



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

## **Welcome to the third and final e-newsletter from the EYTO project**

EYTO (European Youth Tackling Obesity) is an exciting, recently completed project led by the National Children's Bureau (NCB) in the UK, in partnership with organisations in Spain (CTNS), the Czech Republic (Komunikujeme) and Portugal (Companhia De Ideias).

The EYTO partners developed an innovative peer led social marketing campaign to promote healthy eating and physical activity and stem the rise in obesity amongst adolescents. We hoped our campaign would transcend cultural barriers to connect with young people across Europe and increase their motivation to lead healthier lifestyles.

We are now able to report on EYTO's impact and share learning and tools from the project. This e-newsletter includes:

- Details of resources and practical tools emerging from EYTO
- Report from the final exchange weekend in Reus, Spain
- Concluding reports from project teams across the EYTO partnership
- A reminder of the partners involved in EYTO.

You are receiving this email because you have been identified as a potential interested stakeholder. Please forward this newsletter to colleagues who may like to receive it. For background on EYTO, please visit our new [EYTO website](#).

### **EYTO evaluation findings**

EYTO aimed to strengthen the evidence base of what works to prevent and reduce obesity amongst young people. NCB's Research Centre led the evaluation of the project, incorporating data from partners in all countries. In October, it published its final evaluation report, which explores the impact of young people's campaign activities and messages; the effect of participation in EYTO on the Young Campaign Creators; and the views of project stakeholders on obesity, social marketing and the EYTO campaigns.

EYTO campaigns worked towards initial objectives of increased understanding and motivation for healthy eating and undertaking physical activities. Some key aspects of the campaigns made them effective in engaging with and supporting children and young people on the topic of obesity:

- The youth-led and peer to peer approach **gave young people greater control** to provide reliable, relevant, positive, inspirational and accessible information.
- **Young volunteers developed skills, knowledge and confidence** so that they were better prepared to make decisions and take the lead.
- EYTO raised awareness of obesity and increased motivation for healthy eating and undertaking physical activities. **89.9% of survey respondents rated campaigns as somewhat or very effective** in encouraging them to live a healthier life.
- Campaigns provided experiences or encouraged audiences to experience changes that are different from their daily habits. **16,823 young people across 4 countries engaged** in a range of paper based, face to face and web-based activities.

*"It's definitely more effective if something is told by your peer, rather than from somebody older because the peer understands you the most."* - Young Campaign Creator, Czech Republic

However, the use of campaigns alone may not bring about long-term sustainable changes in behaviours. These changes require increased collaborative working with parents and professionals in the community and from different sectors to ensure children and young people have accessible and available options to make healthy choices.

Findings from the evaluation of EYTO have helped to identify recommendations for practitioners and policymakers. They suggest that holistic and collaborative approaches for tackling obesity among children and young people should involve:

- Positive and inspirational key messages
- Provision of relevant and reliable information
- Provision of accessible options for healthy choices
- Effective targeting of vulnerable groups
- Youth-led and peer-to-to peer approach
- Holistic and collaborative approach
- Family model approach: Capacity building of parents
- Robust and standardised recording tools.

Additional scientific evaluation of the "Som la pera" campaign in Spain shows that the campaign has made a significant measurable impact. Final analysis is ongoing, but data shows that after two school years, fruit consumption has increased and sedentary activities have decreased in both boys and girls. In boys, vegetable consumption and physical activity has increased.

Full reports from the interim and final evaluation stages are available [online](#), along with a [conference poster](#) summarising learning from EYTO.



### Dissemination, resources and practical tools

A new [EYTO website](#) has been launched. The website draws together the work of the EYTO partnership into one pan-European campaign; provides information and evidence on addressing healthy lifestyles through peer-led social marketing campaigns; and offers tools and resources to support wider implementation of the EYTO approach across Europe. At [eyto.org.uk](#), you can find:

- Background information on the project, including a film featuring the Young Campaign Creators, briefings and all e-newsletters
- Details of local campaigns in the UK, Spain, Portugal and Czech Republic
- A systematic review and grey literature review of what works to prevent and reduce obesity amongst children and young people
- EYTO evaluation reports and conference poster
- Practical tools for those who wish to develop their own youth-led, local social marketing campaigns which promote healthy lifestyles.

For professionals we have produced an interactive [Healthy Lifestyles Campaign Development Tool](#).

The young volunteers from the EYTO project have also created a [top tips advice](#) document for other young people interested in taking action to encourage others to live a healthy life.

Staff from the EYTO partnership continue to share learning from the project at local, national and international conferences and meetings.

We encourage you to use the EYTO website and share it widely. Your feedback is welcome: please send to [eyto@ncb.org.uk](mailto:eyto@ncb.org.uk).



