



EUROPEAN YOUTH TACKLING OBESITY

The project runs from September 2013 to September 2015 and has received funding from the EU Executive Agency for Health and Consumers in the framework of the Health Programme 2008-2013.

A youth led social marketing approach to encourage healthy lifestyles



22 million children in the EU are overweight or obese.

It is a major public health challenge across Europe that now affects around a third of children and young people in the UK and Czech Republic, and about half in Spain and Portugal. Obesity is a major health inequality linked to reduced overall life chances, particularly amongst young people living in our poorest communities.

Research highlights a lack of healthy lifestyle campaigns targeted at teenagers, the need to actively involve young people in their design and delivery, and the effectiveness of social marketing in creating campaigns that led to positive behaviour change.

To address this, the EYTO partnership will be:

- Conducting a systematic review of learning from past or current social marketing interventions to promote healthy lifestyles
- Recruiting and supporting a network of 20 young volunteers to research, design and launch social marketing campaigns across their local communities to promote healthy lifestyles amongst their peers
- Supporting young people across the partnership to share ideas and replicate campaign activities
- Developing a website to launch one pan-European campaign, associated tools and resources
- Evaluating the impact of the campaign on outcomes for young people and those working to support them, and disseminating the learning.

The EYTO partnership includes:

The CTNS Technology Centre of Nutrition and Health in Spain which provides expertise in health education and nutrition and the healthy biological efficacy of functional foods.



Komunikujeme are based in the Czech Republic and specialise in training and personal development programmes for children and young people across a range of health and educational themes.



Companhia de Ideias - a media and communications agency based in Portugal with experience of developing and delivering campaigns to promote healthy lifestyles and tackle obesity.



To find out more please contact Senior Project Development Officer Amy Davies adavies@ncb.org.uk 0207 843 6000.

The National Children's Bureau is a leading research and development charity working to improve the lives of children and young people, reducing the impact of inequalities.

