



*A youth led social marketing
approach to encourage healthy
lifestyles*

Welcome to the second e-newsletter from the EYTO project.

EYTO is an exciting project led by the National Children's Bureau (NCB) in the UK, in partnership with organisations in Spain, the Czech Republic and Portugal. The EYTO partners are developing an innovative peer led social marketing campaign to promote healthy eating and physical activity and stem the rise in obesity amongst adolescents. We hope our campaign will transcend cultural barriers to connect with young people across Europe and increase their motivation to lead healthier lifestyles. A lot has happened since our first newsletter and campaigns are now underway in all countries. This edition includes:

1. [Key findings from the EYTO interim evaluation report](#)
2. [An update from our first exchange meeting in London](#)
3. [Progress reports on the campaigns from each country](#)
4. [Next steps and how to get involved](#)
5. [A reminder of the partners involved in EYTO.](#)

You are receiving this email because you have been identified as a potential interested stakeholder. We will send you one further update on the project, this autumn. Should you prefer not to receive this email, let us know by emailing eyto@ncb.org.uk. Please forward this newsletter to colleagues and invite them to subscribe themselves by visiting the [project website](#) and following the EYTO e-newsletter link. For more background on EYTO, download our [Project Briefing](#) and [Project Information Sheet](#).

[EYTO interim evaluation report](#)

The NCB Research Centre is leading the evaluation of the EYTO project. This month, it published a report outlining interim findings from the evaluation, covering project partners' views on progress; outcomes for campaign creators; and early

impact of the campaigns.

Early outcomes for the young people involved in the project – known as ‘campaign creators’ – include:

- increased confidence and skills to engage with communication and social marketing activities
- motivation and ideas for leading a healthy lifestyle and encouraging others to do so
- an appreciation of learning about social media as a **route** to achieving more serious objectives, as opposed to an end in itself.

“I have always thought about healthy lifestyles only in one way – how to lose weight. Now I see that it’s more complex. It’s also about motivation, about your emotions and your whole life.” - Young person, Czech Republic

The evaluation included an online survey of 139 young people who had engaged with the EYTO campaigns. This found EYTO to be effective in improving motivation: 96 per cent overall have discussed the campaign; thought about making a change to their lifestyle; or tried to find out more about living healthily. However, just 17 per cent have made a change to their behaviour in terms of eating or exercise habits. This finding may be accounted for by the fact that the survey data was gathered during early stages of the campaigns.

The survey data highlights that young people perceive obesity to be a complex issue – determined by a range of internal and external factors. The main barriers to making healthy lifestyle choices were identified as lack of exercise, motivation and will power. Young people thought that more support from parents and greater access to activities would help them to live healthier lives.

From the experience of managing EYTO, partners identified a number of aspects that support successful youth-led social marketing work. These include developing a bespoke approach to involving young people; taking timing and context into account when recruiting young people; ensuring that content creation is actively managed; bringing people together; and balancing youth-led approaches with the need to achieve project outcomes. For further detail, download the full [Interim](#)

[evaluation report.](#)

[Exchange weekend](#)

In October 2014, the British, Spanish, Portuguese and Czech project teams, including the campaign creators, met for the weekend at LIFT Youth Centre in London.

Young people from each country presented their campaigns to the wider group, explaining their local contexts, talking through their decision-making processes, and showcasing their activities to date. Over the course of the weekend, they worked together to exchange ideas, explore challenges, and plan the next stages of their campaigns. The value of the exchange weekend is highlighted in the interim evaluation report. Young people left with strengthened skills, recognition of their achievements, renewed enthusiasm, and a sense that *“it’s become even bigger than what I had imagined”* (Young person, UK).

The second and final EYTO exchange weekend will take place this April in Reus in Catalonia, Spain.



Young people from all four nations take part in the exchange weekend.

[Campaign news](#)



UK

The UK campaign creators led activities at ‘Look good feel good in 2015’, a January event led by Islington Council at a local sports centre. The day was aimed at women and girls aged 14+ held, who were able to sample a range of different sports and healthy foods. Upcoming young sports stars shared their experiences of getting into sport and how healthy

living made this possible. The campaign creators are now holding sessions promoting their healthy living messages to peers at LIFT Youth Centre, using the gym, kitchen and studios. Amy Davies, the UK project lead, spoke about EYTO at a national Patient Information Forum conference on creating health information for children and young people. On 24 March the UK team held 'A Conversation on Youth Obesity' in London, to discuss the impacts of youth obesity and share learning from across the EYTO project. More information can be found at the *Look Up* campaign's [Facebook page](#).

