

EMPOWERkids



Health and social education for children

CENTRAL BALTIC PROGRAMME
ANNUAL EVENT

Mariehamn, 21 September 2017



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ABOUT THE PROJECT



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“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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What have been the main challenges in your project implementation?

Challenging administration:

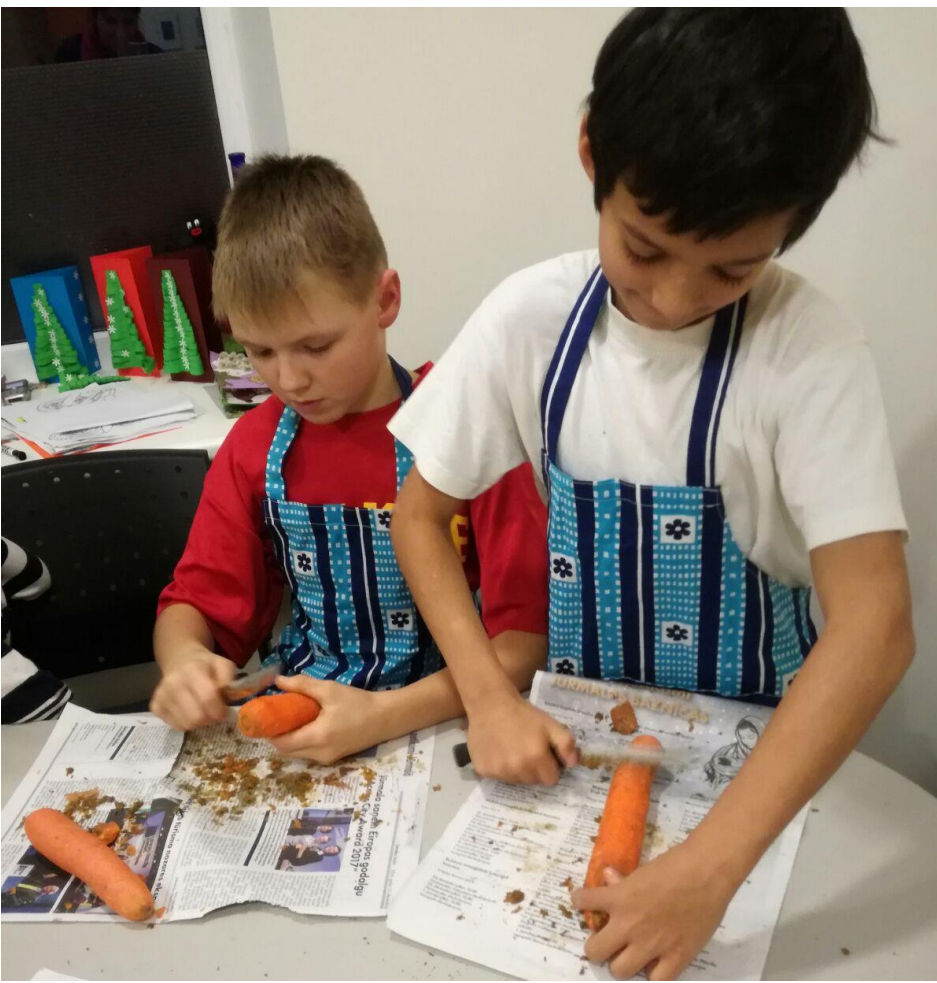
- Reporting, especially the financial part,
- The delays of the FLC,
- Ineligibility of the groceries bought for workshops with children.

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.



What kind of benefits have you experienced from cross-border cooperation?



So many!

“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.”

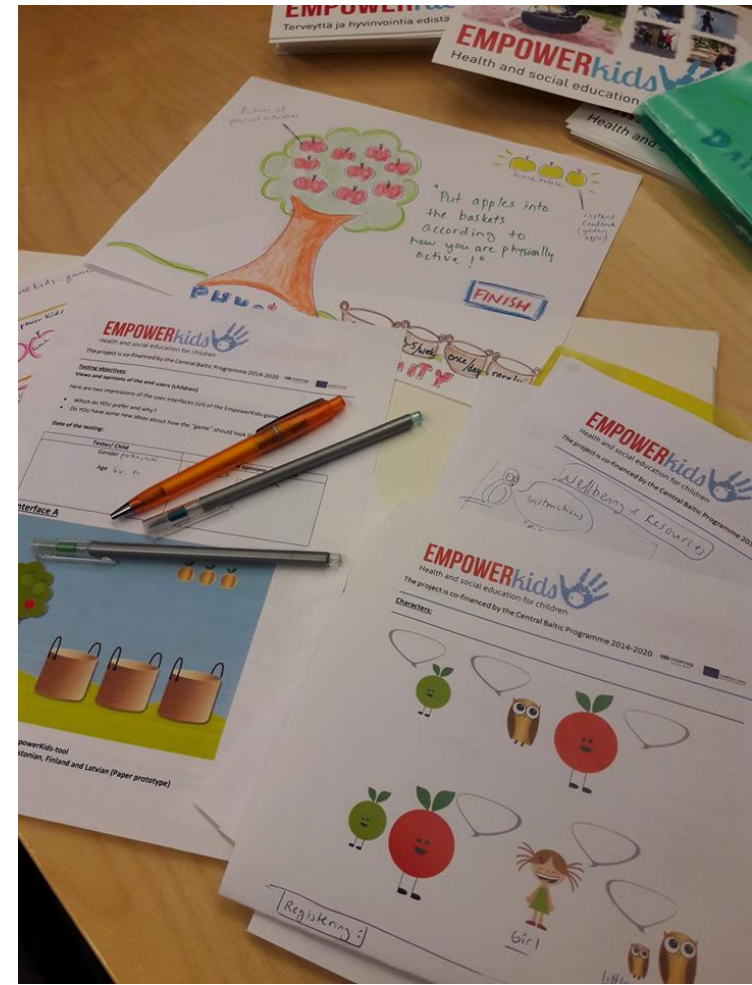
- Meeting new wonderful people,
- Creating new ideas and synergy,
- Learning about the working cultures in other countries,
- Thinking outside-the-box,
- Seeing the wider picture.



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What would you do differently if you would start to plan a Central Baltic project now?

- ✓ **Build** the full partnership for a given project proposal before the call is open – later there is little time and lots of stress.
- ✓ **Explore** the communication via social media better to cut costs on the traditional promotional materials.
- ✓ **Include** the costs for the participation in conferences promoting the project outside of the partnership.
- ✓ **For the e-tools:** create a clear strategy for its dissemination after the project.



Do you think there is a potential of this partnership to continue the cooperation in the future? In which way?

“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.





What would be your message to those who are planning the next (2021 – 2027) programming period (re challenges, partnerships)?

“To find the ways to implement sustainable practices to promote the wellbeing of children, and how to plan the services that can be utilized even when the project is over.”



- Be more flexible with costs for better project results,
- 1 month for FLC work and 1-month for closing,
- Faster payments from the CB Programme,
- Better training about the Programme's principles, especially in Sweden,
- Online trainings on eMS for partners,

Social challenges valid all the time – exchange of experiences and building networks necessary.

Partnerships for next period: as wide as possible, can Lithuania be included, is Sweden committed?



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THANK YOU!

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