



How to promote health and boost cross-sectoral cooperation using the example of nine cities.

Ideas for local government.

Healthy Boost

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The brochure has been created as part of Interreg Project 'Healthy Boost' to reflect and summarise the local pilot projects carried out by the cities and to share best practices for boosting cross-sectoral cooperation.

2021

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Story of Healthy Boost

Introduction

Administrators in cities and municipalities are burdened with work and have rigid working cultures. Local authorities do not have sufficient resources or tools to tackle the complex health problems of our time, such as obesity and lack of exercise. These unhealthy lifestyle challenges cannot be solved by health and wellbeing sector employees alone. Cooperation with other sectors – traffic planners, maintenance and culture, SMEs and citizens – is needed to create comprehensive and effective practices. The project Healthy Boost has been developing a Model for city administration and professionals to involve several departments, sectors and organisations in their work. Best practices and decisions are only reached through good cooperation, and the Model for Cross-Sectoral Cooperation created and piloted as part of the Healthy Boost project shows the strengths and pitfalls of cooperation.

The project began with background studies and a literature review and, upon examining the current situations in project partner cities, a Self-Assessment of cross-sectoral cooperation at both strategic and operative levels. With this information, the project partners from the Baltic Sea Region are contributing to the Model. The Model is a set of questions to help local managers, administrators, practitioners from various sectors as well as NGOs, SMEs and city residents involved in cross-sectoral cooperation to plan more participative practices and actualise them. The Healthy Boost project further improved the Model by executing pilot projects in partner cities. The pilots addressed issues related to an unhealthy lifestyle. All pilots required cooperation beyond their own sector, testing and using the Model to make it even more efficient. The pilot partners worked in pairs, consulting each other on the challenges they were facing and sharing their positive experiences. Today, more than 50 people from nine municipalities around the Baltic Sea Region have contributed to testing the Model. They will be closely involved in carrying out the campaigns and thereby spreading the experiences of good cooperation among departments. They are the frontrunners, breaking down the silos for a more open, cooperative work culture in local public authorities.

The collection of Good Practices from the Healthy Boost pilot projects will serve as a guidebook for public administration, even as an inspiration or example of cooperation in improving citizen health and wellbeing. The target group includes local authorities, SMEs and representatives of health and wellbeing in the Baltic Sea Region as well as other sectors interested in cooperation that leads to the improved health of citizens.

The Healthy Boost project brings tools and methods to tackle the 21st century's complex problems for a healthier Baltic Sea Region.



Turku – good for you

City of Turku Finland



Photo by Seilo Ristimäki

Turku is the oldest city in Finland, the former capital of the country, was founded in 1229. It is located in southwestern Finland, by the river Aura on the shores of the Baltic Sea. There are around 194,000 residents and 40,000 islands in Turku. The versatile life, top-class selection of education, culture, and wellbeing services, as well as the beautiful archipelago, form a magnetic combination in Turku.

Challenges and activities carried out during the pilot to tackle them

Turku offers great services to support wellbeing. Still, residents don't always find them or know how to take part in decision making. Also, the work of city employees conducted towards the general wellbeing is not always visible and hence not recognised.

The focus of the Turku pilot is communication. The aim is to find ways to communicate about health and wellbeing services and that way help city residents make better choices. To reach a sustainable result, Turku has approached these challenges from different angles. Turku targeted residents directly and worked with city employees and NGOs providing services for them.

Brief description of main activities

The Turku pilot was divided into three groups of activities:

- Making decision making more achievable and visible by boosting communication skills and cross-sectoral cooperation of the employees working with health and wellbeing and/or people from marginalized districts
- Communication and marketing of the wellbeing services directly to the city residents and encouraging residents to participate

- Teaming up with other organizations and projects to beat loneliness and exclusion by activating communication and social marketing experiments to reach people from marginalized districts and wider audience

One main target was to support the health and wellbeing working group members in communication in co-creation workshops. This was one of our best practices and will be described in greater detail.

Sucesses achieved during the piloting and how they were measured

In co-creation workshops, the group secretaries were interviewed beforehand and asked for feedback after the workshops. Many solutions for existing communication issues were found, which was a great success. The groups recognised the issues they have had with communication, information flow, and networking and created practices to meet the challenges (e.g. they clarified roles and responsibilities, decided how to involve all members in the agenda process, created an annual plan to improve meetings and communications, agreed on common goals). The idea was that the group would create practices for their group which could be utilised with the co-operation game and suggested for other groups as well.

Enablers and barriers in pilot

- +** The subject of the workshops was appreciated.

Support of the organisation, the workshops had the approval of the Wellbeing Steering Group.

We received feedback and ideas for our digital experience tool as well from the workshops.

- When conducting communications, stakeholders come from all possible backgrounds and did not necessarily understand the root causes of issues.

During the COVID-19 epidemic city employees were extremely preoccupied.

There was no time to concentrate on social media in workshops, but we managed to organise a separate training session on how to use social media from the point of view of health and well-being experts and how to reach other experts and residents that way.



Photo by Simo Ahtee



Photo by Heidi Pelander

Use of the Model for Cross-Sectoral Cooperation

None of the citizens/SMEs were engaged during the workshops. Yet we focused on these stakeholders in other pilot activities.

Feedback from city administration was constructive, and workshops were appreciated.

- + Model offered prefabricated questions for the workshop. They were great conversation starters and starting points.
 Model concentrates on cross-sectional cooperation, so it was useful when the workshops were about communication on a cross-sectional level.
- The Model might be a bit too abstract or general for some situations; for example, we rephrased some of the questions for workshops to fit better
 Not all stages/domains are relevant for every situation. So you need to adjust them and find the best ones for a certain situation, which takes time and you have to be familiar with how to use the Model.

In the workshops, some questions from the model were asked via Mentimeter (a real-time polling app). After the Mentimeter vote, the group also had a chance to discuss their answers.

The questions varied between different groups, yet all groups answered a mapping question about motivation (What factors could motivate partners for potential cross-sectoral cooperation?). The question-and-answer options were slightly altered to better suit the needs of the workshop. The question was 'What factors could motivate you to better communicate the messages of this particular group as part of your work?' as the co-operation, in this case, was about communication. Everyone in the group was able to vote on the three most important motivational issues. This question was chosen because motivation became a central theme in the interviews with the group secretaries performed before the workshops.

Future plans

As our city is middle of organisational restructuring, there is plenty of need for communication planning for new teams. We are planning to make a guide for working group communications based on the results of the workshops.

