



Kick-off

28th February 2014



Agenda



- Overview of the OPEN Project
- Presentation of EIN NGO
- Presentation of Protéines agency
- *Coffee break (20 minutes)*
- Focus on the Programmes methodology assessment (WP4)
 - Introduction
 - Presentation of the WHO Good Practice Appraisal Tool
 - Questions
- *Lunch (1 hour)*
- Workshop on the development of actions targeting adolescents
- Conclusion



OPEN Project Duration



3 years:

January 2014 to December 2016



Origin



- Childhood obesity is a major issue in Europe
 - Up to 27% of 13-year-old adolescents and 33% of 11-year-old-children are overweight*
 - A major concern for the European Commission
- Programmes and initiatives already exist in order to prevent childhood obesity
- Limits
 - Recent research findings are sometimes difficult to be applied in the field
 - A lot of best practices and methodology advice would need to be better shared
 - Some populations at risk are more difficult to reach



* WHO Report, 2014

Objectives of the OPEN project

- **Strengthen the methodology of Community Based Programmes (CBPs), Initiatives (CBIs) or Public Organizations, willing to implement sustainable strategies and actions to prevent obesity at local and national level**
- **Scale-up and increase capacity of the Coordination Teams (CTs)**
 - Scope of action – Design – Implementation – Evaluation
- **Support the CTs in widening their target groups scope**
 - Including adolescents living in deprived areas
- **This, to facilitate and accelerate behavior and environmental change to reduce overweight and obesity-related diseases among European children and adolescents**



Associated Partners: 11 programmes in 16 EU countries



Associated Partners Universities



VUA University – Prof. Jaap Seidell



VU University Medical Center – (ENERGY and SPOTLIGHT main partner) Prof. Brug & Prof. Chin A Paw



Collaborating Partners



WHO Regional office for Europe – Dr Joao Breda, Mr. Jo Jewell



Netherlands Institute for Public Health and the Environment (RIVM) – Dr. Wanda JE Bemelmans



Utrecht University – (TEMPEST main partner) Prof. Denise de Ridder



Bremen Institute for Prevention Research and Social Medicine, Germany – (IDEFICS Study Main Partner) Prof. Wolfgang Ahrens



Zaragoza University – (EEN Partner) – Prof. Luis Moreno



Bulgarian Association for the Study of Obesity and Related Diseases (BASORD) – Prof. Svetoslav Handjiev, President



Strategic Social Marketing Ltd. – Prof. Jeff French, CEO



SHE Network – Mr. Goof Buijs (HEPCOM Learning Platform)



EPODE International Network – Dr. Armando Barriguete, EIN President

OPEN Project Work-packages



1. **Coordination of the project**
2. **Dissemination of the project**
3. **Evaluation of the project**

4. **Coordination Teams progress appraisal**
5. **Capacity building and experience sharing among Coordination Teams**
6. **Targeting adolescents: bridging the gap between research and practice**
7. **Implementation and evaluation of sustainable actions targeting adolescents living in deprived areas**

WP 1 – Coordination of the project





Leader, team and objectives

- Leader: Proteines Paris
- OPEN Team:
 - Ms. Julie Mayer, OPEN Director
 - Dr. Jean-Michel Borys, Scientific Director
 - Mr. Pierre Richard, Managing Director
 - Ms. Pauline Harper, Head of Dept
 - Ms. Hannah Finch, Junior Consultant
- Objectives:
 - Manage the project
 - Make sure that it is implemented as planned



Milestones

- Feb. 14 Kick-off meeting
- June 15 Technical and financial interim report
- Oct. 16 Closing event
- Dec. 16 Technical and financial final report




Reporting for all the associated partners

- **Annex 3: guideline template for co-beneficiaries**
to be completed for interim report (June 2015) and at the end of the project
- **Time sheet:** to be completed on a monthly basis
- **Expenses:** keep receipts and invoices
- **More generally:** keep all original documents, especially accounting and tax records for a period of 5 years




