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**Science & Technology in childhood Obesity Policy**



## Science & Technology in childhood Obesity Policy

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

### D11.2: Project website with capacity for interactive tools, public engagement and library of materials

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**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"/>



Version	Date	Author	Change
1.0	7 November 2018	Margaret Pesuit	First draft
1.1	8 November 2018	Matt Pretty	Revisions from WP leader's team
1.2	12 November 2018	Matt Pretty	Revisions following internal review
1.3	24 March 2020	Margot Neveux	Revisions following comments from EC
1.4	31 March 2020	Margaret Pesuit	Revisions re: changes to website made in 2019

<b>STOP Project Deliverable D11.2</b>
Project website with capacity for interactive tools, public engagement and library of materials
<b>Deliverable due date</b>
November 2018 (revised April 2020)
<b>Relevant STOP Project Tasks</b>
Subtask 11.2.2: The STOP project website The project website will be a major communication tool for both the project administration and as a channel between partner organizations, stakeholder groups, the media and the public at large. It will include all materials prepared for publication, including press releases and media statements, eNewsletters, infographics and scientific presentations and papers. It will carry full acknowledgement of the EU funding support, and will provide links to partners' sites and further resources.
<b>Abstract</b>
The STOP project brings together a range of key health and food sector actors to generate scientifically sound and policy-relevant evidence on the factors that have contributed to the spread of childhood obesity in European Countries and on the effects of alternative policy options available to address the problem. This evidence will complement, systematise and partly reframe the findings of an established body of research by leveraging the latest scientific findings.
The present document is a report of Deliverable 11.2, the STOP website ( <a href="http://www.stopchildobesity.eu">www.stopchildobesity.eu</a> ) which forms one of the primary channels of communication for the project. The website offers an overview of the project and its intended impacts, information about and links to its partners, and includes project results as they become publicly available in both scientific and lay language.
The home page provides background material on the issue of child obesity including a video on the nature of the problem. Other relevant videos may be added over the course of the project.
Site content will present the project's activities and describe the implications of the outputs produced. There is a section for downloads and deliverables to feature outputs such as brochures, scientific papers, presentations and the project's deliverables. Since March 2020, the website includes the Google Translate WordPress plugin that automatically translates the website's content into all available European languages. Furthermore, the key content of the website such as project flyers, videos and 1-page briefings will be made available in French, Spanish and Italian, and where possible other languages of project partners.
The home page features a link to a sign-up form for the project's mailing list, as well as the full GDPR-compliant form lower down on the page. A footer at the bottom of each page contains an EU funding acknowledgment with the grant agreement number and a link to STOP's Twitter and LinkedIn accounts.
The project website will be maintained for at least one year after the end of the project in order to continue to support the ongoing exploitation, dissemination and impact.



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Abbreviation	Definition
GDPR	General Data Protection Regulation 2016/679
HP	Home page
ICL	Imperial College London
URL	Uniform Resource Locator (web address)



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## 1 Executive Summary

The STOP website ([www.stopchildobesity.eu](http://www.stopchildobesity.eu)) will be one of the primary channels of communication for the project. It has three major objectives:

- To improve communication between consortium members (uploading of project-related documents, working papers, events, etc.) and inform them of new developments relevant to the project;
- To raise awareness of the STOP project, to present the issue of child obesity in a sensitive, people-first manner, and to explain how STOP is addressing this issue to stakeholders, policy makers, civil society and social enterprise organisations, the media, and the general public;
- In anticipation of the extensive portfolio of results from the project, to establish the website as a resource that will merit retention and maintenance beyond the lifetime of the STOP project.

The website offers an overview of the project and its intended impacts, project results, as well as information about and links to its partners. It is user-friendly and content-oriented, and features a prominent link to the second, related website, *Healthy Voices* ([www.worldobesity.org/healthy-voices](http://www.worldobesity.org/healthy-voices)), World Obesity Federation's online capacity-building platform used for youth and public engagement, developed in collaboration with CO-CREATE, another Horizon 2020 funded project. Since March 2020 the different pages of the website are accessible in all available European languages through the use of the Google Translate Wordpress Plugin. Furthermore, some of the key content developed as part of the project will be translated, initially, in French, Spanish and Italian.

