



European
Commission

2020 EU HEALTH AWARD

for cities, NGOs and
schools/kindergartens on
Vaccination and Healthy Lifestyles



Health and
Food Safety



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Foreword

by Stella Kyriakides

European Commissioner for Health and Food Safety



In 2020, it became clear to everyone how individual behaviour impacts public health. Individual action became part of the solution in fighting the COVID-19 pandemic. Public health measures start and end with our own collective contributions.

At the European Commission, we have always valued the role of individuals, civil society organisations, schools and cities in safeguarding public health. Health is not the exclusive realm of health professionals and authorities – it is something every individual has a right to and something to which every individual can contribute.

This is particularly true in the fields of health selected for the 2020 EU Health Award – Vaccination and Healthy Lifestyles. Civil society, schools and cities can make huge differences in these areas, promoting successful ways of preventing illness and promoting optimal health.

Childhood vaccination has been the key to reducing the burden of many of childhood diseases that used to cost children's lives. But this success is under threat. From 2017 to 2019, the European Region had the worst measles epidemic in more than a decade and in 2019, the WHO identified vaccine hesitancy as one of the top ten threats to global health.

That is why it is so important to recognise and encourage the work of NGOs, schools and kindergartens in promoting vaccination in children, from birth to age 18.

The other theme for 2020 was equally timely – promoting healthy lifestyles among 6 to 18 year olds. Leading a healthy lifestyle reduces the risk of developing a non-communicable disease by 80%, and children who are given a healthy start in life are more likely to reach their full potential.

As you might know, the first EU Health Award was given in 2015 to recognise initiatives that helped combat the Ebola outbreak. We are now fighting COVID-19, but one thing remains constant – prevention and preparedness are always paramount.

It is an honour for me to recognise your work in promoting vaccination and healthy lifestyles and thereby helping to protect our greatest treasures – our children and our health.

My warmest regards,
Stella Kyriakides

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SCHOOL category

Introduction

Civil society plays an important role in supporting public health actions and contributing to the development of health initiatives. To recognise their valuable contribution, the Commission launched the first edition of the EU Health Award for NGOs in 2015, in the context of the [Ebola outbreak](#). Since then, it has also invited cities, schools and kindergartens to share initiatives that have had a real impact at local, national, European or international level. The aim of the EU Health Award is not only to honour past engagement but also to encourage the pursuit of the inspiring work that cities, NGOs, schools and kindergartens are doing all over Europe in the field of public health.

Since the EU Health Award was set up six years ago, more than 300 organisations submitted remarkable initiatives undertaken in different health fields such fighting against [Antimicrobial Resistance](#) (2016), preventing [Tobacco](#) use (2018) and reducing [Obesity](#) (2019) in children. The themes for the EU Health Award change every year, and prizes have ranged from EUR 10 000 to EUR 100 000.

In **2020, the sixth edition of the EU Health Award** highlights and rewards the efforts and achievements of the following initiatives in two different calls:

- NGOs, schools and kindergartens seeking to promote vaccination in children from birth to 18 years old;
- Cities and schools seeking to promote healthy lifestyles for children from 6 to 18 years old.

Over 110 applications from 20 different EU countries were submitted and examined against the Award criteria. The European Commission selected the winning initiatives based on an evaluation by a Jury composed of Commission officials and high-level experts. The Jury decided not to award the category schools/kindergartens under the call for vaccination as the number of submission was judged insufficient.

The nine winning organisations for 2020 were announced at the EU Health Award Ceremony, which was held online in the context of the EU Health Platform Policy annual meeting on 2 March 2021. These NGOs, cities and schools have implemented good practices that can be useful tools in promoting vaccination and healthy lifestyles among children in the European Union.

You will find in the following pages a summary of the winners of the 2020 EU Health Award as well as information on how to register in the EU Health Policy Platform to keep yourself informed about the latest news on EU health matters.

More information available in the EU Health Award website:

https://ec.europa.eu/health/award/home_en

The EU Health Award is funded under the [3rd Health Programme 2014-2020](#).

Jury



Chair - Isabel de la Mata

Dr Isabel de la Mata is currently the Principal Adviser for Health and Crisis Management in the European Commission. Previously, she worked as Counsellor for Health and Consumers at the Permanent Representation of Spain to the EU, as Deputy Director General for Health Planning at the Spanish Ministry of Health and as Advisor to the Vice-Minister of Health. In addition, she has been a member of the Standing Commission of the Regional Committee, the Pan-American

Health Organisation, the Inter-American Development Bank and the Spanish Agency for International Cooperation.

Dr de la Mata graduated in Medicine and Surgery at the University of the Basque Country in 1983 and holds post-graduate degrees from the University of Leuven and Paris. She is a specialist in Preventive Medicine and Public Health.

Call on Vaccination



Andrea Ammon

Dr Andrea Ammon, MD, MPH, was appointed Director of the European Centre for Disease Prevention and Control (ECDC) in June 2017.

From April 2011 to April 2015, Andrea Ammon was Deputy to the Director and Head of Unit for Resource Management and Coordination. From May 2015, she was ECDC's Acting Director.

Andrea joined ECDC as the Head of the Surveillance Unit in 2005. The unit was responsible for developing 'The European Surveillance System' (TESSy), implementing a long-term surveillance strategy for the European Union, evaluating the 'Dedicated Surveillance Networks' (DSN), performing step-by-step transfer of DSN activities to ECDC, revising the EU case definitions and producing an Annual Epidemiological Report on infectious diseases in the EU.

Prior to joining the ECDC, Dr Ammon served in several roles at the Robert Koch-Institute, in Berlin, Germany, most recently as Head of Department for Infectious Disease Epidemiology. In this capacity, she maintained and further developed the German national surveillance system; coordinated the national outbreak response team for current and emerging infections; coordinated emergency planning for influenza; directed the national 'Field Epidemiology Training Programme'; coordinated epidemiological research programmes in infectious diseases and provided scientific advice for government Ministries, Members of Parliament, and the public.



Barbara Kerstiëns

Dr Barbara Kerstiëns, MD, MPH, is the Head of Unit in the unit responsible for 'Combatting Diseases' in the People Directorate of the Directorate-General for Research and Innovation at the European Commission.