For more information:

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Resident panels for improving remote exercise services for elderly citizens

City of Helsinki Finland



Photo by Mika Lappalainen

Helsinki is the capital city of Finland with approximately 656,000 inhabitants. It seeks to create the best possible conditions for urban life for its residents and for visitors by aiming to be the world's most functional city. A functional city means concrete actions and choices that make everyday life smoother for residents. Each resident – whether young, old or functionally impaired – has opportunities to lead a quality and eventful life and to receive the support and services needed for all stages in life. A functional city is especially an advantage for ageing people and those in need of help and support.

Challenges and activities carried out during the pilot to tackle them

The scope of the pilot project and the status of realisation at the end of the pilot phase.

- The COVID-19 situation has led to a higher need for remote exercise services.
- The need for these services is especially high among elderly citizens as their exercise levels have dropped due to the limited exercise opportunities created by pandemic restrictions.

The city needs to answer this demand and further develop the remote exercise services it provides for the citizens.

Brief description of main activities:

If your best practice was about XR solution, definitely mention it here.

- Resident panels for the elderly citizens to hear their views and needs for developing remote exercise services provided for them.
- Panels executed online also produced information about elderly citizens' points of view on participating online meetings.
- Involving different service providers and experts working with elderly citizens for both planning the panels and implementing the findings.



Photo by Katja Tähjä

Sucesses achieved during the piloting and how they were measured

- Successful panel meetings online despite the challenges that the pandemic created.
- Content participants who feel heard and supported.
- Relevant findings to support the work of the different actors and initiatives of the city in organising remote exercise services for the elderly and how to successfully engage elderly citizens in developing services aimed for them.

The distribution and utilisation of the findings in different activities and initiatives of the City (to be verified post-piloting).

Enablers and barriers in pilot

+ A will to ensure the involvement and engagement of elderly citizens through the pilot activities and success in reaching participants who were interested in taking the time to participate in the panels and had many important insights about the matter.

A clear vision of the information needed for the development of services and how to get it.

A strong commitment and efficient collaboration of the project team and the main partner.

– Due to the pandemic situation and the restrictions it created we had challenges in recruiting participants and also had to postpone the panel events.

As the panel events were organised online we were unable to reach participants lacking access to the internet and/or devices. Hence, at this stage we only received information from participants already familiar with digital devices and online services.

We need to think about ways to further encourage elderly citizens to participate in the panels, especially if they are organised online and try to offer a possibility to participate offline when possible.

Benefits of engaging city residents, SMEs and city administration

Engaging residents is vital for developing services for them. It is especially important when developing online services for residents who might not have the best digital skills or may even be lacking equipment for online participation. This way the information is produced based on their own ideas and views and we obtain insight from details that we haven't even thought about previously. The residents receive a feeling of being involved and valued by the city as well as learning something new about how the city operates.

Feedback from citizens helps the city to understand their needs, what needs to be changed and rethink the services the city provides, as well as the improvements needed for remote exercise services from the elderly citizen's point of view. Our feedback has been very positive and the participants found the participation pleasant and worth their time.

Based on the information and insights provided by the residents, the city administration and its divisions will improve the remote services provided for the elderly citizens.

Use of the Model for Cross-Sectoral Cooperation

- + The Model is a useful checklist for building and doing collaboration especially if cross-sectoral collaboration is a new way of working for you or your organisation.
 It can be applied in a specific case or a task in hand; to look at it through the lens of the task in order to see if there is anything to help you move forward.
- For us, as we are experienced in cross-sectoral and co-creational ways of working, the Model did not provide anything new.
 The themes we found important in our collaboration such as commitment of the partners and changes in the personnel which are very common issues in this kind of work were lacking in the piloted version.

The Model was most useful for us when we started a closer collaboration with our main partner. We utilised the Model in building a kick-off questionnaire for our main partner to create a more trusting environment and building their commitment to the piloting cooperation. We used some of the questions and their answer options in the structure of the questionnaire.

Future plans

Together with our main partner we are disseminating the results of the resident panels for the other city activities and initiatives to be utilised in their work. The results of the panels are also utilised in improving the existing services. Along with the main results and other outcomes of these resident panels, we will include findings of the actual process of the resident panels which are also to be used in the planning of similar events in the future.

For more information:

 www.hel.fi/helsinki/en/administration/participate/channels/participation-model/healthy-boost-eu-project

Health Portal „0-5-30“

City of Cherepovets Russian Federation



Photo by Yuri Yakunichev

Cherepovets is a major industrial centre in Northwest Russia. The foundation of the economic potential of Cherepovets is the enterprises of ferrous metallurgy and the chemical complex. Present-day Cherepovets is the industrial center of the Vologda Oblast: its economy determines the socio-economic position of the entire region (about 80% of the Oblast's export comes from Cherepovets).

Due to its favourable economic-geographic position, developed transport infrastructure, solid economic potential and highly qualified personnel, Cherepovets is one of the most developed industrial centres of the country.

Challenges and activities carried out during the pilot to tackle them

In 2016, Cherepovets joined to follow the recommendations of the World Health Organization. In accordance with these recommendations a city project “0-5-30” was developed and launched. The key goals of the project focus on the main controllable factors of population mortality – the impact of these factors can have a positive effect on the strategic objectives of increasing the healthy life expectancy of the city's population:

- Encouraging the population to give up their bad habits (item “0” in the project);
- Developing a culture of good nutrition among different age groups of the population (item “5” in the project);
- Encouraging physical activity among the population (item “30” in the project)..

Despite the apparent simplicity of the concept, its implementation requires a serious, comprehensive programme that will unite the efforts of all stakeholders and identify specific tasks and activities for each participant. Currently, the city’s media space lacks a single resource that accumulates all information on issues related to healthy lifestyle, disease prevention, etc.

As part of the pilot, activities are being implemented in Cherepovets to improve the mechanism of cross-sectoral cooperation in the implementation of the city’s project “0-5-30”: an active, centralised-city Internet platform (Health Portal “0-5-30”) is being developed to bring together information, references, and educational resources/services on public health promotion.

Brief description of main activities

The strategic goal of the city is to increase the life expectancy and quality of life of the current and future generations of citizens. To achieve this goal through the mechanism of cross-sectoral cooperation between commercial and non-governmental organizations in various fields and City Hall bodies, activities aimed at the promotion of healthy lifestyle, raising awareness of different age groups on healthy lifestyle and the need to maintain healthy lifestyle are implemented.

The key goal of the project is to bring together information, references, and educational resources/services on public health promotion.

The project brings together a wide range of participants – City Hall, higher education, comprehensive schools, pre-school education, businesses, healthcare institutions, sports, and public organisations.

