



Chapter 7

JOGG, the Netherlands

**jongeren op
gezond gewicht**

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JOGG website: jongerenopgezondgewicht.nl

1. JOGG programme overview

1.1. Realisation process

The JOGG approach (Jongeren Op Gezond Gewicht; Young People at a Healthy Weight) is a movement in the Netherlands that encourages all people in a city, town or neighbourhood to make healthy food and exercise an easy and attractive lifestyle option for young people (0-19). At national level, the JOGG approach is coordinated by the foundation Jongeren Op Gezond Gewicht based in The Hague.

The approach focuses on children and adolescents, along with their parents and overall environment. The JOGG approach advocates for a local approach in which not just the parents and health professionals, but also shopkeepers, companies, schools and local authorities join hands to ensure that young people remain at a healthy weight. The JOGG approach started in 2010 and is based on the successful French programme EPODE (Ensemble, Prévenons l'Obésité Des Enfants).

At the time of this publication, the JOGG movement consists of 83 municipalities. Each municipality commits to the JOGG approach for a minimum of 3 years. They appoint

a local JOGG coordinator and pay an annual commitment fee. In return, Jongeren Op Gezond Gewicht supports local authorities and their local partners with the implementation of the JOGG approach. One requirement to start with the JOGG approach is that the full council of the municipality adopt the approach and that they embed the JOGG approach in their local policies. Moreover, the local municipalities are expected to continuously monitor and evaluate the effects, activities and process of the JOGG approach.

1.1.1. *The JOGG pillars*

The JOGG approach consists of five pillars: political commitment, co-operation between the public and private sectors, social marketing, scientific support and evaluation, and linking prevention and healthcare. The first four pillars correspond with EPODE's four pillars. The fifth pillar "linking prevention and healthcare" has been added in the Netherlands.

The five critical pillars, which are seen as the conditions for success in the local communities, form the foundations of the JOGG methodology:

Political commitment

Healthy weight, as part of a healthy lifestyle, is an important topic in local politics and must be adopted in relevant policy documents. Mayor and aldermen are familiar with, interested in and actively involved in the JOGG movement.

Co-operation between the public and private sectors

Both public and private entities are closely involved with the JOGG approach. For instance, as part of the local project team they could generate ideas, provide communication resources, or contribute financially to the activities of the approach.

Social marketing

The essence of social marketing is to getting to know your target group. Social marketing applies a « customer oriented » approach in order to create sustainable behaviour change. JOGG municipalities apply the principles of social marketing to their local situation.

Scientific support and evaluation

The JOGG approach will be monitored and evaluated both in terms of process and outcome. JOGG municipalities use the most effective interventions and will measure the effects. The process will be evaluated and adjusted if necessary. BMI, health behaviour and the healthy environment of young people in JOGG communities will be monitored.

Linking prevention and healthcare

In Dutch JOGG towns, care professionals identify overweight at an early stage. By linking preventive care with healthcare structures, young people will receive the support they need.

1.1.2. *Ambition*

The overall ambition of the JOGG approach is to work towards a society that offers all young people the chance to live, learn, recreate and work in an environment in which a healthy lifestyle is the common practice.

1.1.3. *Aims*

With the JOGG approach, municipalities aim to reverse the increasing trend of young people (0-19) with overweight/obesity. Municipalities are encouraged to use the following sub-aims:

- Increase the amount of young people that achieve the recommended level of daily physical activity;
- Reduce the intake of sugary drinks and increase the water intake;
- Increase the amount of young people that consume a healthy breakfast;
- Increase the daily intake of fruit and vegetables;
- Ensure that every setting (neighbourhood, school, home, healthcare) offers healthy options and promotes physical activity.

Target group, settings and reach

The JOGG-approach focuses on young people aged 0 to 19 years old and their social and physical environment (e.g. parents and school). The JOGG approach stipulates the importance of addressing multiple settings in order to promote a healthy environment in which young people and adults live and work, like school, the neighbourhood, the sports club and work place.

Jongeren Op Gezond Gewicht has started with the local dissemination of the approach in 2010 in Zwolle. At the time of this publication, 83 municipalities in the Netherlands are using the JOGG approach. This number of municipalities is expected to increase over the coming years. Within most JOGG municipalities, the programme specifically focuses on the neighbourhoods that experience the greatest challenges in terms of socioeconomic and health status.



