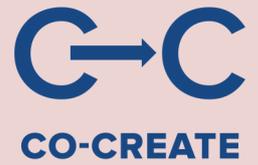


2023



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210



Youth-friendly webpages/D2.11

World Cancer Research Fund International and
World Obesity Federation
30.04.2023



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PU	Public	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Executive Summary

This deliverable reports on the youth-friendly webpages prepared as part of the CO-CREATE project which are hosted on the Healthy Voices website. These youth-friendly webpages draw on a number of the different tools and outputs from CO-CREATE and can support youth advocacy and wider social media dissemination of the project research.

Youth-friendly webpages are hosted on Healthy Voices, providing a platform for sharing CO-CREATE research and outputs to inform and equip young people as part of their advocacy and engagement in obesity, nutrition and physical activity policy discussions.

The youth friendly webpages developed as part of the CO-CREATE project and hosted on the Healthy Voices website provide an opportunity to engage young people by supporting ongoing dissemination, outreach and exploitation after the end of the project. World Obesity will continue to host the website and webpages to engage young people and build on the content created as part of the CO-CREATE project during the years to come.



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List of acronyms / abbreviations

CO-CREATE	Confronting Obesity: Co-creating policy with youth
D2.11	Deliverable 2.11
FAQs	Frequently Asked Questions
NOURISHING	The NOURISHING framework of nutrition policy
MOVING	The MOVING framework of physical activity policy
STOP	Science and Technology in childhood Obesity Policy project

Introduction

As part of the EU-funded project “Confronting Obesity: Co-creating policy with youth”, known as the “CO-CREATE” project, Deliverable 2.11 (D2.11) aims to develop youth friendly, innovative ways of presenting policy tools and findings in a variety of formats to highlight political opportunities for intervention.

This report presents an overview of the webpages and other assets that were developed in the CO-CREATE project. These webpages are hosted on the Healthy Voices website.

Deliverable description

D2.11: Youth-friendly webpages [60]

Youth-friendly webpages will be prepared, including mixed media and infographics, that can be easily shared via social media and used for advocacy initiatives.

Objective of deliverable

This deliverable reports on the youth-friendly webpages prepared as part of the CO-CREATE project which are hosted on the Healthy Voices website. These youth-friendly webpages (and other assets) draw on a number of the different tools and outputs from CO-CREATE and can support youth advocacy and wider social media dissemination of the project research.

Background

Young people are a key target audience of the CO-CREATE project and as such developing youth-friendly webpages and other materials is critical as part of the project dissemination activities. The primary location for the youth-friendly webpages developed in the CO-CREATE project is the Healthy Voices website¹ (www.worldobesity.org/healthy-voices). This is an online capacity building website developed jointly with another Horizon 2020 project, STOP (Science and Technology in childhood Obesity Policy)², and is hosted by WP9 lead World Obesity Federation. The CO-CREATE youth-friendly pages hosted on Healthy Voices complement other content hosted on the website which has been developed by the STOP project and World Obesity Federation. This includes blogs, policy briefs, evidence, toolkits and videos.

Current status of task

Youth-friendly webpages were initially developed to coincide with the launch of Healthy Voices in September 2019 and have continued to be developed on an ongoing basis since then, drawing on new outputs and research from the project. At the time of submitted this deliverable, the CO-CREATE project is entering the final 6 months during which dissemination is a priority focus of the project and as such new materials will continue to be developed for the website.



Objectives

To provide a youth friendly web pages to engage young people, providing an opportunity for them to learn about obesity and related policies, discuss their views and perspectives and to have access to the tools needed to advocate for action.

Collaboration among partners

Youth-friendly webpages have been developed based on work from across the project work packages, particularly work packages 1, 2, 5 and 6, and where possible draws on activities which have engaged young people in their development. All project partners have contributed in some form to the content included on the website. Key project activities that have been adapted for youth-friendly webpages include:

