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**Science & Technology in childhood Obesity Policy**



Science and Technology in  
childhood Obesity Policy

## **Science & Technology in childhood Obesity Policy**

Start date of project: 1<sup>st</sup> June 2018 Duration: 48 months

### **D11.4: Child obesity website providing information and resources for the public and for media use**

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Version: Draft 2

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Abbreviation	Definition
WP	Work Package
WOF	World Obesity Federation

**Dissemination Level**

<b>PU</b>	Public	<input checked="" type="checkbox"/>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	<input type="checkbox"/>
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>



## Table of contents

<b>1</b>	<b>Introduction .....</b>	<b>4</b>
<b>2</b>	<b>Development of the website.....</b>	<b>4</b>
2.1	<b>Learn .....</b>	<b>11</b>
2.2	<b>Discuss .....</b>	<b>11</b>
2.3	<b>Advocate.....</b>	<b>11</b>
<b>3</b>	<b>Content.....</b>	<b>12</b>
3.1	<b>STOP-related content on Healthy Voices.....</b>	<b>13</b>
3.2	<b>Future content for <i>Healthy Voices</i>.....</b>	<b>15</b>



## 1 Introduction

As stated in the Grant Agreement, D11.4 required Work Package (WP) 11 to develop a child obesity website providing information and resources for the public and for media use.

*Healthy Voices* ([www.worldobesity.org/healthy-voices](http://www.worldobesity.org/healthy-voices)) is a childhood obesity capacity-building platform owned by the World Obesity Federation (WOF) and used to support youth and public engagement. After the end of the project, WOF will be responsible for maintaining the platform updated and produce new content on a regular basis. The primary target audience is 15 to 20 years old, though it is relevant for all members of the public. It provides a platform for youth to engage with other adolescents across Europe and the world by sharing their views, experiences, and to engage directly with experts. The website has been developed in collaboration with CO-CREATE, another Horizon 2020 funded project on childhood obesity. *Healthy Voices* has been designed as a source of information meant to provide advocacy tools, blogs, vlogs, and other interactive material on the topic of childhood obesity. WOF welcomes submissions from young people and respective youth organisations. As the leader of WP11 in charge of communication and dissemination activities of the project, WOF will determine which materials are appropriate and relevant for *Healthy Voices* and will also adapt relevant findings into a format that is appropriate for the child-oriented youth engagement website before uploading the content.

The outputs of STOP are directed to a number of stakeholder groups including health professionals, health service suppliers, civil society organisations and policy makers. Furthermore, the grant agreement identifies children and their families as one of the main beneficiaries of STOP, both as health stakeholders and stakeholders using health services. Meaningful youth engagement and participation is a fundamental human right that is also clearly referenced in different Conventions such as the UN Convention on the Rights of the Child and the Universal Declaration of Human Rights. Increasingly, evidence shows that empowered young people have a key role to play in the social and economic development of societies, now and in the future. As active citizens today and future leaders, young people should be given the appropriate tools and information to represent their own interests and make informed decisions. *Healthy Voices* is an opportunity to do so and share the scientific findings and evidence emerging from the project in an appropriate format for these stakeholders. This is primarily done through the development of blogs to support scientific publications, youth-oriented policy briefings, infographics and short videos.