1.2. Organisation

1.2.1. Organisation at national level

Besides the JOGG approach, Jongeren Op Gezond Gewicht also carries out the following programmes and national campaigns:

- Healthy Environment (including healthy canteens at schools, sports and work, healthy school approach, healthy work), and;
- Theme campaigns such as “DrinkWater” (water drinking) and “Gratis Bewegen” (moving and playing for free).

Regarding the JOGG approach, the main aim of the foundation is to support the local implementation of the programme. This support consists of tailored advice and coaching. The foundation also offers a broad selection of tools, templates and materials that can be used locally.

For the years 2015 to 2020, the foundation has defined the following goals:

- Working on a healthy environment with structural attention to a healthy lifestyle and a healthy weight, reaching at least 1 million children and young people;
- Getting to similar results as the 75 JOGG municipalities that illustrated a measurable increase in the number of children with a healthy weight.

Currently Jongeren Op Gezond Gewicht consist of 22 staff members and has 6 board members. Former Dutch politician Paul Rosenmöller chairs the foundation. The Dutch Prince Pieter-Christiaan van Oranje and one of the candidates of the 2011 So You Think You Can Dance contest, Juvat Westendorp are the national ambassadors of Jongeren Op Gezond Gewicht.

Designing a healthier environment for the young generation is not something that Jongeren Op Gezond Gewicht does alone. Both at national and local level Jongeren Op Gezond Gewicht works together with partners from both the public and private sector.

Partners at national level

At national level, the following partners have committed themselves to the ambition of Jongeren op Gezond Gewicht:

Public and social partners

Zorgverzekeraars Nederland (ZN)(Association of all Dutch healthcare insurers)

- Nederlandse Hartstichting (Dutch Heart Foundation);
- Nederlandse Vereniging van Diëtisten (Dutch Association of Dieticians);
- NOC*NSF (Netherlands Olympic Committee*Netherlands Sport Federation);
- Koninklijke Vereniging voor Lichamelijke Opvoeding (KVLO)(Royal Association for Physical Education);

- Vereniging van drinkwaterbedrijven in Nederland (Vewin)(Association of all drinking water companies in the Netherlands; 10 companies);
- Centraal Bureau Levensmiddelenhandel (CBL)(Branch association for supermarkets and food services in the Netherlands; 26 companies);
- Federatie Nederlandse Levensmiddelen Industrie (FNLI)(Federation of the Dutch Food Industry; 450 companies and 9 branch organisations) (Vereniging Nederlandse) Cateringorganisaties (Veneca)(Association of Dutch Catering Organisations; 9 members);
- PO-raad (Dutch Council for Primary Education);
- VO-raad (Dutch Council for Secondary Education);
- MBO-raad (Dutch Council for Intermediate Vocational Education).

(updated information can be found at: <https://jongerenopgezondgewicht.nl/partners>)

Private partners

National private partners support the JOGG movement by:

- Improving the marketing expertise of JOGG by contributing to marketing and communication of the JOGG message and supporting the design and implementation of the social marketing training for JOGG municipalities;
- For this, a marketing group with 5 of the 6 national private partners was installed.
- Helping involve new JOGG municipalities located in national partners' cities;
- Communicating about JOGG and overweight through its own communication channels;
- Financially supporting the national JOGG budget;
- Supporting one or more local JOGG municipalities in their activities, knowledge, communication, and so forth;
- Albert Heijn (leading food retailer in the Netherlands with over 930 stores) Supermarkets, convenience stores, and online shopping and delivery for food and non-food; also in Belgium and Germany);
- Albron (food service organisation with more than 1,000 locations in companies, governments, hospitals, nursing homes, leisure and education);
- Zilveren Kruis Achmea (health care insurance company with over 3.5 million members)
- FrieslandCampina (Royal FrieslandCampina is one of the world's five largest dairy companies, has offices in 28 countries and sells products in more than 100 countries);
- Nutricia (brand of Danone for baby and child nutrition);
- Unilever (worldwide leading company in fast-moving consumer good, selling over 400 brands in more than 190 countries).

