

2021



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

Ref. Ares(2021)6713046 - 31/10/2021



Deliverable 5.4

World Obesity Federation
31.10.2021



Deliverable administration and summary			
Due date	30.04.2021		
Submission date	31.10.2021		
Deliverable type	Website, patents filling etc.		
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Document change history				
Version	Release date	Reason for Change	Status (Draft/In-review/Submitted)	Distribution

Dissemination level	
PU	Public

Executive Summary

Deliverable 5.4 (D5.4) is described in the Grant Agreement as “video documentary and vlogs co-produced in collaboration with high profile vloggers and influencers.”

D5.4 has been designed to reflect the project activities, and aspirations CO-CREATE partners and youth. The deliverable involved the production of a video focused on youth engagement in policymaking, drawing on the project objectives and gathering insights and perspectives from CO-CREATE’s project partners and youth participants, as well as from policymakers and other organisations.

Sixteen interviews were conducted with internal and external stakeholders to the CO-CREATE project, including the CO-CREATE Youth Declaration Task Force, World Cancer Research Fund International, EAT and the Heart and Stroke Foundation, Barbados.

The deliverable resulted in the production of two sets of assets:

- Five short videos (3-4 minutes) each framed around a key question related to youth engagement in health policy. These short videos will be integrated into our ongoing dissemination activities and shared on social media, at events, embedded in blogs, amongst other relevant settings
- A 30-minute documentary-style video based on segments of the different interviews compiled to develop this deliverable.



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List of acronyms / abbreviations

CEIDSS - Centre for Studies and Research in Social Dynamics and Health

CO-CREATE – Confronting Obesity: Co-creating policy with youth

COVID-19 – Coronavirus disease

CSOs – Civil Society Organizations

D5.4 – Deliverable 5.4

EB – Executive Board

EC – European Commission

NGOs – Non-Governmental Organisations

PA – Physical activity

PI – Project Investigator

SSB – Sugar-Sweetened Beverage

WP – Work Package

Introduction

Deliverable 5.4 (D5.4) is described in the Grant Agreement as “video documentary and vlogs co-produced in collaboration with high profile vloggers and influencers.” The leadership for D5.4 was transferred from University of Amsterdam to the World Obesity Federation (WP9) to support their existing communication and dissemination outputs considering the COVID-19 pandemic. The European Commission was formally notified of this change on May 27th, 2020. WP9 was considered an appropriate project partner to execute D5.4 given its collaboration with the CO-CREATE Youth Declaration Task Force, a group of engaged youth activists that emerged from the CO-CREATE Youth Alliances. As the leaders of the communication and dissemination work package (WP), World Obesity has experience in developing similar products through skilled internal staff members. Furthermore, World Obesity’s growing network of youth across the globe was an asset to support gathering diverse global perspectives.

Deliverable description

D5.4 involved the production of a video focused on youth engagement in policymaking, drawing on the project objectives and gathering insights and perspectives from CO-CREATE’s project partners and youth participants (CO-CREATE Youth Declaration Task Force and Alliance members), as well as from policymakers and other organisations.

D5.4 led to the development of two set of assets:

- Five short videos (3-4 minutes) each framed around a key question related to youth engagement in health policy (see below). These short videos will be integrated into ongoing dissemination activities and shared on social media, at events, embedded in blogs, amongst other relevant settings
- A 25-minute documentary-style video based on segments of the different interviews compiled

Objective of deliverable

The objective of the D5.4 is to showcase the perspectives of different key stakeholders involved in the CO-CREATE project, highlighting the importance of co-creating policies and ensuring that all partners are adequately represented. D5.4 was developed with the reach CO-CREATE target audiences, in particular:

- **Non-governmental organisations** - promoting health and consumer lifestyle information.
- **National and international public-facing media** - news services and agencies, health and human-interest magazines and programmes, technology and biomedical research magazines and programmes.
- **Policymakers** - national science policy and health policy officials and programme developers, local health authorities and facilities managers, government research agencies, World Health Organization regional officials, European Commission policymakers and European Community research and science.

Based on our different target groups, the videos had specific objectives:

- For **youth**, the videos were developed with the intent of amplifying their advocacy efforts and to share their perspectives on actions that need to be taken to improve food and physical activity environments.
- For **policymakers**, the videos serve as an informative tool and encourage youth engagement in their decision-making processes. We will reach policymakers through joint events convened in collaboration with partner projects (STOP, JA Best-ReMaP) – both online and in-person.
- For **public-facing media**, the videos will attract attention on important actions, policies, campaigns, programmes, and advocacy opportunities to address obesity.

Development process

The documentary was co-created with input from the project' Executive Board, and young people that are involved in CO-CREATE, particularly the Youth Declaration Task Force.

Framed around five overarching questions (listed below) developed in collaboration with the CO-CREATE EB and the Youth Declaration Taskforce, interviews were scheduled with relevant project partners. A total of 16 interviews were conducted. Drawing on different parts of the project and underpinned by youth engagement, the questions were as follows:

1. What are some of the challenges with our existing approaches to address the obesity epidemic?
2. Do young people have a role in the development of policies, now and in the future, and what role could this be?
3. How do you think we can encourage youth engagement? Can you give some examples?
4. Can you give some examples of obesity-related policies that should involve young people in creating the policy or in implementing it? And can you give examples of policy development which has already involved young people?
5. Considering the central role youth hold in shaping our future society, if you could ask policymakers to take one action when developing/implementing obesity-focused policies, what would it be?

