



HEALTH4EUkids

Your Kids' Health, Our Priority

WP4 in-person Meeting

PRE-CONFERENCE - 17th EUPHA Conference 2024

12 November 2024 – Lisbon, Portugal



Data overview from SWOT Analysis on Transferability and Sustainability of Best Practices in the context of the Joint Action Health4EUKids

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**NATIONAL CENTRE
DISEASE PREVENTION
AND HEALTH PROMOTION**

Italian WP4 Group:

WP4 leaders – Angela Giusti and Chiara Cattaneo

ISS Working Group – Vincenza Di Stefano, Paola Scardetta, Francesca Zambri, Annachiara Di Nolfi, Arianna Dittami, Gabriella Martelli, Eva Appelgren, Sabrina Sipone, Roberta D'Angelo.





Background

Childhood obesity is a critical public health challenge in the EU, especially in low-income communities. The Health4EUkids Joint Action seeks to address this issue through two best practices implementation: Grünau Moves and Smart Family. These initiatives aim to promote physical activity and healthy eating habits in children, especially in disadvantaged areas.

Objective

To identify **facilitators** and **barriers** that impact the successful planning, implementation and scalability of these BPs in diverse EU contexts

Methods



Qualitative SWOT Analysis



Online survey and Discussion Group



May-August 2023



EU member states of the Health4EUkids Joint Action (HADEA n.101082462)



Results (1)

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EU Respondents collected [N=31]

Respondents	WP5 Grünau Moves	WP6 Smart Families
Member States involved	12	5
WP leaders	1	1
Best Practices owners	1	1
Municipalities	10*	/

* Only from the implementation of *Grünau Moves*





Results (2) Overview of Strengths and Weaknesses



STRENGTHS

Internal Factors Supporting Success

- **Transdisciplinary Approach:** The interventions leverage expertise from various sectors, which fosters an integrated approach to health promotion and ensures a broad perspective
- **Existing Local Networks:** Integration with established community structures and partnerships
- **Participatory Planning:** Involving stakeholders and community members in planning increases
- **Flexibility in local adaptation:** Ensure the scaling up of the actions



WEAKNESSES

Internal Challenges

- **Funding Limitations:** Over-reliance on EU project funding limits the sustainability of the interventions, especially beyond the initial project period
- **Coordination and Alignment:** Coordination can be hindered by conflicting interests and misaligned goals among stakeholders
- **Limited Human Resources:** The shortage of dedicated personnel, affects the interventions' continuity and scalability
- **Top-down approaches:** Limits adaptability and community empowerment



Results (3) Overview of Opportunities and Threats



OPPORTUNITIES

External Conditions to Leverage

- **Additional Funding Streams:** From national or EU sources, as well as forming partnerships with private or public sectors
- **Growing Public Awareness:** It can create more political will and public support for health promotion programs
- **Synergies with Other Programs:** It can enhance scalability by pooling resources and increasing the interventions' impact



THREATS

External Barriers to Overcome

- **Bureaucratic Obstacles:** It can impede the smooth implementation and scaling of the interventions
- **Data Gaps:** The lack of updated epidemiological data limits the ability to accurately assess the needs of target populations, making it difficult to effectively tailor interventions
- **Resistance to Change:** It can result in resistance to new health promotion models, particularly in areas where more traditional health care approaches dominate



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Conclusion and key messages

Transferability: To ensure effective transferability, it is crucial to perform thorough context analysis and adapt the interventions to local socio-economic and cultural factors. The interventions should also emphasize stakeholder engagement at the early planning stages to align goals and priorities.

Sustainability: Sustainability hinges on securing long-term funding and establishing local management structures that can maintain momentum after the initial project period. Capacity building for local professionals is also vital to ensure the interventions endure beyond external support.

Scalability: The interventions can be scaled successfully when applied to smaller community or city-level contexts. Flexible frameworks and pilot implementations should be used to assess feasibility before expansion, ensuring the adaptability of the interventions.



The **identification of facilitators and barriers in the Best Practices implementation** can **support the definition of strategies** to ensure **more effective and sustainable outcomes** in future health promotion initiatives across different European regions.



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Thank you!

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