



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

## **Welcome to the first e-newsletter from the EYTO project.**

EYTO is an exciting new 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.

You are receiving this email because you have been identified as a potential interested stakeholder. We would like to send you two further updates on the project over the next year. Should you prefer not to receive this email, you can unsubscribe by sending an email to [eyto@ncb.org.uk](mailto: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.

Download the EYTO [Project Briefing](#) and [Project Information Sheet](#)

### **Reviewing the evidence on social marketing approaches to tackle obesity amongst children and young people**

One of the first tasks for the EYTO project has been to review the results of school- and community- based interventions, campaigns or/and programs in the UK, Spain, the Czech Republic and Portugal. To be included in the review, initiatives needed to include social marketing principles in their design, and aim to promote healthy lifestyles through dietary and physical activity recommendations to tackle obesity in children and adolescents. Read [A social marketing approach to tackle childhood obesity: a report of four European countries intervention programs](#).

To complement the systematic review, which was led by the CTNS Technology Centre of Nutrition and Health and the University Rovira i Virgili, NCB conducted a review of the 'grey' evidence and materials. This review summarises the important factors that contribute to successful initiatives focusing on social marketing approaches to tackle overweight and obesity, and provides an overview of the previous initiatives (from the UK, Spain, Czech Republic, Portugal and beyond) that were included. Read the [full review of 'grey' literature and materials](#) or a [summary](#).

### 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](mailto: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](mailto: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 Skupova;** [skupova@komunikujeme.eu](mailto: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.

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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.

## News



### UK

NCB is currently working with local youth service [LIFT](#) to recruit young people living in deprived areas of the London Borough of Islington. During the summer holidays, young people will attend workshops led by [Audience](#), a social marketing and communications agency that works with target audiences to create campaigns that change lives for good. Audience will support young people to co-create and launch their social marketing campaign within Islington.

### SPAIN

Five students from two secondary schools in Reus (Catalonia, Spain) have started the implementation of their social marketing campaign "Som la pera"- a phrase that plays with the word pear, but which actually means 'we are astounding.' Please visit their [Facebook page](#). The young people have taken part in training sessions to learn about food, social marketing and communication; and they have developed a campaign with 4 different challenges (take a selfie playing your favourite sport, prepare a creative healthy recipe, perform a gymkhana in the participating high schools, and participate in a masterchef contest); they are enthusiastic about sharing their work and results with peers across Europe. The campaign does not only involve the adolescents, but also their families, public institutions and citizen associations and organisations. Other activities that the "Som la pera" group are working on include developing an exhibition, working with the local authorities, and promoting the project via local media channels.



### CZECH REPUBLIC

Komunikujeme are currently working with child experts, who will recruit young people from summer camps to lead the Czech social marketing campaign. The child experts are preparing recruitment in an interactive way, recruitment itself will take place during September this year. They are also introducing EYTO project and the main goals to the local authorities to involve them in working together.



### PORTUGAL

The team in Portugal have recruited young people and are promoting the project with local authorities.



## What next

We aim to recruit and supporting a network of 20 young volunteers across the partnership. Young people will research, design and launch social marketing campaigns across their local communities to promote healthy lifestyles amongst their peers. Over the course of the project, young volunteers from the UK, Spain, Czech Republic and Portugal will come together to share ideas and replicate campaign activities. The four campaigns and associated tools and resources will be promoted as best practice examples across Europe, using a dedicated website. NCB's Research Centre will lead on evaluating the impact of the EYTO project on campaign creators, campaign participants, stakeholders and partners, and learning will be disseminated through this newsletter and other channels.

### 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](http://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 above. NCB is coordinating the EYTO partnership and may be contacted with general queries (English only).

### Information on obesity and child health in Europe

The following sources of information on obesity across Europe may be of interest. Where information is either in Catalan [CA], Spanish [ES], Czech [CS] or Portuguese [PT] or available in addition to English, we will indicate this.

- The OECD report [Obesity and the Economics of Prevention: Fit not Fat](#), showed the scale of the obesity epidemic and made a compelling case for policy action to prevent the health, economic and social consequences of obesity. See also updated data in the [Obesity Update 2014](#). You can find data for each participating country.
- The [World Obesity Federation](#) represents professional members of the scientific, medical and research communities from over 50 regional and national obesity associations.
- The [European Association for the Study of Obesity](#) (EASO) promotes the study of obesity as well as facilitating and engaging in actions that reduce the burden of unhealthy excess weight in Europe through prevention and

management.

- The [European Childhood Obesity Group](#) (ECOG) is a pan-European group of professionals dealing with childhood obesity and overweight.
- WHO's Regional Office for Europe established the [Childhood Obesity Surveillance Initiative](#) (COSI) in 21 countries in the Region. The system aims to measure routinely trends in overweight and obesity in primary school children (6-9 years). WHO/Europe also produce news and resources on obesity, which can be found [here](#).
- [Eurochild](#) is an active network of organisations and individuals working in and across Europe to improve the quality of life of children and young people.
- [EuroHealthNet](#) is a not-for-profit partnership of public bodies working from local to regional, national and international levels across Europe.
- [National Obesity Forum](#) is an independent professional organisation for the UK tackling weight related illness.
- [Obesity Learning Centre \(OLC\)](#) is the nationwide centre for quality assured information for everyone working in obesity.

To find out more please contact  
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or calling 0207 843 6305