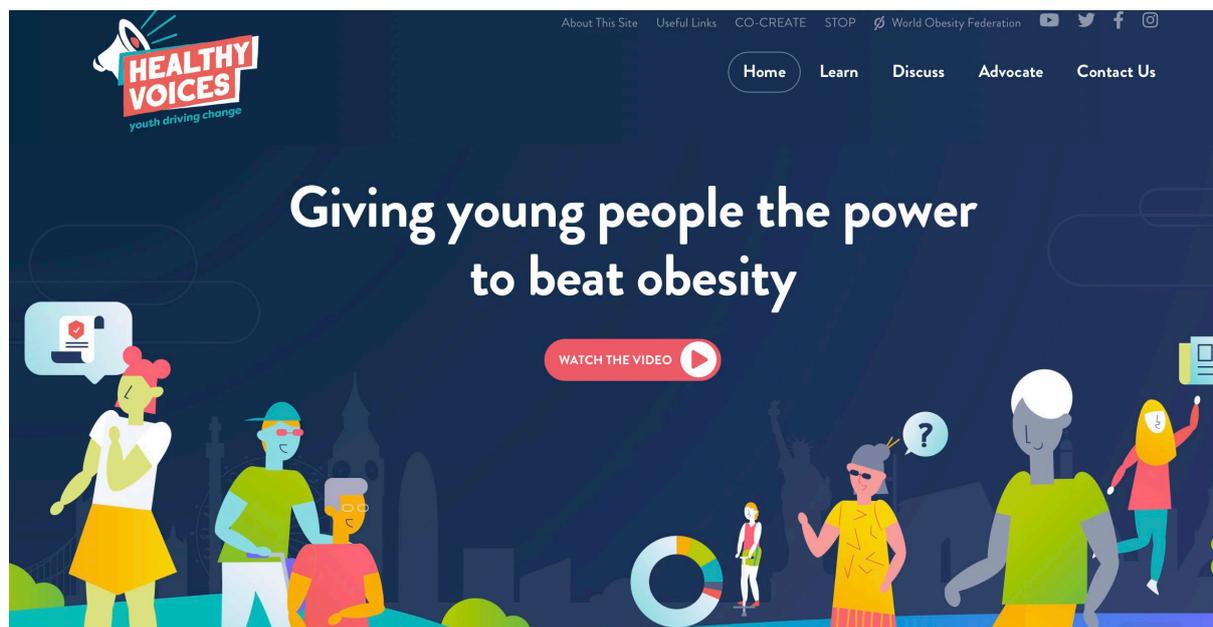
1. Dialogue Forum Tool (WP6)
2. NOURISHING and MOVING databases (WP2)
3. Policy briefs based on ideas from the five Alliances (WP5)
4. Videos and documentary (WP5/9)
5. Practice abstracts (WP9) – *forthcoming*
6. Advocacy toolkit (WP1/9) – *forthcoming*

Other project activities have been included in the form of blogs, videos and research summaries.

Description of activities

Youth-friendly webpages are hosted on Healthy Voices, providing a platform for sharing CO-CREATE research and outputs to inform and equip young people as part of their advocacy and engagement in obesity, nutrition and physical activity policy discussions.

The website itself is divided into three key areas – learn, discuss and advocate – based on different goals and ambitions for engaging young people. The outputs of the CO-CREATE project have been used to inform the webpages for all three sections, but with a particular focus on the ‘discuss’ and ‘advocate’ sections as these allow for sharing some of the most novel aspects of the project related to co-creation.



A description of the youth-friendly webpages developed as part of the CO-CREATE project are described below.

Youth-friendly tools to support advocacy

Two key outputs of the CO-CREATE project to date have been used to develop youth-friendly webpages which take the form of tools to support advocacy – the Dialogue Forum Tool and the NOURISHING and MOVING indexes.

Dialogue Forum Tool

The Dialogue Forum Tool was developed in WP6 to facilitate intergenerational dialogue on policy issues. The Tool itself was developed in collaboration with young people, and it has been developed on the premise of being run by and for young people. This page provides access to the open access Dialogue Forum Tool materials and provides an explanation of what it is and how it can be used by young people. The page includes the following:

- Introduction to the Dialogue Forum Tool, including video
- Details of the tool, with easy to download materials
- Video impact statements to aid engagement
- FAQs
- Translated materials



CO-CREATE Dialogue Forum Tool

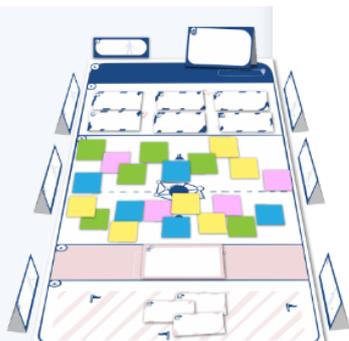
The Dialogue Forum is a novel tool designed to connect youth and decision-makers to co-create solutions for a healthier future. The tool developed as part of the CO-CREATE project provides a framework, and platform for discussions concerning today's leading issues and to co-create change.

