

Healthy lifestyle of children and youth

The pre-defined project *Healthy lifestyle of children and youth* will focus on the healthy lifestyle of children and youth by providing various educational and promotional activities targeting at children and youth. To ensure a comprehensive approach and better results, the project promoter will conduct activities for children and youth, starting from an early age until they become adults. This approach does not exclude implementation of activities for adults, such as parents, carers and professional staff of educational establishments. The healthy lifestyle project will consist of three key components:

1. nutrition (dietary habits combined with sports activities),
2. substance abuse (mainly tobacco) and
3. mental health.

Each suggested activity will take into consideration the current context and activities (apart from project) conducted under different sources of funding, as well as age of the targeted group, their living conditions, possible access to media/IT and other relevant factors.

The role of pre-defined project will be providing a wide range of healthy lifestyle trainings, educational, awareness-building activities to children, parents and carers. It is assumed that at least 84 000 children will improve habits concerning especially dietary habits and sports activities. Additionally, at least 25 000 children and youth will declare reduced tobacco consumption. The same number of parents, caregivers, family members will be educated in various trainings on practising healthy lifestyle among children and youth. The project envisages a nationwide anti-tobacco campaign which will be accompanied by many awareness raising activities addressed at children and youth. There will be also educational trainings and workshops for professional staff and parents in the area of children mental health disorders. The project assumes training at least 500 professional carers working in schools on how to identify maladjustment or early signs of mental disorder.

The project activities shall include, among others:

Outcome 1 – Reduced social inequalities in health

Output 1.2 – Education on healthy lifestyle of children and youth provided

Activity 1 - Implementation of module 1 responding to Nutrition and sports:

- Elaboration of promotional and educational materials for the target group addressed at children and youth (external service);
- Elaboration of training programme on choosing healthy options in kindergartens and nurseries. The activity may be conducted in cooperation with the Norwegian Partner;
- Recruitment of kindergartens and nurseries;
- Design and preparation of educational applications and games addressed to children and carers concerning healthy lifestyle (external service);
- Realization activities with children i. a. theatre plays on healthy lifestyle promoting dietary habits, art workshops (mainly in kindergartens and nurseries) and their parents. (external service);

- Organizing a "Healthy Day to start" with culinary workshops for children and their families, workshops promoting dietary habits (external service);
- Organizing sports activities for children (kindergartens, other entities or external service)
- Organizing family picnics with educational stands on healthy lifestyle concerning (if possible) various physical activities: dance, gym, football, horse riding (pony) and various outdoor games;
- Educational games promoting sporting activities (external service for designing such games);
- Carrying out dietary and psychological workshops for the group of caretakers on healthy lifestyle addressed to parents, sports trainers, carers in kindergartens. It is possible to join workshops for parents with workshop for children (external service);
- purchase of small equipment;
- Team of 4 project advisors providing: recruitment of kindergartens and nurseries, supervision of educational activities implemented by recruited kindergartens/nurseries, selection of contractors and monitoring their work within the activity;

Activity 3: Implementation of module 3 responding to Mental health

- Elaboration of report on selection of the project target group addressed to teachers, parents of children and youth within module 3 mental health - e.g. disturbed children, children from poor and deprived area, risks for city kids, highly occupied parents (partly external service, possible cooperation with the Norwegian Partner);
- Elaboration of promotional and educational materials on supporting parents and teachers to help children with the mental health;
- Organization of trainings for school staff, parents and carers on how to notice maladjustment and early signs of mental disorders also with relation to obesity (external service);
- Organization of workshops with psychologists addressed to parents and teachers on "how to get to a teenage with mental disorder" (external service);
- Creation and maintenance of internet portal dedicated to mental health of youth with a possibility to make an anonymous questionnaire examining mental condition of teenagers and youth, with e-learning courses, schooling materials for teachers and information materials for youth (external service);
- Team of 3 project advisors providing knowledge in preparation of report and promotional materials. It also concerns supervision of organized trainings, workshops and selection of contractor for creation of internet portal and other external services;

Information on the project promoter and project partner(s)

Department of Investment Evaluation, Ministry of Health (MZ) will play a role of the Project Promoter. MZ has merits-related capacity to implement activities aiming at target group of the project. MZ has also an organizational and institutional capacity to manage large programs. MZ employs professional staff and will also involve external bodies as contractors for participation in realisation activities planned in the project. MZ successfully implemented large multimillion euro projects under previous two perspectives of the EEA and Norwegian Financial Mechanisms, including the predefined project.

The Norwegian Directorate of Health or its co-partners and Norwegian Cancer Society will participate in the PdP as a Donor project partners. The Programme Operator (PO) and the Donor Programme Partner (DPP) – have successfully cooperated in the previous funding period when implementing the PL13 Programme “Reducing social inequalities in health”. Tools and knowledge developed during that time will be used in the current funding period. As defined in the Article 4.4 of the Regulation, the DPP has an advisory role on the preparation of the concept note and on bilateral activities and possible project partners in the Donor States. It will also be involved in preparation of the programme for choosing healthy options in kindergartens and nurseries, identifying and agreeing on the factors that contribute to the initiation of tobacco use by teenagers and youth and participate in report on selection of the project target group, as well as reviewing progress made towards achieving the outputs, outcome(s) and objective of the programme. The tasks also cover reviewing progress made towards strengthening bilateral relations and examining the results of the implementation of the programme. The PO also envisages the DPP’s involvement in advising on the use of the funds for bilateral relations.

The input of the Norwegian Partners, as well as other Norwegian institutions and entities, is invaluable. Exchanging experience between Poland and Norway on prophylactic solutions in this field will be an added value for the project and will contribute to the overall objectives of the EEA and Norway Grants.