## 2 Development of the website

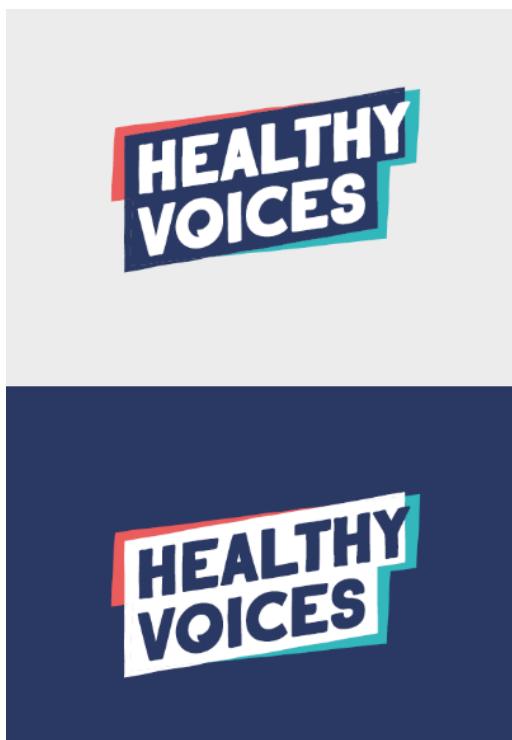
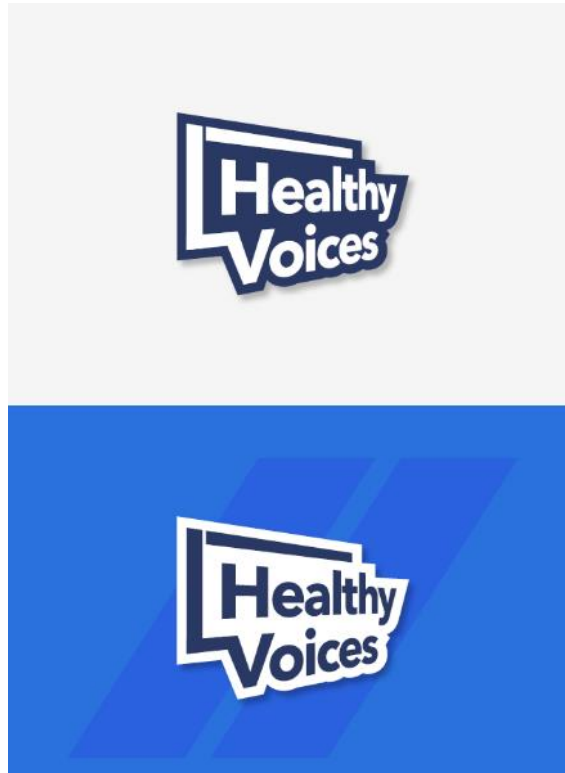
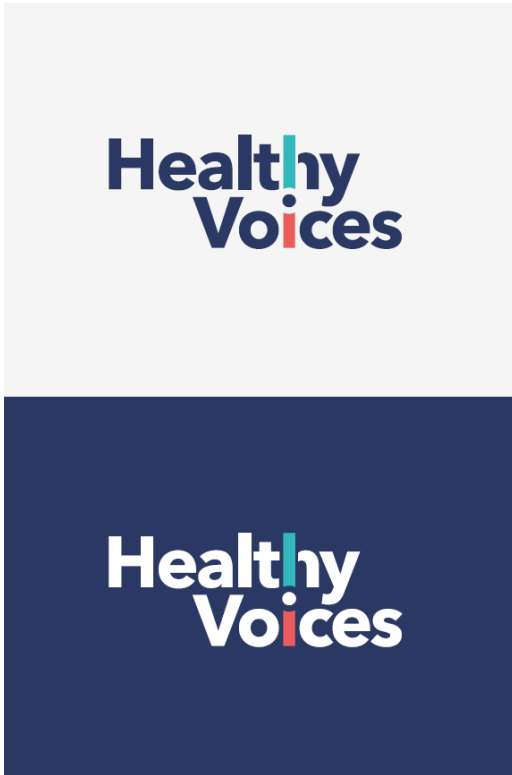
The development of *Healthy Voices* began in November 2018. The preliminary scoping work identified the following points as essential for the creation of the website:

- Be a unique site, with its own URL, but with a clear front-page statement that it is a product of WOF, initially developed based on the output of European projects
- To develop an interactive, educational platform
- Key content to include on the platform should include blogs and vlogs, videos, infographics, podcasts and summaries of relevant policies

The preliminary scoping work also included identifying examples of other similar platforms and identifying barriers and enablers for youth to engage with a platform. This also included compiling relevant resources that could be included on the platform.