Knowledge partners

- Voedingscentrum (the Dutch authority that offers consumers scientific and independent information about a healthy, safe and more sustainable nutritional option);

- RIVM/Centrum Gezond Leven (Dutch National Institute for Public Health and the Environment that improves public health and a clean and safe environment);
- Nederlands Instituut voor Sport en Bewegen (NISB).

Other involved knowledge institutes are CBS (Statistics Netherlands¹), TNO² and the Mulier Institute³.

Scientific partners

Since the beginning, Jongeren Op Gezond Gewicht has worked together with the VU University Amsterdam and the Windesheim University of Applied Sciences in Zwolle on the monitoring and evaluation of the foundation and on the successful implementation of the pillar Scientific Support and Evaluation.

At the time of writing, Young People at a Healthy Weight is installing a scientific guidance group with representatives from policy, education and practice. This group will advise the foundation on how to optimize the national and local evaluations. Het Mulier Instituut (the Centre for Research on Sport in Society) and RIVM (Dutch National Institute for Public Health and the Environment) are carrying out the evaluation of the foundation's main objectives and programme targets.

Other scientific partners are joint in the Consortium Integrated Approach Overweight (CIAO) network: a consorted action of five major local collaborations in the Netherlands between academic institutions, community health services, local authorities and other relevant sectors (academic collaborations). The aim of the consortium is to provide elements of a coherent integrated multi-sectoral approach towards obesity prevention based on the principles of the EPODE programme⁴.

Financial support

The foundation is financed by the Ministry of Health, Welfare and Sport (VWS), with some additional financial support from the six national private partners (each €50,000⁵). In addition, the foundation receives a fee from each JOGG municipality

1. Statistics Netherlands is responsible for collecting and processing data in order to publish statistics to be used in practice, by policymakers and for scientific research. In addition to its responsibility for (official) national statistics, Statistics Netherlands also has the task of producing European (community) statistics. More information: <http://www.cbs.nl/en-GB/menu/organisatie/default.htm>.

2. TNO was founded by law in 1932 to enable business and government to apply knowledge. As an organisation regulated by public law, TNO is independent from any government, university or company. TNO connects people and knowledge to create innovations that boost the sustainable competitive strength of industry and well-being of society. More information: <https://www.tno.nl/en/about-tno/>.

3. The Mulier Institute is a Centre for Research on Sports in Society, in which Dutch sport researchers and sports scientists have joined forces. More information: <http://www.mulierinstituut.nl/english.html>.

4. More information on the CIAO network can be found at http://www.ciao-onderzoek.nl/what_is_ciao/.

5. Currently under negotiation for the upcoming period (2015-2020).

More information can be found at <http://www.voedingscentrum.nl/interactief-theater>, including a promo film (<https://www.youtube.com/watch?v=mHffQECVdAI>; in Dutch).

(<https://www.youtube.com/watch?v=Zhgu9dXqYj4>).

(€5,000 per year for municipalities with less than 50,000 inhabitants and €10,000 for the bigger municipalities).

The steering group is informed yearly about the financial situation. Governmental funding is based on the financial report outlined by the ministerial law and regulations.

1.2.2. *Organisation at local level*

The local organisation structure varies across JOGG municipalities, however most local structures include a steering group, a project group and various groups working on the JOGG-pillars. The local JOGG coordinator supervises the local organisation and collaborates with all relevant public and private partners at both community and municipality level. A local action plan forms the foundation for the local JOGG organisation.

Jongeren Op Gezond Gewicht offers support by giving advice and coaching and through knowledge sharing and best practices from other municipalities.

Partners at local level

The JOGG approach is a community-based programme. Creating change in a community is not something that the JOGG coordinator can do alone. It is therefore essential that relevant public and private partners are brought together in the local JOGG-network.

Most local JOGG-organisations involve several public and social partners like the municipality, the regional of municipal health services, health care institutes, welfare services, the education sector, and sports services.

JOGG municipalities also work with private partners such as food retailers, banks, housing, water, and sport companies. Private partners can contribute to the local JOGG approach in various ways. They can for example provide staff, make a financial or in-kind contribution, or offer their knowledge and communication channels.