She has a long experience in international public health, working for Médecins Sans Frontières, Johns Hopkins Bloomberg School of Public Health and the European Commission's Directorate-General for Development and Cooperation prior to

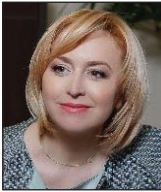
joining the Directorate-General for Research and Innovation in 2012, where she has consistently worked in medical research and funding.

Barbara Kerstiëns received her MD from the Katholieke Universiteit Leuven, a Postgraduate Certificate in Tropical Medicine from the Institute of Tropical Medicine in Antwerp and a Master of Public Health from Johns Hopkins Bloomberg School of Public Health.



Maria Podlasek-Ziegler

Maria Podlasek-Ziegler, worked as a publisher, translator and author in Warsaw (Poland), before joining the European Commission in 2007, where she has been working in the field of education and youth.



Oxana Domenti

Prior to being appointed as WHO Representative to the European Union, Dr Oxana Domenti served as Senior Advisor to the WHO Regional Director for Europe on multilateral affairs.

Before joining WHO, Dr Domenti was Ambassador of the Republic of Moldova to Switzerland, Permanent Representative of the Republic of Moldova to the United Nations Office at Geneva (2018-2020), the World Trade Organization and other international organisations based in Geneva.

Dr Domenti was a member of parliament in the Republic of Moldova (2009-2017) and served as President of the Parliamentary Health and Social Security Committee. Prior to being elected to parliament, she served as adviser to the President on social development issues (2003-2009), and at the same time was a member of the Governing Board of the National Health Insurance Company and of the National Social Security Agency. Throughout her career, she has contributed to the development of social and health policies at national and regional levels, particularly in the area of health financing, tobacco control, TB, primary health care, and access to medicines.



Iveta Nagyova

Dr Iveta Nagyova is the Head of the Department of Social and Behavioural Medicine at Pavol Jozef Safarik University in Kosice, Slovakia (UPJS; sbm.upjs.sk). She is also the President of the European Public Health Association (EUPHA) and a member of the European Advisory Committee on Health Research (EACHR) at WHO/Europe. She graduated in Clinical Psychology at UPJS, obtained her PhD in Medical Sciences from the University of Groningen, the Netherlands, and received a postgraduate training at the University of Oxford within the Oxford International Primary Care Research Leadership Programme.

Her research interests are in biobehavioural and psychosocial innovations in disease prevention and management, non-pharmacological interventions, and behavioural insights in public health. She is involved in academic publishing, the supervision of PhD students, and knowledge translation.



Basil Rodrigues

Basil Rodrigues is a graduate of Columbia University, New York, with specialised discipline in Public Health, Epidemiology, Maternal and Child Health and clinical interventions. He has served in several capacities with UNICEF across multiple continents and countries.

Over the past 30 years, Basil has worked in China as well as all other countries in the UNICEF East Asia and Pacific region. He also served in the capacity of Senior Adviser for Emerging Infectious Diseases in UNICEF, New York. He served as the Regional Health Adviser covering the East Asia and Pacific region and currently serves as Senior Regional Health Adviser, Systems and Policy for the Europe and Central Asia region, where he provides technical leadership with support to country programmes.

Call on Healthy Lifestyles



Antoaneta Angelova-Krasteva

Antoaneta Angelova-Krasteva has been Director for Innovation, International Cooperation and Sport at the European Commission's Directorate-General for Education, Youth, Sport and Culture (DG EAC) since 2016. Her main activities relate to the areas of education, academic and business cooperation, research and innovation. In the field of sport, she focused strongly on promoting physical activity and fostering cooperation across Europe and beyond.

Antoaneta joined the European Commission in 2008. She has occupied various positions across the European Commission and dealt with external relations and enlargement, internal security and police cooperation, cyber security, stakeholder relations and international affairs. Prior to joining the European Commission, Antoaneta worked as a Bulgarian diplomat in Brussels. She is a graduate in political science of Sofia University, with training and qualifications in European studies from Germany (Wissenschaftszentrum Berlin für Sozialforschung) and the UK (Sussex University).



Irene Norstedt

Irene Norstedt works at the European Commission where she is the Acting Director responsible for the People Directorate within the Directorate-General for Research and Innovation. Irene is also Head of the Economic and Social Transitions Unit. Irene has been at the European Commission since 1996, and was instrumental in the creation of the Innovative Medicines Initiative (IMI) in 2008.

From 16 December 2014 to 15 September 2015, Irene served as Acting Executive

Director of the Innovative Medicines Initiative.

Prior to joining the European Commission, she worked for the Swedish life science company Biacore AB and at the Swedish embassy in London.

Irene studied biotechnology and polymer science, and holds a Master of Science (MSc) in Chemical Engineering.



Herald Ruijters

On 1 February 2017, Mr Ruijters was appointed Director of the European Commission's Directorate B - Investment, Innovative and Sustainable Transport in the Directorate-General for Mobility and Transport, while at the same time continuing as Head of Unit responsible for the Trans European Network (TEN-T) until 1 April. He assumed the role of Head of Unit in 2009 and was directly involved in developing the TEN-T Guidelines. He previously worked in the same Directorate-General from 2005 to 2009, where he promoted the implementation of TEN-T projects in cooperation with the European Coordinators. He also helped to develop road safety policy from 1997 to 2005. Before coming to the Commission, he held various positions in the Netherlands related to transport. Mr Ruijters holds degrees from Nijmegen and Amsterdam Universities in both French literature and European Studies, and completed post-graduate degrees at the European University Centre in Nancy, in European Law, and in Business Studies at the University in Leuven.



Monika Kosinska

Monika Kosinska joined the WHO in 2014 to lead the Governance for Health Programme. Before joining the WHO, she was appointed Secretary General of the European Public Health Alliance (EPHA) in 2007, the largest public health civil society organisation in the European Region, where she led the civil society engagement in public health governance in the European Union context. She was appointed to the High-Level Group on Administrative Burdens, or the 'Stoiber Group', in 2012, and was the representative of public health civil society in other EU stakeholder mechanisms including as part of Trans-Atlantic Trade and Investment Partnership (TTIP). She was actively involved in the EU Health Policy Forum from 2008-2014 and was Chair of the Action for Global Health network from 2008-2010 and of the Civil Society Contact Group from 2010 until 2014. Previously she worked in the private sector internationally, as well as for the UK National Health Service. She started her career working for the municipality of Liverpool in the United Kingdom, including with the Liverpool Capital of Culture and Healthy Cities teams. Monika Kosinska has a master's degree in International Peace and Security from King's College, London, United Kingdom.