Young people discuss the impact the campaign has had on their lives (you tube video)

### **Exchange weekend**

The second EYTO exchange weekend took place in April in Reus in Catalonia, Spain. This brought the British, Spanish, Portuguese and Czech project teams, including the Young Campaign Creators, together again following their first exchange weekend in London in October 2014.

Young people from each country presented their campaign progress and next steps. Findings from the interim evaluation were discussed, and plans for disseminating learning and resources from EYTO. In groups, participants identified the elements of their campaigns that were most successful, interesting or ready-to-apply. Young Campaign Creators were asked to identify the most important things that they felt someone from another country would need to know or do if replicating the work of the EYTO project; this informed the tools mentioned above.

### **Final activities**

#### **UK**

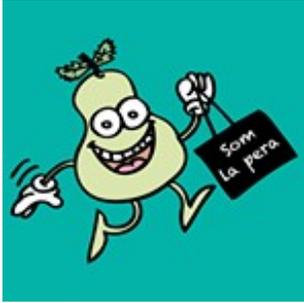
The UK team held a pop-up event in two youth centres in Islington, London during Men's Health Week. Around 50 boys and young men were reached.



Amy Davies, the UK project lead, spoke about EYTO at Safefood's All-island Obesity Action Forum: Intervening to reduce obesity workshop in Ireland in June. Details of the event and Amy's slides can be found [here](#).

The EYTO conference poster was displayed at an October event entitled Evidence into practice and policy: Implementing the NICE guidance on 'Maintaining a healthy weight and preventing excess weight gain'. The conference was organised by PHE, NICE, NHS England and the Association for the Study of Obesity (ASO).

More information on the UK campaign can be found at the Look Up campaign's [Facebook page](#).



## SPAIN

In April, the Spanish team hosted the joint exchange weekend in Spain, welcoming all the participants, who enjoyed activities conducted in Reus and Barcelona.

The team recorded their second wave of focus groups in May, and has participated in the evaluation of the project. Now they are preparing for a final event in Reus: representatives of the Government and different stakeholders, in addition to all the participants, will meet on 19 November to share evaluation results and celebrate the success of the EYTO project and Som la pera campaign.

The Spanish team presented the EYTO project at a meeting on "Education, Health Promotion and Communication" at The School of Public Health of Menorca in September.

Some scientific papers have been published in [BMC Public Health](#) and in the [Catalan Journal of Communication and Cultural Studies](#) (in press).

More information on the Spanish campaign can be found at the Som la Pera campaign's [Facebook page](#).

## CZECH REPUBLIC

In May, the Czech team again held another round of interactive lectures for primary schools, this time held in part of the Young Campaign Creators' school - the 1st Primary School of Dobříš (Central Bohemia). These sessions were most successful, reaching 150 pupils, and received positive feedback from the campaign creators' teachers, who have been very pleasantly surprised by what the children had learned and how they were able to transmit information to others.

The last focus group was held in June for the project evaluation, as well as an internal summary of existing project outputs. After the holidays, the campaign creators decided to close the project campaign activity.

There were a few separate meetings in September with campaign creators, which addressed raising awareness about EYTO using peer to peer methods during their summer holiday. The result after the end of the EYTO project is that Nebud' Pecka team would like to continue with the campaign between their new classmates.



During the campaign realization, its creators succeeded in reaching a total of 765 participants through "live" campaign activities.

More information on the Czech campaign can be found at the Nebud' pecka campaign's [Facebook page](#).

## PORTUGAL

The Portuguese team organised an outdoor event in the National Day of Fight Against Obesity, 23 May. In this event the Portuguese team invited friends, families and the wider community to do exercise. The event included a fitness class, Kangaroo Jumps, Jiu Jitsu and a lot of excitement. At the same time, a nutritionist gave advice on how to have a healthy diet.



During the summer, the second focus group was held with the Young Campaign Creators for evaluation of the project. A pop-up campaign was also held in busy streets in Lisbon. Members of the public were asked if they had heard about EYTO and if they would like to answer our online survey.

Now the Portuguese team is organising a final event with family and friends where participation certificates will be presented.

More information on the Portuguese campaign can be found at the LUTA POR TI [Facebook page](#).

## Contact us

You can find out more about the EYTO partnership and its activities on the project website <http://www.eyto.org.uk/>. Please find contact details for each partner below.

## Information on obesity and child health in Europe

The [European Association for Study of Obesity](#) was a collaborating partner for EYTO, and promotes the study of obesity.

The World Obesity Federation provides [monthly summaries of global news](#) in the field of obesity.

## About the EYTO partnership

The project represented 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 included



Working with children  
for children

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 Skupová; [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.

Contact: Fabiana Gomes; [fgomes@companhiadeideias.com](mailto:fgomes@companhiadeideias.com)

The project ran 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.