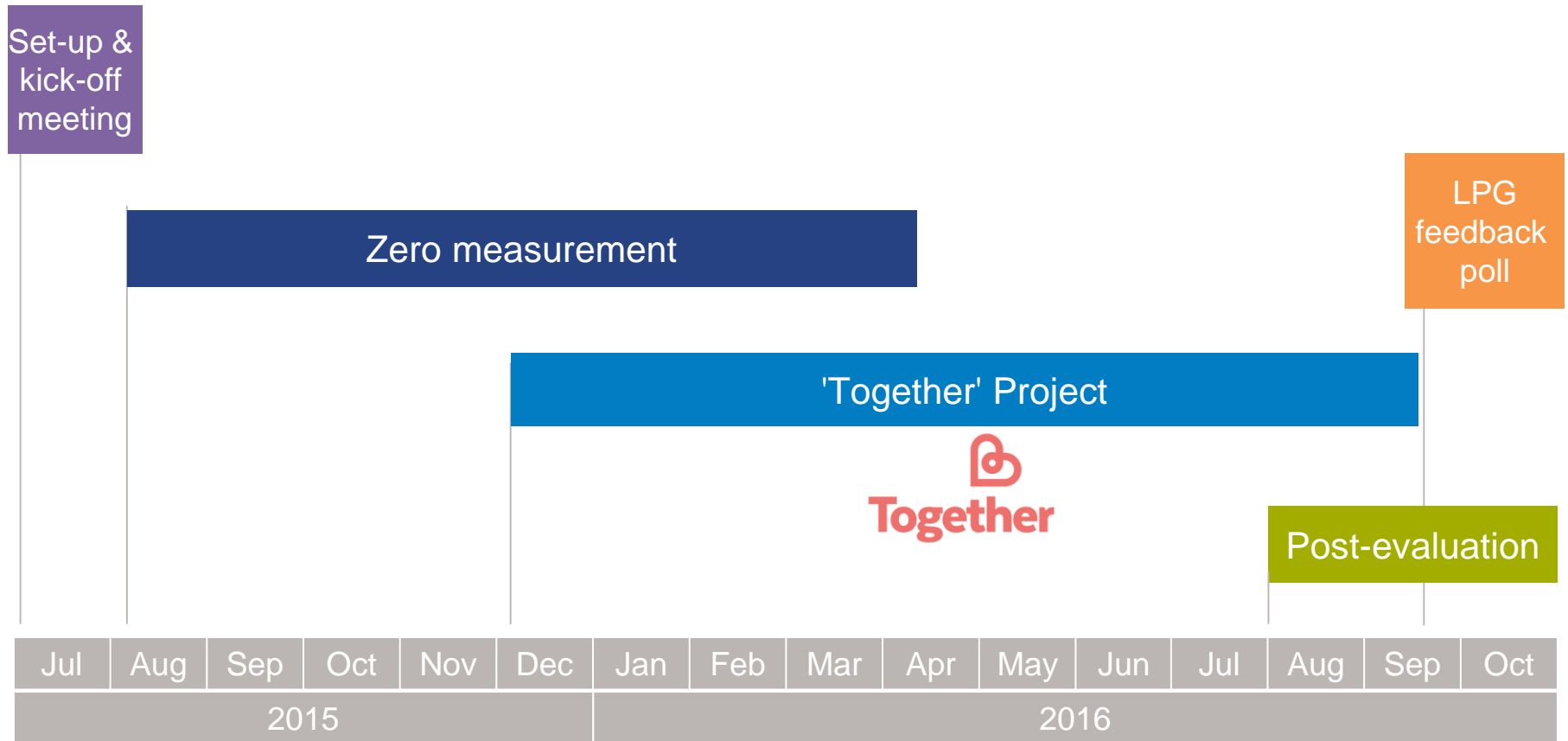
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Overview of the 'Together' project



Target groups



Pregnant women

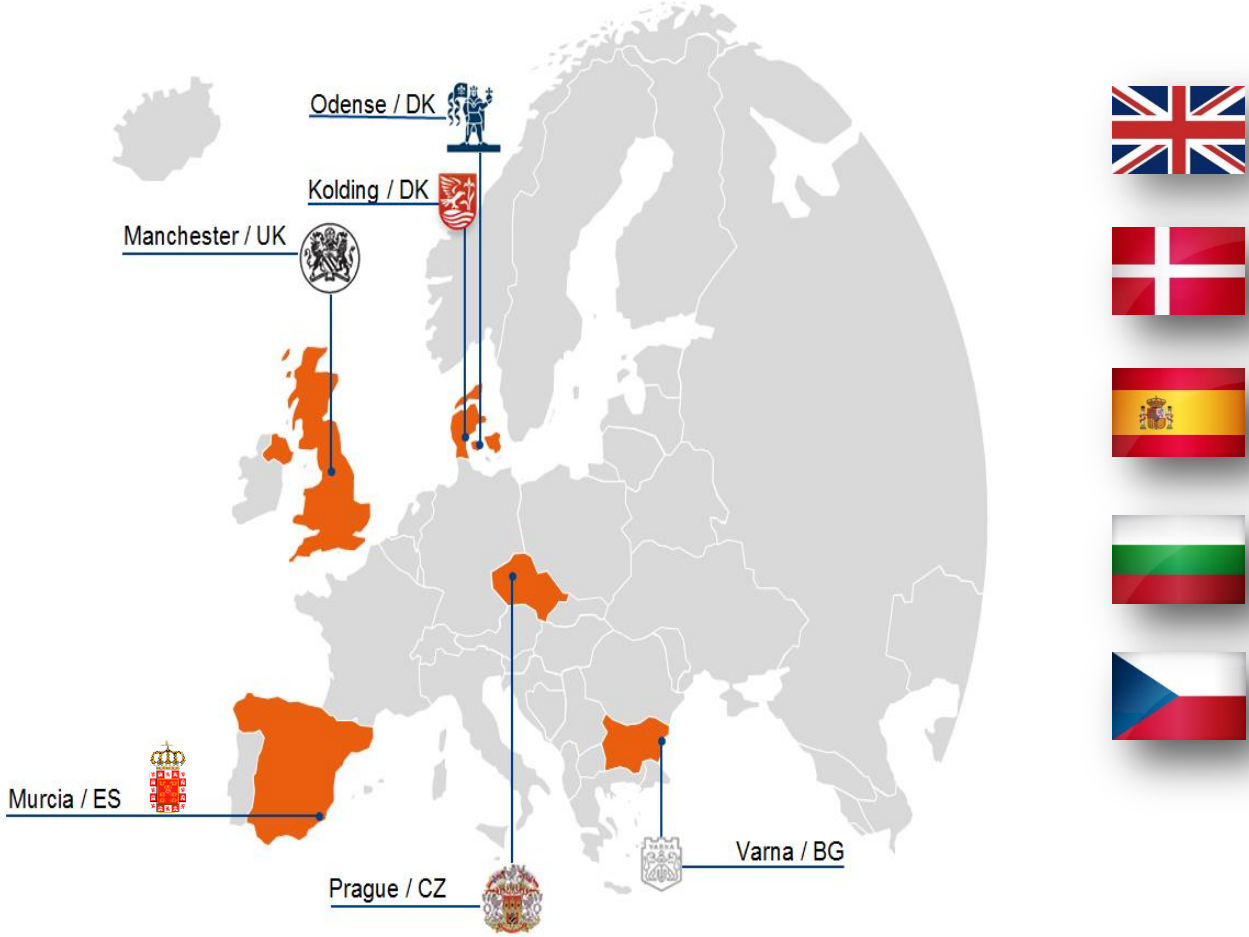


Postnatal women

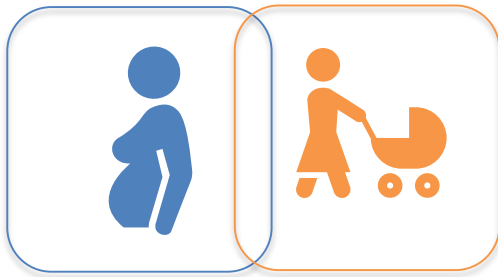


Vulnerable women

Six implementation cities in five EU Member States



Overall results



*The comparative study is based on the answers of women who participated in both the zero measurement before the activities started and the post evaluation at the end of the project. To measure the effects of the 'Together' project, the same group of women were interviewed for both surveys.

At the time of the second survey all women had given birth as more than 9 months had passed.

Sample

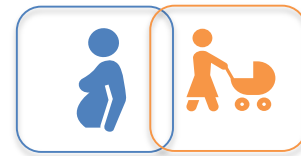
Sample

	Pregnant women	Postnatal women	Total
Manchester (United Kingdom)	12	20	32*
Murcia (Spain)	121	81	202
Kolding and Odense (Denmark)	55	32	87
Prague (Czech Republic)	95	23	118
Varna (Bulgaria)	57	35	92
Total	340	191	531

Women marked as pregnant were pregnant at the time of the zero measurement.

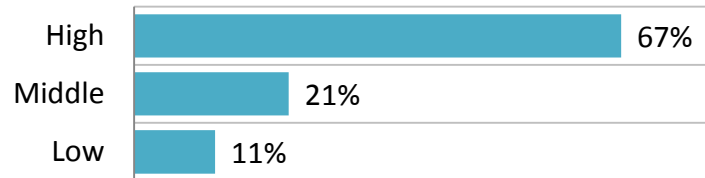
*Due to the low base, the Manchester results have a high confidence interval (margin of error) of 17%.