Each short video corresponds to one of these questions, and the responses were used to inform the narrative of the documentary-style video.

The list of contributing organisations and institutions to the documentary are as follows:

Academics

- SWPS University of Social Sciences and Humanities, Poland
- National Institute of Health-INSA & Director of the Centre for Studies and Research in Social Dynamics and Health (CEIDSS), Portugal
- Norwegian Institute of Public Health, Norway

- London School of Hygiene & Tropical Medicine (LSHTM), United Kingdom
- University of Amsterdam (UoA), Netherlands
- University of Bath, United Kingdom
- University of Oslo (UoO), Norway
- University of Cape Town, South Africa

Civil Society

- World Cancer Research Fund (WCRF) International
- World Obesity Federation (WOF)
- EAT, Norway
- Youth Health Organization (YHO)

Youth

- CO-CREATE Youth Declaration Task Force, Portugal
- PRESS, Save the Children Norway
- Heart & Stroke Foundation of Barbados (HSFB), Barbados

The role of the CO-CREATE Youth Task Force:

The input of the CO-CREATE Youth Declaration Task Force, convened from young people engaged in the CO-CREATE Youth Alliances (WP5) to discuss obesity-related policy ideas and develop a youth declaration was pivotal in the development of the documentary. The demands of the Youth Declaration Task Force are included in the documentary narrative, calling for action to:

1. Stop all marketing of unhealthy foods to children under the age of 18 years
2. Secure all children high-quality, practical based food and nutrition education in school and a healthy school cafeteria
3. Implement a sugar-sweetened beverage (SSB) tax to make unhealthy foods more expensive
4. Offer all children and adolescents free, organised physical activities at least once every week.

The Task Force was invited to provide input and suggestions to the interview questions during a Task Force meeting. Members that expressed interest in being interviewed, were invited to a separate meeting to brainstorm answers to the questions and guided throughout the recording process.

We also asked for input from project partners that worked with the CO-CREATE Youth alliances and Task Force closely. This includes youth alliance and dialogue forum coordinators, youth organisations that hosted workshops for them.

Dissemination avenues

An initial screening of the documentary-style video will be shown during CO-CREATE project meeting in Lisbon, Portugal during in December 2021 (subject to COVID-19 restrictions at the time). The video will be launched at a public-facing webinar to serve as a platform to ask consortium members questions, and to learn more about CO-CREATE's work to-date, including CO-CREATE's vision moving into 2022 and beyond.

The webinar will involve a panel discussion with selected members of the CO-CREATE consortium, youth, and target audiences (policymakers, civil society organisations). The details of the event are available at the event section of the project web page (available from the landing page www.co-create.eu).

We will use a diverse range of channels to disseminate the documentary and short videos:

- Websites – both the CO-CREATE project website and Healthy Voices, a youth-facing capacity building website
- Social Media – project, partner, and contributor channels
- Newsletters – upcoming bi-annual CO-CREATE newsletters, and project partner newsletters (where applicable)
- Events – in addition to the launch event the video will be disseminate as appropriate, for instance through the CO-CREATE Youth Conference joint symposiums, youth-facing capacity building events, and webinars convened during and beyond the project continuity.
- Blogs – the themes from the videos will be used as the foundation of a blog series explore the concepts raised in more detail. The videos will be embedded in these blogs when disseminated across channels.
- Interviewees – interviewed project partners (both internal and external) will be invited to disseminate the videos within their networks and at their events nationally and internationally.

The remaining footage from interviews that were not used for either the long or short videos will be reviewed to see if it can be edited and disseminated in parallel with these videos. We will explore the addition of subtitles to increase the accessibility of the videos in other European languages.

Results

The short videos are accessible on-demand through the Healthy Voices and CO-CREATE Project website (see image below).



The videos can be accessed using the links below:

	YouTube	Healthy Voices	CO-CREATE website
Short video 1	Click here	Click here	Click here
Short video 2	Click here	Click here	Click here
Short video 3	Click here	Click here	Click here
Short video 4	Click here	Click here	Click here
Short video 5	Click here	Click here	Click here

The longer video will be uploaded on the same channels after the launch event in December 2021.

Conclusion

D5.4 involved the production of a documentary-style video and series of short videos focused on youth engagement in policymaking, drawing on the project objectives and gathering insights and perspectives from CO-CREATE's project partners and youth participants, as well as from policymakers and other organisations. It is an important asset that was developed to be a sustainable, long-term output of the project targeting its various audiences. Filming D5.4 at the halfway milestone of CO-CREATE served as an opportunity for project partners involved to reflect and reorient their activities for continued impact. D5.4 fulfils CO-CREATE objectives by promoting adolescent-developed policies and priorities for obesity prevention and work across WPs. The documentary-style video and short videos will be integrated into upcoming communication and dissemination activities (social media, events, blogs, newsletters). An online-launch event will be convened before it is promoted on these channels, including the CO-CREATE Youth Conference, 2022.



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