More than 30 participants from different sectors were involved in the project to create the Health Portal “0-5-30”. Online and offline seminars, focus groups, co-creation workshops, round tables, and group- and individual meetings were held.



Sucesses achieved during the piloting and how they were measured

The project of the Health Portal “0-5-30” is developed and the content of the sections of the Portal is provided according to the needs of the target audiences.

Enablers and barriers in pilot

- + A positive achievement of the project is the opportunity to gain and develop experience of cross-sectoral cooperation in different formats (both face-to-face, offline-, and distant, online formats).
- The main difficulty in implementing the project was the introduction of restrictive measures to prevent the spread of novel coronavirus (COVID-19) infection, hindering cross-sectoral cooperation and limiting the forms of interaction with project participants.



Photo by Alina Grudina

Benefits of engaging city residents, SMEs and city administration

Involving representatives of businesses and the city community provides an expanded understanding of the interests and needs that must be taken into account while developing cross-sectoral cooperation.

Feedback from city residents and SMEs

Feedback allows us to take into account the opinions of different parties on issues of further development and improvement of the site, and to find common ground for continuing mutually beneficial cooperation.

Feedback from city administration

City Hall takes into account the views of all participants in the cross-sectoral cooperation in order to implement the project more effectively.

Use of the Model for Cross-Sectoral Cooperation

The Model offers an algorithm for developing cross-sectoral cooperation that is accessible at all levels. The Model is set up to evaluate partnerships in specific contexts.

Partnerships provide empowerment, efficiency, maximisation of benefits, mitigation of risks, and increasing the competitive advantage of project participants through consolidation of efforts and sharing of knowledge and skills.

Difficulties in cross-sectoral cooperation were determined as the low level of motivation of some participants and the varying degrees of involvement in the development of the Health Portal.

The project implemented in Cherepovets is intended to meet the needs of a wide range of stakeholders. The end users are all groups of the city's population. With extremely limited resources, the Model allows to organise a process of mutual understanding of different parties, to ensure effective communication between different partners and levels, as well as to coordinate this work to achieve the desired result.

The Model is good for the analysis and evaluation of the cross-sectoral cooperation itself in the project after its implementation –

feedback on the Model algorithm from ALL participants. This will make it possible to understand weaknesses and prevent them in the next project or in the next phase. However, this part of the Model lacks tools for evaluation of cross-sectoral cooperation.

During the mapping stages, the Model allowed us to analyse the current situation as well as the experience of Russia and the whole world in foregrounding the public awareness of healthy lifestyles through the development and use of information resources. We carried out an analysis and took into account the most interesting findings for us. Almost all parties were involved in the process of cross-sectoral cooperation – everyone found something interesting for his or her sphere. During the implementation phase, we analysed and took into account a number of ideas for the content of the Health Portal website.

The Model helps not to overlook such points as, the selection of partners at the planning stage and thinking about their motivation, competencies, risks for the project (for example, for developing the Health Portal “0-5-30” we needed to employ an IT specialists – their work is quite expensive, within the limited funds we thought that in this case it is expedient to involve students – on the one hand, they are motivated to try out their skills, and have their competencies and ideas implemented in a real life situation, , but on the other hand, there is a risk that students’ competencies will not be enough – however, they have competent academic tutors and, ultimately, it is the responsibility of the university to ensure that the commitments made are fulfilled).

While planning the project, we worked out the possible risks associated with both the participation of partners and the lack of funding. Due to the limited budget, we considered the possibility of attracting business to participate in the project (through advertising on the website). Thanks to the Model, we analysed the range of potentially interested participants from the business community and determined their motivation. As a result of the work, business representatives became both one of the developers of the Health Portal website and a possible source of financial support for the functioning of the Portal.

Future plans

Plans: to provide comprehensive content for the Health Portal “0-5-30 “ website; to present an active demo version to the city authorities and experts; to develop regulations for further cooperation with stakeholders (including business partners); to develop a media plan for promotion of the Portal.

Once the pilot goals of the project have been achieved, a final evaluation and further implementation of the Health Portal are planned.

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Centre of physical activity “School Stadium”

Pskov City Russian Federation



Photo by Katerina Kochkina

Pskov is one of the most ancient cities in Russia, located in the northwest of the country. The region is unique in its location since it borders on three states at once: Latvia, Estonia and the Republic of Belarus. Pskov also borders on four constituent entities of the Russian Federation: Leningrad, Novgorod, Tver and Smolensk regions. The access to Baltic Sea ports and foreign markets makes the economic and geographic location of the region favourable and allows it to participate in the integration processes of interregional and international cooperation. The sustainably developing region with clean air, water and recreational resources has significant opportunities for the development of a city with a pleasant urban environment, healthy ecology and a sustainable transport infrastructure.

Challenges and activities carried out during the pilot to tackle them

In the city there is a lack of places where people can perform physical exercises. The idea was to prepare special places for all groups of citizens in order to increase their physical activity. Therefore, the aim of the pilot intervention was to create a centre of physical activity for citizens on the basis of a “school stadium”.

Brief description of main activities and focus groups:

- Seminars online and offline
- Co-creation workshops
- WhatsApp group to share ideas and experiences
- Testing new ideas via Game of Goals
- More than 40 participants from different sectors were involved (SMEs, NGOs, schools, universities, business, municipality)



Sucesses achieved during the piloting and how they were measured

Realisation of the pilot was very successful. Such a conclusion was based on the level of positive feedback received (from citizens, schoolchildren and their parents) and requests to build similar centres of physical activity in other districts of the city.

Enablers and barriers in pilot

- + Support from idea to realisation from Committee of Cross-Border Cooperation and Tourism of Pskov City Administration, Education Department of Pskov City Administration, Committee for Physical Culture, Sports and Youth Affairs of Pskov City Administration
- Strong aspiration of directors of schools to create a comfortable, modern and beautiful place for children to take part in sports
- Inspired nearby citizens
- High motivation of the project team, directors of schools, schoolchildren and their parents.



- Difficulties in organising cross-sectoral cooperation at the beginning because not all stakeholders had sufficient motivation and knowledge in this area. It was hard to describe the participants' roles and input in the project

The delay in procurement works due to the COVID-19 pandemic

Lower efficiency of online meetings instead of face-to-face ones.

Benefits of engaging city residents, SMEs and city administration

- Involving residents has allowed us to better understand the real problems and needs. This led to the creation of projects for the construction of stadiums, which took into account the needs of people of different age groups
- Feedback from citizens made it clear that we are moving in the right direction
- The city administration fully supports the construction of future school stadiums – centres of physical activity for all groups of the population in other parts of the city.



