PREVENT PROJECT

THE PROBLEM

Obesity is a global pandemic, posing a significant challenge to health. In particular, one in three children of ages 6 to 9 in Europe has overweight or obesity. Having obesity in childhood is associated with an increased risk of developing cancer in adulthood.

GLOBAL OBJECTIVES

To fully identify, understand and overcome the barriers and the challenges towards the implementation of successful strategies against childhood obesity.

INNOVATIVE SOLUTIONS

3 Living Labs (LL)

6000 members in 147 schools, aged 9-16 y.o.

Upscaling to 3.3 million students in 10.000 European schools

OUTCOMES

PREVENT aims to establish a framework of continuous assessment and validation of existing policies towards the development of evidence-based optimised strategies.

ULTIMATE GOALS & NEXT STEPS

Establishing robust evidence-based strategies for widespread implementation of PREVENT outcomes, benefiting a larger population with aims to address childhood obesity and reduce future risk of cancer.

HOW?

PILLAR 1 - CREATION OF COMMUNITIES OF PRACTICE AND ANALYSIS

(Physicians, oncologists, obesity associations, nutritionists, scholar units, users)

Identify and quantify a list of health related indicators in children

Recognise the current barriers/gaps of intervention policies

Deliver new multi-actor and context aware primary intervention policies

PILLAR 2 - LIVING LABS, ENGAGEMENT & DIGITAL MEANS

- Engagement policies
  - Social, emotional, convenience, contextual engagement
- Digital means
  - Gamified app with augmented reality - providing information on the food, nutrients, and health data
- Social means
  - Targeted campaigns, awareness, workshops

PILLAR 3 - ACTIVE DESIGN & IMPLEMENTATION

- Co-creative adaptive intervention framework for the implementation research
- New targeted intervention policies
- Multi-domain design

Active behavioural change model

User empowerment

Continuous monitoring

PILLAR 4 - CONTINUOUS ASSESSMENT, ADAPT & PILOTING

Data collection

Multi-domain Assessment

- Economic & Sustainability
- Health-related assessment
- Integration with existing policies
- User acceptance

PILLAR 5 - UPSCALING

- Selection of the Best Interventions for Upscaling
- New business model to support the prioritised intervention
- Proposals for Legislation

PREVENT

www.PreventProject.eu

@PREVENT_EU

@PREVENT EU Project

This project is funded by the Horizon programme of the European Union under Grant Agreement number 101104618.