In February 2019, WOF supported a conference on youth participation to address the topic of childhood obesity. The event, titled “Do you(th) matter?” focused on youth involvement in the development of health policies. As 120 young people came together from around Europe and beyond, the conference was used as an opportunity to test some of the material developed and collected to-date with youth attending the event.

The first iterations of potential branding for the *Healthy Voices* website were developed in April 2019.





Option 1



Option 2



Option 4



Option 5



Figure 1. Iterations of branding options for the website

Options for slogan were developed internally by the WOF team. The final list included the following options:

- Youth talk health
- Youth striving for health
- Youth driving change
- Health for youth
- Let's talk health!
- Good health for youth
- Shouting about health!
- Shouting for health!
- Health talk for youth
- Health policy made easy
- Health made easy
- Health policy translated
- Wellbeing for youth
- Youth talk wellness
- Talking youth health
- Talking youth wellbeing

The final agreed on version of the logo is presented in the image below.



Figure 2. Final version of the logo



Furthermore, based on the collected feedback from the youth conference, the first visuals for *Healthy Voices* were developed by June 2019. The site map outlines three over-arching sections to the website: **Learn, Discuss, and Advocate**.

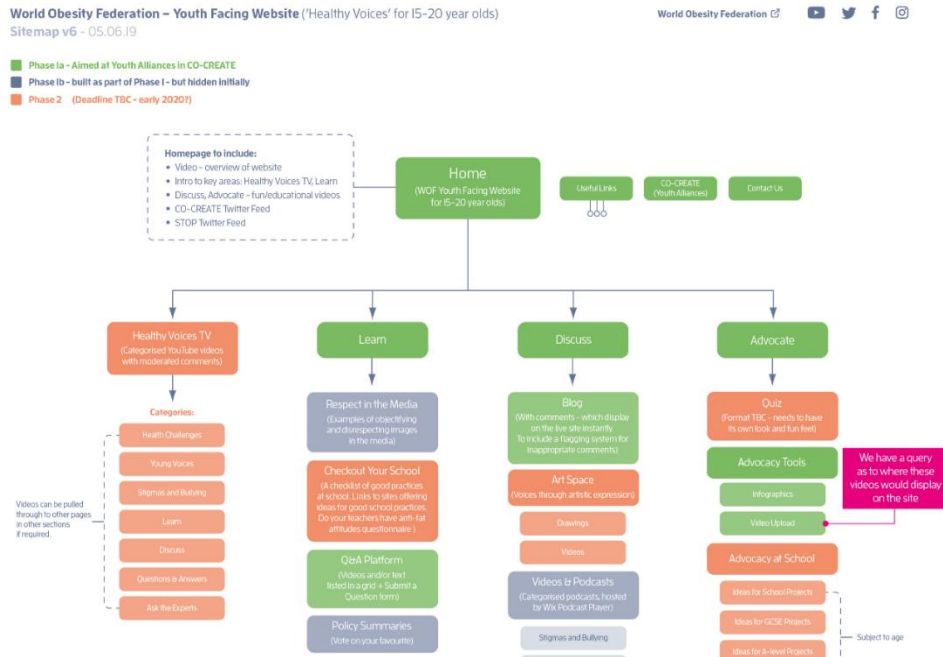


Figure 3. Initial sitemap for the website

Two schemes were developed to choose from:

- **Scheme 1:** more photogenic and more aligned with the WOF branding
- **Scheme 2:** more modern and 'app like' in its interface design, cleaner and whiter, with a unique illustration style