Use of the Model for Cross-Sectoral Cooperation

- + The Model helps and shows us how to build the work in the appropriate way, to distribute the roles of all participants, establish communication and determine the stages of project implementation

The Model allows the possibility to evaluate the whole process of cooperation.

- On first sight, the Model seems difficult to us. It takes time to understand and learn how to use it.

It would be good if there were examples and instructions for how to use the Model.

The Model was very useful in the motivation stage. It helped us to find reasons for motivating all stakeholders to participate in the project.



It should be noted that the Model also was very useful in the planning stage when we were working on the software for the VR Glasses. It helped us to choose more interesting programs.

Future plans

- Two new school stadiums – centres of physical activities are at the reconstruction stage
- Together with all departments of Pskov City Administration we are planning to use the Model in our everyday work.



For more information:

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Photos: the stadiums (the photo was made by the specialists of Department of Education of Pskov city Administration) other photos were made by specialists of the Committee of Cross-border Cooperation and Tourism of Pskov City Administration.

Outdoor meetings “Walk & Talk”

City of Tartu Estonia

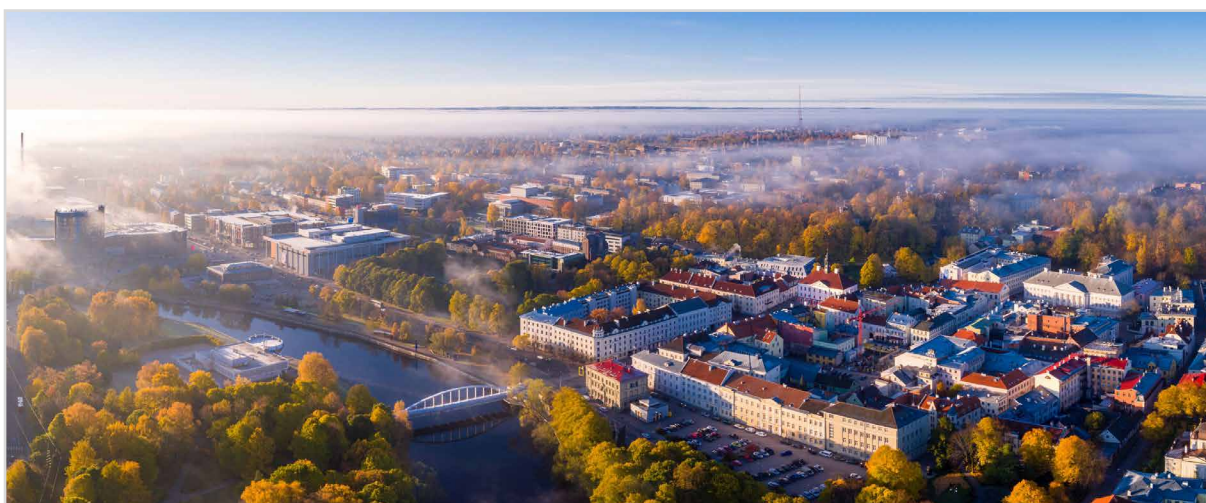


Photo by Tarmo Haud

Tartu is the second biggest town in Estonia, with approximately 100,000 inhabitants. It is a Smart City with active and creative people. Situated in the valley of River Emajõgi it provides citizens with the opportunity to experience the joy of water-related activities and nice walks along the river. Parks, bike roads, and sport grounds all over the town all invite citizens to be physically active.

Challenges and activities carried out during the pilot to tackle them

- Many national programmes for children and their health, but not so much for adults.
- Adults often sit the whole working day and while travelling – after-work activities do not always compensate for this inactivity during the day.
- Problems with physical and mental health arise from long-term sitting.

Brief description of main activities:

- Workshop with citizens – how to be more active during the working day? Using outdoor meetings as one of the methods for workshopping.
- Facebook group for sharing active working day and outdoor meeting ideas and experiences.

- Augmented reality sport app to enhance outdoor physical activity among all age groups and physical ability.
- Employers encouraged to activate employees during the working day – Integrate movement into work as you cannot change what employees do after work.
- Outdoor meetings as one of the way to continue cooperation in a safer, yet face-to-face way during the COVID-19 pandemic.



Photo by Riin Saaremõts

Sucesses achieved during the piloting and how they were measured

- Success measured as number of members in FB group and their activity.
- Posts about using outdoor meetings or direct feedback from employers/employees.
- Shift in mindset – outdoor meetings are a normal part of the working day for office workers in Tartu.

Enablers and barriers in pilot

- ➕ Support and strong political will to make Tartu an active city.

Support from other departments in city government when it comes to realising ideas that citizens have regarding an active working day (e.g. electric bike share not only possible for individuals but also for enterprises).

High motivation in project team and partners.



Photo by Mana Kaasik

- Attitude towards outdoor meetings was not positive at first. There was no belief that it is possible to work while walking.

How can we motivate citizens to actually share their experiences of active meetings?
We know they use this method, but seldom share their experience in the FB group.

City planning and accessibility takes time – not all good ideas can be realised at once.
Thus citizens might feel that their ideas are not taken seriously.



Photo by Evelin Lumi

Benefits of engaging city residents, SMEs and city administration

- Engaging city residents and employers gives us input if we are on the right track. Real-life problems get real-life solutions based on their own ideas and activity. Positivity and synergy that arise from co-operation and co-creation build a supportive community.
- Feedback from citizens helps city administration understand their needs, what needs to be changed in the city environment, and improvements to be made for outdoor meetings.
- Based on the citizen feedback, city administration improves urban planning. Outdoor meetings are also a normal part of the city administration's working day – they are highly recommended especially during the coronavirus pandemic.

Use of the Model for Cross-Sectoral Cooperation

- + The Model gives structure to a meeting.

For a new colleague it is a supportive tool when starting a project. It helps to position oneself in the process and find suitable partners to reach the goals.

When you are stuck and are out of ideas, the questions in the Model help you find a way out.

- Some topics in the Model overlap. If you are not too familiar with or used to using the Model, it might confuse you.

Real-life processes might lead in another direction and not follow the structure of the Model. When you are too fixed to the structure it might hinder your creativity.

The Model was useful when we started planning a part of our pilot activity – it helped us with mapping potential partners for cross-sectoral co-operation. When we decided to change the course of our pilot, we used the questions in the motivation domain that brought us to the conclusion of what we can do and what is not wise to do in the current situation.

Future plans

- Together with other sectors we wish to map existing, establish new, and improve outdoor meeting areas (mapping accessibility for high heels, wheels, lazy colleagues – how long a distance, where are the benches, water, resting areas, surroundings).
- We wish to further develop outdoor meeting culture in Tartu.
- Develop smart solutions for outdoor areas.