Understanding the budget


- **Staff cost – for all associated partners:** days funded within project
- **Staff cost – for public officials:** days not funded within project
- **Travel/accommodation costs**
Programmes: to participate in the OPEN meetings
- **Subcontracting costs**
For associated partners who are working with collaborating partners
- **Other costs**
Programmes:
 - . Action implementation targeting adolescents living in deprived areas
 - . Funds for 2 press events
 - . 2 registration fees for 2 conferences**Protéines and PHC:** production of deliverables, organization of events



WP 2 – Dissemination of the project



WP2– Dissemination of the Project



Leader, team, objective

- Leader: Protein Health Communication, based in Brussels
- Team:
 - Laurence Evrard, PHC PR Director
 - Valérie Bruyninckx, Project Manager
 - Alessandra Scarpuzza, Project Executive
- Objective: ensure that the results and deliverables of the project will be made available to the target groups





Milestones and deliverables

Oct. 14

Dissemination toolkit:

- Leaflet to inform the OPEN contacts on the project
- Quarterly newsletters
- Press toolkits to help CTs organizing press events at local level

OPEN Website

Oct. 16

Press event at EU level

OPEN Dissemination book incl. chapter on each work-package

OPEN Video




Support for all the CBPs in PR activities




Communication guidelines

- Use of the European Commission Logo
- OPEN logo
- EPODE International Network logo
- PPT and Word document templates






WP 3 – Evaluation of the project




WP3 – Evaluation of the Project



Leader and objective

- Leader: LCA Consulting
- Prof. Harry Thomason
- **Objective:** verify if the project is being implemented as planned and reaches the project objectives



Specific objectives have been defined

- **Evaluation** of the participating programmes in terms of **methodology and needs**
- **Capacity-building** and **experience sharing** among the coordination teams
- **Increase knowledge** of coordination teams to address **adolescents living in deprived areas**
- **Implementation of sustainable action** targeting adolescents living in deprived areas

Milestones and deliverables

- **Apr. 14** Sharing the Evaluation Strategy with the OPEN Consortium
- **June 15** Independent evaluation report n°1
- **Dec. 16** Independent evaluation report n°2



WP 4 – Coordination Teams progress appraisal



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WP4 – Coordination teams progress appraisal



Leader, team, activity and objective

- Leader: VU University, Amsterdam
Prof. Jaap Seidell and a researcher
- Associated partners involved: programmes
- Collaborating partners involved: WHO Europe, RIVM
- **Activity:** assess the CTs methodology needs and progress over a 2-year period (first and final appraisal)
- **Specific objective:** average score obtained with the WHO Good Practice Appraisal Tool increases by at least 15% between the first and the final appraisal




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WP4 – Coordination teams progress appraisal

OPEN Appraisal Tool

- Includes:
 - WHO Good Practice Appraisal Tool (scoring)
 - Complementary questions, based on the EPODE methodology and its 4 pillars




- Political Support
- Public-Private Partnership
- Social marketing
- Evaluation




WP4 – Coordination teams progress appraisal


Milestones and deliverables

- Mar. 14 Finalization of OPEN Appraisal Tool
- Apr.-June 14 Onsite visits for data collection
- Sept. 14 Needs assessment Report
- Oct. 14 Presentation of 1st appraisal results
- Apr.-June 16 Onsite visits for data collection
- Oct. 16 Presentation of results during Closing Event
- Scientific article





WP 5 – Capacity building and experience sharing among Coordination teams



WP5 – Capacity building and experience sharing among Coordination Teams



Leader, partners and objective

- Leader: Proteines Paris
- Associated partners involved: 11 programmes
- Collaborating partners involved: scientific partners
- **Objective:** develop capacity building and experience sharing among the programmes' stakeholders









How


- Tailored coaching
 - Following the setting-up of mid-term objective
 - By phone, email, onsite visit
- Workshops
 - During the 2 OPEN Symposia
 - Experts and CTs stakeholders share their experience with other CTs stakeholders
- OPEN Wiki
 - Online resource database gathering the programmes methodology and actions tools