The home page, like the rest of the site, has a modern look and feel and is highly visual, with photographs of children engaged in healthy behaviours taken from the World Obesity Image Bank. It offers some background on the issue of child obesity and features an explainer video from Imperial College that gives an overview of the problem. Other relevant videos may be added over the course of the project.

Articles (written in an informal, engaging, web-friendly style) present the project's news and describe the implications of the outputs produced. These articles, as well as information regarding events, are published in a dedicated "Latest news" section. There is also a section for downloads and deliverables that features outputs such as brochures, external newsletters, and the project's deliverables. Where appropriate, draft deliverables will be available in full or as summaries once submitted, and final content uploaded following approval from the European Commission.

The home page features a link to a sign-up form for the project's mailing list, as well as the full, GDPR-compliant form lower down on the page. A footer at the bottom of each page contains an EU funding acknowledgment with the grant agreement number and a link to STOP's Twitter and LinkedIn accounts. Other social media accounts will be added to the footer as they are created.

The project website will be maintained for at least one year after the end of the project in order to continue contributing to the project's ongoing exploitation, dissemination and impact.



## 2 Target audience

The purpose of the website is to support and widen the dissemination of the results of the STOP project to its target groups, as outlined in D11.1 - Dissemination and Exploitation Strategy. It is important that health care professionals and scientists be able to use the project website as a resource, so that they can access the project's outputs and make well-informed choices about the development, implementation, and evaluation of policy interventions to improve health and reduce the risk of obesity and preventable disease. Policy makers, too - politicians and administrators - at the local, national and European level must have easy access to these outputs, as they need to understand the evidence and the sources of evidence for effective interventions, in order to act upon them. Given that STOP is focused on obesity in children and young people, they - along with the general public - are another key audience for the dissemination of results from the project. As of July 2020, the content relevant for each of the different target audiences will be highlighted through audience-specific sections to ensure that visitors are able to easily access the most relevant and useful information and results from the Project.

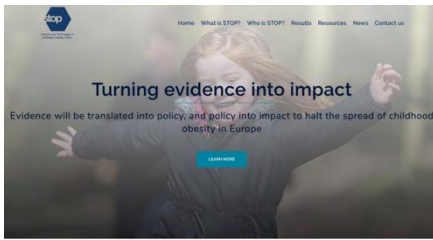
A number of target groups for the website have been identified, and the types of information that will be available for each is described below. For more details regarding target groups and how they will be reached, please refer to section 7 of the D11.1 (Dissemination, Exploitation and Communication Strategy).

- **Health professionals, including scientists, public health workers, health promotion specialists, public health nutritionists and fitness industry workers.** Highlighted content for this target group will include access to all the deliverables from the STOP project including systematic reviews with open access; the news section with access to relevant articles, editorials and commentaries; the bi-annual newsletter; and downloadable materials such as leaflets and networking collaterals for conferences and events.
- **Policy makers and Non-governmental organisations.** Highlighted content for this target group will include the news section with access to relevant articles, editorials and commentaries; the bi-annual newsletter; policy briefings based on the outputs of the STOP project; downloadable materials such as leaflets and networking collaterals for conferences and events.
- **Adolescents, young people and their parents, and the general public.** Highlighted content for this target group will include access to the *Healthy Voices* website; highlight of the news section with access to relevant articles, editorials and commentaries; the bi-annual newsletter; policy briefings; downloadable materials such as leaflets and networking collaterals for conferences and events.

## 3 Languages

The translation functionality of the website will help to widen the reach of the website to each of the target audiences and ensure the website is accessible across Europe. In addition to the website being translated via the WordPress plugin, we will ensure that a number of project outputs and materials are made accessible in three additional languages (French, Spanish and Italian), including:

- The project flyers
- Access to subtitled videos
- 1-page brief based on the studies/systematic reviews of the project



## 4 Website structure

The initial website ([www.stopchildobesity.eu](http://www.stopchildobesity.eu)) went online in October 2018 with a simple scrolling one-page structure, with the aim of providing an initial overview of the project to aid with promotion and publicity. Following review and feedback from the STOP Consortium, a number of improvements have been made to the website. The redesigned website was launched in September 2019 to be a multi-page website in order to increase the interactivity of the website and diversify the content to reach as many people in the target audiences as possible.