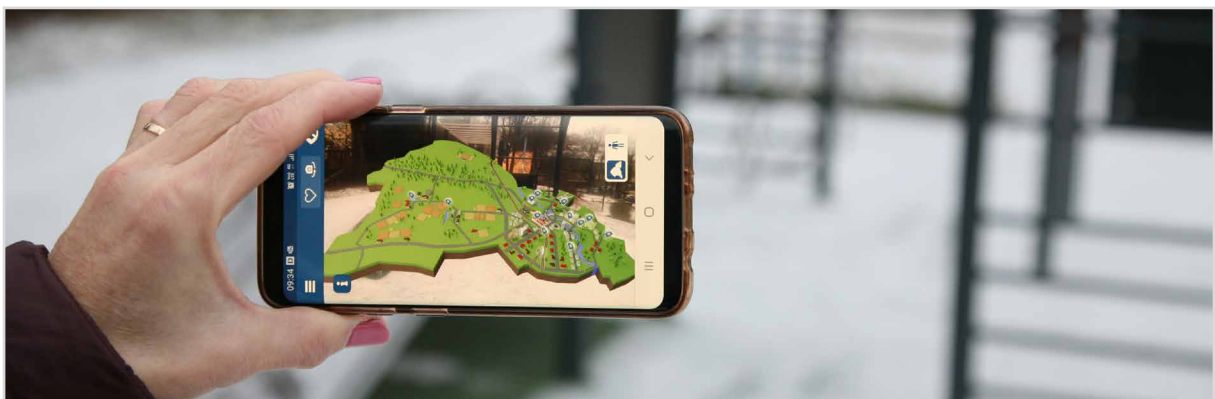


Photo by Lilian Lukka

For more information:

 www.tartu.ee
 tht@tartu.ee

Healthy, local and seasonal catering in educational establishments

Jelgava Local Municipality Latvia



Jelgava Local Municipality is located in the very heart of Latvia in the Zemgale region. There are 33,855 inhabitants in the municipality and 3,797 of them are children and youngsters 6 to 18 years of age. Since they spend most of their days at educational establishments, it is important to provide healthy catering there as proper eating is one of the cornerstones of wellbeing and a healthy lifestyle.

Challenges and activities carried out during the pilot to tackle them

- Although there are rules and regulations adopted by the Cabinet of Ministers, they do not fully ensure the provision of seasonal, local and healthy food at educational establishments
- If the school's menu doesn't offer balanced and tasty food according to children's tastes, pupils tend to buy unhealthy snacks and beverages
- Unhealthy eating creates problems with physical (obesity and overweight) and mental health (exclusion and ridicule, bullying).

Brief description of main activities:

- Although there are rules and regulations adopted by the Cabinet of Ministers, they do not fully ensure the provision of seasonal, local and healthy food at educational establishments
- If the school's menu doesn't offer balanced and tasty food according to children's tastes, pupils tend to buy unhealthy snacks and beverages
- Unhealthy eating creates problems with physical (obesity and overweight) and mental health (exclusion and ridicule, bullying)

Brief description of main activities:

- Analysis of the menus of 2 educational establishments of Jelgava Local Municipality carried out by nutritionists
- Development of new menus and technological cards (5 menus per each season – autumn, winter and spring)
- Training sessions and masterclasses for chefs and pupils of both schools
- Video lectures for parents to educate on healthy diet
- VR game PRO-portion is developed with the aim to introduce children with healthy meal principles. If the chosen food is not healthy or balanced (not in appropriate proportions of fruits and vegetables, proteins, carbohydrates and oils), the plate ruins and one has to collect the meal from the beginning
- Food pyramids for every season of local products
- Healthy-life school for 40 pupils.



Sucesses achieved during the piloting and how they were measured

- Around 200 children were involved in the pilot project activities
- Shift in children's mindset according to the final evaluation – a significant number of children have reported their consumption of fruit and vegetables has increased
- Success measured as number of children willing to also try more complex recipes at home and to be included in schools' menus after the pilot is over.



Enablers and barriers in pilot

- + High motivation and cooperation in project team and 2 partner schools
 Clear vision and belief that every big change starts with a small step
 Well-planned, purposeful and complementary activities in pilot that helped to support target group's engagement and motivation
- Challenges to establish initial communication and motivate schools' catering companies
 Change of every habit is time-consuming, thus we have probably planted a seed for a tree to grow
 Many things can be done at school, but also parents should take part.

Benefits of engaging city residents, SMEs and city administration


Mutual cooperation among stakeholders helped to shape the activities of the pilot. Engaging children in the evaluation of new menus boosted their activity and willingness to take part. Catering companies benefitted with new knowledge, training and change of mindset regarding use of healthy, local and seasonal food principles.



Feedback given by school children allowed us to adapt menus to their needs. The fact that children have tasted, evaluated, rated, and chosen the best menus will more effectively ensure their willingness to change their eating habits and requests to include those dishes in school menus. Cooperation with school catering companies allowed us to realise different issues of catering systems at schools to be solved at a national level and take those questions further.


Based on stakeholders' feedback municipal administration is ready to offer extended menus for other schools of the municipality. Municipality is involved in different working groups to solve catering issues at national level where results of the pilot project are being potentially uptook and adopted.

Use of the Model for Cross–Sectoral Cooperation

-  Model helped us to solve challenges related to involvement and motivation of stakeholders

If we understand that something goes wrong, we can just open the Model and go through it and check the statements to pay attention to

Model is a good reminder of things to keep in mind in order to establish successful cooperation.

-  Be aware that the Model will not be a simple checklist – it's rather a guideline to help you to navigate through the process of cross – sectoral cooperation

Don't be afraid that some topics in the Model overlap – it will get more clear once you start using it.

We found the Model to be very helpful and good to use during the implementation phase. When we needed help in communication with school catering companies – it wasn't easy to address them and to motivate everyone to participate. Within the communication chapter we learned how to better communicate with our partners – is it better to call or write e-mails or WhatsApp messages, how to better involve them, how important the feedback is. We considered different communication channels and forms.

Future plans

Together with other stakeholders and organisations we will strive for the best solutions for catering issues including at national level by pushing for changes in legislation if necessary

We wish to further develop healthy, local and seasonal catering at schools

We wish our children to be healthy and happy as healthy is the new happy.