HEALTHY VOICES / ADVOCATE / CO-CREATE DIALOGUE FORUM TOOL

The CO-CREATE Dialogue Forum is an inclusive space for discussion and co-creation across generations and sectors. The free canvas and a five-step process are designed to allow participants to connect with others, discuss an idea or intervention, and collaborate on action. The tool and process, developed for and with young people, promotes youth inclusion and leadership in decision-making.

The Dialogue Forum can be used digitally and as a physical canvas, which means you can host a Dialogue Forum anytime, anywhere. The Dialogue Forum is most useful when you have an idea, policy, or intervention and you want to include different perspectives and insights from across generations to collectively take action to address it.





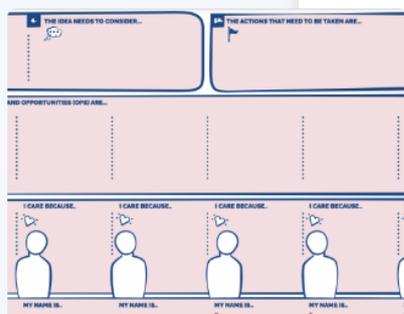
Physical tool

The physical Dialogue Forum tool allows people to come together in person to discuss an idea and collaborate on actions. Tables that can accommodate a maximum of six participants and one moderator are used in the Dialogue Forum. Increasing the number of tables used in the Dialogue Forum can scale your event and increase the number of participants who can join the discussion.

On this page you will find:

- **The Physical Dialogue Forum package:** this package contains the Dialogue Forum canvases, moderator cards and other materials. This can either be printed at home using A4 paper or at a professional printing shop.
- **How-to video:** descriptive video on how to hold a physical Dialogue Forum. Use this to learn about the physical tool or share with participants before an event.

To learn more about how to hold a physical Dialogue Forum, check out the "Discuss" section of the [Guidebook](#).



Digital tool

The digital Dialogue Forum tool allows you to bring participants from around the world together to discuss an idea and collaborate on actions. The tool can be used on various free and accessible digital platforms including Zoom, Jamboard and Miro. Each breakout room can accommodate a maximum of six participants and one moderator. You can easily scale a digital Dialogue Forum by hosting several breakout rooms.

On this page you will find:

- **The Digital Dialogue Forum package:** download the package to access the canvases, digital moderator cards and other materials.
- **How-to video:** descriptive video on how to hold a digital Dialogue Forum. Use this to learn about the digital tool or share with participants before an event.

To learn more about how to hold a digital Dialogue Forum, check out the "Discuss" section of the [Guidebook](#).

Policy indexes for national advocacy

The policy indexes, developed in WP2, draw on the [NOURISHING](#) and [MOVING](#) frameworks³, and provide a state of play analysis of nutrition and physical activity policy across Europe. Country snapshots and policy briefs which have been developed based on this work were tested with young people to help understand their value and potential improvements to support youth advocacy at a national level. [A youth-friendly webpage](#) based on this work will be launched in April 2023, and includes the following sections:

- Introduction to the NOURISHING and MOVING policy indexes, and the associated policy briefs and country snapshots
- Explanation on how youth can use the indexes for policy advocacy
- Video explaining the usage of the indexes and country snapshots
- Infographic: the journey toward the indexes, via the questions each of them answers
- FAQs

Three policy briefs were developed based on this work, one [specifically targeted at adolescents](#) (submitted April 2020), and two presenting full results of the policy indexes (submitted April 2023, launched in May 2023). These are all highlighted on Healthy Voices.



How can the tools be used by other key user groups?

- **Civil society** can identify weaknesses in the policy status. These weaknesses can inform advocacy efforts to improve the policy environments impact the current and future rates of overweight and obesity.
- **Policymakers** can utilise the policy design criteria to improve current policies, identify gaps at national levels, and identify opportunities for action at local and regional level.
- **Researchers** can compare high-scoring and lower-scoring countries to identify how existing policies can be improved to meet aspirational standards and identify where results could be supplemented by additional analyses at local level and in specific settings.

How can youth use the indexes for advocacy?

How can youth use the Country Snapshots for advocacy?

- You can learn how well (or poorly) your country is doing in nutrition and physical activity policy at national level.
- You can learn what the policy status is in Europe and compare your country with other European countries.
- You can identify weaknesses in the policy status that can inform advocacy efforts to improve the policy environments, either in your country, or across Europe.

WHY ARE THESE TOOLS NEEDED? FOR WHAT PURPOSE?



WHAT CRITERIA DID YOU USE TO JUDGE POLICIES?