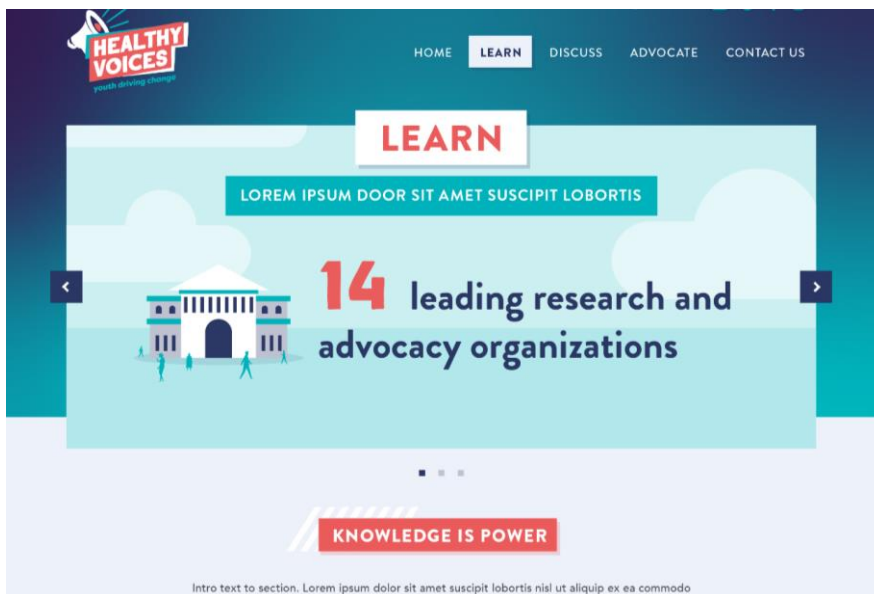


Figure 4. Scheme 1 initial visuals

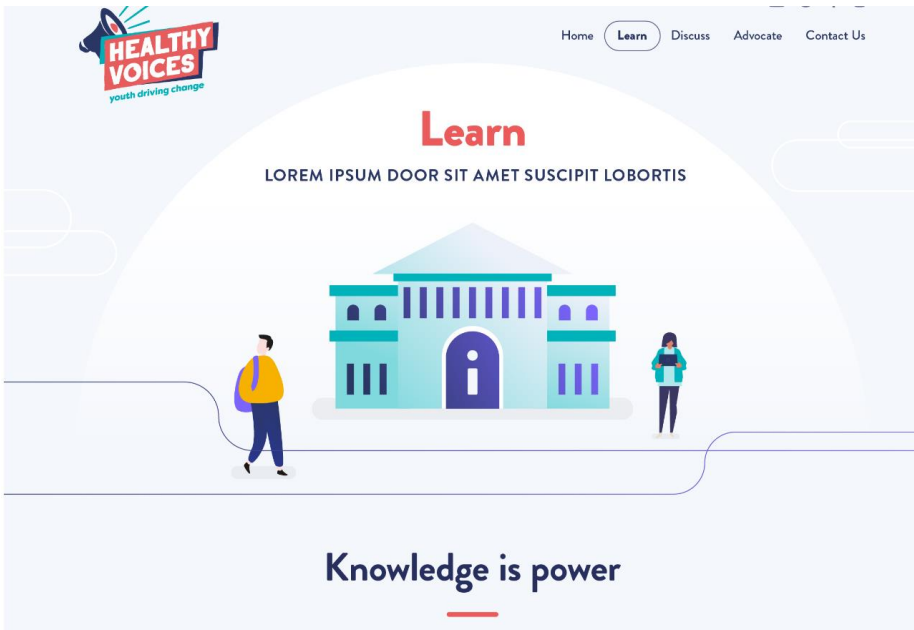


Figure 5. Scheme 2 initial visuals

Following a consultation involving youth and staff members, it was agreed that **Scheme 2** would be selected as the main theme for *Healthy Voices*.