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Photos by Archive of JLM

Development of sustainable mobility concept

Klaipėda City Lithuania



Photo by Mantas Volungevičius

Klaipėda is the third largest city in Lithuania with approximately 149,000 inhabitants. It is located on the coast of the Baltic Sea, 311 km northwest of the capital Vilnius, and the only sea port in the country. Klaipėda is one of the main Lithuanian economic centres and a very important transit hub. In 2011, Klaipėda became a member of the WHO European Healthy Cities network.

Challenges and activities carried out during the pilot to tackle them

The problem:

The lifestyle surveys revealed that Klaipėda is facing a physical inactivity problem.

Aim of the pilot project:

To broaden the sustainable mobility activities and to include more actors within the city in organising the activities and events of European Mobility Week.

Stakeholders:

Klaipėda City Municipality, Klaipėda City Chief Police Commissariat, Klaipėda State University of Applied Sciences, SME Iron Cat, Klaipėda Public Transport, schools and daycares in Klaipėda.

The status of realization:

Completed. The developed VR tool will be presented to the public after the end of lockdown.

VR tool will be presented to the public after the end of lockdown.


Brief description of main activities:


- Participation in the European Mobility Week 2020 and carrying out different events to raise awareness and promote alternative, active means of transport: preparation of the European Mobility Week activity plan in Klaipėda City; a quiz for Klaipėda youth and elderly about the sustainable mobility week; a quick competition on Facebook (Klaipėda City Public Health Bureau account); distribution of light reflectors with Klaipėda City Chief Police Commissariat; international day without a car organised by Klaipėda Public Transport; using the developed Model for Cross-Sectoral Cooperation during the meetings and consultations with the stakeholders.
- Development of the VR tool demonstrating the cycling routes of Klaipėda City: meetings with representatives from Klaipėda State University of Applied Sciences to demonstrate and discuss virtual reality software; co-design workshops with the VR developers – SME Iron Cat – in order to analyse design solutions and test the VR demo version.

Sucesses achieved during the piloting and how they were measured

- Success was measured as the number of reached persons, likes and shares in Facebook account in the posts linked with implementation of the pilot project; number of organised meetings and co-creation workshops with the stakeholders; number of involved organisations in the pilot project; level of the participation in the organised activities.
- The impact of the pilot project will be measured in the next lifestyle surveys (2022, 2024) estimating the level of the citizens' physical activity;
- The level of usage of the VR tool will be measured after end of lockdown.

Enablers and barriers in pilot

-  Previous successful experience in providing events during the European Mobility Week;
High motivation and mutual support from the different stakeholders;
A good policy framework supported by Local Strategies plans

-  The pandemic situation caused the necessity to postpone launching common usage of the VR tool, planned face-to-face meetings with stakeholders were changed to online meetings and consultations via e-mails and phone calls;
Lack of interest of target population in participating in physical activity events;
Lack of time to realise the planned pilot activitie.

Benefits of engaging city residents, SMEs and city administration

- Engaging city residents and SMEs allowed us to reach the goal and objectives of the pilot project. Nevertheless, after the end of pandemic there is a place for improvement to involve more citizens and SMEs within the city.
- Feedback from city residents will be evaluated when the Covid-19 situation allows us to invite them to use the VR tool.
- Representatives from Klaipėda City Municipality will use the developed Model for Cross-Sectoral Cooperation for planning and implementing actions with other partners.



Use of the Model for Cross-Sectoral Cooperation

- + The Model for Cross-Sectoral Cooperation has been incorporated as a checklist, to make sure that nothing has been missed in the particular stage of the project.

The Model for Cross-Sectoral Cooperation is especially helpful for new team members joining the project.

- The Model for Cross-Sectoral Cooperation is slightly too general; it could be improved by adding case-examples relevant to the public health promotion sector.

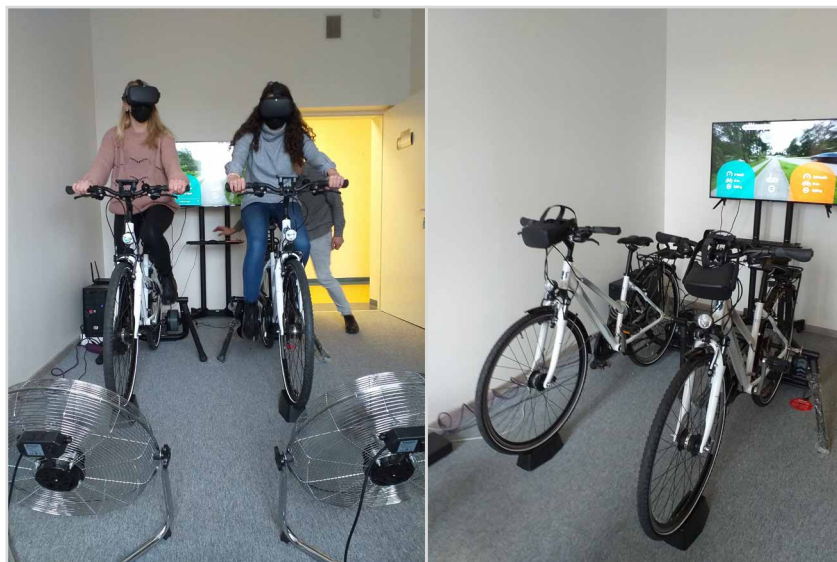
The layout of the Model for Cross-Sectoral Cooperation is sometimes confusing; it would be easier to use and understand the Model by improving the layout.

The first time the Model was used during the practical training in Kaunas before setting up the pilot project – the Planning stage was analysed. The Model was used as a checklist and some points were used as topics for the meetings with stakeholders. The motivation domain was particularly useful – to set the common goals to motivate partners for cross-sectoral cooperation.



Future plans

After the end of pandemic, it is planned to invite the target group to come to Klaipėda City Public Health Bureau to use the VR tool. Moreover, it is planned to continue providing events during the European Mobility Week and involve new stakeholders in the activity plan with their events.



For more information:

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Photos by Laura Kubiliūtė

Prevention and health protection of children in preschool age

City of Suwałki Poland



Suwałki is a city situated in Poland in Podlaskie Voivodeship in north-eastern Poland, on the Czarna Hańcza river, in proximity to the borders with Lithuania, the Russian Federation and Belarus.

Suwałki is a city with district rights, the seat of the rural district and community. The city covers an area of 65.5 sq. km and is inhabited by around 70 thousand citizens. It is the second, after Białystok, largest city of the Podlaskie Voivodeship.

A postglacial landscape, full of tiny lakes, hills and dense forests – this is where Suwałki lies. It is often said that Suwałki region has this “fairy-tale” kind of beauty, and that each landscape is a ready-made postcard. The town is said to be the coldest spot in Poland (we even have a polar bear as our city mascot). We prefer to call it “a serene place”, for a cheerful spirit that is always present here, and the harsh climate which favours human kindness.

