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# Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity

JA2015 - GPSD [705038]

START DATE: 01/01/2009

END DATE: 01/01/2011

DURATION: 24 month(s)

CURRENT STATUS: Finalised

PROGRAMME TITLE: Second Programme of Community action in the Field of Health 2008-2013

PROGRAMME PRIORITY: -

CALL: Promote Health (Hp-2008)

TOPIC: Improving mental health and healthier living

EC CONTRIBUTION: 250000 EUR

KEYWORDS: Children, Health education, Impementation, Obesity, Physical Activity

PORTFOLIO: Nutrition and physical activity, Population groups

## General objectives

ACTIVE proposes a new and fresh approach to engaging European children between 5-8 years old.

The ACTIVE partnership will co-produce a cutting edge cartoon animation that tells positive, inspiring and fun stories about healthier living, focusing on healthy eating and physical activity. The animation, along with a tailor-made teaching pack to support the integration of the cartoon animation itself into formal education, will show how a healthy diet along with physical activity can significantly improve their life and their future.

## Strategic relevance and contribution to the public health programme

ACTIVE is fully compatible with the HP and its 2008 WP as it places emphasis "on improving the health condition of children and young people and promoting a healthy lifestyle and a culture of prevention among them". In addition the project addresses the HP`s objective "to promote health, including the reduction of health inequalities and to generate and disseminate health information and knowledge".

Also, ACTIVE is in line with the Health Council conclusions of May 2007 which noted: "with concern the increase in overweight and obesity throughout the EU, in all population age-groups, especially among children" and invited MS "to reduce the number of overweight and obese persons, in line with the goals set out in the Badenweiler Memorandum and the European Charter on Counteracting Obesity".

## Methods and means

ACTIVE work programme will be structured as follows:

- An initial phase of content development involving the animation team, experts on food and nutrition and a network of children Museums and schools across 6 European countries;
- The creation of a Pedagogic Evaluation Committee and a focus group of 600 children from 6 EU schools (Italy, Ireland, Poland, Bulgaria, Belgium and Spain) to evaluate the contents and the impact of the cartoon animation and the teaching pack;
- An international cartoon animation co-production - a creative form of communications which children enjoy watching and are captivated by;

- An integrated communication plan which will be carried out throughout the implementation of the project. The aim is to distribute the cartoon animation free of charge to broadcasters (TV channels, networks and any other form of transmission by cable, satellite, analogue and digital) and through online and other interactive formats all over Europe.

## Expected outcomes period

As a result ACTIVE will aim to:

- Directly reach young Europeans and help them adopt healthier behaviours;
- Indirectly raise awareness among their educators and parents.

## COORDINATOR



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## PARTNERS



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## D01 - Consortium Agm (EN)

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## D02 - Interim technical report - revised track changes (EN)

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## D03 - Project websites (EN)

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## D04-01 - Dissemination Deliverables (EN)

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## D04-02 - healthy living front (EN)

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D04-03 - healthy living back (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D05 - Information Material (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D06-01 - First Questionnaire (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D06-02 - Second Questionnaire (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D06-03 - Questionnaires (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009



## **D07-01 - First Questionnaire Report (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D07-02 - Second Questionnaire Report (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D07-03 - Questionnaire Reports (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D08 - Teaching Pack (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D09 - Final Cartoon Animation (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)

Published on: 01/01/2009

## **D10 - Final technical report revised (EN)**

Business Solutions Europa Limited

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009

## **D11 - Evaluation Report (EN)**

Business Solutions Europa Limited  
Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009

## **D12 - Video**

Business Solutions Europa Limited  
Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009

## **Final technical (EN)**

Business Solutions Europa Limited  
Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009

## **Financial Report (EN)**

Business Solutions Europa Limited  
Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009

## **Internal Assessment (EN)**

Business Solutions Europa Limited  
Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity (ACTIVE)  
Published on: 01/01/2009