Socio-demographic profile

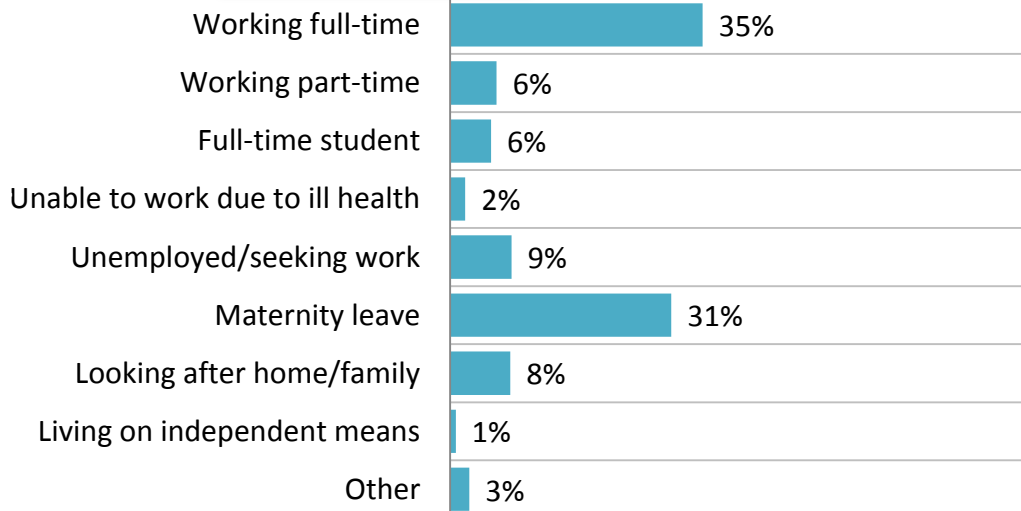


N=531

Education

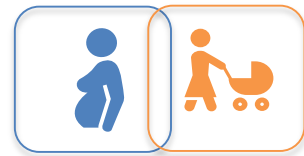


Occupation



Of those women on maternity leave, most were **working full time, unemployed/seeking work or looking after their home/family before.**

Weight profile

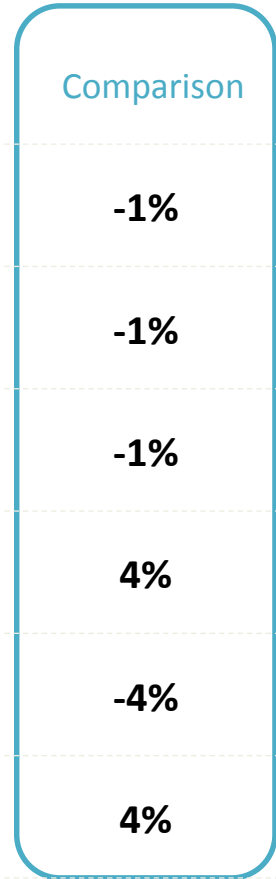
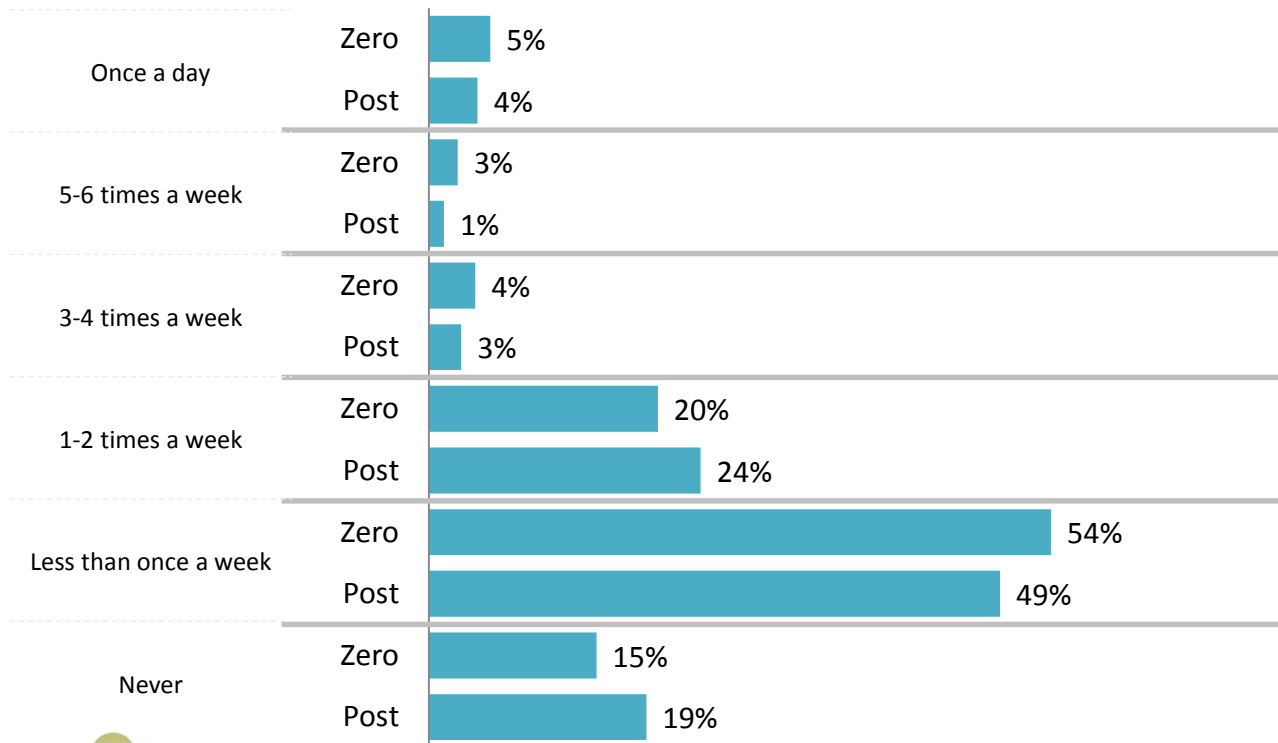


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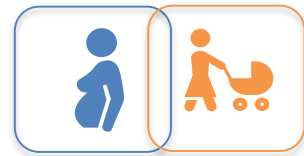
Weighing frequency

Comparison



Breastfeeding vs bottle feeding

Feeding



N=531

Feeding			
	Zero measurement	Post-evaluation	Comparison



N=340

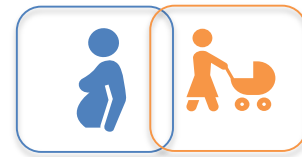
Breastfeeding	89%	65%	-24%
Bottle feeding	3%	10%	7%
Combining breast & bottle feeding	9%	25%	16%
Planning to breastfeed their baby for more than <u>6 months</u>	61%	67%	6%



N=191

Breastfeeding	67%	45%	-22%
Bottle feeding	7%	20%	13%
Combining breast & bottle feeding	26%	35%	9%
Planning to breastfeed their baby for more than <u>6 months</u>	69%	73%	4%

Breastfeeding



N=531

Reasons for breastfeeding

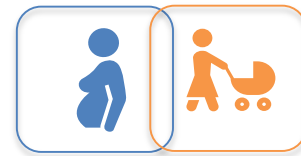
Reasons for breastfeeding			
	Zero measurement	Post-evaluation	Comparison
Women who chose to breastfeed their babies (n=459)			
Breast-fed babies are more resistant to disease	69%	68%	-1%
Breast milk is the most complete form of nutrition for babies	78%	77%	-1%
Breastfeeding is more natural	59%	62%	3%
Breastfeeding costs nothing	37%	44%	7%
Breastfeeding promotes bonding between mother and baby	61%	56%	-5%
Breast milk is always available	42%	53%	11%
Breast milk is more digestible	29%	36%	7%
Suckling helps shrink the mother's uterus after childbirth	30%	37%	7%
Breastfeeding helps the mother lose weight after the baby is born	21%	26%	5%
I was advised to breastfeed	17%	10%	-7%



Post-evaluation results show that women breastfeed mostly because they consider breast milk as always available, free of charge and more digestible for their babies. Mothers also breastfeed because it helps shrink the uterus after childbirth.



Bottle feeding



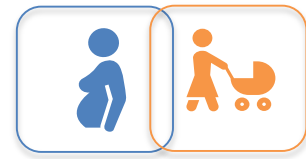
N=531

Reasons for bottle feeding

Reasons for bottle feeding			
	Zero measurement	Post-evaluation	Comparison
Women who chose to bottle feed their babies (n=42)*			
*I was worried I didn't/wouldn't have enough breast milk to meet my baby's needs	35%	76%	41%
I found it very difficult to breastfeed/my breasts hurt/my baby didn't latch	25%	62%	37%
I did/do feel socially uncomfortable while breastfeeding/it isn't something my family/friends do	10%	0%	-10%
I was advised not to breastfeed by my doctor	10%	12%	2%
I didn't/don't have time to breastfeed	0%	17%	17%
I can't breastfeed at work	10%	10%	0%
I had/have to take medicine that could harm my baby through breastfeeding	10%	7%	-3%

* low base

Summary feeding behaviour



N=531

Pregnant women have the best intentions on solely breastfeeding their babies.

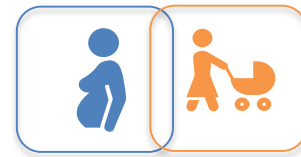
After the women have given birth, there is a significant drop in solely breastfeeding (-24%) and an increase in women who bottle feed (+7%) or combine breastfeeding with bottle feeding (+16%).

In the group of women who already had their babies during the zero measurement, sole breastfeeding decreases by 22%, whereas solely bottle feeding increases by 13%, as their babies get older.

Behaviour and lifestyle


*Behaviour and lifestyle of the women was measured during and after pregnancy

Behaviour: healthy eating



N=531

How often do you eat

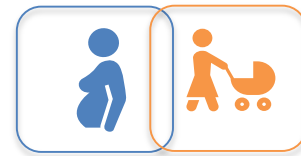
	Fruit		
	Zero measurement	Post-evaluation	Comparison
At least 5 portions a day	5%	3%	-2%
2 to 4 portions a day	47%	38%	-9%
1 portion a day	23%	32%	9%
5-6 portions a week	5%	6%	1%
3-4 portions a week	9%	10%	2%
1-2 portions a week	7%	8%	1%
Never	2%	1%	-1%



Women are eating less fruit compared to the start of the project when most of them were pregnant. Women have shifted from 2 to 4 portions a day to 1 portion per day, but the majority still eats at least 1 portion a day.



Behaviour: current eating habits



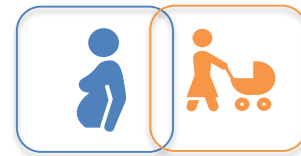
N=531

Current eating habits compared to before pregnancy

	Eating habits		
	Zero measurement	Post-evaluation	Comparison
(a lot) more			
Food in general	38%	27%	-11%
Snacking between meals	45%	25%	-20%
Salty foods	16%	12%	-4%
Sugary foods	32%	25%	-7%
Meat	15%	14%	-1%
Fish	25%	22%	-3%
Fruit	47%	33%	-14%
Vegetables	37%	34%	-3%
Home-cooked meals	27%	37%	10%
Fast food	6%	5%	-1%
Raw food	2%	5%	3%

Women are eating less food in general, snacking less between meals and eating less fruit and sugary foods than compared to the zero measurement when most of them were pregnant. There has been an increase in home-cooked meals and raw food.