SPAIN

The Spanish team presented EYTO and the campaign *Som la pera* during the [Science Week](#) festival in November, and during an event on [Young People and Healthy Lifestyles](#) organised at the University Rovira i Virgili in January. Local public authorities, government officials, institutional representatives, general public and young people attended both events held in the city of Reus. They have also organised an "Masterchef"-like food contest on proposals for Christmas dishes, the so-called Peraxef Christmas Edition. You can see the [videos of the activity](#). The campaign creators recently designed a didactic interaction class in which they explained to their schoolmates what sugar is and how the body assimilates it. Young people then had to guess the sugar content of popular beverages. More information can be found at the *Som la Pera* campaign's [Facebook page](#).



CZECH REPUBLIC

In November, the campaign creators held a seminar about healthy lifestyles with pupils from Býchory Children's Home in the Central Bohemian Region. On Saint Nicholas Day (5 December), a traditional '[Christmas Tinkles](#)' event was held in cooperation with the Primary School Dobříš. This took place in the main town square and featured cultural performances and a Christmas fair. EYTO campaign creators prepared healthy Christmas candy and cookies and distributed campaign flyers. The event was attended by 400 people. In February, the young people led an Open Sporty Lesson, in which young people could try out yoga, spinning and modern



dance. Activity for March focuses on cooking healthy dishes to inspire pupils at the Primary School Dobříš, and organising a range of sport programmes. More information can be found at the *Nebud' pecka* campaign's [Facebook page](#).

PORTUGAL

The campaign creators held a 'Miss Soup' contest in January, in which young people and their parents worked together to make the healthiest soups. The Scouts monthly magazine featured a full page editorial about the project. A forthcoming article in a medical magazine will also publicise the project. The campaign creators are now organising a fitness event in March, which will bring families together to have fun and be active. A local gym will provide equipment. A promotional film for stakeholders is currently in production. More information can be found at the *Hoje o Cozinheiro Sou Eu!* campaign's [Facebook page](#).



[What next](#)

The EYTO campaigns will continue over the summer, with a view to becoming self-sustaining after the project ends. Project teams will apply recommendations from the interim evaluation report. In April, project staff and campaign creators will meet in Reus in Catalonia, Spain, to share developments and experience from their campaigns, as well as plan for the project's ending and legacy.

A range of activities are underway to disseminate learning and campaign messages amongst school communities, youth groups, parents and carers, civil society organisations, health services, and national and European policy makers. A website encompassing all four EYTO campaigns will be developed. The NCB Research Centre will draw together further evidence from focus groups, stakeholder interviews and surveys of campaign participants to prepare a final evaluation report.

[Get involved / Contact us](#)

You can find out more about the EYTO partnership and its activities on the project website www.ncb.org.uk/eyto. Project partners would welcome assistance with promoting young people's social marketing campaigns to local organisations and

services, young people, and the media. Please find contact details for each partner below. NCB is coordinating the EYTO partnership and may be contacted with general queries (English only).

Information on obesity and child health in Europe

Sources of information on obesity across Europe are listed on the EYTO website. The World Obesity Federation provides [monthly summaries of global news](#) in the field of obesity.

About the EYTO partnership

The project represents a new partnership borne from a shared concern over rising levels of childhood obesity and a lack of innovative and targeted work to tackle obesity amongst adolescents as compared to younger children. In the EU, 22 million children are overweight or obese. It is a major public health challenge that affects around a third of children and young people in the UK and Czech Republic and about half in Spain and Portugal.

The partnership includes:



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

Contact: Amy Davies; eyto@ncb.org.uk



The CTNS Technology Centre of Nutrition and Health in Spain provides expertise in health promotion and education, and works also on the validation of the nutritional and health claims made on foods.

Contact: Ignasi Papell; ignasi.papell@ctns.cat



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.

Contact: Dagmar Skupová; skupova@komunikujeme.eu



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.

Contact: Fabiana Gomes;
fgomes@companhiadeideias.com

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.

To find out more please contact
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