Examples of local involvement in Zwolle:

- Abbott – this global healthcare company with its Laboratories division located in Zwolle contributes exclusively financially. The money is used for innovative activities to improve the approach in linking prevention and health care (the 5th pillar of the JOGG approach).
- Albert Heijn – this food retailer which is also a national private partner contributes to the JOGG approach in Zwolle by offering a variety of interventions that they developed.
- DeltaWonen, Rabobank IJsseldelta and Novon – the housing company, bank and cleaning company support the improvement of the physical environment of the two JOGG neighbourhoods. In both neighbourhoods they, together with other partners, put effort and financially contribute in order to realise an interactive Sutu wall (with or without a Sutu Court).
- Novon – a little bus of this cleaning company is used for the transportation of all equipment during the measurement of all 10,000 primary school children in Zwolle, within two months for monitoring.

- Zilveren Kruis – one of the divisions of the health insurer is located in Zwolle. Zilveren Kruis has financed the implementation of the Ik Lekker Fit!?! (I Am Fit!?) programme at 20 primary schools in Zwolle.

All of the mentioned partners have contributed by thinking along during local PPP-meetings in Zwolle.

1.3. Results

At local level, all JOGG municipalities monitor their efforts in terms of process and effects. The national JOGG team supports the municipalities with the monitoring and evaluation of the approach and disseminates local results. Mentioned below is a selection of results of the JOGG approach:

- The JOGG movement consists of 83 municipalities (July 2015);
- 10 JOGG municipalities continue their JOGG approach after the first 3-year period of cooperation;
- JOGG municipalities Zwolle, Utrecht, Rotterdam, Dordrecht en Amsterdam are the first municipalities who have shown results for the JOGG approach in the JOGG communities:
 - Zwolle: between 2009 and 2012, the percentage of primary school children with overweight in Zwolle has decreased from 12.1% to 10.6%.
 - Utrecht: in the period 2010-2014, the percentage of primary school children with overweight in the JOGG neighbourhoods has decreased from 25% to 22%.
 - Dordrecht: overweight amongst primary school children has decreased of 20% since the start of the programme.
 - Amsterdam: between 2011 and 2013, the percentage of primary school children with overweight at two JOGG schools in Nieuw West has decreased from 41.5% to 37.4%.
 - Rotterdam: the percentage of primary school children with overweight has decreased from 28.7% to 26.3%.
- More than 60 JOGG municipalities started with the thematic approach “Drink-Water”. A monitor at two primary schools in Rotterdam showed a 100 ml decrease in the intake of sugary drinks.
- All JOGG municipalities have the online toolkit and inspiration kit of the thematic approach Moving and Playing for Free at their disposal. Twenty municipalities have started with the implementation of this thematic approach. In October 2014, a commercial about this thematic approach was launched on national television.
- Beside the 5 national private partners, more than 120 partners (April 2014) are locally active. These are partners from the nutritional, sports, water, societal, financial and educational sectors.
- In the context of the 5th pillar of the JOGG approach (connecting prevention and health care), 8 JOGG municipalities started with the new lifestyle programme Life-style Energy Fun & Friends (LEFF), based on the MEND programme.

2. Social Marketing Activities

2.1. Introduction

Social marketing is a strategy that can be used to create sustainable behaviour change. It takes a consumer-centred approach and uses commercial marketing concepts and techniques to obtain positive societal or social changes (French & Blair-Stevens, 2010). At national level the concept of social marketing is used to develop thematic approaches. Locally, social marketing is one of the 5 pillars of the JOGG approach and is used to ensure that the local activities meet the needs of the target group.

2.2. Thematic approach

Approximately every year, Jongeren Op Gezond Gewicht develops one thematic approach. The essence of the thematic approach is to develop and create a healthy lifestyle for all local stakeholders. All local JOGG professionals work with the chosen theme for at least one year. This process is the first step in the social marketing approach. The second step is to decide how the activities linked to such a theme can be directed at a specific target group in a way that they achieve success.

The thematic approaches aim at:

- Awareness and behaviour change amongst children and young people and;
- Supporting mutual involvement amongst the “co-creators”: local JOGG programme managers, school board, management of sports clubs and management of day-care centres.

