

EMPOWERkids



Health and social education for children

PROJECT SEMINAR

Jurmala, 26 September 2017



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ABOUT THE PROJECT



Health and social education for children

“EmpowerKids – Health education and social advice
for low-income families with young children”

PARTNERSHIP

- Baltic Region Healthy Cities Association (Lead Partner)
- University of Turku
- Rakvere College, Tallinn University
- Jurmala City Council Welfare Department



Turun yliopisto
University of Turku



TALLINN UNIVERSITY
Rakvere
College



Jurmala



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BASIC INFORMATION

Duration: 1 April 2016 – 31 March 2018 (24 months)

Total budget: 261.460,00 EUR

ERDF: 207.757,40 EUR

Financing: Central Baltic Programme
Project partners



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PROBLEM

- Low health literacy of young children from low-income families;
- Differences in health status between the children from poorer and richer families;
- Lack of modern, attractive and empowering methods for health and social education for children.





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SOLUTION

- Development of the EmpowerKids Tool – an online game on nutrition, physical activity, daily rhythm and family resources;
- Trainings for social workers, kindergarten teachers and other users of the tool;
- Interviews with children;
- Healthy workshops.





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CHALLENGES, LESSONS LEARNED, RECOMMENDATIONS



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CHALLENGES ON THE WAY

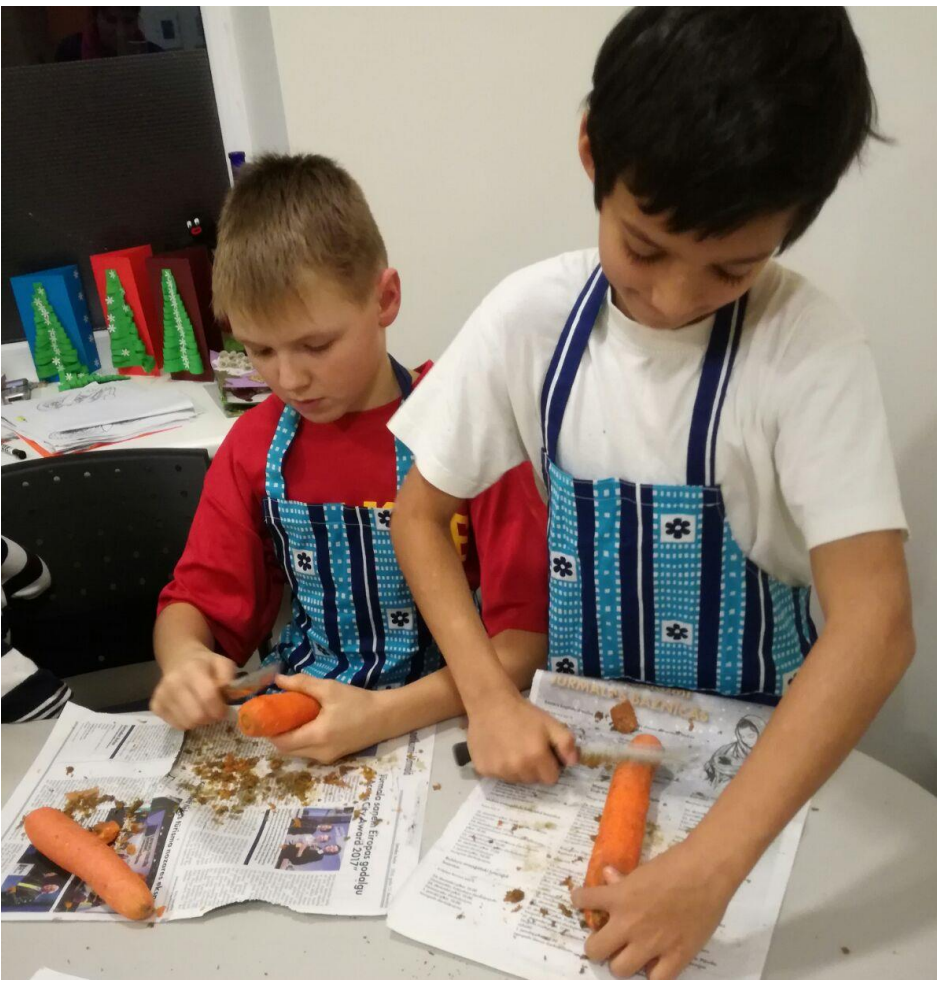
A bit of challenge when it comes to content:

- To create the united physical activity and nutrition recommendations for all countries,
- To find the way how to expand the usage of the tool for the new users,
- To get the parents interested in workshops and the municipalities in the work.





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BENEFITS FROM CROSS-BORDER COOPERATION

“As the world around us is changing very quickly, the cross-border cooperation becomes more and more important. It is a good possibility to learn from each other and to adapt this new knowledge to the benefit of your own country.”

- Meeting new wonderful people,
- Creating new ideas and synergy,
- Learning about the working cultures in other countries,
- Thinking outside-the-box,
- Seeing the wider picture.

POTENTIAL OF THE PARTNERSHIP IN THE FUTURE

“Yes, I’m very sure in this! Every cooperation starts from the first step - meeting new people means that you need time to get to know each other at first. And as we have already worked as a team and we have had very fruitful and inspiring cooperation, there are good conditions for continuing with next project.”

- **The partners will continue the work** with the EmpowerKids Tool and possibly also on the other health games developed by University of Turku,
- **The partnership could still be expanded** – Rakvere municipality and City of Turku could be engaged better.
- **Organizing study visits** for the representatives of the municipalities,
- **Common initiatives** for the training of the social workers and kindergarten teachers via e.g. Erasmus programme.





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THANK YOU!

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