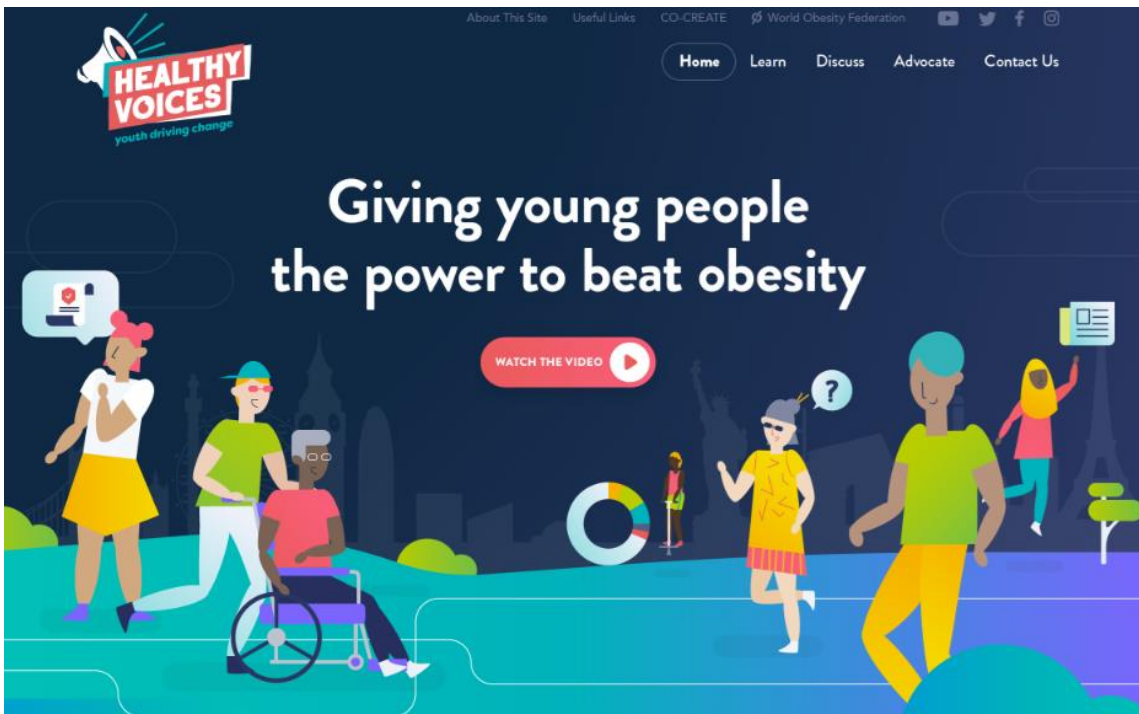


Figure 6. Screenshot of website interface

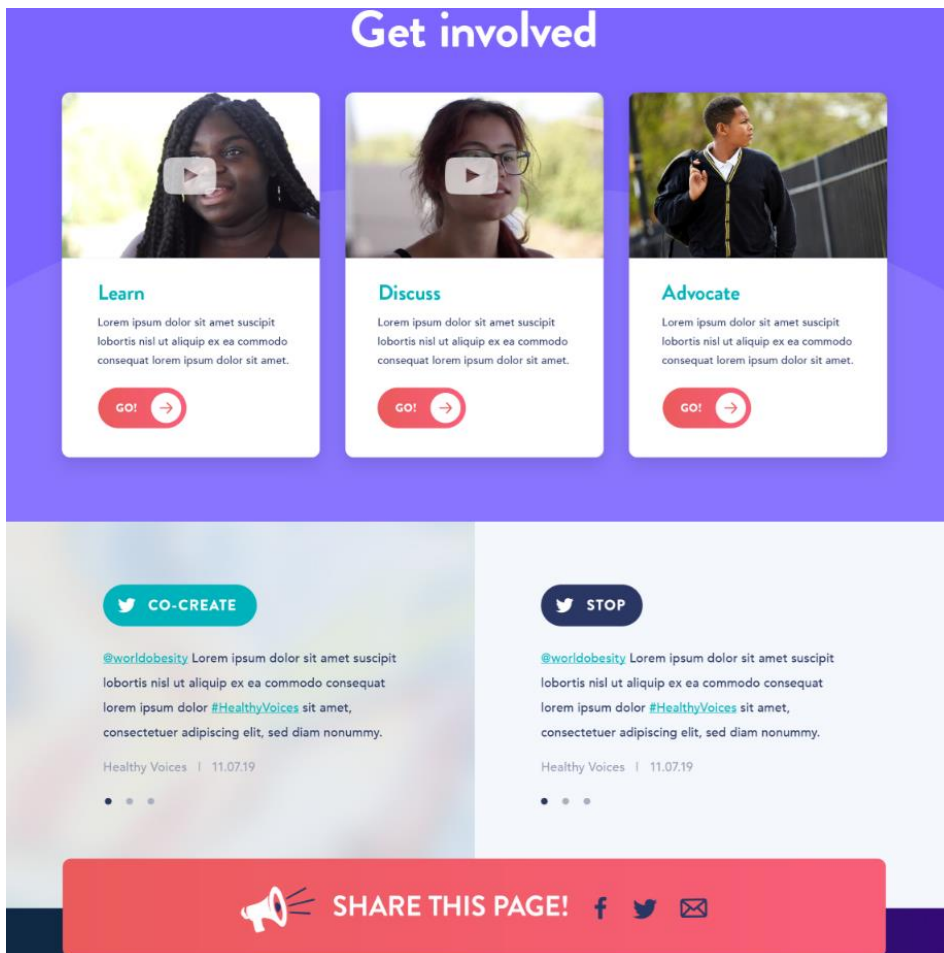


Figure 7. Depiction of how to get involved with healthy voices: Learn, Discuss, Advocate

## 2.1 Learn

This space hosts educational tools including infographics, videos & podcasts, information regarding weight stigma and policy summaries to reinforce adolescent's understanding on specific health-related policies. Furthermore, adolescents can submit questions to be answered either by their peers or by experts. We aim to provide adolescents with the adequate knowledge for them to formulate their opinion and become informed advocates. The scientific outputs of the STOP project will be translated in a youth-friendly manner and uploaded to this section of the website.

## 2.2 Discuss

This space provides a platform for adolescents to share their stories through the forms of vlogs, blogs, videos, podcasts and more. It should be perceived as a sharing space that will be moderated by the World Obesity Federation. All submitted blogs, vlogs and stories will be reviewed and accepted before being uploaded.

## 2.3 Advocate

This section hosts advocacy tools for adolescents. It provides links to existing infographics and advocacy toolkits and will also include material developed as part of the project. This section also

includes the submission space for young people to share their stories – either as a written summary or video.

### 3 Content

#### 3.1 Engagement with *Healthy Voices*

Since the launch of the website, *Healthy Voices* has received 18,460 pageviews. The infographics section is the most popular and account for 8.78% of all views. Currently, we have infographics available on a number of topics including a general one on the [scope of the childhood