Challenges and activities carried out during the pilot to tackle them

The Strategy for Solving Social Problems of the Suwałki Municipality for 2016-2025 shows that problems in children’s health related to non-communicable diseases based on our lifestyle now occur at a higher rate than in the past.

We believe that these problems which very often present themselves in preschool age may have a negative impact on future life quality and foster potential future diseases. Therefore it is better to tackle these problems in the early stages or prevent them before they even occur. As the causes of children’s health problems are oftentimes complex, a multisectoral approach is the best methodology to apply.

Realisation of activities (sports & healthy nutrition) for kids in preschool age from kindergartens and preschool units (also through using AR tools purchased in the project). Higher level of knowledge about nutrition & healthy lifestyle.

A working group was created. Members of this group included representatives from the public and private sector of healthcare/education/NGOs etc., such as directors of kindergartens, entrepreneurs, representatives of administration, people involved in the self-assessment process and associated organisations. This group had a real influence on evolving the pilot scope, its realisation as well as counselling in the VR area.

Brief description of main activities:

1. Workshops – planned as open sessions for kids, parents, teachers, administration and service staff: 14 meetings and training sessions involving ca. 200 teachers and ca. 250 parents of children in pre-school age (at least 11 workshops were realised).
2. Pilots – organised in 3 educational units: ca. 220 kids in pre-school age.
3. Mass event “Day of Health for Pre-schoolers” (cancelled).
4. Purchase of XR tools for educational units.
5. Project document in the field of prevention and health protection of children in preschool age.
6. “Healthy gadgets” for kids in educational units.

Not all of the planned activities were completely put into action due to the pandemic (which impacted on the possibility for carrying out the mass events). We have already finished actions in educational units (1 kindergarten and 2 primary schools with pre-school units):

- 11 workshops;
- pilots (which were organised for longer than originally planned – 13-month duration);
- Purchase of XR tools for educational units;
- First purchase of healthy “gadgets”.

The exemplary topics of these educational events:

- corrective gymnastics with elements of Bilateral Integration and sports activities with elements of Sensoplasty;
- movement exercises with Sensory Integration;
- general development classes with elements of music psychotherapy and hand therapy;
- general development exercises with elements of art therapy and relaxation training;
- games and activities – sports competitions in groups.

Experimenting through pilots – Pilot activities were planned to be started in 2020 after (or approximately by the time) of last workshop organisation. Public tender for workshop organisation was published on 20 December 2019. There were 2 tenders for XR tool purchase.

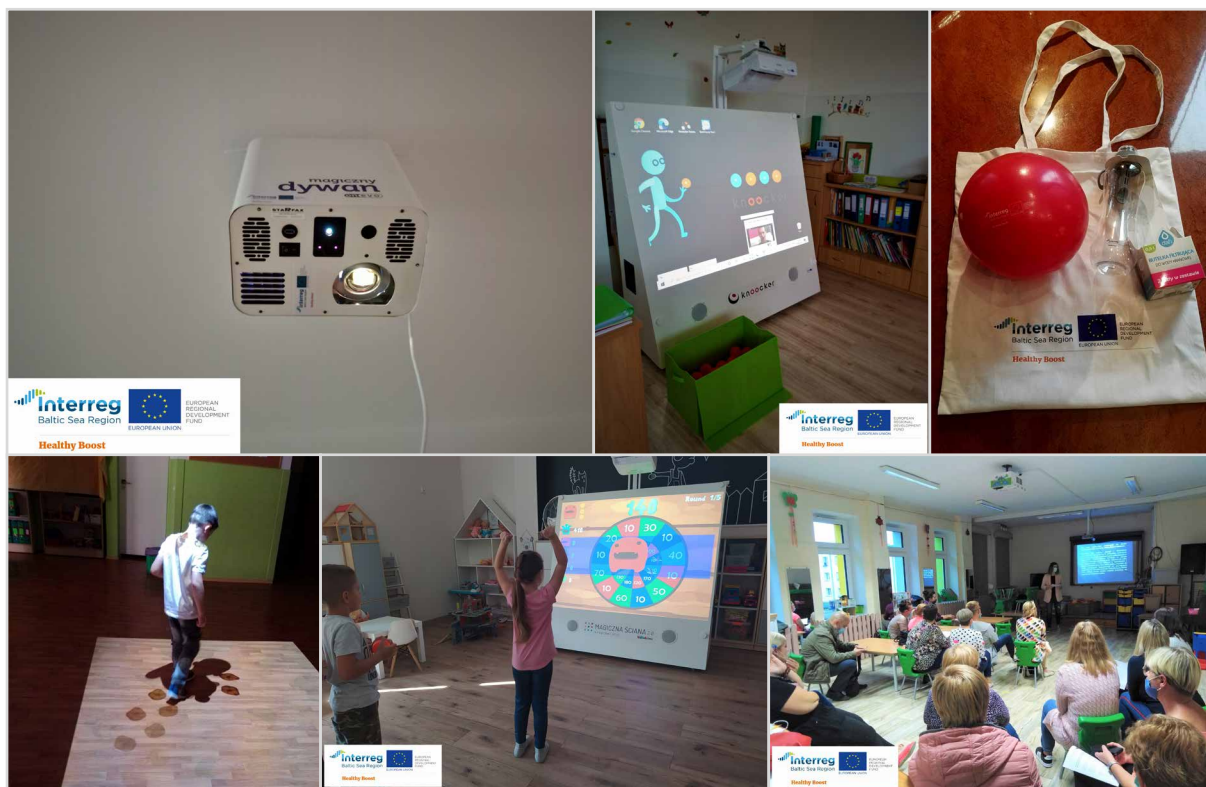
First meeting of the working group took place on 23 August 2019 in the City Hall of Suwałki. During this meeting led by a project expert there was a presentation which included the main goals of the Healthy Boost project, implementation schedule and the project budget, explanation of issues related to the cross-sectoral cooperation model, and presentation of training sessions/workshop proposals in the field of healthy nutrition & lifestyle. Moreover, during the meeting there was a proposal from the directors of kindergartens and primary schools regarding the inclusion in workshops of authorising officers responsible for the appropriate planning of meals (not just teachers, parents and kids).

Moreover, initial ideas about possible XR tools were discussed and proposed from working group members. This had a real influence on evolving the pilot scope, its realisation as well as counselling in the VR area.

