

# WP5 Task 5 – Study Visit @ JOGG, NL

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Key lessons

# JOGG – Young people at healthy weight

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## 1. What do you consider the “fundamental nature” or fundamental elements of the original intervention that should be preserved?

The five pillars of JOGG are at the heart of the intervention

1. Monitoring and Evaluation
2. Public Private Partnership
3. Commitment at policy level
4. Social Marketing \*
5. Connecting prevention and health care sector

\* There's a great investment on communication and social marketing: many tools and materials are on the website; many campaigns are promoted by JOGG and support municipalities (“Move and play everywhere, for free”, “Drink water” (<https://www.youtube.com/watch?v=CjWp7TfI22E>); JOGG team has produced a fact sheet with a look on BMI (to show the decreasing trend in Holland)

The underlying theory: childhood obesity is influenced by environment (you change the environment in order to change the behaviours)

Some success factors:

- commitment from a wide variety of sectors: for ex. the academic sector (it gives credibility); the methodology itself (which has been proven effective); financial injections from the ministry of health and some private organizations; the adoption of a community approach (to develop the local actions).

## 2. What are essential elements of project management and project governance of the primary intervention?

- Customized support /advice for all the Municipalities through JOGG coach, JOGG expert, JOGG adviser
- Knowledge transfer/sharing: training workshops, meetings, online platform
- Tools and materials: JOGG wiki, communication materials, campaigns
- JOGG program manager is responsible to overview all pillars

## 3. What are indispensable conditions of the original context?

‘Sense of urgency’ and resulting political commitment on national and local level  
 Support of the ministry as well as the expertise and the willingness of the communities  
 → support and commitment in the local as well as a bigger context

It’s an integral community-based initiative, based on EPODE methodology: engaging all the settings (city and suburban areas) such as school, sport club, social organizations, churches, dietitians, supermarket, general practitioners

#### **4. What do you consider necessary (and realistically feasible) elements of a knowledge transfer process?**

In the perspective of the JOGG promoters, the biggest success lies in the establishment of a knowledge transfer process, which is basically a goal in its own. A team in the NL works to provide guidance and advice materials for interested international partners.

To blend JOGG activities on the background of pre-existing local programmes, stakeholder meetings have helped to “smoothen the waters” by providing an open space for discussion with other actors and decision makers and to help to highlight the added value.

The EPODE academy which seeks to sustain the knowledge transfer process on an international level is currently built up, but currently not ready yet to train international colleagues on a bigger scale

#### **5. What are key lessons learnt during implementation?**

Prerequisites:

- Identify relevant determinants and risk factors (“What is really the problem?”)
- Frame the societal dimension, e.g. obesogene society is a wicked social problem
- Emphasise, that nutrition and healthy weight of children is not solely in the responsibility of parents

Key success factors on community policy level have been

- to bring up long-term effects of childhood obesity to the decision makers
- to have allies among decision makers
- stress the ethical dimension of the problem (“morbid childhood obesity is child abuse”)
- to communicate absolute numbers (“25.000 children” instead of “25% of all children”)
- Shape positive public perception of the program, e.g. by overcoming general concerns (“Mind your own business”) and initial resistances among some of the parents. Support parents e.g. by offering courses on healthy cooking and affordable healthy shopping

CHALLENGES:

- budget

- time consuming
- depending on others (help by local authorities)
- access to reliable data
- skills and expertise
- lack of interest locally

The **EVALUATION** aims at:

- Mapping the effects of your interventions
- To improve the local JOGG approach (the progress)
- To influence policy makers and financers (sustainability)
- to increase participation and engagement
- To benchmark

75 local Jogg coordinators: responsible for development evaluation framework and coordination of implementation. They do not have a common procedure, neither a standard approach for evaluation except from some standard set of indicators (for example BMI every 3 years, etc.); as regards to behaviors indicators, there are locally defined goals.

The Jogg process and outcome evaluation guide (*an English version doesn't exist yet! It can be useful to translate it!*) contains:

- some instrument to monitor progress, for example 1 questionnaire for parent on physical activity and healthy eating (based on check list), etc.;
- An action plan (step by step)
- a checklist with recommended measures (need & nice)
- a list with recommended goals (linked to the effects)

Lessons for evaluation learned:

- make it easy and small
- limit the number of goals
- manage the expectations in time needed for evaluation
- interpret results in terms of "reason for continuation"
- partners are motivated to evaluate their own interventions, because it can improve their work
- evaluation is a knowledge transfer process

## Delphi criteria reflected in JOGG

Good Practice criteria addressed by JOGG <sup>1</sup>	Key elements and indispensable conditions met through JOGG to address this criteria
Equity	Advice for municipalities available to target vulnerable groups through social marketing methods
Comprehensiveness	Provision of umbrella for different fields of activities: Physical activity, water consumption, healthy breakfast, fruit and vegetable intake, healthy environment
Description	Well described concept on European level (EPODE) and national level
Ethical Considerations	Conflict of interest of private sector stakeholders
Evaluation	Elaborated evaluation framework is provided with general criteria and indicators defined. Additionally locally customized indicators are available
Empowerment	In communication with parents only positive messages are used, no criticism
Target Population	Municipalities are encouraged to perform a needs assessment and to involve all the relevant stakeholders/partners at municipal and neighbourhood level as well as to consult the target group.
Governance	JOGG-Manager responsible to overview five pillars on the municipal level
Potential of Scalability	High, due to the experience of implementation in >80 municipalities

<sup>1</sup> According to survey II in WP5