obesity epidemic](#), one exploring the [consequences of childhood obesity](#), and one on [youth engagement](#). Based on Google Analytics figures, the most popular audience visiting and interacting with the website are 18-24 years old, correctly targeting the age group set in the description of the deliverable. We also note popularity of the advocacy tools and policy summaries sections among 25-34 years old. To this day, most of the visit appear to be from people across Europe and the Americas.

Since the launch of *Healthy Voices*, positive feedback has been received from a number of youth involved in the CO-CREATE Youth Taskforce as well as from external civil society organisations such as World Cancer Research Fund International, EAT, Healthy Caribbean Coalition and NCD Child..





### 3.2 STOP-related content on Healthy Voices

Content will be produced on a rolling basis, particularly in the second half of the STOP project as results emerge and more scientific outputs are published.

Following the publication of a STOP Supplement in *Obesity Reviews* in January 2021, lay-language policy summaries were developed for each of the reviews included in the Supplement. These highlight some of the key findings while highlighting their policy relevance. All the summaries are available [here](#). Furthermore, these are also supported with social media cards, available both on the project's website and *Healthy Voices*.



## IMPACT OF FOOD REFORMULATION ON FOOD CHOICES, NUTRIENT INTAKES AND HEALTH STATUS

A SYSTEMATIC REVIEW

Considering the high levels of processed food intake in Europe, reformulating food products to improve their nutritional properties can help create healthier food environments and reduce the impacts of diet-related health conditions, such as obesity.