Karin Schindler

Dr Schindler works in the Austrian Federal Ministry of Social Affairs, Health, Health Care and Consumer Protection. She is head of the division which deals with issues related to maternal, children, adolescent and gender health and nutrition. She was previously a researcher at the Medical University of Vienna, where her main research interest was nutrition in the context of disease, including obesity, diabetes, disease and age-related malnutrition. She co-founded Nutrition Day worldwide, a project to raise awareness of disease- and age-related malnutrition in hospitals and nursing homes. Dr Schindler also worked at WHO/Europe, where she helped prepare for the Vienna conference. She is a nutrition scientist trained at the University of Vienna, Austria.



Anette Schulz

Anette Schulz, Master of Education in Health Promotion and Education, is a senior consultant at University College South Denmark, and manager and chairperson of Schools for Health in Europe network foundation. Anette is the author of several books on school health promotion, social inclusion, and health inequality. She has more than 20 years of experience working with health promotion on both at national and international level. Her work ranges from giving lectures and keynotes to developing and managing projects related to health promotion.

2020 EU Health Award

**Call on
Vaccination**



NGO category



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FIRST WINNER

Cyprus Association of Cancer Patients and Friends (PASYKAF)

WEBSITE: <http://www.pasykaf.org>

The HPV Elimination Programme in Cyprus

**Αν υπήρχε ένα εμβόλιο ενάντια στον καρκίνο,
θα το στερούσατε από το παιδί σας;**



Κι όμως υπάρχει. Το εμβόλιο που προφυλάσσει από τον ιό HPV, οποίος προκαλεί αργότερα τον καρκίνο του τραχήλου της μήτρας, γίνεται από με ένα τηλεφώνημα στον παιδίατρό σας. Για περισσότερες πληροφορίες, καλέστε τον ΠΑΣΥΚΑΦ, στο 22 345 444.



**ΠΑΣΥΚΑΦ**
ΠΑΓΚΥΠΡΙΟΣ ΣΥΝΔΕΣΜΟΣ ΚΑΡΚΙΝΟΠΑΘΩΝ & ΦΙΛΩΝ

Cyprus Association of Cancer Patients and Friends

Mission and objectives

The Cyprus Association of Cancer Patients and Friends PASYKAF is on a mission to improve the quality of life of cancer patients and to save lives through cancer prevention and early detection.

PASYKAF's main objectives are the following:

- To support cancer patients and their families at all stages of the disease, including rehabilitation and bereavement with specialized services and programmes;
- To promote cancer prevention and early cancer detection through continual awareness campaigns;
- To strengthen cancer prevention and early detection with the provision of free tests and immunization to eligible populations;
- To safeguard the right management of the disease, including prevention programmes, population screening and early detection, high quality treatment, palliative care and rehabilitation for all patients;
- To protect the rights of cancer patients and people with cancer experience.

FIRST WINNER

Cyprus Association of Cancer Patients and Friends Initiative

The HPV Elimination Programme in Cyprus

An individual's risk of developing cancer can be substantially reduced by healthy behaviour. Getting vaccinated against the Human Papillomavirus (HPV) is an active measure to decrease the incidence of cancer and mortality. HPV related cancers include cervical, vulva, vagina, penis, anus, and oropharynx.

Cervical cancer ranks as the 3rd most frequent cancer among women between 15 and 44 years of age in Cyprus.

Parents do not vaccinate their children against HPV usually due to lack of a clear HPV recommendation from their child's healthcare professional, safety concerns, lack of knowledge about the number and HPV related cancers, their children not yet being sexually active and the cost of vaccines.

In line with the severity of the issue, the Cyprus Association of Cancer Patients and Friends PASYKAF, started the HPV Elimination Program in June 2010, on a mission namely to eradicate cervical and other HPV related cancers. This is an ongoing low cost but major health gain project that has shown amazing progress over the past decade. It has achieved a number of excellent results such as the increase of the HPV vaccination coverage rate in Cyprus to 75%.

The program includes the following components:

'Cervical Cancer Awareness and Prevention Campaign': The initiative is a combined public and political campaign that has raised awareness about the benefits of vaccination against HPV to a wide audience: adolescents, parents,



educators, artists, people working at all levels of the health system, political leaders, other key stakeholders such as the Ministries of Education and Health, the Cyprus Medical Association, Scientific Medical Societies and the Mass Media. It has reached the political agenda and achieved the establishment of the School Based HPV Immunization Program in 2016.

HPV National Vaccination Program for Adolescents: PASYKAF has been providing youngsters with free vaccines since 2010 and had a vital role in the implementation of the national school based HPV vaccination programme for 12 year old girls in 2016. The Association succeeded in extending the administration of the HPV vaccine to boys in 2020.

HPV National Elimination Plan: Within the framework of the HPV Elimination Program in Cyprus, PASYKAF has joined ECCO 'HPV Action Network' and leads the strategy in Cyprus for the implementation of a national elimination plan for HPV related cancers, by 2030. In January 2020, the Association presented the Minister of Health and the Parliamentary Health Committee with a 'Call for action against HPV' stating the benefits of a National HPV Elimination Program.

The 'Call for Action' is prepared by PASYKAF and it has been approved by the Medical Association and the Scientific Medical Societies.

SECOND WINNER

Polish Pharmaceutical Students' Association

WEBSITE: <http://ptsf.pl/eng>

Vaccines - it does not hurt





POLISH PHARMACEUTICAL
STUDENTS' ASSOCIATION

Polish Pharmaceutical Students' Association

Mission and objectives

The Polish Pharmaceutical Students' Association (PPSA) brings together over 1200 members from 11 of the biggest medical universities in Poland who are motivated to get more involved in the pharmaceutical sciences and gain theoretical knowledge. We support the idea of pharmaceutical care, clinical pharmacy and modern pharmaceutical compounding by encouraging future pharmacists to participate in national competitions and conferences.

