



## **Workshop on Behaviour Change in the Communities OPEN 1<sup>st</sup> Symposium, Lisbon 27<sup>th</sup> November 2014**

### **1. Presentation of case studies**

4 case studies were presented, allowing to get new ideas about what behavior change can include within campaigns deployed at National and Local level:

- **Thao campaign for promoting a good daily life rhythm, in Spain**, by Santiago Felipe Gómez Santos: a variety of actions and tools, tailored to various target groups (kindergardens, schools, parents, children, key stakeholders, local mass media...). Promoting a good daily life rhythm includes stimulating healthy physical activity everyday, reducing sedentary behaviours , encouraging adequate sleep time and educating about good free time management.
- **The Fruit Action in EPODE CCFL, France**, by Julie Penin, Programme Coordinator: a long-term action that allowed children from a few months old and until school aged to regularly taste fruits and do activities around this tasting. It involves the kindergardens and the schools of Flandre Lys Community of Towns.
- **The workshops on Parenting Practices in Belgium**, By Mireille Roillet, VIASANO Project Coordinator: the workshops were developed following the evidence that parenting practices are determining behavior in children. The workshops involved local stakeholders, experts in the field and the parents. Parents were being proposed to play a game to talk about parenting practices.
- **The campaign on Water Consumption in The Netherlands**, by Bente Steenvoort, Programme Coordinator at JOGG: on how JOGG adopted an umbrella approach, facilitated the work of the local coordinators, developed an appealing concept and a marketing mix.

*(All PPT presentations available).*

### **2. Behaviour change in the community: background**

Prof. Jan Vinck presented the basics of behavior determinants and behavior change. Preventing childhood obesity implies to change the habits (towards food, physical activity...) of the communities. The community approach and the changing of the environment, involving relevant local actors, can lead to a sustainable change in habits within the communities.

*(PPT presentation available).*



### 3. Group discussions: 6 questions to be answered in groups

**Ahead of implementation: how do you make sure this campaign/intervention is well designed?**

- Get to know your target groups:
- Get data on the current situation. Including indicators on social status.
- Lead focus groups / interviews / questionnaires with the parents, the local project managers.
- Identify what they like, what motivates them and also popular designs
- Focus on the behavior determinants, such as parenting practices.
- Already bring experts on board, to define a strategy for evaluating the campaign and to validate the contents.

**How do you target the whole community?** The role of different stakeholders in the community and how they can be involved

#### CREATE A MOVEMENT

- Engage with ALL services at the city hall/Mayor council (e.g. in VIASANO, Belgium)
- Get formal agreement from the stakeholders you want to engage.
- Engage with local Key Opinion Leaders.
- Engage the university and the students (e.g. in EUROBIS Italy, Healthy Traditions Romania).
- Engage with local companies: groceries, restaurants (e.g. in VIASANO, Belgium).
- Engage with journalists (e.g. Hungary).
- Engage with the parents, through workshops for examples (e.g. in JOGG in The Netherlands).
- Engage with sports clubs for after school activities (e.g. in JOGG in The Netherlands).
- Engage with the workplace.
- Change the school policy.

⇒ SHARING VALUES WITHIN THIS NETWORK

⇒ STRUCTURAL AND ENVIRONMENTAL CHANGE AT ALL POINT

**How the campaign/intervention is tailored to the various target groups?**

1. Define your target groups (see answer to the first question).
2. Define what is the context / the environment of the intervention.
3. Know the social norms of the target.
4. Redefine your goals.
5. Develop tailored key messages + create a healthy environment + involve stakeholders.



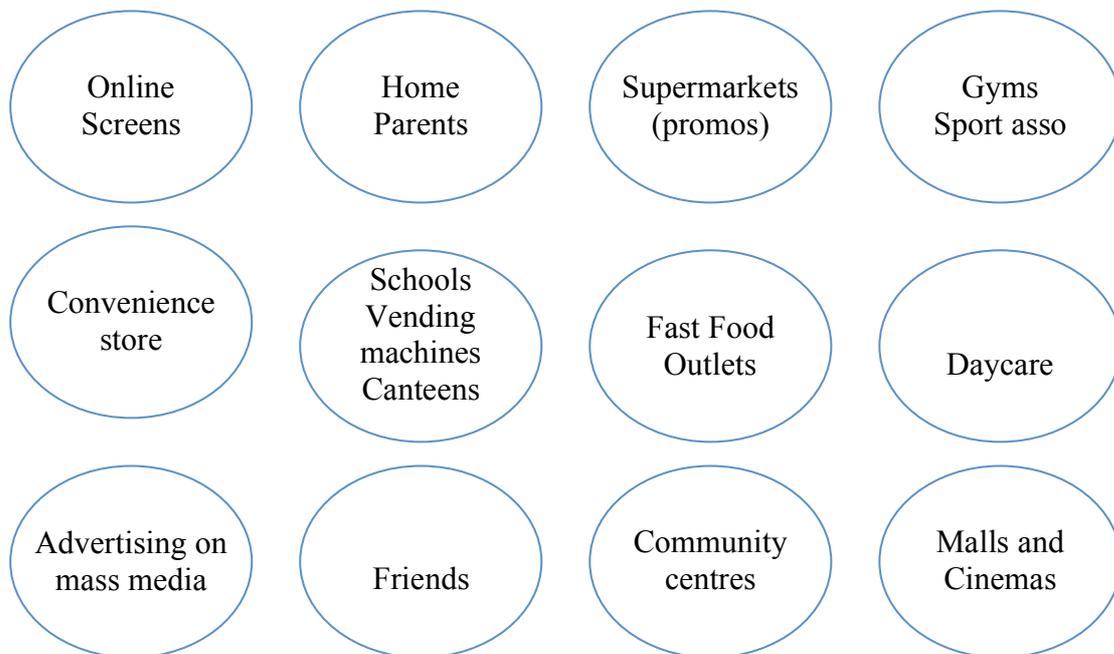
**How do you mobilize local stakeholders in the long run?** How stakeholders can be motivated to stay involved (and what can make them drop out)

- Co-creation with a maximum of stakeholders.
- Explain to them the “WHY” of the campaign and programme and show them what it is in it for them.
- If the final target groups (children, parents) like it, it keeps everybody engaged.
- It is good if stakeholders get to meet and work together. E.g. teachers and companies together for a workshop.
- Go from offline to online discussion: use social medias to spread the word.

**How do you make the new behaviour sustainable?**

Avoiding dropouts during and after the end of the intervention

Activate and link the following areas of the “obesogenic environment”:



**Evaluation: how do you know that it is working/if the campaign is successful?**

1. Benchmark attitudes and consumption.
2. Measure actions participation, public statements.
3. Monitor social medias.
4. Get quantitative data on consumption: sales, through questionnaires.
5. Assess the change in the attitude: through focus groups and/or panels.

**NUMBER OF PARTICIPANTS: 32, divided in 6 tables.**