This review investigated the impact of food reformulation on food choices, nutrient intake and health status.

### Behaviour and choices

The review found that people usually accept, buy and consume reformulated products, resulting in an overall improvement in the nutritional composition of food purchases.

Reformulation towards less sugar or more fibre tended to be more often noticed and less accepted by consumers, while salt-reduction has higher acceptance.

### Nutrient intake

Overall, food reformulation tends to lead to improved nutritional intakes. Analysing studies from Europe and the US, the review found that daily population-wide salt intake after reformulation was 0.57g lower than before.

Product reformulation to reduce trans-fatty acid (TFA) content also results in reduced TFA intake. An overall decrease in intake between 38% - 85% were reported in North America, Costa Rica and the United Kingdom.

The review could not identify studies assessing the impacts of reformulation for other nutrients, like sugar, or for total energy.

### Health status

The review found that a ban on TFAs in processed and restaurant foods has led to a reduced mortality from cardiovascular disease in Austria, Denmark, Costa Rica and the US. Mortality was reduced by 4.3% - 6.2%.

One British study on sodium reduction in foods showed a positive effect on blood pressure.

Only three studies investigated the effect of reformulation on children and adolescents, finding similar results as for adults.

### Effective reformulation strategies should:

- Be accepted by consumers
- Not lead to compensation of reduced nutrients
- Include a wide variety of products
- Cover food categories that are major sources of targeted nutrients
- Not lead to additional products being placed on the market

### Other findings include:

- Mandatory standards are more effective than voluntary actions
- Out-of-home foods are promising targets for reformulation policies
- Multi-component strategies that include food reformulation are more promising to improve population diets than reformulation alone

## Impact of food reformulation on food choices, nutrient intake and health

### Salt and trans-fatty acid reformulation



accepted by consumers



improved daily nutrient intake



positive health changes



FOOD REFORMULATION IS MOST EFFECTIVE AS PART OF A MULTI-COMPONENT STRATEGY AND INCLUDES MANDATORY STANDARDS

### Future research should focus on:

sugar and fibre reformulation



consumer acceptance

whole diets rather than single nutrients



children

## HEALTHIER SCHOOL MEAL STANDARDS INCLUDE



HIGH PALATABILITY



REPLACE SUGAR SWEETENED BEVERAGES, INCLUDING JUICES, WITH WATER



ATTRACTIVE PRESENTATION



REPLACE REFINED CARBOHYDRATES WITH UNREFINED WHOLE GRAINS



INCREASED FRUIT AND VEGETABLE ACCESSIBILITY



## SALT AND TRANS-FATTY ACID REFORMULATION:



WAS ACCEPTED BY  
CONSUMERS



IMPROVED DAILY  
NUTRIENT INTAKE



RESULTED IN POSITIVE  
HEALTH CHANGES



IMPACT OF FOOD REFORMULATION IN FOOD CHOICE, NUTRIENT INTAKE AND HEALTH

CITATION

### 3.3 Future content for *Healthy Voices*

Throughout the remainder of the project, we will focus on developing additional youth-friendly content, including but not limited to:

- **Videos:** following the emergence of scientific studies, WP11 will develop, with the support from lead authors, short videos to convey key findings and policy and advocacy recommendations for future research. This will also be an opportunity to expand on the video content for the project.
- **Briefings:** we will continue to develop child-oriented briefings linked to the research outputs of the project, similar to the ones developed to support the launch of the first Supplement
- **Infographics:** to digest and communicate key messages and findings emerging from the project

Current engagement statistics suggest that the developed content to date is appropriate for our target audience. It also appears that the content is of interest for a slightly older age group, suggesting that the material developed could have a wider-than-anticipated demographic reach. The popularity of the infographics and policy summaries suggest that it is important for future developed content to be short and concise with clear messages, easily digestible for a youth-focused audience.

Moving forward, we will also aim to increase the visibility of the website to a wider international audience. This will require us to engage with existing youth organisations and other relevant platforms.