Evidence-based medicine and reliable knowledge are essential for our activities dedicated to local communities. We widely promote knowledge about the proper usage of medicines, safe pharmacotherapy and healthy lifestyle among local citizens.

Sharing knowledge would be impossible without integrated and motivated members. By organizing national and local events, we promote networking and we take part in national exchanges. Together we build the pharmacy of tomorrow.

SECOND WINNER

Polish Pharmaceutical Students' Association Initiative

Vaccines - it does not hurt

Vaccines - it does not hurt is an initiative centred around increasing the knowledge and raising awareness of Polish high school students on the topic of vaccines and their safety. The main goal of the project is educating youth so they can make informed decisions about vaccinating themselves and their relatives in the future. The initiative focuses on conveying factual information concerning the importance and safety of vaccines. We stress the gravity of trusted information sources and expert knowledge. We give students examples of Vaccine Safety Net websites, where they can search for additional information. We support the ability to critically evaluate information regarding vaccines.

Topics addressed by the initiative are specifically:

- role of vaccines in disease prevention,

- explanation of how anti-vaccine movements arise,
- control and regulation of vaccine manufacturing.

We focus mostly on giving adolescents the information and tools necessary to make free, knowledge-based and evidence-based decisions. We encourage them to initiate discussions in their closest environments. We strongly believe that to raise awareness and recognition of vaccine safety and their necessity, it is important to equip youth citizens in competences that allow drawing up critical and sound arguments.

We support young adults by allowing them to express their thoughts. One of the initiative's objectives is to encourage students to take a proactive approach and act in their future lives to spread



knowledge. In Vaccines - it does not hurt we want to prepare adolescents to carry out the mission further and give them the power and know-how for further vaccine-related education. What is also worth emphasising is the importance we place on understanding how anti-vaccine views are formed and how to prepare for a conversation with someone sharing that view. We focus on psychological biases that explain the fear of vaccines. That provides students with foundations on how to talk with relatives afraid of vaccines while making sure it is a constructive conversation. The approach provides a better understanding of how to make a conscious decision about vaccination and how to communicate it with others.

We utilize two separate tools to fulfil project objectives:

- a Facebook and Instagram page to share independently designed materials and infographics,
- high school workshops, given by pharmacy students, which are given during a 4-week period annually and are carried out in all major Polish cities. In 2020, the project reached over 1770 students aged 15-18 in 8 Polish cities.

We see the greatest potential in teaching youth how to have a proactive attitude and take initiative. That is why in the future we would like to make our project even more interactive, discussion- and skills-based, where students gain the knowledge and then assume the role of educators in their communities, making sure science becomes more accessible.



THIRD WINNER

Dutch Cancer Society

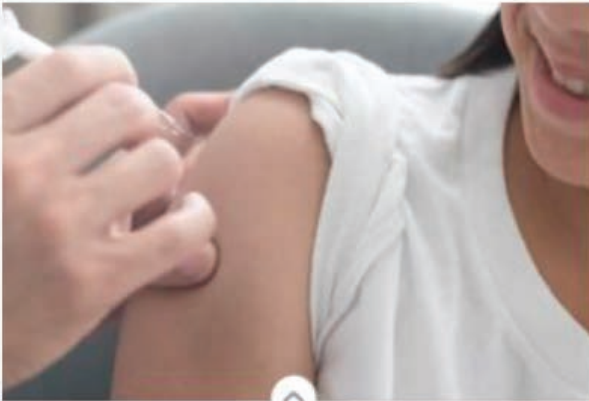
WEBSITE: <https://www.kwf.nl/en/english>

HPV vaccination Online Media campaign



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Cancer Society 
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Bescherm je dochter tegen
baarmoederhalskanker. Lees hier hoe dat kan
en waarom het belangrijk is.



Meer weten over de HPV-vaccinatie? [Klik hier!](#)

Dutch Cancer Society

Mission and objectives

The Dutch Cancer Society is determined to beat cancer as soon as possible. That's why we fund and guide scientific research, influence policy, and share our knowledge about cancer and its treatment. We encourage our stakeholders and the public to do everything possible to help bring about the day when no-one else has to die of cancer. Our organisation has 3 main goals: more cure, less cancer, and better quality of life. We have the ambition to fast track results from scientific research to practical applications.

In our goal 'better quality of life', we want to help patients cope with their disease and share decision making. One of our key issues is the provision of digital and customized information for patients, their relatives and friends. In our mission 'less cancer', we empower people to make the right choices. Therefore we invest in informing the public about a healthy lifestyle. We offer information and several tools to support the public in realizing a healthy lifestyle.

THIRD WINNER

Dutch Cancer Society Initiative

HPV vaccination Online Media campaign

HPV is a sexually transmitted virus that can cause various kinds of cancer, including cervical cancer. Every year nearly 1,000 Dutch women are diagnosed with cancer caused by HPV; more than 300 women die from it. When vaccinated against HPV, girls are 75% protected against cervical cancer. This prevents hundreds of deaths and a lot of suffering every year.

Since 2008, vaccination against HPV has been included in the National Vaccination Program for girls who turn 13. In recent years however, the vaccination rate for HPV has declined. In 2018, the rate dropped below 50%. The Dutch Cancer Society therefore decided to become more involved, with the aim of increasing vaccination coverage and achieving a decrease in HPV-related cancers. We are proactively encouraging parents to have their daughters vaccinated with an online

media campaign. Our Goal? Increase of the national vaccination rate for HPV by giving parents trust and knowledge about the health benefits of the vaccine.

Research shows that parents have several reasons for not getting their daughters vaccinated against HPV, such as fear of possible side effects, insufficient knowledge about the virus or of the health benefits the HPV vaccine provides. They also find information (e.g. from the government) often one-sided. Doubting parents resort to online resources for more answers. Unfortunately, the public sphere is rife with falsehoods, especially on social media; it is therefore crucial that factual and correct information is readily accessible. For this reason we start our online campaign to coincide with HPV vaccination dates, providing factual information. Also our webcare gives answers to questions parents may



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baarmoederhalskanker. Lees hier hoe dat kan
en waarom het belangrijk is.



have. Our campaign strives to get the right information to the right people in the right region at the right moment by using several online (social media) components:

1. When there is a demand (where webcare plays a proactive role 7 days a week). All online discussions and questions about HPV are monitored and followed up where necessary, reactively and proactively. They work on the basis of an extensive Q&A. Parents indicate that they feel heard.