Behaviour: current drinking habits



N=531

Current drinking habits (after giving birth) compared to during pregnancy

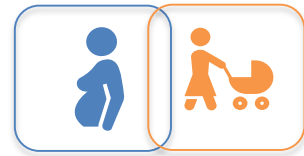
(a lot) more	Drinking habits		
	Zero measurement	Post-evaluation	Comparison
Drinks in general	48%	39%	-9%
Dairy products, e.g. milk	43%	26%	-17%
Water	61%	58%	-3%
Coffee	3%	10%	7%
Sugary soft drinks	6%	6%	0%
Artificially sweetened soft drinks	4%	5%	1%
Energy drinks	1%	1%	0%
Alcohol	1%	3%	2%



Women are drinking less in general and consuming a lot less dairy products. Coffee and alcohol consumption have increased as women were no longer pregnant during the post-evaluation.



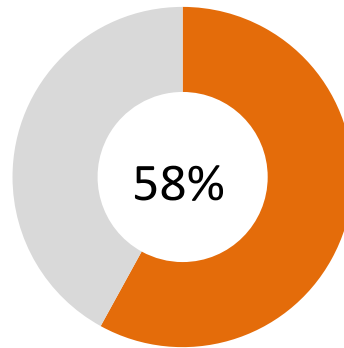
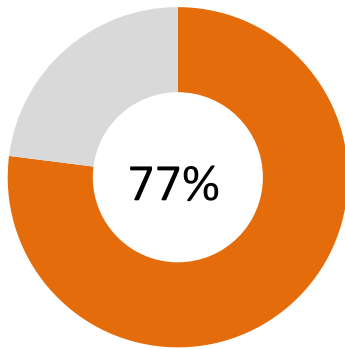
Behaviour: vitamin intake



N=531

Vitamin intake

Vitamin intake



- 19%

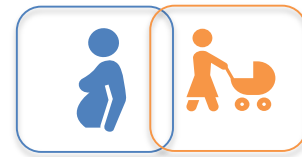
Zero measurement

Post-evaluation

Comparison

After giving birth women take far less vitamins compared to during the zero measurement when most of them were pregnant.

Behaviour: physical activity



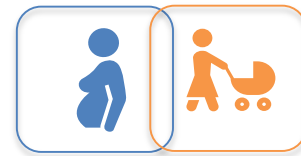
N=531

Current physical activity compared to before pregnancy

	Physical activity		
	Zero measurement	Post-evaluation	Comparison
(a lot) more			
Walking	41%	44%	3%
Cycling	1%	3%	2%
Jogging/running	1%	2%	1%
Swimming	9%	6%	-3%
Household chores	21%	37%	16%
Gardening	3%	5%	2%
Yoga	8%	8%	0%
Special exercises	29%	22%	-7%
Other	6%	4%	-2%

Compared to before they were pregnant, the women do a lot more household chores again after having given birth and less special exercises for pregnant and postnatal women.

Behaviour: physical activity



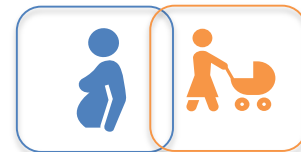
N=531

Current physical activity compared to before pregnancy

	Physical activity		
	Zero measurement	Post-evaluation	Comparison
(a lot) less			
Walking	18%	14%	-4%
Cycling	53%	35%	-18%
Jogging/running	56%	31%	-25%
Swimming	38%	25%	-13%
Household chores	17%	10%	-7%
Gardening	38%	18%	-20%
Yoga	38%	18%	-20%
Special exercises	28%	17%	-11%
Other	33%	13%	-20%


During pregnancy, the women were (a lot) less active compared to before. Since giving birth, they have increased their physical activity again.

Behaviour: alcohol



N=531

How often do you have a drink containing alcohol?

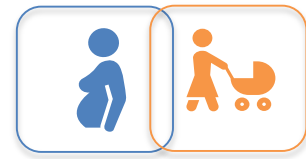
 Alcohol			
	Zero measurement	Post-evaluation	Comparison
Never	70%	48%	-22%
Less than once a month	13%	22%	9%
Once a month	6%	7%	1%
2-3 times a month	4%	8%	4%
Once a week	4%	8%	4%
2-3 times a week	1%	3%	2%
Almost daily or every day	0%	1%	1%
I'd rather not say	0%	3%	3%



Since giving birth, the number of women who remained abstinent has greatly decreased. More women now drink a little bit of alcohol, but most still less than once a month.



Summary behaviour and lifestyle



N=531

Compared to during the zero measurement when most of them were pregnant, the now postnatal women made the following changes:

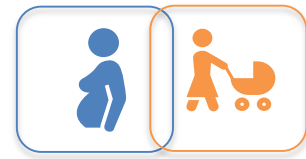
- **Women are eating a little less fruit compared to during the zero measurement when most of them were pregnant**

Although women are eating less fruit, the majority still eat at least 1 portion a day (73%), down from 2 to 4 portions a day.

- **Vitamin intake has decreased**

Vitamin intake of women has decreased by 19% compared to the zero measurement when most of them were pregnant.

Summary behaviour and lifestyle



N=531

Compared to the zero measurement when most of them were pregnant, the now postnatal women made the following changes:

Eating

- Women are eating less food in general (-11%), snacking less between meals (-20%) and eating less fruit (-14%), less sugary foods (-7%) and a little more raw food (+3%).
- Preparing home-cooked meals is becoming increasingly more popular (+10%).

Drinking

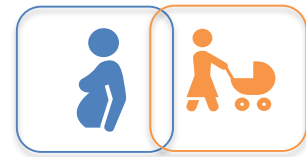
- Women are drinking less in general (-9%) and consuming a lot less dairy products (-17%).
- There has been a small increase in the consumption of coffee (+7%) and alcohol (+2%). During the zero measurement, most women did not drink any alcohol, while during the post-evaluation the percentage of women who never drink drops from 70% to 48%. More women are drinking alcohol occasionally again, but most still drink it less than once a month (70%).

Physical activity

- During the zero measurement, the women were (a lot) less active compared to the post evaluation. During the post-evaluation, their physical activity levels increased again to the same level as before they were pregnant. Compared to the zero measurement, the women do more housework (+16%), cycle more (+2%) and do less pregnancy/postnatal exercises (-7%).

Beliefs and awareness

Beliefs & awareness

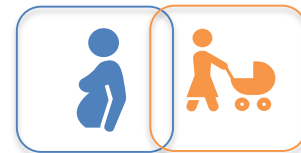


N=531

Beliefs & awareness			
	Zero measurement	Post-evaluation	Comparison
What is healthy for me is also healthy for my baby	56%	64%	8%
I do everything I can to safeguard my baby's health	77%	81%	4%
My baby's weight is influenced by what I eat during pregnancy	42%	40%	-2%

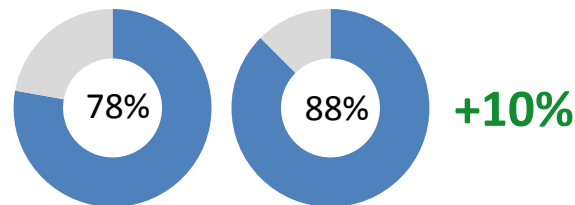
Since giving birth, more women believe that what is healthy for them is also healthy for their newborn.

Information about healthy eating patterns & lifestyle during pregnancy



N=531

Adequately informed

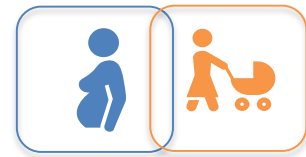


Information channels

		Zero measurement	Post-evaluation	Comparison
'Together' project	33%	-	33%	-
Family and friends	43%	50%	43%	-7%
Health professionals	73%	69%	73%	4%
Other mothers (e.g. support groups)	33%	26%	33%	7%
Community groups	10%	5%	10%	5%
Local canteen or food bank	1%	0%	1%	1%
TV	8%	11%	8%	-3%
Radio	1%	2%	1%	-1%
Books	27%	39%	27%	-12%
Newspapers, magazines	20%	20%	20%	-0%
Leaflets, brochures, posters	21%	19%	21%	2%
Internet (websites and blogs)	56%	68%	56%	-12%
Social media	22%	17%	22%	5%
Previous experience	12%	13%	12%	-1%
Other	5%	6%	5%	-1%

Women feel more informed following the project, and 33% have received information from 'Together'

Summary project impact on beliefs and awareness

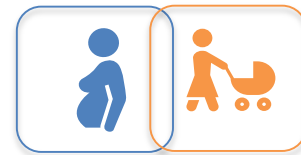


N=531

- **What is healthy for the mother is healthy for the baby**
- **Women feel more adequately informed**
88% of the women feel adequately informed about a healthy lifestyle during pregnancy or breastfeeding, which is a +10% increase compared to the zero measurement at the beginning of the project.
- **33% of the respondents were informed by 'Together' about a healthy lifestyle**

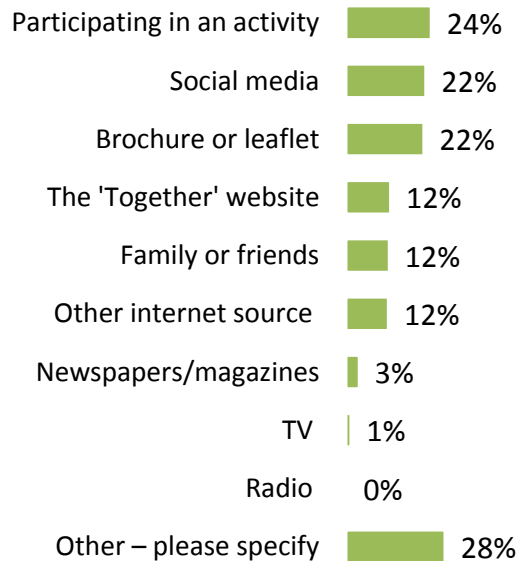
Project evaluation

Post-evaluation: channels & attribution



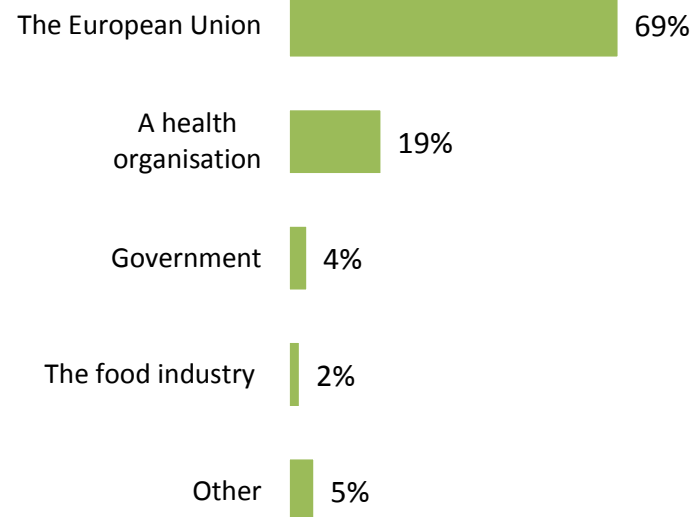
N=531

Heard about 'Together' through:



Women also heard about 'Together' through community centres

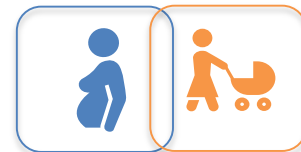
'Together' was organised by:



Women got to know about 'Together' mostly through participation in activities, social media and the project leaflet.