Milestones and deliverables

- 
 Setting of mid-term progress objectives
 Capacity building workshops during the 1st OPEN symposium following 1st appraisal
- 
 Continuous coaching (tel, emails, visits)
- 
 OPEN Wiki Launching
 Capacity building workshops during the 2nd OPEN symposium following 1st appraisal & setting of mid-term progress objectives
- 
 Continuous coaching (tel, emails, visits)






WP 6 – Targeting adolescents: bridging the gap between research and practice




WP6 – Targeting adolescents: bridging the gap between research and practice



Leader, team and objective

- Leader: VUMC University Medical Center
- Team
 - Prof. Brug
 - Prof. Mai Chin A Paw
 - Junior Researcher
- Collaborating partners involved: Utrecht University (TEMPEST Main partner), BIPS (IDEFICS Study Main Partner), Zaragoza University (EEN Partner)
- **Objective:** produce and disseminate to the coordination teams evidence and practice-based recommendations on the development of sustainable actions targeting adolescents living in deprived areas and to produce the related guiding document





Milestones and deliverables

- Feb. 14** Preliminary work - gathering and sorting recommendations from the 11 programmes participating in OPEN
- Mar.-
Sept 14** Interviews of researchers involved in recent research projects (ENERGY, IDEFICS, TEMPEST,...) and literature review
- Oct. 14** Dissemination of practical recommendations during a workshop and through a report

WP 7 – Implementation and evaluation of sustainable actions targeting adolescents living in deprived areas







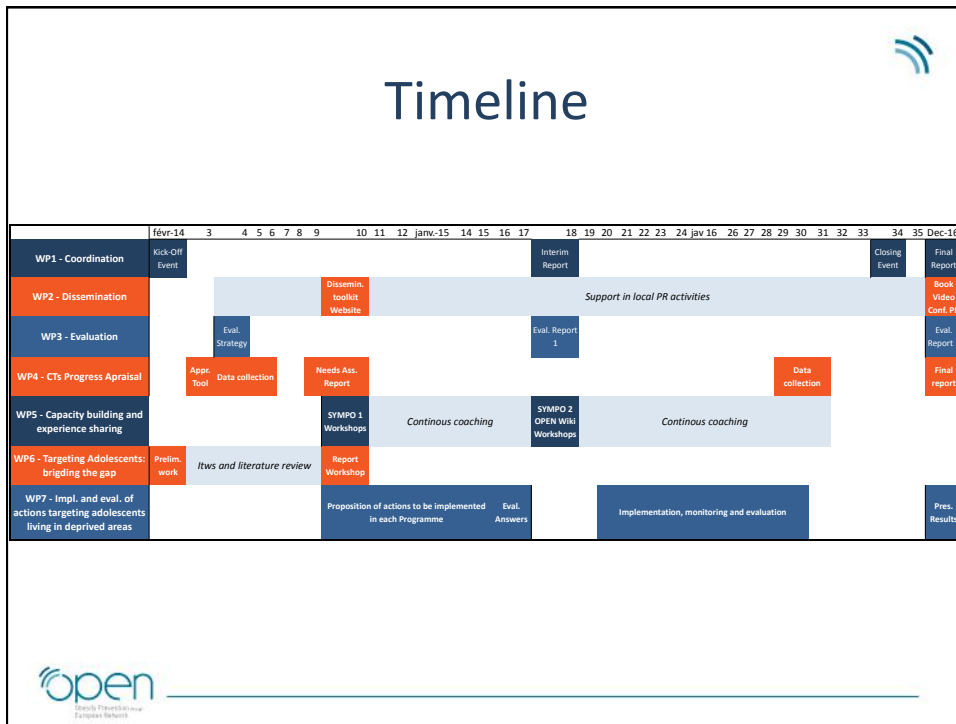
Leader, team and objective

- Leader: Proteines Paris
- **Ass Partners: PROGRAMMES**
- Collaborating partners involved: scientific partners
- **Objective:** implement and evaluate sustainable actions targeting adolescents living in deprived areas



Milestones and deliverables

- 
 Phase for DESIGNING actions to be implemented by the OPEN CTs
- 
 Review and adaptation of proposals
- 
 Actions implementation in each community
- 
 Presentation during the closing event of actions and evaluations



Thank you!

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