### 4.1 Home page

#### 4.1.1 URL

<http://www.stopchildobesity.eu/>

#### 4.1.2 Target groups

All

#### 4.1.3 Description

The elements of the home page are as follows:

- Main menu (this appears on all pages of the site, and remains in view, with a slightly transparent background, as the user scrolls down)

- Slideshow

At the top of the home page, a three-page slideshow welcomes visitors and gives an overview of the project. Images of children pursuing healthy lifestyles are overlaid with text briefly summarising the project's goals (identifying policies to tackle childhood obesity; developing effective and sustainable solutions in a multi-stakeholder framework; and translating evidence into policy and policy into impact). Clicking on "Learn more" scrolls down to a section with general information regarding the scope of the problem and what is fuelling it.

- A clickable field allowing users to translate the site into other European languages (this field appears on all pages of the site)

- General overview of the project

An informational video from ICL explains the issue of childhood obesity in an easy-to-understand and visually appealing way.

The name of and overarching mission of the project is then set out.

- Three attractive buckets featuring parallax photos, linking to key areas of the site:

- What is STOP?
- Who is STOP?

- Results (this section contains links to deliverables, publications, communication materials, press releases, newsletters, and other resources)

- Counters with the project's key statistics

- Three links – one to sign up for the newsletter, one to download the leaflet and one leading to the "Other resources" page

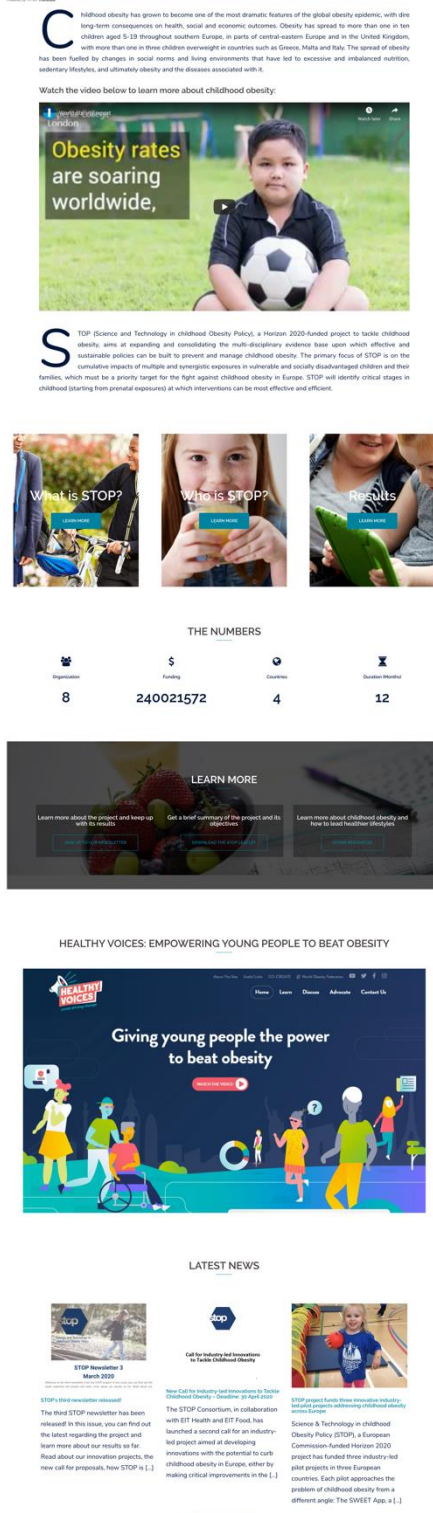


Figure 1: Home page





- Section publicising and linking to the WOF’s online capacity-building platform used for youth and public engagement ‘*Healthy Voices*’, developed in collaboration with CO-CREATE, another Horizon 2020 funded project.
- Three buckets aimed at the three main target groups: users click on the target group they belong to and a window opens with links to the pages and resources that are most relevant for them
- Latest news
- Footer with social media links, mailing list signup, and funding acknowledgement (this appears on all pages of the site)