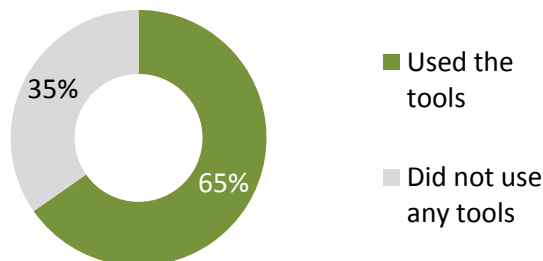


Post-evaluation: tools & activities

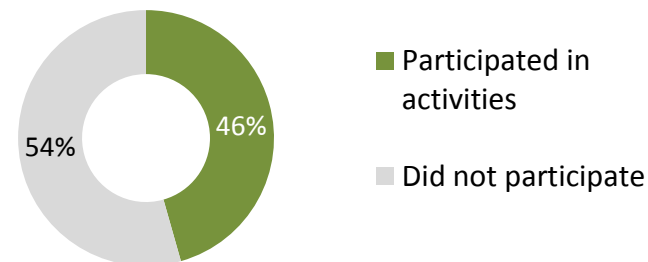


N=531

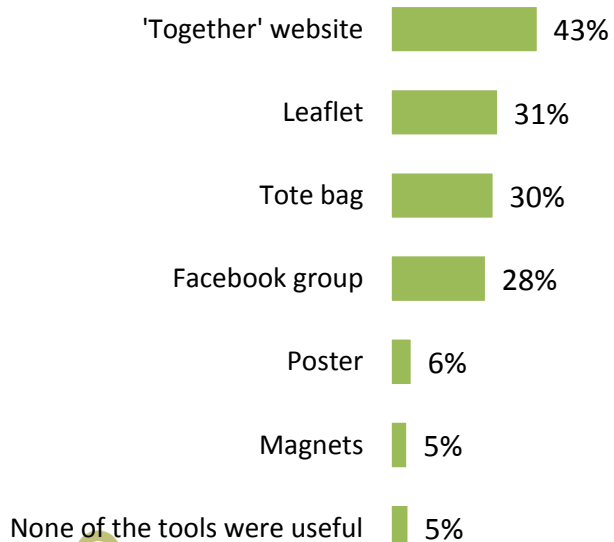
Tool usage



Activities



Most useful tools

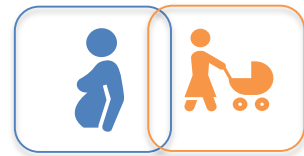


65% used the tools that were available from 'Together'. The 'Together' website, leaflet and tote bag were most popular.

46% participated in at least one of the various activities that were provided by 'Together'.

Women that did not participate in any activity were either not aware of them (65%) or could not find the time (31%).

Post-evaluation: information



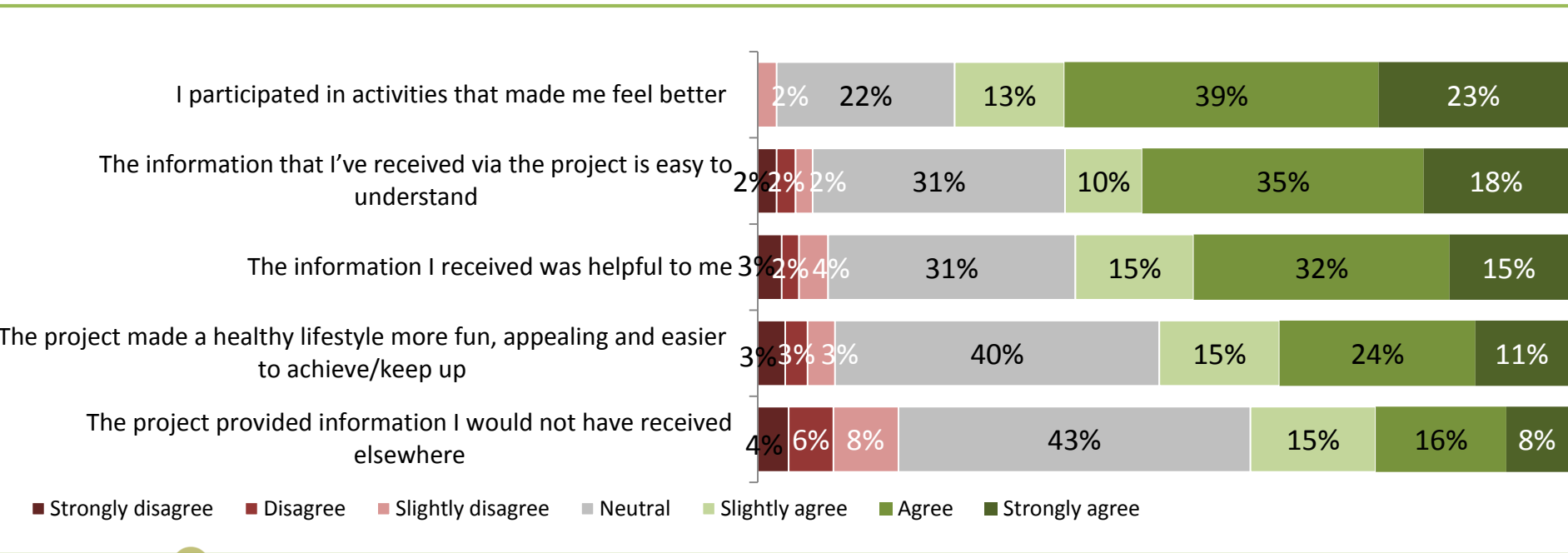
N=531

Has your knowledge improved through the 'Together' project?

'Together' has improved the knowledge of half of the women, and even though some were already well informed, 25% were motivated by 'Together' to act on their knowledge.



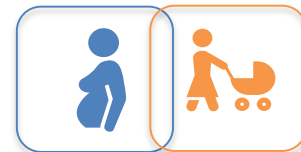
■ Yes, a lot
 ■ Yes, a bit
 ■ I already knew what I needed to do, but 'Together' motivated me to do it
 ■ No



The activities made the women feel better, and around 60% of them found the information of 'Together' easy to understand and helpful. Overall, the project made a healthy lifestyle more fun, appealing and easier to achieve for 50% of the women.

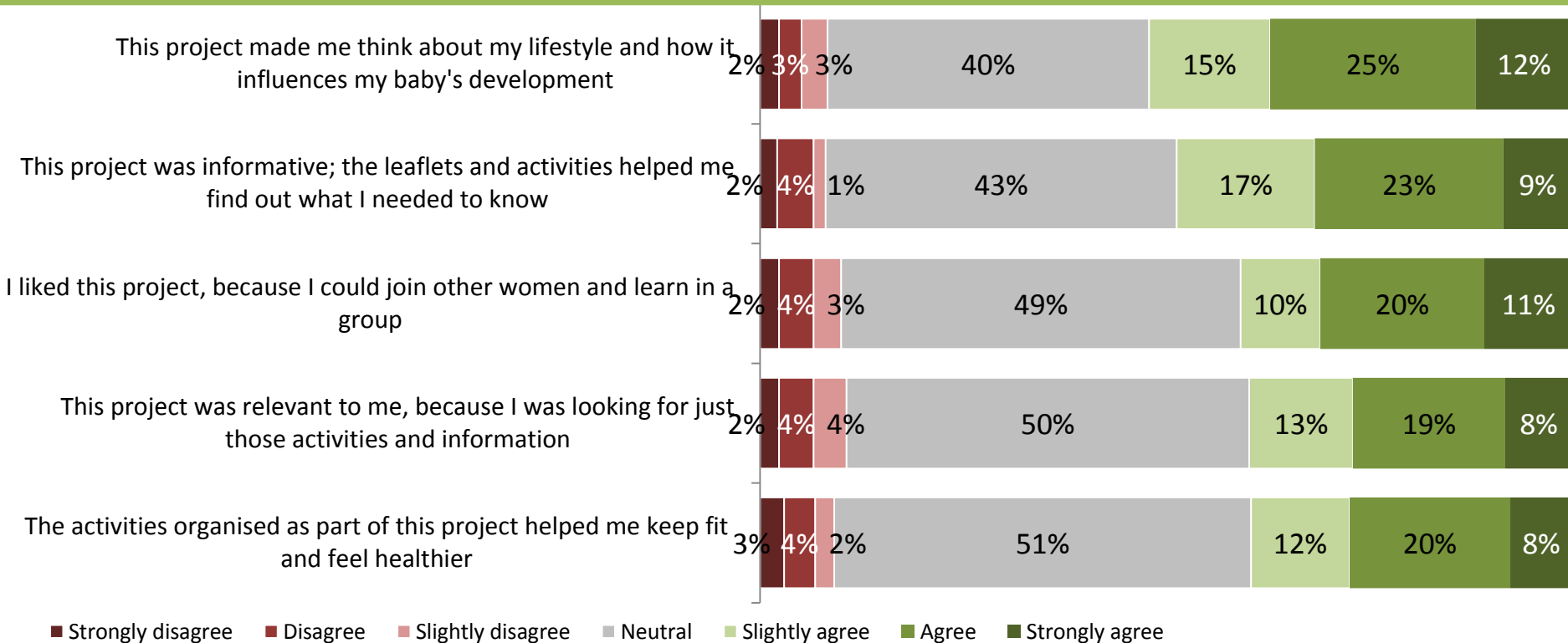


Post-evaluation



N=531

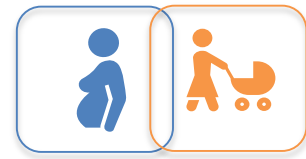
Project evaluation



'Together' made half of the women think about their lifestyle and its effects on their baby. Half also agreed that 'Together' is informative and helped give information they needed.
Overall, only 1 in 10 gave 'Together' a negative evaluation.