Consultation about XR/AR tools with Tiina Vuorio (Project Lead, Helsinki XR Centre) during the meeting in Riga confirmed that the purchase of the assumed items (magic floors and interactive wall) meets the objectives of the project & pilot activities.

Sucesses achieved during the piloting and how they were measured

Realisation of all activities in the project budget frames. Coronavirus restrictions kept and adopted in project lifetime. Some activities in Project was changed (no mass event, more AR tools). See the photos.



Enablers and barriers in pilot

There were some challenges connected to the coronavirus (i.e. restrictions to working in the educational units). Project staff successfully overcame these problems. They were overcome by project budget changes, extension of the pilot implementation timeline, developing different actions (second XR tool purchase).

Benefits of engaging city residents, SMEs and city administration

Benefits of engaging city residents and SMEs

The pilot resulted in improving children's skills and habits in the fields of sport and recreation, as well as developing sports interests and healthy nutrition habits.

There were 12 XR tools purchased for educational units.

Feedback from city residents and SMEs

Interesting XR tools purchased in project. Pilot & workshop activities also well conducted and needed in daily education of kids in pre-school age.

Feedback from city administration

There is need to continue such actions after HB project.

Use of the Model for Cross-Sectoral Cooperation

- + Well-thought-out and easy to implement
Clear construction
Planning is the key to success. All tools which can be useful in offering a viable action plan are welcome.
- We don't see the area in which this Model can be changed. We cannot take out some parts of it without losing the fundamental context.

However, perhaps a small script "for beginners" or a more "handy" tool will make it easier to promote the Model and encourage people to get to know it.

The "binding" working version of the Model was presented in Kaunas, November 2019 – so almost one year of the life of our project was devoted to it. But during this time we had to act on our preparations for pilots & workshops.

Nonetheless, previous working versions of the Model were used in the preparatory steps of the pilots (planning the scope of pilots, main beneficiaries, possible difficulties, etc.), especially by the project team.

The Model was presented and shared with members of the working group and probably during workshops & pilot activities (project coordinator prepared the scope of information, which is accurate for participants of these activities).

Future plans

There is still a need for additional activities for children (we will continue similar actions dedicated to kids in the next EU project – "Be Active Be Healthy II" The INTERREG V-A Lithuania – Poland Programme), XR tools are very helpful in the daily actions of educational units.

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🌐 <https://um.suwalki.pl/mieszkaniec/projekty-unijne-lata-2014-2020,3556/projekt-healthy-boost-interreg-region-morza-baltyckiego-2014-2020,2581252>

Photos by Emil Sieńko / property of the City Hall of Suwałki

Together against the COVID-19 pandemic

City of Poznan Poland



Stock photo

Poznań is one of the biggest cities in Poland with over 500,000 inhabitants. Located between two capital cities – Warsaw and Berlin – it combines western style and eastern energy.

The picturesque capital of Wielkopolska province is today a major economic, commercial, scientific, cultural and tourism hub in Western Poland; it's home to the country's most important trade-fair complex and possibly the most spectacular town hall you'll ever see.

Challenges and activities carried out during the pilot to tackle them

- Lack of infrastructure and protective equipment in hospitals at the beginning of the COVID-19 pandemic;
- Lack of coordinator who will organise collection of equipment and other goods for hospitals;
- Lots of bottom-up initiatives to help hospitals – many people wanted to help, but didn't know how to do it, or did it by themselves, which was problematic for logistical and safety reasons.

Brief description of main activities:

- Assessment of the hospital's situation and creating consistent, clear and easy-to-recognise external communication to inform citizens about the current needs;
- Coordination of the donations for hospitals and other institutions with help from NGOs (storage space, logistics and distribution);
- Creation of a system to communicate with citizens, hospitals, etc., with volunteer help from Poznań University of Economics and Business.

Sucesses achieved during the piloting and how they were measured

- The disorder was stopped on our own initiative;
- Over 3000 citizens and companies involved in help for hospitals, etc., by donating goods and money;
- Hospitals were secured during the worst time and medical staff received nutrition and help needed without being concerned with logistics;
- Cross-sectoral cooperation was a huge success and helped us survive, which would be impossible without combining efforts.



Photo by Paulina Dawid



Source Centrum Kultury Zamek

Enablers and barriers in pilot

+ High motivation of citizens and companies to support the hospitals – we didn't have a problem with finding help, only with coordinating it;
Partners, who took a great deal of responsibility and created solutions, which eased our work;
Trust between partners.

– Despite the fact that the information was published on official sites and FB pages it didn't reach as many people as it could;
Motivation was decreasing and during the second wave of the pandemic the response scale was lower;
It was hard to reach decision makers, some decisions were delayed.

Benefits of engaging city residents, SMEs and city administration

- Hospitals and other institutions could work, mostly thanks to the SMEs and citizens.
- Healthcare workers were safe and received a great deal of support (both material and moral). Cooperation with NGOs and university ensured needed resources.

Feedback from city residents and SMEs

- For citizens and SMEs the biggest advantage was a feeling of fulfillment. Helping others during the pandemic made them feel that they can do good and have some influence on a hard situation.

Feedback from city administration

- They realised there is huge potential in cross-sectoral cooperation and there are a lot of people who want to be helpful during a crisis while not expecting anything in return. The network developed during the pandemic will exist afterwards and will benefit future projects.



Photo by Zuzanna Kwiatkowska

Use of the Model for Cross-Sectoral Cooperation

- +** Motivation, we remembered how important it is to maintain a partner's motivation.
We knew that it is important to check how the plan is working in practice.
We planned both external and internal communication, we checked all available tools. This was useful, because during implementation we didn't have to worry about how we would communicate.
- The stages and domains were chosen correctly, but there is a lack of practical solutions.
Questions asked in the Model sometimes left us with more questions.

We used the Model when, due to the coronavirus pandemic, we were forced to change the pilot plan. We used it to plan actions and find the right partners. We used it to plan the communication and we were constantly checking it to maintain the motivation of the project team.



Photo by Zuzanna Kwiatkowska

Future plans

- We are planning to create a strategy which will help with both internal and external communication in the City Hall.
- We are planning to continue working with partners on different projects and use each other's knowledge, experience and resources to make them better.
- We want to have more one-on-one meetings with other NGOs and on this basis create better connection and trust. More personal relations help in cooperation.
- We are also going to develop cross-sectoral cooperation and create networking meetings, e.g. in the form of speed dating.



Stock photo

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🌐 www.poznan.pl/mim/ngo/dzialania-w-ramach-projektu,p,16057,35145,49233.html

🌐 www.facebook.com/Pozarzadowy.Poznan



Healthy Boost