HOW WERE THE FINAL RESULTS CALCULATED?



WHAT COUNTRIES WERE INCLUDED IN THE POLICY INDEXES?



WILL THE POLICY INDEXES BE UPDATED REGULARLY?



ARE THE POLICY INDEX RESULTS UP TO DATE?



In addition, an advocacy toolkit is being developed by Save the children - Press as part of their role as partner in the CO-CREATE project. This toolkit draws on content from across the project, and is being developed by, with and for young people. Once launched, similar pages will be set up for that toolkit.

Briefings, videos and blogs

In addition to the tools described above, a number of youth materials have been developed. This includes policy briefs based on the policy ideas from the youth Alliances, as well as videos which have been created as part of the project (D5.4), and informally with project members and external partners. Furthermore, the young people involved in CO-CREATE, together with consortium members, have had the opportunity to write blogs throughout the project which are also hosted on Healthy Voices, alongside others. All of these youth-friendly materials, alongside infographics, provide opportunities to communicate CO-CREATE research with a young audience.

[WP5 Policy brief Poland V3.pdf \(worldobesity.org\)](#)

[WP5 Policy brief UK V3.pdf \(worldobesity.org\)](#)

[WP5 Policy brief Netherlands V2.pdf \(worldobesity.org\)](#)

[WP5 Policy brief Portugal V3.pdf \(worldobesity.org\)](#)

Introduction

CO-CREATE tackles the current gaps in obesity research by focusing on adolescents, their perspectives and the factors that influence their health. The project is funded by the European Union's Horizon 2020 research and innovation programme and led by the Norwegian Institute of Public Health. It brings together 14 international research and advocacy organisations to work with young people to create, inform and promote policies for obesity prevention. CO-CREATE provides young people with the policy tools, knowledge and infrastructure they need to make the healthiest choices.



By working together in groups, known as alliances, young people participating in the CO-CREATE project have developed policy ideas to address the systemic factors which influence adolescent obesity and health in their respective countries. This brief summarises the policy ideas of CO-CREATE alliances in Poland and outlines the steps they took to finalise their proposals. This brief aims to inform relevant stakeholders, such as policy- and decision-makers, about policies relevant for adolescents to tackle excess weight and obesity and to introduce a model on how to actively involve young people in the development of policies.

Youth participation and co-creation

Young people are still rarely involved in addressing issues that are directly relevant to their lives.¹ Co-creation with adolescents through participatory action research has proved to be an effective tool for young people to tackle inequalities on various social issues, in particular those which directly affect them, such as health, and to successfully promote civic and political engagement among young people.²

CO-CREATE Almere Alliance's Policy Idea

Kitchen take-over; warm, healthy food in school canteens – made by the young people themselves



- Enrich the school canteen with warm, healthy and tasty food, prepared by the young people themselves.
- Share and provide recipes made and tested by young people, which can then be added to the school canteen's menu.
- Raise awareness at the Netherlands Nutrition Centre (Voedingscentrum) that not everyone likes or considers cheese sandwiches to be healthy.



Summary of the policy

This policy idea aims to provide healthy and warm food in healthy school canteens by incorporating students' knowledge of and preferences for healthy food based on their different cultural backgrounds and dietary habits at home. The Almere Youth Alliance also wants to produce a cookbook that other school canteens can use in order to rollout their idea to other schools. They also intend to teach young people how to cook.

The problem

The young people do not consider the food served in school canteens to be healthy or tasty; they prefer to eat tastier food, even if it is unhealthy. This is partly because the food provided only caters to certain preferences. The young people in this group, who come from different cultural backgrounds and have different eating habits, do not find cold cheese sandwiches appetising. Their knowledge of and preferences for different types of warm and fresh food, vegetables, herbs and particular recipes is currently ignored and not reflected in the range of food available in the school canteen. As a result, not only do they choose not to eat what the school considers 'healthy', they also feel left out and unheard.

CO-CREATE Oeiras Alliance's Policy Idea

Limit the marketing of unhealthy food products



- Reduce marketing that encourages the consumption of unhealthy food and facilitate the marketing of healthy products
- Reduce the presence of unhealthy products at entrances, on the shelves and near the cash registers in commercial spaces
- Increase the price of shelf space for unhealthy products and reduce it for healthy products



Summary of the policy

The policy idea is to change marketing in supermarkets so as to restrict marketing that promotes unhealthy food and to encourage marketing that promotes healthy food.