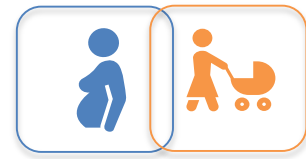
Summary project evaluation



N=531

- **Activities play a large role in the awareness of 'Together'**
24% heard about 'Together' through participation in an activity. Social media and the leaflet (both 22%) complete the top 3.
- **'Together' is correctly attributed to the European Union by 69%.**
- **Almost 3 out of 4 women used at least one of the project tools**
The 'Together' website (43%), the leaflet (31%), the tote bag (30%) and the Facebook group (28%) are the most popular.
- **Almost half of the respondents participated in one of the many activities organised by 'Together'**
46% participated in at least one of the various activities that were offered by 'Together'. Women that did not participate in any activity were either not aware about them (65%) or could not find the time (31%).

Summary project evaluation

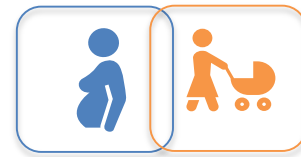


N=531

- **'Together' has had a positive influence on healthy lifestyle knowledge**
'Together' has improved the knowledge of more than half of the women (52%) and even though some women were already well informed, 25% were motivated by 'Together' to act on what they knew.
- **The activities were one of the more successful elements of the project**
75% of the women participated in activities because they made them feel better. More than half of the women found the 'Together' information easy to understand (63%) and helpful (62%).
- **'Together' made women think about their lifestyle and its influence on their baby's health**
'Together' made half of the respondents think about their lifestyle and its effects on their baby (52% agreed slightly/agree/strongly). 49% also confirmed that 'Together' is informative and helped give the information they needed.

Project impact on lifestyle

Post-evaluation: healthy lifestyle and eating habits influenced by 'Together'



N=531

Which changes are you considering or which have you already implemented based on what you found out through the 'Together' project?

Intentions and implementation of a healthy lifestyle and eating habits

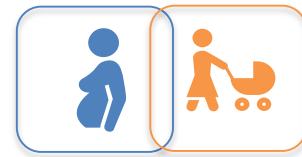
	Considering	Already implemented	Not considering
Drink more water	20%	64%	16%
Eat more vegetables	27%	53%	19%
Eat more fruit	28%	53%	19%
Eat more wholegrain products	29%	38%	33%
Avoid snacks that are high in fat, sugar or salt	30%	39%	31%
Avoid sugary soft drinks	20%	45%	36%
Avoid energy drinks	10%	50%	40%
Avoid coffee	23%	32%	45%
Avoid alcoholic drinks	11%	45%	43%



Thanks to the 'Together' project, women have implemented a healthy lifestyle and eating habits. More than half of the women are drinking more water and eating more fruit and vegetables, but also avoiding energy drinks and alcoholic drinks.



Post-evaluation: healthy lifestyle and eating habits influenced by 'Together'



N=531

Which changes are you considering or which have you already implemented based on what you found out through the 'Together' project?

Intentions and implementation of a healthy lifestyle and eating habits

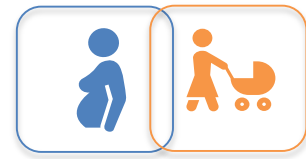
	Considering	Already implemented	Not considering
Reduce salt intake	23%	40%	37%
Take extra vitamins & nutritional supplements	25%	33%	42%
Avoid fast food	20%	44%	36%
Eat more home-cooked meals	12%	58%	30%
Stop smoking (& avoid smoke-filled places)	10%	38%	51%
Keep up/increase regular physical activity	48%	34%	18%
Find ways to cope with stress	40%	27%	33%
Find support to make healthier choices	35%	30%	35%



Thanks to the 'Together' project, women have implemented a healthy lifestyle and eating habits. 40% or more of the women are eating more home-cooked meals, reducing their salt intake and avoiding fast food.



Summary project impact



N=531

Thanks to the 'Together' project, pregnant and postnatal women have implemented a healthy lifestyle and eating habits:

- **Implemented (score higher than 50%)**
 - 64% are drinking more water.
 - 58% are eating more home-cooked meals.
 - 53% are eating more vegetables.
 - 53% are eating more fruit.
 - 50% are avoiding energy drinks.
- **Considering implementing (score higher than 30%)**
 - 48% are considering keeping up/increasing regular physical activity.
 - 40% are considering finding ways to cope with stress.
 - 35% are considering finding support to make healthier choices.
 - 30% are considering avoiding snacks that are high in fat, sugar or salt.

Vulnerable women



Definition Vulnerable women

A woman is vulnerable if she:

- has a low education level
- has a low income
- is pregnant or has given birth below the age of 19
- could not fill in the questionnaire without help.

In addition, we also looked at a second category of vulnerable women, more specifically those who comply with at least two of the following criteria:

- + belong to an ethnic group (excluding Western or Eastern European and North American)
- + don't know the country's official language
- + aren't working (or did not work before maternity leave)
- + aren't in a stable relationship
- + are pregnant and over the age of 40.

However, all women that indicate that

- they don't have a low net household income AND, in addition, have a high education level, are not seen as vulnerable even if they comply with the above criteria.

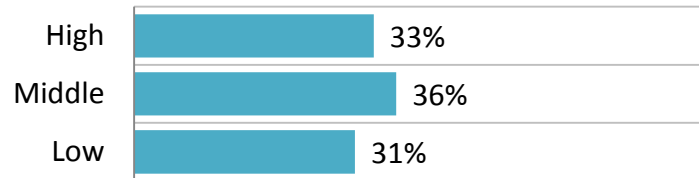
Sample

Socio-demographic profile

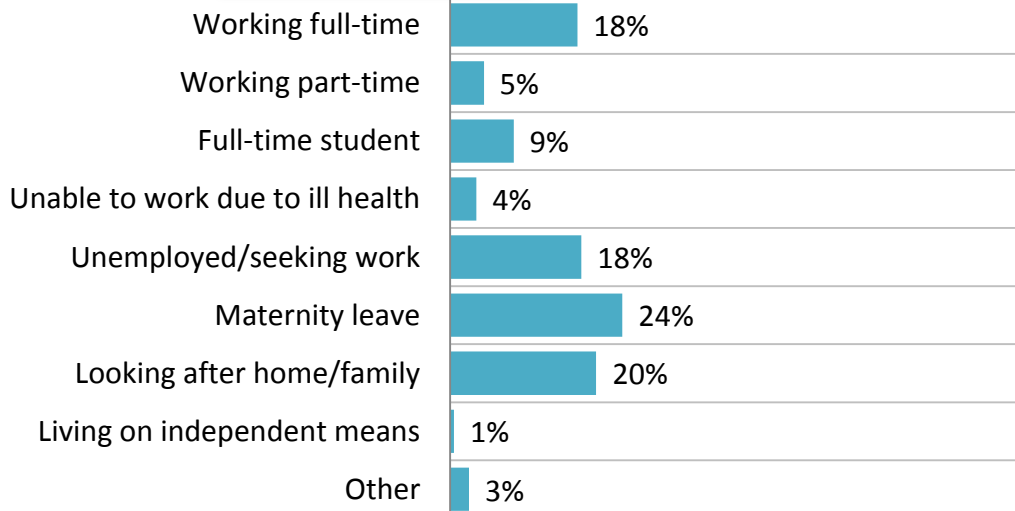
N=195
All women



Education



Occupation



Of those women on maternity leave, most were **working full time, unemployed/seeking work or looking after their home/family** before.

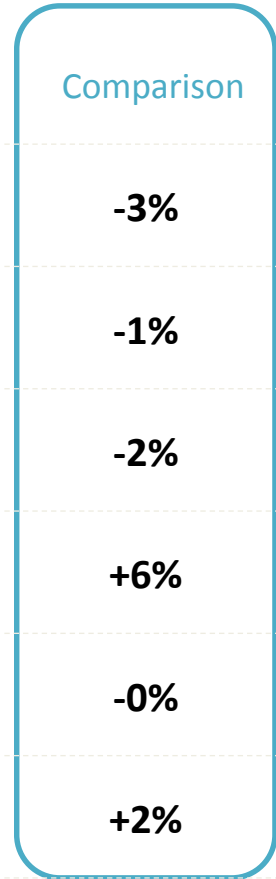
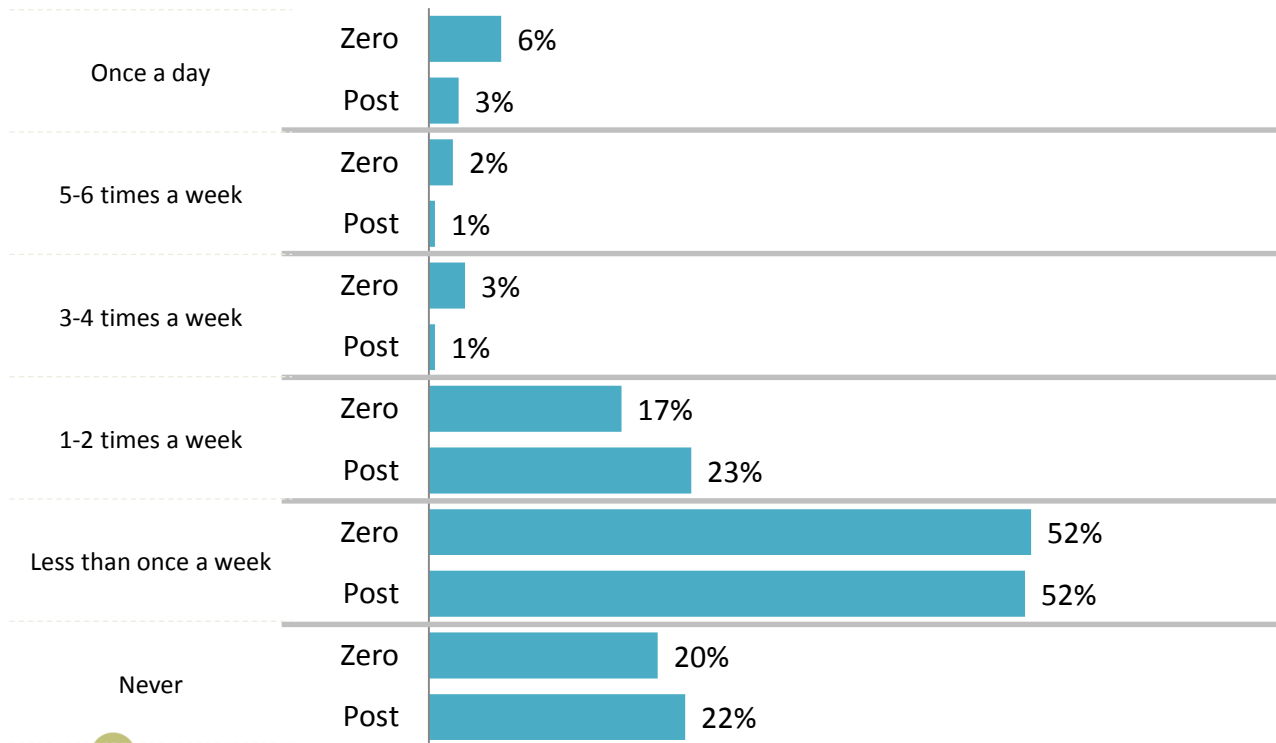
Weight profile