2. At the right time (between the call and actual date for HPV vaccination). The moment parents receive the call for HPV, we offer phased content until the vaccination date according to their needs on Facebook & Google Search.

3. In the right region (geo targeting). Thanks to this online marketing tool, our message only focuses on the region where the HPV vaccinations are due to take place. In this way, we give the right information to the right target group, and make efficient use of our (marketing) budget.

4. With the right style and tone of voice (empathetic and informative).

5. Via the right online channels (social media, and Google).

6. With the right target group (only targeting parents with children of vaccination age).

2020 EU Health Award



**Call on Healthy
Lifestyles**



CITY category



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FIRST WINNER

Iasi (Romania)

WEBSITE: <https://www.traditii-sanatoase.ro>

Granny's Health Bag. Healthy Traditions for Healthy Children



Iasi

Mission and objectives

The "Healthy traditions for healthy children" Program was launched at Iasi (Romania) in 2012. The program is a community-based program and the coordinator of it is the Healthy Traditions Foundation.

Our mission is to improve children's health by promoting healthy behaviours based on cultural traditions and to prevent obesity and chronic diseases.

The organization's objectives are:

- A. To promote the consumption of healthy foods.
- B. To promote physical activity and reduce sedentary behaviours.
- C. To provide services to help overweight patients manage their weight.
- D. To support and promote health-related research actions and projects.
- E. To cultivate and promote cultural traditions that can lead to the formation of healthy behaviours.

FIRST WINNER

Iasi Initiative

Granny's Health Bag. Healthy Traditions for Healthy Children

The methodology of the “Healthy Traditions for Healthy Children” program is based on the four pillars of the EPODE (Ensemble, Prévenons L'Obésité des Enfants) international program: political engagement, public-private partnerships, social marketing, and evaluation.

- Political commitment: The activities for forming a healthy lifestyle took place mainly in the schools and the city hall support the projects.

- Public-private partnerships: Involvement of public stakeholders: community social assistance organizations; medical students, dietitians, and family physicians are involved in collecting data as part of nutritional assessment and raising local awareness. Involvement of private stakeholders that are interested

in manifesting themselves as part of the community.

- Social marketing. The messages of our program are simple, focus on a single target behaviour, and are reinforced by practical activities and educational resources (books, CDs, movies, brochures, newsletters). Our educational package could be translated, adapted, and accessed online.

- Monitoring and evaluation. Process data (implemented activities), achievement indicators (number of participants, activities) and associated results (body mass index, healthy behaviour) The central co-ordination team analyzes and disseminates the data.



Our initiative “Granny’s Health Bag. Healthy Traditions for Healthy Children: School-based education about a healthy lifestyle based on local traditions” was initiated in 2012 and implemented in Iasi city as a pilot project.

The following objectives were accomplished:

1. Assessing the nutritional status of the children involved in the program. In Romania, the prevalence of obesity, in children aged 3-12 years participating in the “Healthy traditions for healthy children” increased from 9 to 16% between 2012 and 2018. The evolution of the prevalence of obesity in children participating in our initiative began to decrease, starting with 2017.

2. Developing scientific materials for nutrition education campaigns and an optional discipline about healthy eating and an active lifestyle. «Granny’s Health Bag» educational kit (the manual, the guide for preschool teachers, and the guide for primary school teachers) are accessible free of charge on the program’s website.

3. Training school teachers with experts in nutrition and education. Teachers who registered to teach children the optional discipline using the «Granny’s Health Bag» original kit were trained to forming healthy lifestyle behaviour in children.

SECOND WINNER

Mollet del Vallès (Spain)

WEBSITE: <https://www.molletvalles.cat/continguts/serveis-a-mollet/educaci/reconeixement-de-la-comissio-europea-al-treball-del-cim-2019/>

Municipal Children Council for the promotion of healthy dietary habits





**Consell Municipal
dels Infants de Mollet**

Mollet del Vallès

Mission and objectives

Our second City Strategic Plan - Mollet 2025 defines Mollet as a healthy and educative city. This long-term strategy identifies food as one of the pillars to promote healthy lifestyles in our city.

In 2005, we achieved the protection of 50% of our territory avoiding urban pressure and thus creating the Agro-ecological park of Gallecs. This area of 750 hectares is dedicated to ecological agriculture and has become our beacon to develop our mission to set up a sustainable food system in the city.

Within this context, and parallel to the development of our Integrated Action Plan

- Agri-Urban focused on food and health, we launched the initiative Municipal Children's Council for the promotion of healthy dietary habits. We had a two-fold objective: to overcome the fact that 35,6% of the children between 6 and 12 were overweight, according to the Catalan Health Survey (ESCA) 2017-2018, and to involve children in the ongoing discussions on food planning, which are led by the city food stakeholders, by empowering them and stimulating their co-responsibility in our city's well-being and quality of life.

SECOND WINNER

Mollet del Vallès Initiative

Municipal Children Council for the promotion of healthy dietary habits

The Municipal Children's Council 2019 targeted all students from the 5th and 6th grades from our city. It aimed to improve children's capacity to make healthy dietary choices, as well as to stimulate their active democratic participation to contribute to the development of a healthier city food system.

The initiative was run by the Municipal Institute of Education with the support of partners from the health and food sector as well as other administrations.

The Municipal Children's Council

It was established in 2007 and it is a legal public body. The initiative involves promoting the active participation of children in designing more sustainable and healthier cities. The Council is launched every year with a different focus of interest.

Active democratic participation and co-responsibility with the city wellbeing

Firstly, all children work side-by-side

with local councilors and civil servants at the city council. They learn about city priorities, challenges, plans and strategies. Then they run for terms in their classes to become the yearly councilors of the Children's Council. In 2019, 27 children councilors were elected by their almost 700 classmates in 15 public and private schools. Their mission was to be the bridge between the work at the legal gatherings of the Children's Council and the work carried out at schools by their classmates.

