

Project idea form

Submitted by	
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Expert Group name	Expert Group on Non-communicable Diseases, NCD EG
Preferred funding source (choose one only)	
<input type="checkbox"/> Interreg Baltic Sea Region funding	
Project idea	
Project title	UP! Be healthier: eat better, move more! – Best practices for empowering school-age children to make healthy decision on physical activity and diet
Thematic area(s) covered	Prevention of non-communicable diseases, prevention of overweight and obesity, promotion of physical activity, healthy nutrition, evidence-informed policy-making, empowerment, participation.
Geographical area(s) covered	<i>Northern Dimension area:</i> <ul style="list-style-type: none"> - <i>preliminary: Lithuania, Latvia, Finland</i> - <i>possibly also: Poland, Norway</i>
Objectives	<p><u>Overall objective:</u> To contribute to sustainable health change among school-health children (7 – 12) by implementation of the multi-stakeholder, school-based intervention that empowers children to make healthy choices in their daily life. The project will also raise awareness of the decision makers about overweight and obesity among school-age children and promote the multi-stakeholder cooperation to tackle it.</p> <p><u>Specific objectives:</u> Specific objectives of the project are:</p> <ol style="list-style-type: none"> 1. To collect evidence-based intervention with a proven effect to promote health, prevent and reduce overweight and obesity and too low physical activity by empowering children to make healthy choices in their daily life; 2. To test suited measures in the real life situation (e.g. e-solutions for empowerment of school children to make healthy choices, interventions and campaigns in schools and neighborhoods) with the public involvement, incl. so far inactive local stakeholders and community representatives; 3. To monitor an impact, effectiveness and suitability of the interventions to prevent and reduce the overweight and obesity among school-age children by using psychological and behavior scientific technics; 4. To prepare and disseminate conclusions and recommendations (via the NDPHS website, newsletter and media events) to public administration (national, regional and local level).

Type of activities to be implemented	Screening of available interventions, trainings, seminars, study trip, interventions and campaigns.
Target group(s)	Decision-makers responsible for schools in the participating countries, school principals, local communities, representatives of NGOs and sport clubs.
Final beneficiaries	School-aged children and their families.
Estimated results	<p>The results of UP! project include:</p> <ol style="list-style-type: none"> 1. Evidence of effective, feasible and empowering interventions for school-age children us collected, exchanged and utilized during intervention planning and implementation of campaigns; 2. An empowering intervention for school-age children tested in at least three pilot sites the NDPHS Partner Countries; 3. Seminars and round tables with so far inactive stakeholders in addressing obesity, physical activity and unhealthy diet challenges among school-age children organized in pilot sites; 4. Increased understanding of the need for multi-stakeholder school-based intervention among the so far inactive stakeholders; 5. Thematic report presenting conclusions and lessons learned from the project implementation published and disseminated in NDPHS countries.
Main activities	<p>The activities of UP! project include:</p> <ol style="list-style-type: none"> 1. Screening of the existing effective, feasible and empowering interventions (incl. e-solutions) for school-age children, which are already in use in the Northern Dimension area; 2. Implementing pilot empowering intervention in chosen sites (schools, communities, incl. e-solutions); 3. Health promotion campaigns in each of pilot sites; 4. Study trip to an identified location with well-functioning innovative best practices; 5. Seminars and roundtables discussions with stakeholders on the prevention of overweight and obesity among school-age children; 6. Development of the policy paper calling for better involvement and cooperation of various stakeholders for more effective prevention of overweight and obesity among school-age children; 7. Exchange of knowledge and experiences between the partners; 8. Publication and dissemination of report presenting conclusions and lessons learned from the project.
Duration of the project (months)	24 months
Estimated total cost and main types of expenditure (EUR)	226.500 EUR (incl. NDPHS Secretariat's work on the project, funding sought from EU and estimated own contribution)
Funding sought from the EU (EUR)	150.000 EUR
Estimated own contribution	26.500 EUR

by the project proponent(s) (EUR)	
Other information	This project is in line with the activity 2 of the objective 3 of the Action Plan accompanying the NDPHS Strategy 2020.