Three thematic approaches

In 2013, Jongeren Op Gezond Gewicht launched DrinkWater and in 2014, Moving and Playing for Free (Gratis Bewegen). In 2016, the theme Fruit and Vegetables will be launched as a national approach.

2.3. Launched themes

DrinkWater

It is known that drinking water helps against weight gain. Water is available and easy to access everywhere in the Netherlands. Jongeren Op Gezond Gewicht wants to make drinking water easy and attractive for JOGG communities. For the DrinkWater campaign an appealing concept has been designed that meets the needs of the JOGG professionals and end-users.

Since 2013 over 60 JOGG municipalities use the DrinkWater approach and pay attention to the promotion of drinking water. The attention is directed at young people

aged 0-19 years old and their parents. The core message of the campaign is that drinking water is easy and should be the first option when you are thirsty. Every municipality decides, together with local partners like schools and sports clubs, how the “DrinkWater” approach is carried out. The national JOGG team supports the local implementation by providing advice, materials and tools, such as water bottles, leaflets, posters and evaluation questionnaires. JOGG municipalities share their best practices with each other as well.



Source: Dineke Versluis

In 2014, the new (second) thematic approach called “Gratis Bewegen” was launched. Through this campaign, Jongeren Op Gezond Gewicht initiated a movement to increase physical activity amongst young children. The JOGG foundation and JOGG municipalities inspire parents, care providers, and their children to start with Gratis Bewegen. Gratis Bewegen raised awareness on physical activity and sport in daily situations: e.g. taking the stairs, cycling to school, climbing or playing soccer at a public park.

With this campaign, Jongeren Op Gezond Gewicht aims to show children and their parents how easy physical activity and sports can be. In the Netherlands, it is possible to move and play for free; always and everywhere. The positive message “Moving and playing for free, just do it!” recurs in all means of communication.

In 2014, Jongeren Op Gezond Gewicht launched a national TV commercial and Gratis Bewegen song. Children can also follow the campaign on Instagram. With the TV commercial (<https://www.youtube.com/watch?v=khuHZymFbQw>). Jongeren Op Gezond Gewicht aims to support all JOGG communities in their approach of making physical activity attractive and fun for children.

Jongeren op Gezond Gewicht supports the municipalities with the implementation of the campaign by providing advice, tools and materials, such as posters, an inspiration guide, and evaluation questionnaires.



2.4. Theme under construction

[Fruits and Vegetables](#)

The third upcoming thematic approach will be launched in early 2016. For this, Jongeren Op Gezond Gewicht liaises with the new national campaign of the “GroentenFruit Huis” (Vegetables & Fruit House).

3. EPHE Community

3.1. Chosen JOGG city

From Zwolle, the Windesheim University of Applied Sciences was -together with the VU University of Amsterdam- strongly involved in the process of implementation of EPODE in the Netherlands.

As a medium sized city with an enthusiastic mayor, Zwolle was thought to be the ideal pilot location for the Dutch JOGG approach in the Netherlands. Therefore, in 2010 Zwolle became the first JOGG municipality, supported by Windesheim University of Applied Sciences. The VU University of Amsterdam, where research was performed on the EPODE model, provided knowledge and guidance about the implementation process.

Since then, a broad network of institutes remains actively involved in the JOGG programme in Zwolle, with dozens of sustained activities per year, including activities associated with the DrinkWater and Gratis Bewegen campaigns of Jongeren Op Gezond Gewicht. The first positive effects were noted during the measurements in 2012.

One of the key successes of the JOGG approach in Zwolle is the strong cooperation between policy, (public and private) practice, education and research. Monitoring and evaluation were of high priority since the beginning.

3.2. City

Zwolle is a medium sized city with about 120,000 inhabitants.

Both the Dutch Law of Public Health and the Dutch Law of Social Support (Wmo) set the legal framework for the Health & Health Care programme in Zwolle. The aims of the relevant policy programmes in Zwolle are:

- The aim of the health policy is to improve or maintain the health of all people living in Zwolle, to improve equal opportunity for health (health equality), to decline health differences and to prevent disease;
- The policy on social support aims to offer the whole community possibilities to participate. With that, Zwolle improves social participation and prevents social isolation.