The promotion of healthy dietary habits

Children's Councilors bring topic proposals from schools and, together with city councilors, decide, by consensus, the yearly topic. Despite the fact that the municipality of Mollet transformed the school canteens under its responsibility in 2016 according to the Diet for a Green Planet, obesity among children was still increasing in the region, reaching the peak of 35,6% in 2017-18. Taking this into



account, it was clear for all Children's Council members that we should focus beyond school canteens, offering healthy dietary skills for children and targeting families as well due to the fact that 75% of the obese children had obese parents.

Community based project during a school year

The learning process about health dietary habits took place in schools with the support of teachers and experts from the municipality. Furthermore, there were also teaching units that took place during study visits to the food production area of Mollet as well as the city indoors market, city hospital and the community gardens of Can Borrell neighborhood. Local producers, nutritionists and local retailers introduced children to the whole food chain. During the community learning process, children also had access to online educational tools offered by regional and national authorities as well as their families' support answering

surveys and engaging in the follow up of the process.

Children contributions to the healthy dietary habits in the city

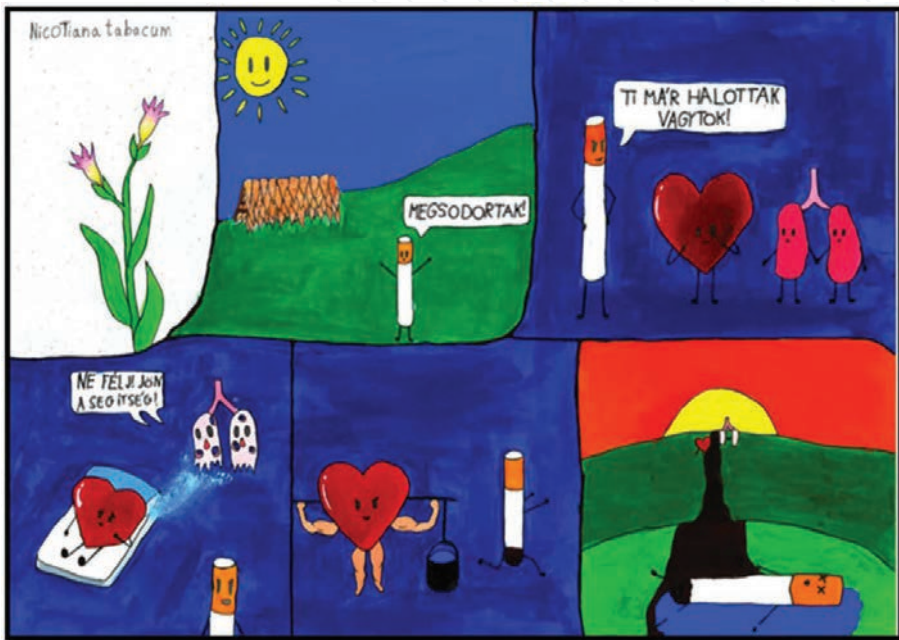
After the long learning process, Children's Councilors were asked to gather proposals from their classmates to contribute to improve healthy dietary habits at city level. Children and legal representatives analyzed and summarized the proposals reaching a consensus list that was presented during the last session of the Council. The proposals aimed to develop more community gardens, to include healthy dietary options in city vending machines and to offer workshops and talks about healthy dietary habits for all citizens. All of these proposals were included in the City Strategy for Food and Health. As the regulation of the Children's Council establishes, it is mandatory that the Local Government implements the proposals.

THIRD WINNER

Local Governments' Association of the Buda Region (Hungary)

WEBSITE: <http://www.budakornyekiegeszsegprogram.hu>

Partnership based complex health program for children in Hungary





Budakörnyéki Onkormányzati Társulás

Local Governments' Association of the Buda Region

Mission and objectives

The mission of the Local Governments' Association of the Buda Region is to enhance coordinated actions of its 12 settlement members to reinforce their interests, preserve their values and improve the health of the population to decrease avoidable mortality. To achieve this goal, a partnership-based, long-term public health programme, the Buda Region Health Program 2018-2030, was launched with the aims of helping and strengthening health promotion and prevention activities at the local level with the involvement of local and the national health care providers, academia, civil organizations, and government.

The major objective of the Programme is the complex promotion of children's health in a sustainable way by creating the environment for healthy choices, developing health care services, improving health behaviour and the health literacy of the children with the involvement of schools and family, and translating the experience gained through the programme into policy recommendations. Maintaining healthy weight, improvement of mental health, and addiction prevention are the major pillars of the Programme because regional statistics are worse than the country average in these areas.

THIRD WINNER

Local Governments' Association of the Buda Region Initiative

Partnership based complex health program for children in Hungary

Structure of the Program:

The complex promotion of children's health in the Buda Region is built on the partnership of the local and national actors (government, health care providers, schools, NGOs, Ministry of Human Capacities, WHO, national and academic institutions). The aim of the Programme is to strengthen health promotion activities at the community level by knowledge transfer from academic and governmental institutions to the community level and to adopt national and international health promotion good practices in line with local priorities, stakeholders' interests, and available resources to ensure sustainability and comprehensive actions. The activities of a health care institution (National Korányi Institute of Pulmonology) located in the Buda Region have been extended to plan and coordinate this comprehensive public health programme. This Programme provides a framework for the partners

to work together effectively and to complement each other's profile in the area of health promotion. The major priorities of the Programme are tackling and preventing childhood obesity by promoting a healthy diet, encouraging physical activity and preventing addictions by improving mental health, social skills and the health literacy of children.

Main components of the Program:

Creating environment supporting healthy choices

Choice architecture is an influential determinant of personal decisions on health behaviour. Therefore, new sports facilities (running tracks, bike path, hiking path, swimming pool) and thematic forest trails were installed for the promotion of outdoor activities. 'Healthy shelves' with a leaflet about healthy diet guidelines were established in the groceries, and school canteens were monitored to ensure their qualities.



Broadening children's health care services

Group practices of general practitioners have been formed, specialist services were broadened and were integrated into the health promotion activities. Health visitors were involved in the screening activities and the performance of the school health survey. Specialists (dietitians, psychologists) participated in healthy weight programmes at schools.