N=195
All women



Weighing frequency

Comparison



Breastfeeding vs bottle feeding

Feeding

N=195
All women



Feeding			
	Zero measurement	Post-evaluation	Comparison
Breastfeeding	86%	53%	-33%
Bottle feeding	4%	13%	9%
Combining breast & bottle feeding	10%	34%	24%
Planning to breastfeed their baby for more than <u>6 months</u>	65%	60%	-5%
Breastfeeding	53%	36%	-17%
Bottle feeding	14%	23%	9%
Combining breast & bottle feeding	33%	41%	8%
Planning to breastfeed their baby for more than <u>6 months</u>	73%	81%	8%



N=109



N=86

Breastfeeding

N=195
All women



Reasons for breastfeeding

Reasons for breastfeeding			
	Zero measurement	Post-evaluation	Comparison
Women who chose to breastfeed their babies (n=172)			
Breast-fed babies are more resistant to disease	66%	59%	-7%
Breast milk is the most complete form of nutrition for babies	75%	72%	-3%
Breastfeeding is more natural	58%	49%	-9%
Breastfeeding costs nothing	37%	31%	-6%
Breastfeeding promotes bonding between mother and baby	57%	38%	-19%
Breast milk is always available	38%	40%	2%
Breast milk is more digestible	25%	25%	0%
Suckling helps shrink the mother's uterus after childbirth	27%	28%	1%
Breastfeeding helps the mother lose weight after the baby is born	21%	19%	-2%
I was advised to breastfeed	19%	9%	-10%

Bottle feeding

N=195
All women



Reasons for bottle feeding

Reasons for bottle feeding			
	Zero measurement	Post-evaluation	Comparison
Women who chose to bottle feed their babies (n=19)*			
I was worried I didn't/wouldn't have enough breast milk to meet my baby's needs	21%	50%	29%
I found it very difficult to breastfeed/my breasts hurt/my baby didn't latch	11%	32%	21%
I did/do feel socially uncomfortable while breastfeeding/it's not something my family/friends do	5%	0%	-5%
I was advised not to breastfeed by my doctor	5%	9%	4%
I didn't/don't have time to breastfeed	0%	3%	3%
I can't breastfeed at work	11%	3%	-8%
I had/have to take medicine that could harm my baby through breastfeeding	5%	6%	1%

* low base

Summary feeding behaviour

N=195
All women



Vulnerable women also have the best intentions on sole breastfeeding their babies while they are still pregnant

- After the women have given birth, there is a significant drop in solely breastfeeding (-33%) and an increase in women who bottle feed (+9%) or combine breastfeeding with bottle feeding (+24%).
- Solely breastfeeding decreases in the group of mothers who already had their babies at the start of the project (-17%), as their baby gets older.

Behaviour and lifestyle

*Behaviour and lifestyle of the women was measured during and after pregnancy

Behaviour: current eating habits

N=195
All women



Current eating habits compared to before pregnancy

	Eating habits		
	Zero measurement	Post-evaluation	Comparison
(a lot) more Food in general	36%	25%	-11%
Snacking between meals	36%	20%	-16%
Salty foods	20%	11%	-9%
Sugary foods	29%	19%	-10%
Meat	18%	16%	-2%
Fish	27%	22%	-5%
Fruit	45%	32%	-13%
Vegetables	39%	37%	-2%
Home-cooked meals	29%	39%	10%
Fast food	9%	6%	3%
Raw food	2%	4%	2%

Women are no longer eating more food in general than during their pregnancy, they are also snacking less between meals but also eat less fruit again. Their consumption of salty and sugary food has come down again compared to the zero measurement when most of them were pregnant. There has been an increase in home-cooked meals.

Behaviour: current drinking habits

N=195
All women



Current drinking habits compared to before pregnancy

(a lot) more	Drinking habits		
	Zero measurement	Post-evaluation	Comparison
Drinks in general	48%	36%	-12%
Dairy products, e.g. milk	46%	27%	-19%
Water	63%	60%	-3%
Coffee	5%	14%	9%
Sugary soft drinks	9%	11%	2%
Artificially sweetened soft drinks	8%	10%	2%
Energy drinks	2%	2%	0%
Alcohol	2%	2%	0%



Women are drinking less again in general and consuming a lot less dairy products than during the time when most of them were pregnant. Coffee consumption has increased again.



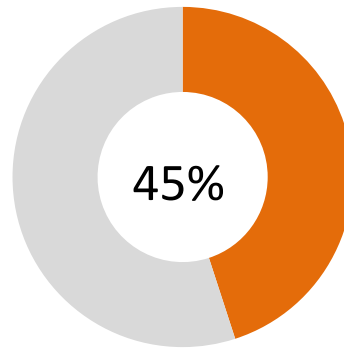
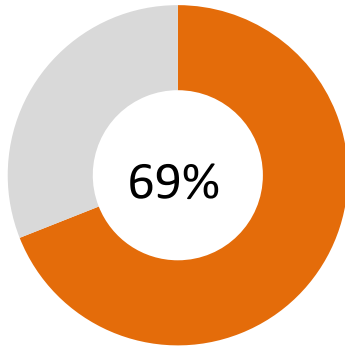
Behaviour: vitamin intake

N=195
All women



Vitamin intake

Vitamin intake



- 24%

Zero measurement

Post-evaluation

Comparison

Women take far less vitamins after giving birth than during their pregnancy.

Behaviour: physical activity

N=195
All women



Current physical activity compared to before pregnancy

	Physical activity		
	Zero measurement	Post-evaluation	Comparison
(a lot) more			
Walking	42%	41%	-1%
Cycling	2%	3%	1%
Jogging/running	1%	3%	2%
Swimming	7%	5%	-2%
Household chores	22%	43%	21%
Gardening	3%	3%	0%
Yoga	2%	8%	6%
Special exercises	16%	15%	-1%
Other	6%	2%	-4%

Women do a lot more household chores again after giving birth and practice yoga more.

Behaviour: physical activity

N=195
All women



Current physical activity compared to before pregnancy

	Physical activity		
	Zero measurement	Post-evaluation	Comparison
(a lot) less			
Walking	19%	17%	-2%
Cycling	50%	27%	-23%
Jogging/running	48%	24%	-24%
Swimming	36%	21%	-15%
Household chores	13%	4%	-9%
Gardening	34%	16%	-18%
Yoga	40%	15%	-25%
Special exercises	31%	14%	-17%
Other	31%	11%	-20%


During pregnancy, the women were (a lot) less active compared to before their pregnancy. Since giving birth, they have increased their physical activity again.

Behaviour: alcohol

N=195
All women



How often do you have a drink containing alcohol?

	Alcohol		
	Zero measurement	Post-evaluation	Comparison
Never drink	80%	55%	-25%
Less than once a month	10%	20%	10%
Once a month	3%	5%	2%
2-3 times a month	2%	9%	7%
Once a week	2%	5%	3%
2-3 times a week	1%	2%	1%
Almost daily or every day	1%	1%	0%
I'd rather not say	1%	4%	3%

Since giving birth, fewer women remain abstinent. Most still drink alcohol less than once a month.

Summary behaviour and lifestyle

N=195
All women



- **Vulnerable women still drink the same amount of water as compared to at the start of the project**
Half of the women still drink water 6 or more times a day (50%).
- **Vulnerable women still eat the same amount of vegetables as compared to at the start of the project**
Half eat at least 1 portion a day (55%).
- **Vulnerable women seem to go back to old habits and eat less fruit than when they were pregnant**
There is a significant decrease in women who claim to eat at least 5 portions of fruit per day (-5%). However, the majority still eat at least 1 portion a day (66%).
- **Vitamin intake has decreased**
Vitamin intake of vulnerable women has decreased by -24% compared to the zero measurement when most of them were pregnant.

Summary behaviour and lifestyle

N=195
All women



In the zero measurement survey, at the outset of the project, women disclosed their behaviour changes since becoming pregnant which had shown marked increases in consumption of e.g. most food. The post evaluation asked vulnerable women again to compare their behaviour since giving birth to before they were pregnant. This revealed the following changes:

Eating

- Vulnerable women are snacking less between meals (-16%), eating less food in general (-11%), less sugary (-10%) and salty foods (-9%) again, but they are also eating less fruit (-13%) compared to when they were pregnant.
- Preparing home-cooked meals is becoming increasingly more popular (+10%).

Drinking

- Women are drinking less in general (-12%) and consuming a lot less dairy products (-19%).
- There has been a small increase in the consumption of coffee (+9%) again.
- During their pregnancy, most vulnerable women did not drink alcohol. After their pregnancy, the percentage of women who remain abstinent drops from 80% to 55%. More women occasionally drink alcohol, but most still drink it less than once a month (75%).

Physical activity

- During their pregnancy, vulnerable women were (a lot) less active compared to before their pregnancy. Since giving birth, they have increased their physical activity to the same levels as before their pregnancy. Compared to before they were pregnant, vulnerable women are doing more yoga (+6%) and more household chores (+21%) again.

