



HEPCOM:

an innovative and effective web-based approach to prevent obesity by promoting healthy eating and physical activity in local communities

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HEPCOM is supported by the EU's Health programme (2008-2013),
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Obesity highlights at European level ...

20% of children and adolescents are overweight,
And of these **1/3** are obese

Over **60%** of children who are overweight before
puberty will be overweight in early adulthood

22M children in the EU are considered overweight or obese,
with the numbers growing by **400.000**
per year

... is affecting more and more health and growth of the young generation

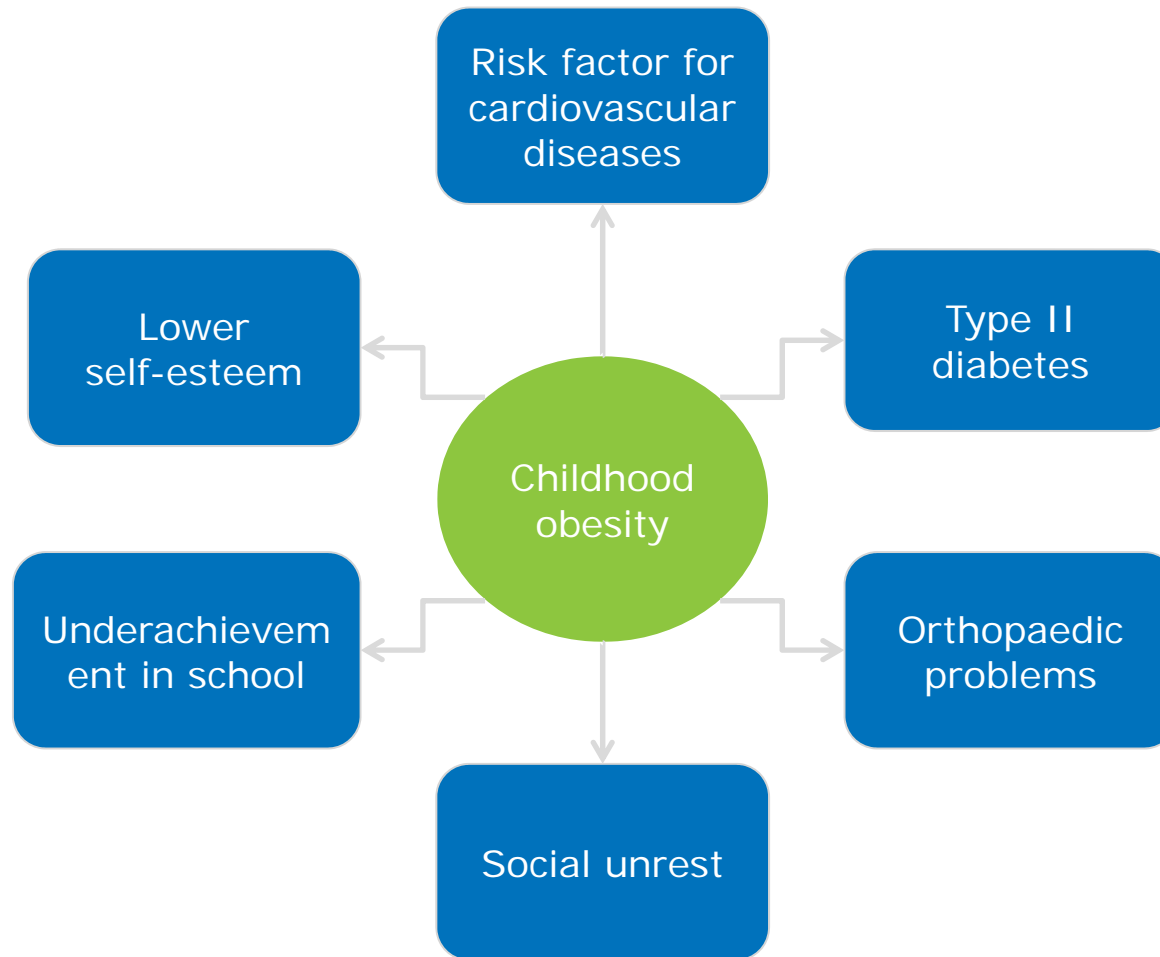


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The main project features 1/3

What are the main project aims?

To increase the quality and level of local community and school interventions all over Europe on promoting healthy eating and physical activity among children and young people.

Why an online platform?

To promote the actual use and up scaling of the existing high quality tools, making them easy accessible and usable

Who are the target audiences?

Policy makers and professional practitioners will directly benefit from the project, as they will gain knowledge and inspiration from the learning platform, which can assist them to improve their daily work with health promotion. Therefore it will also have an impact on children and young people and their families.

The main project features 2/3

Who is involved in the project?

The 21 HEPCOM partners, coming from 16 EU countries, closely collaborating with

- Local communities: authority on local or regional level that has the political and economic mandate to plan, develop and implement health promoting activities
- Other organizations working on Public Health projects

How have local communities been engaged?