Later in the project, additional sections of the site will be created for the following materials and highlighted on the home page (NB: these will also be published in the “Results” section):

- Once approved by the European Commission, practice abstracts (D11.3 and D11.7) will be published as PDFs in their own section of the website;
- Policy briefs and toolkits (D9.4) to be published as PDFs in their own section of the website in January 2022. These will be translated into at least three languages (French, Spanish and Italian);
- Accountability framework (D10.4) in December 2021, to be published as a PDF in the policy brief section;
- Web questionnaire (D10.3) in October 2021, to be published as a publicly available, interactive web survey embedded in or linked from the HP.

Interactive tools and a library of materials are also being explored. These would include searchable materials produced during the course of the project, annotated links to partners’ websites indicating the material they contain, blogs and opinion pieces with opportunities for added comments, and links to other relevant EU-funded research projects, databases and platforms.

There is also the possibility of creating a restricted/password-protected area of the website if the consortium decides that this would be helpful.

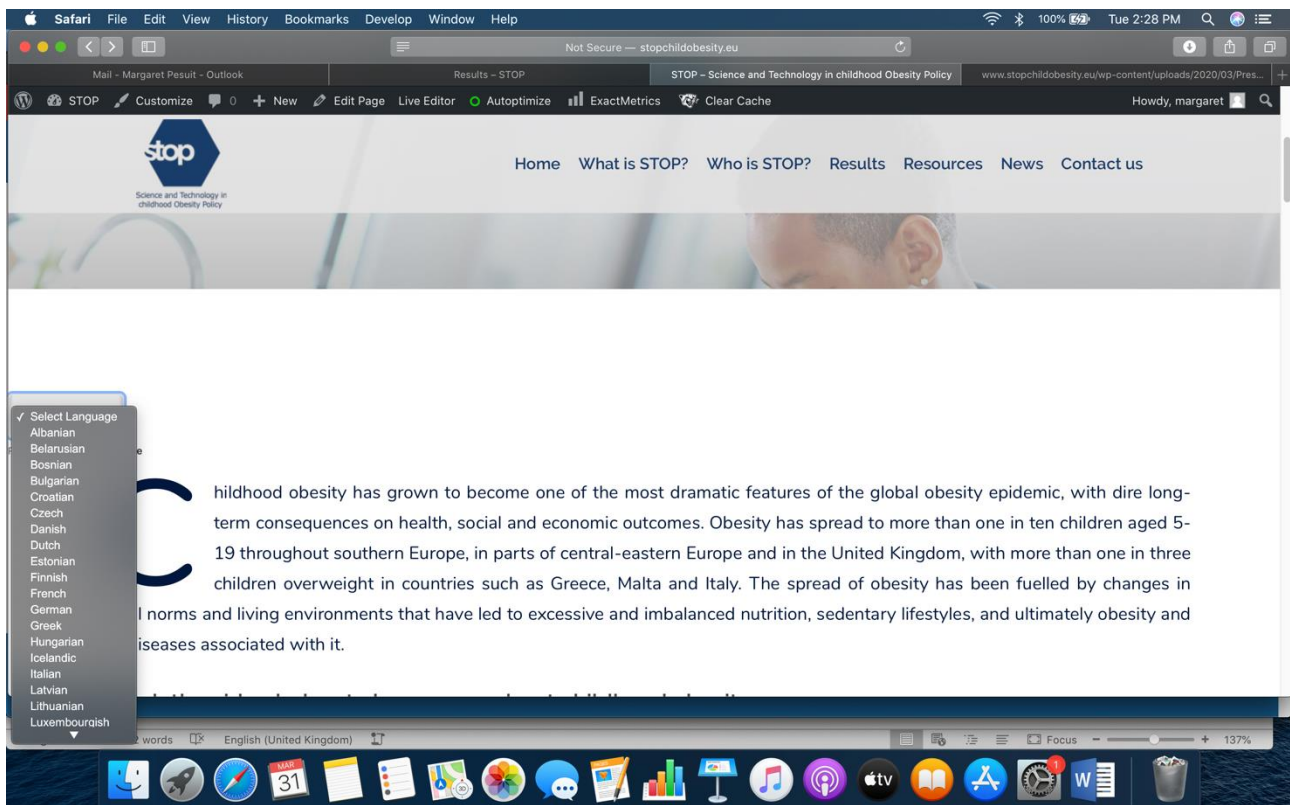



Figure 2: Clickable translation box



## 4.2 What is STOP?

### 4.2.1 URL

<http://www.stopchildobesity.eu/what-is-stop/>



The screenshot shows the 'What is STOP?' page on the website. At the top, there is a navigation menu with links: Home, What is STOP?, Who is STOP?, Results, Resources, News, and Contact us. The main content area features a large 'O' icon and a paragraph: 'Over a four-year period (2018-21), the STOP project will generate scientifically sound, novel and policy-relevant evidence on the factors that have contributed to the spread of childhood obesity in European countries and on the effects of alternative technological and organisational solutions and policy options available to address the problem.' Below this, a heading reads 'The STOP project will translate the evidence gathered and generated into:' followed by three columns, each with a circular icon and a title: 1. 'Indicators and measurements' with a clipboard icon, describing a comprehensive set of indicators and a measurement framework for the epidemiological surveillance of relevant dimensions of childhood obesity, its determinants and... 2. 