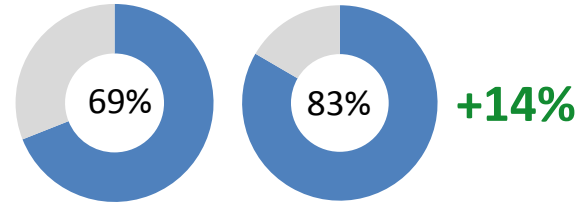
Beliefs and awareness

Information about healthy eating patterns & lifestyle during pregnancy

N=195
All women



Adequately informed



Information channels

		Zero measurement	Post-evaluation	Comparison
'Together' project	38%	-	38%	-
Family and friends	46%	56%	46%	-10%
Health professionals	73%	69%	73%	4%
Other mothers (e.g. support groups)	27%	27%	27%	0%
Community groups	13%	4%	13%	9%
Local canteen or food bank	1%	1%	1%	0%
TV	8%	16%	8%	-8%
Radio	0%	3%	0%	-3%
Books	15%	25%	15%	-10%
Newspapers, magazines	20%	20%	20%	0%
Leaflets, brochures, posters	18%	17%	18%	1%
Internet (websites and blogs)	43%	56%	43%	-13%
Social media	15%	17%	15%	-2%
Previous experience	11%	13%	11%	-2%
Other	5%	4%	5%	1%

Vulnerable women feel better informed after the project. 38% have received information from 'Together'

Summary project impact on beliefs and awareness

N=195
All women



- Awareness remains on the same level compared to the zero measurement.
- **Vulnerable respondents feel more adequately informed**
83% of the vulnerable women now feel adequately informed about a healthy lifestyle during pregnancy or breastfeeding, which is a +14% increase compared to the zero measurement at the beginning of the project.
- **38% of the respondents were informed by 'Together' about a healthy lifestyle**
Since giving birth, vulnerable women are less informed by books (-10%), family and friends (-10%) and the internet (-13%).

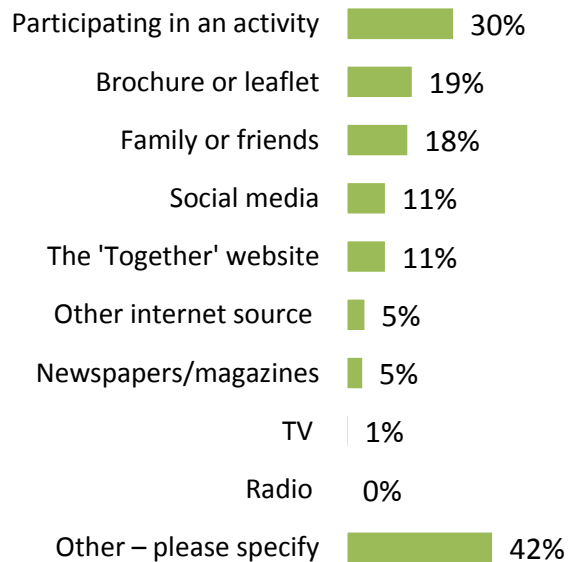
Project evaluation

Post-evaluation: channels & attribution

N=195
All women

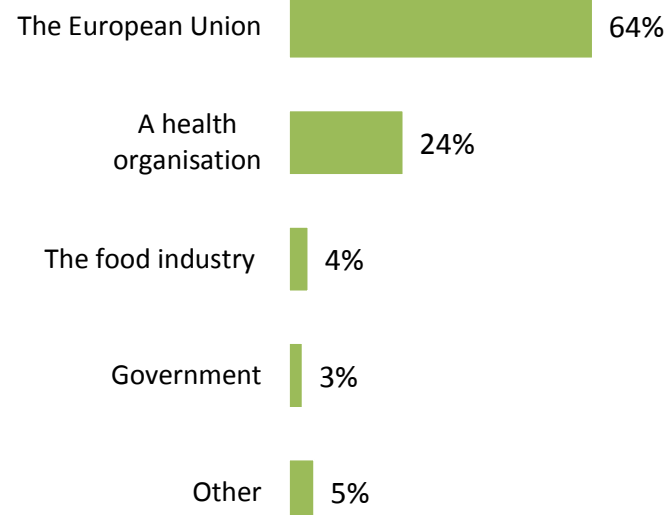


Heard about 'Together' through:



Women also heard about 'Together' through community centres

'Together' was organised by:



Women got to know about 'Together' mostly through participation in activities, the project leaflet, family and friends.

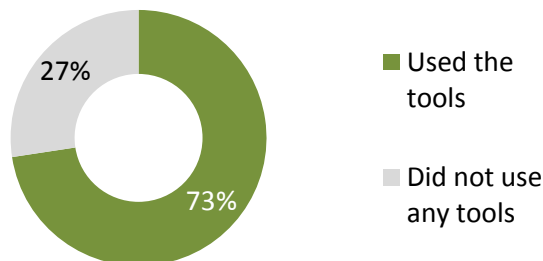


Post-evaluation: tools & activities

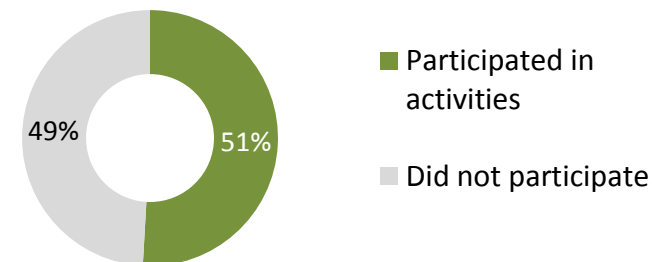
N=195
All women



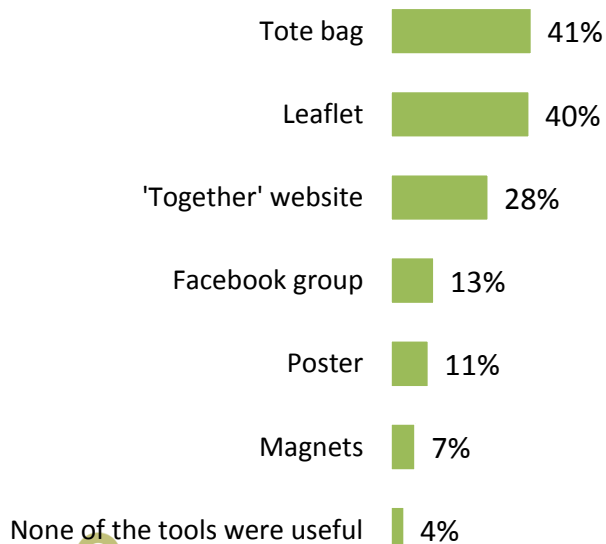
Tools usage



Activities



Most useful tools



73% used the tools that were available from 'Together'. The tote bag and the leaflet were used most, followed by the 'Together' website.

51% participated in at least one of the various activities that were provided by 'Together'.

Women that did not participate in any activity were either not aware about them (57%), or had no time to (37%).

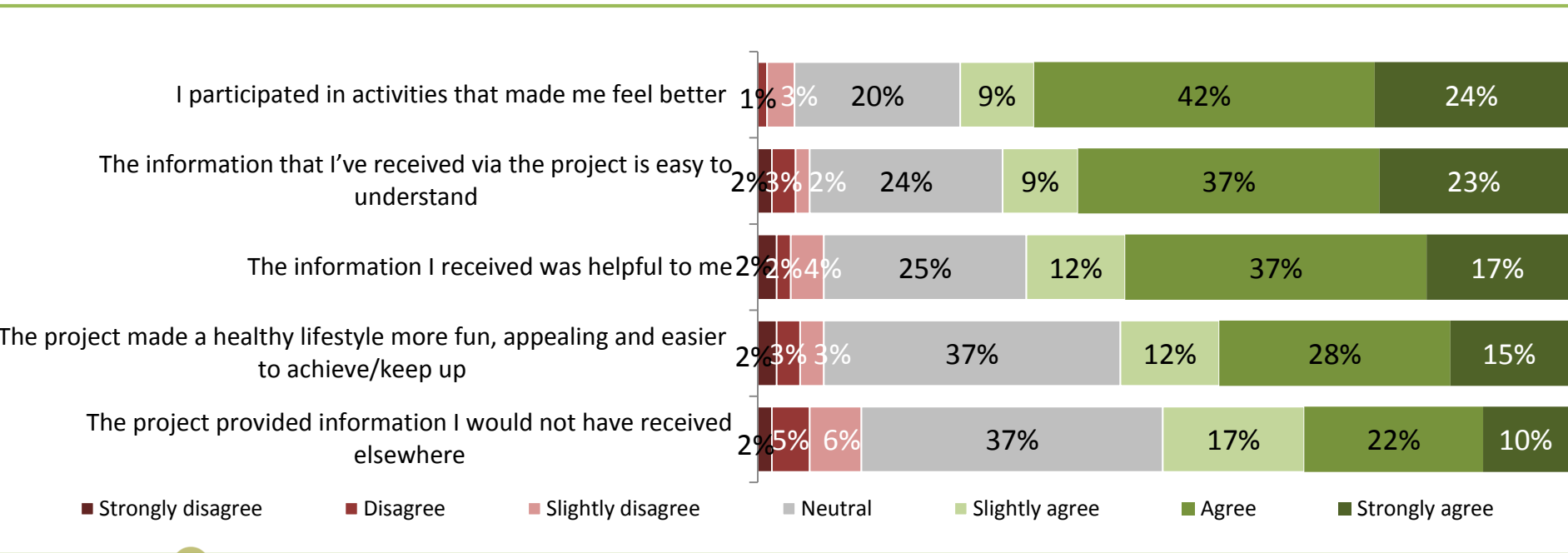
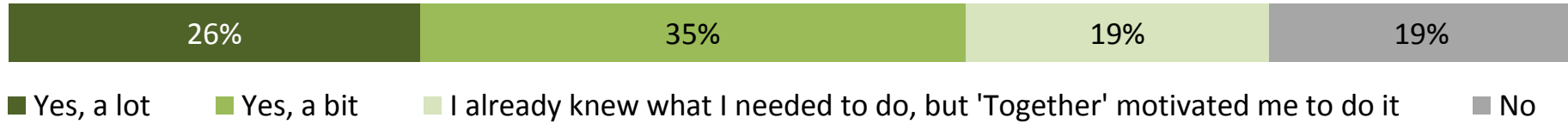
Post-evaluation: information

N=195
All women



Has your knowledge improved through the 'Together' project?

'Together' has improved the knowledge of 61% of the vulnerable women.