The problem

The marketing of unhealthy food constantly influences and interferes with dietary choices. The more people are exposed to the marketing of unhealthy products, the more likely they are to buy those products. Nudging strategies used in the marketing of unhealthy products, for example, by organising the environment to subtly influence a person's behaviour, restrict freedom of choice and lead to excessive consumption of unhealthy food.



This is particularly the case in supermarkets, where unhealthy food products are displayed in strategic ways to encourage consumers to buy them. Permanent signage, advertisements and the ongoing use of promotional prices also often result in the purchase of unhealthy food. In Portugal, there is no authority to regulate this situation, not even at government level. Consequently, the food industry has a lot of freedom in this respect.

The image above shows the Oeiras Alliance interviewing Samantha Nesrallah from EAT.

Videos & Podcasts

- [CO-CREATE's Youth Taskforce send a postcard from the Youth4Health event in Tirana | World Obesity Federation](#)
- Let's Reimagine a better world: youth perspectives on a world that prioritises the health of children and meaningful youth engagement – November 2021
- The Value of engaging with Scouts: CO-CREATE's story of success – November 2021
- The CO-CREATE Youth Stipends: are you willing to be a changemaker? – September 2021
- Future decision-makers, present-day changemakers: how young people are revolutionising the food system – August 2021
- The 4th Global Youth Meet on Health carried out online for the first time - May 2021
- How does the built environment impact on physical activity levels? - May 2021
- O envolvimento escutista no projecto Co-CREATE <https://flordelis.escutismo.pt/o-envolvimento-escutista-no-projeto-cocreate/> - October 2021
- A Participacao joven como valiosa aliada na prevencao de obesidade infantil e na criacao de populacoes mais saudaveis <https://www.saudemaispublica.com/emfoco/a-participacao-jovem-comovaliosa-aliada-na-prevencao-de-obesidade-infantil-e-na-criacao-depopulacoes-mais-saudaveis> - October 2021
- What stops people being physically active? – November 2021



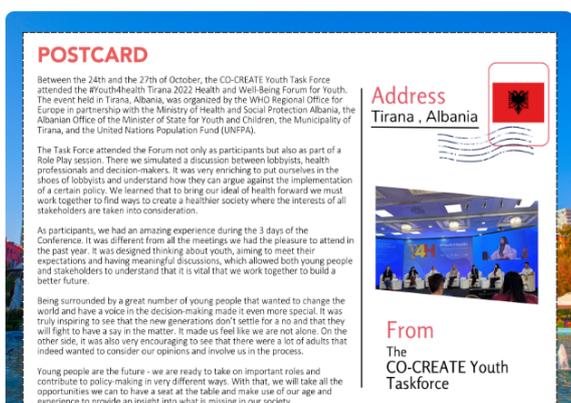
CO-CREATE's Youth Taskforce send a postcard from the Youth4Health event in Tirana

22.12.22

HEALTHY VOICES / DISCUSS / BLOG / CO-CREATE'S YOUTH TASKFORCE SEND A POSTCARD FROM THE YOUTH4HEALTH EVENT IN TIRANA

Pedro Gonçalves, Mafalda Gonçalves and Tale Lejon from the CO-CREATE Youth Taskforce journeyed to Tirana, Albania for the 2022 Health and Well-being Forum for Youth event. Tirana is the 2022 European Youth Capital, and the forum brought together youth, public health experts and other partners to discuss how young people can take the lead on their future health.

Read below a postcard from the Taskforce attendees which describes their experience at the event, and the importance of young people being able to bring crucial insights into decisions made about their health.





The value of engaging with Scouts: CO-CREATE's story of success

13.11.21

In the last 2 years, the Scouts have placed a spotlight on obesity prevention in Portugal and worked across Europe with fellow youth, policymakers, business leads, and experts to tackle this growing epidemic.

[VIEW MORE →](#)



The CO-CREATE Youth Stipends: Are you willing to be a changemaker?

14.09.21 | ARTICLE

CO-CREATE wants to give you the opportunity to help transform your ideas into action!

[VIEW MORE →](#)



Future decision-makers, present-day changemakers: how young people are revolutionising the food system

02.08.21

CO-CREATE youth take the global stage at the UN Food Systems Summit Pre-Summit in a youth-led dialogue.

[VIEW MORE →](#)

**ACT4FOOD
ACT4CHANGE**

Do you want to Act4Change?

15.07.21

As a collective force, young people have extraordinary potential to mobilise and influence tangible, positive change in our world's food systems. Youth across the world are rallying behind #Act4Food #Act4Change.