'Policy briefs and toolkits' with a briefcase icon, describing policy briefs and toolkits providing practical guidance and tools for the design and the implementation of key policies. 3. 'Multi-stakeholder framework' with a group of people icon, describing a viable multi-stakeholder framework based on effective communication and negotiation approaches, a sound use of the existing evidence base, and appropriate mechanisms for...

Figure 3: What is STOP?

### 4.2.2 Target groups

Scientists and professionals in health, health service providers, health promotion professionals, health insurers and health service resource managers, non-governmental organisations and policy makers.

### 4.2.3 Description

This page provides more detailed information regarding its aims, its perspective, its methodology and the kinds of outputs it is expected to generate. It is designed for a more professional audience that is familiar with health policy, its implications, and its terminology.

## 4.3 Who is STOP? (The consortium, links to partners)

### 4.3.1 URL

<http://www.stopchildobesity.eu/who-is-stop/>

### 4.3.2 Target groups

Target groups include scientists and professionals, health service providers, health promotion professionals, non-governmental organisations, national and international public-facing media, and policy makers.



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Figure 4: Who is STOP?

### 4.3.3 Description

This page provides information about the partners and third-party organisations involved in the project. Clicking on the partners' logos takes the user to their websites.



## 4.4 Results

### 4.4.1 URL

<http://www.stopchildobesity.eu/results/>

### 4.4.2 Target groups

Target groups include scientists and professionals in health, health service providers, health promotion professionals, health insurers and health service resources managers, non-governmental organisations, national and international public-facing media, policy makers and the general public.

### 4.4.3 Description

This section contains several accordions that, when opened, feature links to deliverables, publications, communication materials, press releases, newsletters, the BIA Obesity website (this will change in the next few months to the INFORMAS Europe website, which will replace the BIA Obesity website) and the other resources page.

Later in the project, two new accordions will be added to this page:

- Practice abstracts;
- Policy briefs and toolkits, and the accountability framework (as of January 2022).

