

Fact sheet (City of Flensburg; Germany)

Intervention theme:	Physical activity
User group:	Adolescents (14 to 17 years)
Used methods:	Focus group, design thinking
Used eTools:	An App for improving physical activity is going to be developed

Further information on the pilot:

Our partner PHA from Germany is the “house of health” from the city of Flensburg. Their user group are children and adolescents (pupils) aged 14 to 17 years. Together with the pupils the partner conducts various workshops. It is one of their aims to sensitize pupils for physical activity. The second aim is to develop a new app in collaboration with the pupils and a selected SME (Groundkeeper). This app will be focused on activities in and around Flensburg. The workshops were structured according to the intervention model, which has been developed in the project. Furthermore, tools and methods from the toolboxes that have also been developed in the course of this project are included. The first step was to carry out a requirement and needs analysis with the pupils. The **focus group** method was used for this purpose. In the further process of the pilot phase (start: December 2018 – end: May 2019) more workshops were implemented. In these workshops the method “**design-thinking**” was used. This comprises several small methods that build on each other and form an overall construct with the aim of preventing a “social problem”, in this case a lack of physical activity, while following a participatory approach. In the workshops all three parties – the pupils (user group), the SME (developer) and the PHA (implementer) – came together to achieve the best possible solution. Another

important point is the cooperation between PHA and SME. The exchange of different perspectives regarding health promotion and IT and the resulting further development of both parties will contribute to the achievement of one of the Interreg aims (cooperation, establishing contacts and learning from each other).

The developed app should to be completed by the end of the project period and will be available as a sustainable eSolution for the City of Flensburg.

The methods used and the intervention model applied will be evaluated and adapted during and after the pilot phase in order to increase user-friendliness and implementability.

Results from the pilot:

The app development is still in progress. Currently, the SME is about to start the programming phase. First results are expected by the beginning of May.

In general, the pilot phase offered great learning opportunities and important and new insights for the PHA. Regarding the participatory approach it was an important realization that, while participation is an essential tool in health promotion, it is rather challenging when put into practice. Especially when working with adolescents it is necessary to find a good balance between bottom-up and top-down processes. For example during the needs assessment phase, it showed that the pupils seem to change their opinion regarding a certain aspect rather frequently. One day they would like a specific app feature, the other day they would not. Therefore, top-down regulatory measures are equally needed.

This does not mean that the participatory approach is to be questioned altogether. It rather means that continuous reflection and a certain degree of flexibility ought to be an integral part of that process.

The collaboration with the SME came along with several challenges as well. This is probably also due to the fact that PHA Flensburg has never worked with an SME before. Besides that, it has to be considered that two profoundly different systems – municipality and commercial enterprise – that have different ways of working and thinking, meet together. Bureaucratic obstacles additionally complicate this process. Nevertheless, the lessons learnt throughout the pilot phase offer valuable insights, not only for PHA Flensburg but also for other German PHAs.

Tips/lessons learned:

When working in challenging collaborations and project, communication is key: communication within the PHA, with the SME, with the target group, with other projects and institutions. Therefore, regular internal team meetings and phone calls with the SME were established. Furthermore, PHA Flensburg sought the exchange with other project partners and institutions. It always helps to take other perspectives and approaches into account.