Local communities have been involved at two different moments:

- **Need analysis phase** to study how local authorities manage their obesity prevention intervention and which tools they need in order to improve and qualify the work in this area
- **Piloting phase** focused on coaching and training local communities and school settings for an active work with the HEPCOM learning platform and applying good practice tools in their daily work to develop local strategies and implement concrete interventions

The main project features 3/3

Which tools were considered?

All methods, guidelines, conceptual frameworks and templates that local communities apply to plan and structure their health promoting activities towards children and young people.

How have tools been used for?

Selected tools can be used for improving the following five processes (phases of the **Project Cycle management**):

- Policy development,
- Strategic planning,
- Action planning,
- Implementation of interventions / health promoting activities
- Evaluation of interventions / health promoting activities

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The HEPCOM project in four main phases

Analysing needs
(2013)

A need analysis has been carried out to make sure that development of the platform was in line with **real needs of local communities**.

Developing the
HEPCOM platform
(2014)

Based on the preparation phase, a **web based learning platform** has been designed, developed and launched for testing.

Piloting (2015)

To ensure relevance, usability and sustainability of the platform, **45 local community pilots** around Europe have been carried out.

Promoting (present-
2016)

Through **national seminars** in the participating countries and a **final European conference**, the final version of the HEPCOM platform will be launched for future use.

Good practice tools library

In the HEPCOM project, **good practice tools** are **evidence based tools** that through a **practical try-out phase** in a project have proven to have a **positive effect** on children and young people's health behavior or health status. They can be distinguished in:

- **Promising Practice:** An action or set of actions that may demonstrate potential of becoming 'good' or 'best' practice, but require further documented evidence of success
- **Good practice:** An action or set of actions that may not have been formally evaluated but appear to demonstrate some evidence of success
- **Best practice:** An action or set of actions with which has been formally evaluated and demonstrates evidence of success (i.e. they have been found to be effective)

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HEPCOM - PROMOTING HEALTHY EATING AND PHYSICAL ACTIVITY IN LOCAL COMMUNITIES

The Platform

Find a tool...

MANAGEMENT...

In the HEPCom project we define tools as being methods, guidelines, conceptual frameworks and templates that local communities apply in order to plan and structure their health promoting activities towards children and young people.

[Show info](#)

How to use this platform
Click on the management cycle and you will find tools that help you plan and implement activities.
[Show info](#)

Target groups
Policy makers, decision makers and professionals within health promotion can profit from the platform.
[Show info](#)

EU related projects
Find a list of all projects that have been included in the HEPCom Learning Platform.
[Show info](#)

Find a tool by topic

- Healthy eating
- Physical activity
- Community approach
- School approach
- General

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An open access platform including a reserved area to allow users interact

It is very easy to register and enter the reserved area

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The European Partners



Aarhus University (DK)
Bergen University College (NO)
Business Solutions Europa (BE)
Croatian National Institute of Public Health (HR)
Dutch Institute for Healthcare Improvement CBO (NL)
Instituto Ygeias tou Paidiou (EL)
Istituto Superiore di Sanità (IT)
Leuphana Universität Lüneburg (DE)
Ludwig Boltzmann Gesellschaft GmbH (AT)
Maastricht University (NL)
Mykolas Romeris University (LT)
National University of Ireland (IE)
P.A.U. Education (ES)
South Denmark European Office (DK)
Steno Diabetes Center (DK)
Stichting euPrevent EMR (NL)
University Blaise Pascal Cermont-Ferrand 2 (FR)
University of Brighton (UK)
University College Syddenmark (DK)
University of eastern Finland (FI)
Universidade do Minho (PT)

... and the Italian Local Communities



Three Local Health Units

LHU
Central
Naples 1

LHU
Southern
Naples 3

LHU
Rome B



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▪The local pilots



LHU
Central
Naples 1

LHU
Southern
Naples 3

LHU
Rome B

Area

Education

Empowerment

Communication

Key

Behaviours

Competences

Data

Developing a European Project represents an opportunity to gain added value in terms of

- ✓ Knowledge
- ✓ Practical experience
- ✓ Training/Professional updating
- ✓ Networking

Criticalities emerged from the pilot

- ✓ Using English language
- ✓ Dedicated health or school workers
- ✓ Transferrability and applicability of delivered tools, contents, methods, terms, etc.



Conclusion and input for sustainability

- Involved **health professionals are proactive** and willing to achieve good results.
- It is important to recognize the role of the **Local Communities** as the main actors in matter of health promotion.
- Using the HEPCOM web platform, communities can interact with **European best practice tools and experiences to be successful** in preventing obesity in young people at local level.

Contacts

For further information on HEPCOM please visit the website:

www.hepcom.eu

For media inquiries in English, French and Italian please contact:

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