Implementation of health promotion programs at schools

All primary schools (12) in the Buda Region were engaged in the Programme. The activities were built on the active participation of the teachers. Childhood obesity prevention includes a) shaping the environment by ensuring food quality in school canteens; b) health education for teachers and parents about a healthy diet; c) maintaining a healthy weight by encouraging regular physical activity through the

involvement of local sports clubs, and by teaching new methods of joyful physical activities to PE teachers; d) helping obese children achieve a healthy weight with the involvement of PE teachers, family members, and the community. The components of addiction prevention are a) health education via "Smoking is not cool" touchscreen computer with information and games promoting a smoke-free lifestyle; b) improvement of children's mental health through the development of teachers' social skills and addiction-related knowledge so that they could teach children about new communication norms and conflict management; c) thematic week in the whole school about smoking by teachers involved in the programme; d) peer influence programme to improve students' health behaviour. The health behaviour of the students is monitored biannually by validated methods.

SCHOOL category



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FIRST WINNER

Primary School «Vuk Stefanović Karadžić» Doboj (Bosnia-Herzegovina)

WEBSITE: <http://vukskdoboj.rs.sr/>

Promotion of the importance of physical activity among students with disabilities





Primary School «Vuk Stefanović Karadžić» Doboj

Mission and objectives

We are an inclusive primary school in Bosnia and Herzegovina and the only primary school in the region that offers a special education programme for disabled children.

Our mission is to provide equal opportunities for all of our students, enabling everyone to reach their full potential. Inclusive education helps disabled students to develop skills they need to thrive.

As one of our goals is to help our students adopt healthy lifestyle habits, our school

is continually working on the promotion of healthy eating habits and regular physical activity. Our students can participate in various kinds of extracurricular activities like sports, modern dance, folk dance, etc. Students are encouraged to spend a 20-minute break in the school yard. The school organizes field trips, outdoor activities, competitions and sports events. Since the last school year, first-, second- and third-grade students have begun their school day taking 15 minutes of exercise.

FIRST WINNER

Primary School "Vuk Stefanović Karadžić" Doboj **Initiative**

Promotion of the importance of physical activity among students with disabilities

Our initiative intends to promote the importance of physical activity among students with disabilities. The aim is to raise their and their parents' awareness of the benefits of physical activity and recreation.

Students with disabilities is very sensitive category of students. Due to the lack of exercise, they often have problems with obesity or other health problems. Physical activity has positive effects on their health. It can help them feel better, stay fit, and to develop both gross and fine motor skills as well as socialization skills.

Our aim is to ensure equal opportunities for disabled students. We want to encourage them to actively participate in PE classes, to join their classmates in doing exercise. We would like to involve our disabled students in extracurricular activities and encourage them to take part in sports competitions. We would like to give them equal opportunity to achieve results.

Disabled students have already been involved in some of the activities but far less than their peers. The fact is that children with disabilities enjoy playing



and having fun. If the physical activity is offered as play they are more likely to accept it.

That is why we believe that providing inclusive playground and suitable equipment might help to increase their enrollment in physical activity and PE classes. In the meantime, we launched the initiative to equip the school gym with the equipment suitable for disabled children in order to increase their active participation in PE classes.

The project is intended to promote physical activity of children with disabilities in other schools, institutions and local communities in our country. Public and social media, the school's official website and the school's Facebook page will be used to raise awareness of the importance of physical activity and movement among disabled children.

SECOND WINNER

Drakenhof Primary School (Belgium)

WEBSITE: <https://sites.google.com/sgkod.be/gaantjebanaantje/start>

Going and Banana





Drakenhof Primary School Mission and objectives

In our school we were discussing the questions: 'What are our school's biggest assets? And what are parents looking for when choosing a school?'

One of the things that came up in our discussions was the importance of 'health at school'. And the logical follow-up question: How are we going to boost that? Our mission is to improve the health of each child at our school by promoting actions for movement and healthy food in joint cooperation between teachers, children and parents.

To make this project visible, there are two mascots: Gaantje and Banaantje. They visit the classrooms and gym to increase awareness.

There are several actions and there's also

a class competition: each class can earn points on the completion of each 'healthy' action they do.

We focus on several levels (school, teachers, parents and children) to install a broad support base and at the same time we implement several curriculum goals.

And we include the local community: some local shops provide healthy breakfasts and fruit baskets.

In the near future, we are also going to expand the project to 'mental health' by introducing yoga and mindfulness.

Major components are that we will encourage the children to take initiative and we want to respond to the needs in our school.

SECOND WINNER

Drakenhof Primary School Initiative

Going and banana

After a brainstorming session in the workgroup 'Health at school', a dynamic duo was born: 'Gaantje en Banaantje'. When we introduced ourselves at the teacher meeting the idea received great support!

First we generated enthusiasm with the children by making 'funny video clips with a message'. To strengthen the enthusiasm, Banaantje paid the children a class visit and Gaantje (who is the gym teacher) was present in the gym!

Starting from that enthusiasm we organised a class competition: each class can earn 'Gaantjes en Banaantjes' points to display on a big poster in each class (which gives both the children and the project visibility).

We also made video clips for some challenges (like the 'waterbottle challenge') and a song.

Some video clips also feature Professor 'Kweetet', who gives some more information on some topics like dental care.

At the end of the year, the project reaches its climax with a 'reward day' for the whole school and some extras for the winning class (like healthy snacks and an inflatable bouncy castle sponsored by the parents' committee.)

During the year, we also involved the parents and informed them about all the actions by sending them the video clips and asking for their participation in supplying healthy lunchbox meals.

We were also able to gain the cooperation of some of the local shops to sponsor healthy breakfasts or fruit baskets.

In the future, we are also going to expand the project to 'mental health' by



introducing yoga and mindfulness. We will finetune some actions by stimulating the creativity of the children (let them think up a Kahootquiz on health, making puppets for the puppet theater for the youngest, do a survey on screen time, making a little play on dental care, put together a 'health week', exhibition, raise awareness on screen time, etc).

Due to the success, we have created an enthusiastic support base which will allow many more health projects in the future!

We want to create a 'healthy' community, so we want to work on several levels:

SCHOOL level: create a community feeling through actions for the whole school and visualize topics with posters in the school.

TEACHERS level: support the colleagues

to keep them motivated, give them suggestions, materials and curriculum goals to use in the classroom and outside, provide helping hands for the school garden with vegetables (so classes can make soup) and teaching area.

PARENTS level: communicate, send them the video clips, ask for their help and participation in the project – also for sponsoring by the parent committee.