The 4th Global Youth Meet on Health carried out online for the first time.

13.05.21

CO-CREATE Youth Taskforce Member, Zuzanna Burzynska shares her experience participating in the Global Youth Meet for Health 2021!



The CO-CREATE Youth Declaration: youth demand action for youth

27.04.21

The CO-CREATE project is proud to present the CO-CREATE Youth Declaration. Written and adopted by young people, the declaration demands political change to secure a heal

World Food Day - Healthy Diets for a #ZeroHunger World

16.10.19 | ARTICLE | EDUCATION

HEALTHY VOICES / DISCUSS / BLOG / WORLD FOOD DAY - HEALTHY DIETS FOR A #ZEROHUNGER WORLD



World Food Day – Healthy Diets for a #ZeroHunger World

Every year, on the 16th of October, organisations and individuals around the world come together to reaffirm their commitment

[Infographics | World Obesity Federation](#)

CO-CREATE ACTIVITIES WITH YOUNG PEOPLE



www.co-create.eu @EU-COCREATE



HEALTHY VOICES
youth driving change

Youth Engagement

WHAT IS YOUTH ENGAGEMENT?
"Recognizes young people's right to participate in decisions that impact them and acknowledges the great skills & strengths they bring to the table. It injects young people as valued stakeholders into creating effective & inclusive policies, programs and environments."

WHY IS IT IMPORTANT?

- To ensure social justice and youth representation
- To promote youth development
- To build civil society and contribute to the common good

Finally, a [section focused on COVID-19](#) was added at the height of the pandemic, recognising the impact that obesity has on COVID-19. The page links to a World Obesity Federation policy dossier on associations between COVID-19, obesity and its comorbidities. Further page links are included to youth platforms and groups established in response to the pandemic. An FAQ section addresses obesity and COVID-19 also.

Furthermore, to enhance the website, a series of advocacy videos featuring young people discussing action the impact of the climate crisis on health were added in 2021.

Results

Healthy Voices website data & metrics

36,592 – the number of total website views since creation

26,951 - total unique page views (for HV)

A range of youth-friendly webpages and other materials have been developed as part of CO-CREATE and are hosted on Healthy Voices. These are regularly shared on social media by CO-CREATE and World Obesity Federation, as well as other project partners. In addition, the website and its pages have been promoted at various events during the course of the CO-CREATE project. Flyers and posters have been developed and disseminated at the CO-CREATE youth conference, International Congress on Obesity in Australia, Joint NCD Symposium in Belgium and STOP final conference in Italy. It will also be shared at the final CO-CREATE project event, due to take place in Belgium October 2023.

 CO-CREATE - EU Adolescent Obesity Project
@EU_COCREATE

The [#HealthyVoices](#) website aims to equip young people with the power to become agents of change in the [#health](#) sphere & collaborate on ideas to reduce [#childhoodobesity](#) !

-  Discuss
-  Learn
-  Advocate

 worldobesity.org/healthy-voices

[#Health](#) [#Advocacy](#)



 CO-CREATE - EU Adolescent Obesity Project
@EU_COCREATE

On the [#HealthyVoices](#) website, you can download useful [#infographics](#) on 📌

-  determinants of [#childhood](#) [#obesity](#)
-  [#youthengagement](#)
-  CO-CREATE's collaborative policy approaches 🚀

 ow.ly/jaBC50MmppK

[#resources](#) [#advocacy](#) [#civilsociety](#)
[@WorldObesity](#)





World Obesity
@WorldObesity



Our **#Youth** oriented briefing on **#DigitalMarketing** is available! 📢

The link between **#marketing** of unhealthy products & the **#CHO** epidemic calls for an urgent youth-led response to **#marketing** regulations!

➔ Learn more: worldobesity.org/downloads/heal...



Conclusion

The youth friendly webpages developed as part of the CO-CREATE project and hosted on the Healthy Voices website provide an opportunity to engage young people in a unique way. Specifically, the webpages provide an opportunity for ongoing dissemination, outreach and exploitation after the end of the project as World Obesity will continue to host the website and webpages to engage young people and build on the content created as part of the CO-CREATE project during the years to come.

References

1. World Obesity Federation. <https://www.worldobesity.org/healthy-voices>
2. STOP Project. D11.4: Child obesity website providing information and resources for the public and for media use. 2021.
3. NOURISHING and MOVING frameworks pages: <https://www.wcrf.org/policy/policy-databases/moving-framework/>, and <https://www.wcrf.org/policy/policy-databases/nourishing-framework/>



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