Most of the vulnerable women participated in activities that made them feel better (75%).

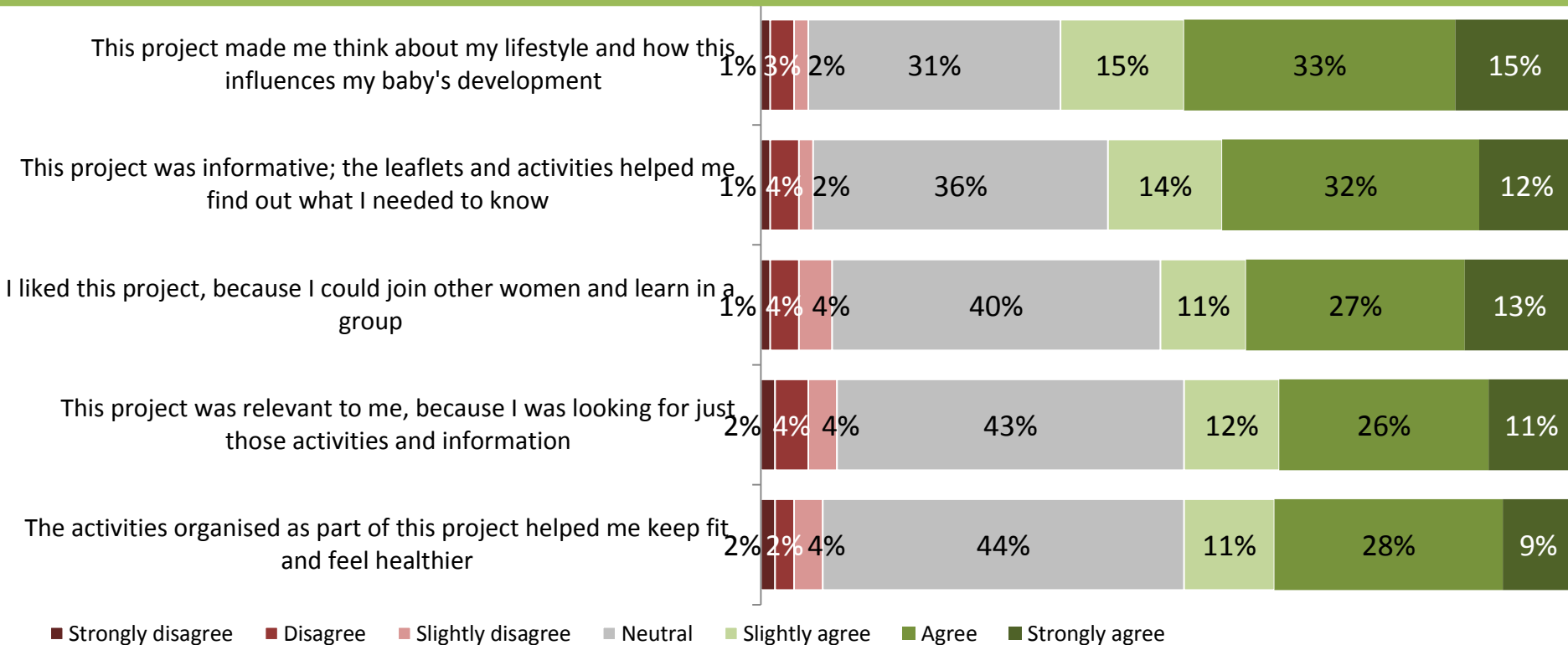


Post-evaluation

N=195
All women



Project evaluation



'Together' made half of the women think about their lifestyle and its effects on their baby. Half also agreed that 'Together' is informative and helped them find out what they needed to know.

Overall, only 1 in 10 gave 'Together' a negative evaluation.



European
Commission

Summary project evaluation

N=195
All women



- **Activities play a large role in the awareness of 'Together'**
30% heard about 'Together' through participation in an activity. The leaflet (19%) and friends and family (18%) complete the top 3. The role of online tools is lower compared to non-vulnerable women. Only 11% of the vulnerable women heard about 'Together' via social media and the project website.
- **'Together' is correctly attributed to the European Union**
64% know that 'Together' was organised by the European Union, but vulnerable women are less aware of this compared to non-vulnerable women.
- **3 out of 4 vulnerable women (73%) have used at least one of the project tools**
- **The tote bag and leaflet were the most important tools for vulnerable women**
The tote bag (41%) and leaflet (40%) were the most useful tools for vulnerable women, followed by the 'Together' website (28%) and the Facebook group (13%).
- **Half of the respondents participated in one of the many activities organised by 'Together'**
51% participated in at least one of the various activities that were provided by 'Together'. Women that did not participate in any activity were either not aware of them (57%) or could not find the time (37%).

Summary project evaluation

N=195
All women



- **'Together' has had a positive influence on knowledge**
'Together' has improved the knowledge of more than half of the women (61%) and even though some women were already well informed before, 19% of those were still motivated by 'Together' to actually make changes.
- **The activities were one of the more successful elements of the project**
75% of the women participated in activities because they made them feel better. Around half of the women found the 'Together' information easy to understand (69%) and helpful (66%).
2 out of 5 (strongly) agreed that the project made a healthy lifestyle more fun, appealing and easier to achieve.
1 out of 3 (strongly) agreed that 'Together' provided information that they would not have received elsewhere.
- **'Together' made women think about their lifestyle and its influence on their baby's health**
'Together' made 2 out of 3 vulnerable women think about their lifestyle and its effects on their baby (63% agreed slightly/agree/strongly). Half also agreed that 'Together' is informative and provided information they needed. Overall, only 1 in 10 gave 'Together' a negative evaluation.

Vulnerable women gave the project a more positive review than non-vulnerable women.

Project impact on lifestyle

Post-evaluation: healthy lifestyle and eating habits influenced by 'Together'

N=195
All women



Which changes are you considering or which have you already implemented based on what you found out through the 'Together' project?

Intentions and implementation of a healthy lifestyle and eating habits

	Considering	Already implemented	Not considering
Drink more water	19%	59%	22%
Eat more vegetables	27%	50%	23%
Eat more fruit	31%	50%	20%
Eat more wholegrain products	27%	32%	41%
Avoid snacks that are high in fat, sugar or salt	28%	33%	39%
Avoid sugary soft drinks	22%	34%	44%
Avoid energy drinks	11%	40%	49%
Avoid coffee	19%	23%	58%
Avoid alcoholic drinks	10%	36%	54%



Thanks to the 'Together' project, vulnerable participants have implemented healthier lifestyle and eating habits. Around 50% are drinking more water and eating more fruit and vegetables, but are also avoiding energy drinks and alcoholic drinks.



Post-evaluation: healthy lifestyle and eating habits influenced by 'Together'

N=195
All women



Which changes are you considering or which have you already implemented based on what you found out through the 'Together' project?

Intentions and implementation of a healthy lifestyle and eating habits			
	Considering	Already implemented	Not considering
Reduce salt intake	17%	41%	42%
Take extra vitamins & nutritional supplements	26%	27%	48%
Avoid fast food	16%	41%	43%
Eat more home-cooked meals	9%	58%	33%
Stop smoking (& avoid smoke-filled places)	14%	29%	58%
Keep up/increase regular physical activity	55%	31%	15%
Find ways to cope with stress	41%	27%	32%
Find support to make healthier choices	37%	33%	30%



Around 50% of the vulnerable women are now eating more home-cooked meals, reducing their salt intake and avoiding fast food.



Summary project impact

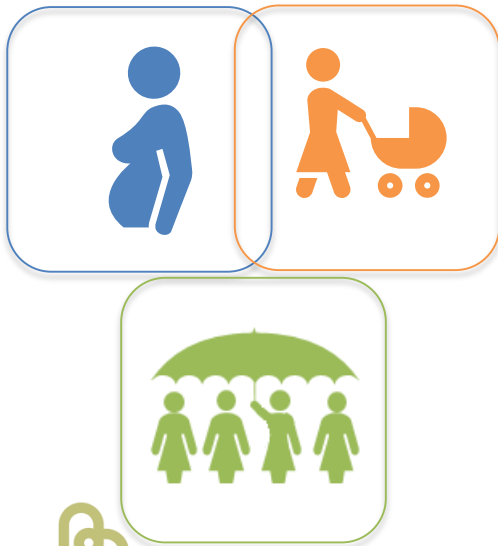
N=195
All women



Thanks to the 'Together' project, vulnerable women have implemented a healthier lifestyle and eating habits:

- **Implemented (score higher than 50%)**
 - 59% are drinking more water.
 - 58% are eating more home-cooked meals.
 - 49% are eating more vegetables.
 - 49% are eating more fruit.
- **Considering implementing (score higher than 30%)**
 - 55% are considering keeping up/increasing regular physical activity.
 - 41% are considering finding ways to cope with stress.
 - 37% are considering finding support to make healthier choices.
 - 31% are considering eating more fruit.

Overall conclusion



531 new mums in **6 European cities** described their behaviour, awareness of the benefits of a healthy lifestyle and intentions towards adopting a healthy lifestyle before and after the 'Together' project. The project had a significant impact, increasing their knowledge and helping women to implement a healthier lifestyle.

All 531 women had already participated in the zero measurement before the start of the project when most of them were still pregnant, making it possible to verify if and how the intervention actually changed their lifestyle.

Two out of three knew the '**Together**' project was an initiative of the **European Union**. Women heard about the project through participation in one of the many **activities, social media and the project leaflet**. The 'Together' website is considered to be the most useful tool.

After the project, women **feel better informed** about a healthy lifestyle (eating habits, physical activity). More than half of the women say their **knowledge improved** through the 'Together' project and a quarter of the women say that, even though they were already well informed, 'Together' **motivated them to apply the healthy lifestyle tips**. More than half of the women thought the **project information was helpful and easy to understand**.

‘Together’ made women **think about their lifestyle and how it influences their baby’s health**. During and after their pregnancy women were aware that a healthy lifestyle for them also means a healthy lifestyle for their baby.

The project **stimulated** more than half of the women **to eat more home-cooked meals, drink more water and eat more fruit and vegetables**.

Thanks to ‘Together’ women intent to **keep up/increase their regular physical activity** and try to **find ways to cope with stress**. One out of three women intent to find support to make healthier choices and plans to avoid unhealthy snacks.

Overall, ‘Together’ gave women useful tools and information to help them to achieve and stimulate a healthy lifestyle.