## 4.5 Other resources

### 4.5.1 URL

<http://www.stopchildobesity.eu/other-resources/>

### 4.5.2 Target groups

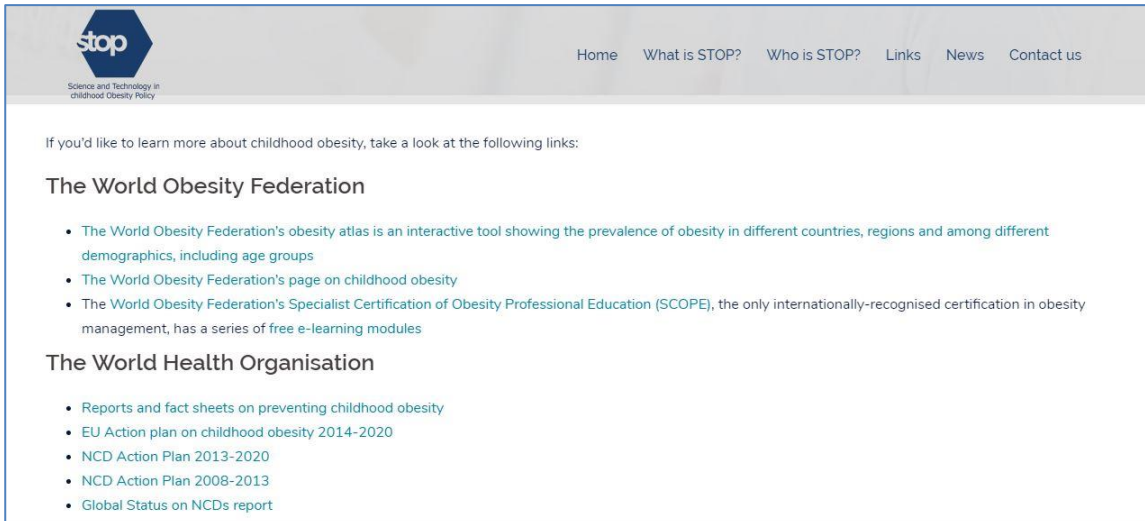
Target groups include scientists and professionals in health, health service providers, health promotion professionals, health insurers and health service resource managers, public-facing media, policy makers and the general public.

The screenshot shows the 'Results' page of the STOP website. It features several accordions:
 

- DELIVERABLES**: An accordion with 11 items, including 'Coordination and management', 'Measuring childhood obesity...', 'Key determinants of childhood obesity', 'Regulation and fiscal policies', 'Consumer behaviour...', 'Healthy food and food choice environments', 'Physical activity', 'Health care', 'Policy analysis methodology...', 'Multi-stakeholder action', and 'Dissemination and exploitation'.
- PUBLICATIONS**: A single-item accordion labeled 'Publications'.
- COMMUNICATION MATERIALS, PRESS RELEASES AND NEWSLETTERS**: An accordion with three items: 'Communication materials', 'Press releases', and 'Newsletters'. The 'Newsletters' sub-accordion is expanded, showing 'STOP Newsletter 1 - STOP is off to a healthy start', 'STOP Newsletter 2 - September 2019', and 'STOP Newsletter 3 - March 2019'.
- BIA OBESITY**: A section with a brief description of the BIA-Obesity tool and a button labeled 'THE BIA OBESITY WEBSITE'.
- OTHER RESOURCES**: A section with a short paragraph and a button labeled 'OTHER RESOURCES'.

 At the bottom, there is a footer with 'FOLLOW US!', 'SIGN UP TO OUR MAILING LIST', and a European Union flag with the text 'This project has received funding from the European Union'.

Figure 5: Results



The screenshot shows the 'Other resources' page of the STOP website. At the top, there is a navigation menu with links for Home, What is STOP?, Who is STOP?, Links, News, and Contact us. Below the menu, a heading reads 'If you'd like to learn more about childhood obesity, take a look at the following links:'. There are two main sections: 'The World Obesity Federation' and 'The World Health Organisation'. Each section contains a list of links to external resources.