In 2013, the Health & Health Care total budget was 38 million euros, 10.5% of the total municipality budget.

The EPHE project was one of many (>100) activities and projects running under the umbrella of the JOGG approach in Zwolle, named Zwolle Gezonde Stad (“Zwolle Healthy City”). It is however the only project running in the neighbourhoods Aa-landen and Berkum.

3.3. Community

Two other neighbourhoods were chosen for the EPHE project, because Zwolle is a JOGG city that targets mainly the two most deprived neighbourhoods with the highest percentage of people with a low social economic status (SES) and the highest percentage of children who are overweight or obese.

The neighbourhood Aa-landen with 14,000 inhabitants was chosen because it is one of the most deprived neighbourhoods.

The other neighbourhood, Berkum (around 4,000 inhabitants) was chosen because it contains the lowest percentage of people with a low SES, the highest percentage of people with a high SES and the lowest percentage of children with an unhealthy behaviour and overweight or obesity.

3.4. Target group

In both neighbourhoods, the primary school with the most pupils was approached first for cooperation. Both schools were very willing to participate. The school located in the Aa-landen, OBS de Werkschuit, is a public school with more than 280 pupils, of which 116 were targeted by the EPHE project (grades 4, 5 and 6; aged 7-10) during the school year 2013/2014. The public school located in Berkum, OBS de Campherbeek, has 226 pupils, of which 84 were targeted in grades 4, 5 and 6 during the school year 2013/2014.

Parents were informed by the schools and their communication channels: website, newsletters, mailings and printed letters.

3.5. Local partners involved

Since the EPHE project is one of dozens activities and projects of the JOGG approach in Zwolle, the involvement of local stakeholders is different from those involved at city level.

Windesheim University of Applied Sciences was responsible for the project management. The regional health service, GGD IJsselland, was a member of the project team. Other partners involved in one or more activities or interventions were the school principals, dieticians and employees from SportService Zwolle.

4. Interventions Undertaken

General description of the EPHE actions for each year

4.1. 2012/2013

The first year focused on preparing the community, especially the schools, for the project implementation (e.g. “What do they already do?” and “What do they want to do?”), gaining support from the local potential partners in executing the preferred interventions and actions, and motivating families to get involved and on performing the baseline measurement (parental questionnaires) in June 2013.

4.2. 2013/2014

During the second year, from September 2013 until June 2014 after the baseline measurement, the interventions and activities focused on all four themes. Each theme was initiated with a kick-off event, a little gift for the children, and materials and supportive information for the schools, after which further activities focusing on the theme were undertaken during the rest of the year. All interventions and activities on the topic were offered to both schools.

In September 2013, the project started by analysing the school policies on water during school breaks and class, physical activity during physical education, fruit & vegetables

during school breaks and on healthy treats. The school policies were analysed by the school nurse and the prevention advisor of the regional health service. Both schools received their comments, advice, and examples of good practices.

At the beginning of October 2013, the EPHE project kick-off represented a big event for all 200 children from grades 4, 5 and 6 from both primary schools together at the Zwolle Top Sports Centre. This overall kick-off was combined with the national kick-off of the Children's Books Week, which this year had the topic "Sports & Play; Ready to start". During the kick-off event, all four themes were addressed, but the main focus was on physical activity. In addition to Windesheim University of Applied Sciences and the regional health service GGD IJsselland, Landstede, school for intermediate vocational education, and the Zwolle soccer club PEC Zwolle were involved. The press was also invited and present to communicate on the event.

Programme at a glance

- Simultaneously 5 minutes of rope jumping while blowing a party whistle to set an unofficial record for the Guinness Book of World Records;
- Simultaneous hopscotch jumps (changing legs every 30 seconds) as long as possible until there is a winner.
- Introduction of the school programme by the project leader and 2 players of PEC Zwolle (local sports heroes), explaining the importance of healthy living (all topics were addressed: drinking water, eating fruits and vegetables, quality of sleep and physical activity instead of screen time).
- The dance Ready to start! (Klaar voor de start) was part of the closure of the kick-off event.