CHILDRENS level: we want to motivate them so that they will make efforts for a more healthy lifestyle.

LOCAL level: cooperation of some of the local shops (breakfasts, fruit baskets) And although our project is small-scaled (500 children), the ideas can easily be implemented in other schools!

THIRD WINNER

CEIP Juan Pablo I (Spain)

WEBSITE: <https://andaluciamejorconciencia.fundaciondescubre.es/ciudad-neuroactiva/es/>

Neuroactive City 2020



CEIP Juan Pablo I

Mission and objectives

Four years ago, we started a process of transformation from a traditional school with no contact with the area to a school strongly connected with the community around it and deeply involved in the main decisions that affect our pupils' everyday lives. Our mission was to establish a "Childhood Council" that participates in the process of decision-making on issues of local life such as the design of parks, the public library or the use of common public facilities like the Health Centre or the Town Hall.

Our school became a model for the endorsement of healthy habits and

fostered the coordination of a regional network of schools that collaborate towards healthy habits among young people. The network won the 2019 National Award for Learning and Service for its work in preventing childhood obesity. Our youth have become aware of how necessary it is to foster good physical health and they have done an outstanding job at putting theory into practice. However, they have realised that mental health and welfare remains an issue for the government and society at large. We resolved to create our most beloved project that tackles these new challenges: 'Neuroactive City2020'.

THIRD WINNER

CEIP Juan Pablo I Initiative

Neuroactive City 2020

'Neuroactive City 2020' works on the UN's objectives (Obj.3). The Global Strategy for Women's, Children's and Adolescent's Health 2016-2030 stresses that every child and adolescent have a right to physical and mental health and identifies adolescents as a key element for reaching the UN's objectives. Nonetheless, mental health remains one of the most neglected health areas among our youth. Our project fosters entrepreneurship, innovation and an active search for solutions that involve young people in promoting their own physical and mental health.

Our methodology, ECO (Exploring, Creating, Offering) helps us to design and share our project.

One of the most creative, innovative, and challenging goals that we had to face was to redesign the city. The pupils become promoters of mental health for the members of the community. We aimed to transform the spaces so that they

favour children's neurodevelopment. To this effect, our pupils are designing new parks and public spaces for young people. We are cooperating with both the Health Centre and the Centre for the Elderly in town to improve the evolution of patients who suffer from neurodegenerative illnesses, such as Alzheimer's disease and senile dementia. It is a real pleasure to get to work with different generations. Our youngest participants are focused on making a friendlier city, since social interaction improves mental health.

All these initiatives become powerful tools of innovation because they allow our pupils to suggest possible health projects and actions and don't limit their actions to the projects suggested and designed by their teachers. Thus, they become active and involved citizens. This is why the project has been conceived with an approach that must be creative and attractive for young people. It is paramount that it generates initiatives



that are designed by them, for them. They are brilliant at thinking outside the box.

The last stage is the one in which we evaluate the effectiveness of our actions. Assessment is carried out in collaboration with several experts on neuropsychology who participate as scientific advisors. Thus, we obtain vital information to discern the most effective actions and which aspects present room for improvement. This information will be the base upon which the Decalogue of Neuroactive Cities will be established. The Decalogue will offer results to other cities that wish to improve the mental health and welfare of its youngest citizens by becoming neuroactive cities.

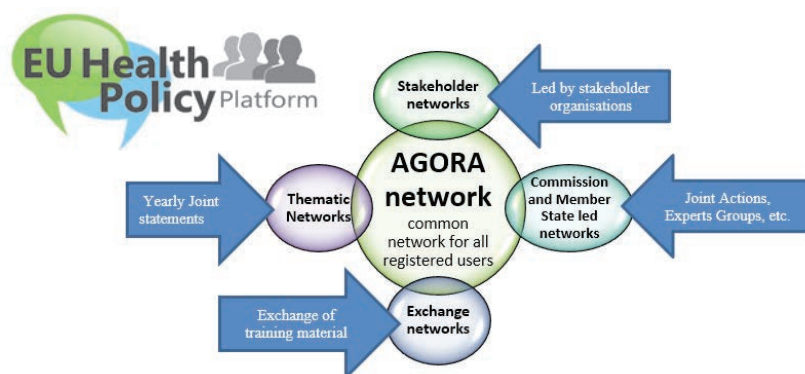
Our community is completely convinced of the great transformative power that schools have. Schools are a group with the most participants and the power to

make the mental health and welfare of children and adolescents a priority. The key to achieving this project's sustainability is how various social agents participate in it and provide value and support that expand our resources, so that its goals become a reality for everyone involved in it. 'Neuroactive City 2020' is a school-driven citizen science project, for which we have obtained the participation of local authorities (the City Council, the Health Centre), scientific institutions (the Descubre Foundation and the Research Group for the Application of Neuropsychology to Children of the University of Granada) and non-profit neurodevelopment centers (AISSE). The strength of community projects resides in the sum of the strengths of all the participants, who share a vision and a mission. The key to ensure a sustainable and viable project in different cities is partnerships (UN Goal 17).

EU Health Policy Platform

Networking with health experts and the civil society is an essential part of the European Commission's health policy activities. Created in 2016, the EU Health Policy Platform is an operational health stakeholder platform set up and managed by the Commission, which brings together some 8364 registered users active in over 82 networks led by Commission services, Member State authorities or stakeholder organisations. It is open to all interested parties stakeholders complying with the Platform Rules of Procedure*.

The online Platform has five different types of networks covering different user needs:



Registered users benefit from the different online tools available in the Platform such as the library, the online calendar, the webinars and the bi-weekly newsletter to develop their position papers, organise and promote their activities, improve their internal management of documents and communication messages, and reduce the need for physical meetings. Get the latest news on EU health policy, propose the topic of the next webinar, create your own network and promote your initiatives, simply by registering in the Platform!

Just follow this link <https://webgate.ec.europa.eu/hpf>, use or create your EU login and submit your request to gain access to this valuable resource.

* [https://webgate.ec.europa.eu/hpf/assets/documents/Rules_of_Procedure_EU Health Policy Platform.pdf](https://webgate.ec.europa.eu/hpf/assets/documents/Rules_of_Procedure_EU_Health_Policy_Platform.pdf)



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