During the rest of the school year, physical activity was targeted during several customary and additional activities. For example when the children were using the provided digital counting jumping ropes or the School Break Movement Package containing a manual for the teachers, 30 activity cards with 5 minute classroom movement games for each grade, 7 soccer balls, 7 foam balls, 8 meters long jumping rope, 10 yellow ribbons, 20 checkers, and other items. Or when reading the provided 20 children's books on the topic "Sports & Play".

In November 2013, the focus of the EPHE programme in Zwolle was on fruit and vegetables. Since then, both schools provided fruit and vegetables during the 10 o'clock break for three days and after 20 weeks twice a week to all children at school. Since then, other activities about nutrition were conducted during the rest of the school year by the schools (e.g. taste lessons provided by a dietician, including cooking lessons).

In March 2014, both schools organised a kick-off event with the theme "Water" consisting of a complete programme during one or more DrinkWater week. Since then, the schools kept adhering to the theme's objectives partly due to changes in their policy and to the provided water bottles in the classroom.

In May and June 2014, a newly developed intervention, an interactive theatre, on the final topic of "Sleep" was offered to all children from grades 4, 5 and 6 at both schools. At the same time and at the same place at the Windesheim University of Applied Sciences, an interactive theatre was offered to all children's parents. Due to the outcomes of the baseline results, the interactive theatre focused on setting rules and limits concerning all health topics.

To thank the schools and all children for their participation, each child received a "knapsack" made of a wooden stick and a handkerchief, containing an animal mask, binoculars, a bucket, a flyer with information about animal traces, and other items.

4.3. 2014/2015

During the third year, no additional EPHE interventions at school level were implemented. At neighbourhood level, the professionals of the JOGG movement in Aa-landen, Berkum and the focus neighbourhoods of Zwolle implemented activities and materials linked to the JOGG campaigns DrinkWater and Gratis Bewegen. This has bridged the gap between the EPHE project and the other interventions and activities of the JOGG movement in Zwolle, Zwolle Healthy City.

At city level, the JOGG interventions on health promotion and decreasing health differences amongst children and youngsters continued and expanded to other neighbourhoods, including Aa-landen.

Discussion points:

- Sometimes only one of the two schools was interested in the proposed activity. Therefore the intervention programme was not exactly the same for both schools.
- There has been no involvement of the JOGG programme of Zwolle during the EPHE project in Zwolle. This is different from other EPHE countries.

5. Remarkable activities

5.1. Most successful intervention

The most successful intervention of the EPHE project in Zwolle was the DrinkWater week. Both primary schools were very enthusiastic about this. For them, this was a rather new, but easy to implement and well-facilitated intervention programme. Schools were offered a manual, a day-by-day action plan, all necessary materials (water bottles, stickers, a zinc DrinkWater template (1m²), and other items), tools for monitoring and evaluation, instructions on performing a water dance for the water song, etc. A local Olympic ice-skating hero (Ronald Mulder) performed the opening of the DrinkWater week. This DrinkWater week also provided press outlets for the schools.

5.2. Most innovative interventions

The most innovative interventions of the EPHE project in Zwolle were the two interactive theatres.

The parental interactive theatre “Before you know, they are BIG” was newly designed, launched nationally in April 2014, cast by actors from a professional theatre group and well equipped with materials and information for the organisation team, schools, and parents. All materials provided included: a promotional film, manuals for the organisation, the schools and the organiser, sheets, materials for recruitment (posters, flyers, personal invitation drawn by the children, etc.), information and newsletters, a comic strip and film to train the organiser.

The children’s interactive theatre “Good night Marquis and Marquise!” was especially developed for the EPHE project in Zwolle and used storytelling, acting and singing about more or less sensitive topics concerning the theme “Sleep”: bed rituals, nightmares, dealing with fears, bedtime stories, and so forth. The children were indirectly informed about the importance of a good night sleep and how they can sleep well every night. In addition to the song, they also received a nightcap from the Sandman.

5.3. Most successful practice

Our most successful practice or approach accomplished a great deal without spending a lot of money. Existing programs and structures were used to implement the thematic activities often for free or for a reduced price.

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