Figure 6: Other resources

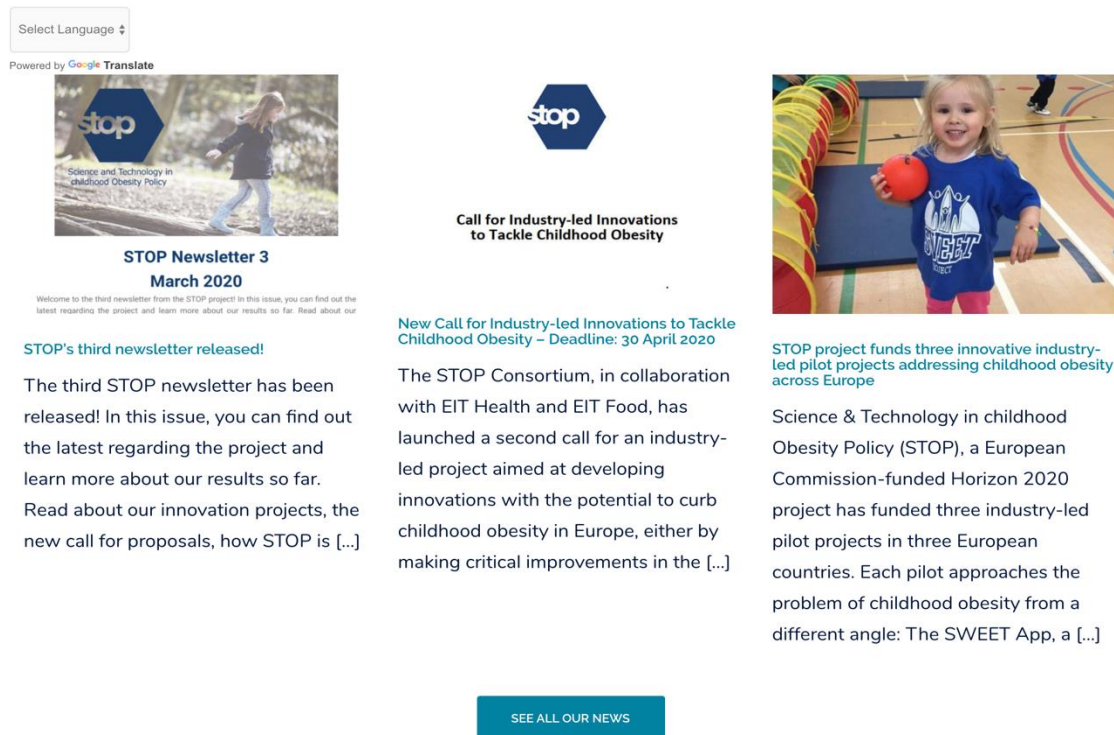
### 4.5.3 Description

The Other resources page features links to external sources, such as the World Obesity Federation, the World Health Organisation, and the National Institute for Health and Care Excellence, with guidelines, certification courses, action plans, interactive graphs, reports, image banks and other tools that can help users learn more about childhood obesity.

## 4.6 News and events

### 4.6.1 URL

<http://www.stopchildobesity.eu/news/>



The screenshot shows the news page of the STOP website. At the top left, there is a 'Select Language' dropdown menu and a 'Powered by Google Translate' logo. The page features three news items, each with a thumbnail image, a title, and a short description. The first item is about the release of the third newsletter in March 2020. The second item is a call for industry-led innovations to tackle childhood obesity, with a deadline of 30 April 2020. The third item is about three innovative industry-led pilot projects funded by the STOP project across Europe. At the bottom center, there is a blue button that says 'SEE ALL OUR NEWS'.

Figure 7: News



### 4.6.2 Target groups

Target groups include scientists and professionals in health, the general public, non-governmental organisations, the public-facing media, and policy makers.

### 4.6.3 Description

This page displays all news items related to the project, in an attractive grid format with photos, title and lede. The three most recent articles are shown automatically, and users can click on a button to see all news items.

## 4.7 Contact us

### 4.7.1 URL

<http://www.stopchildobesity.eu/contact/>

### Contact us

Select Language

Powered by Google Translate



#### Media enquiries

For media enquiries please contact:

Professor Franco Sassi  
STOP Project Principal Investigator  
Imperial College Business School  
London  
Email: [f.sassi@imperial.ac.uk](mailto:f.sassi@imperial.ac.uk)

Laura Singleton  
Media and PR Officer  
Imperial College Business School  
London  
Email: [l.singleton@imperial.ac.uk](mailto:l.singleton@imperial.ac.uk)



#### Website issues

If you should encounter any problems with the site, please contact:

Margaret Pesuit  
ISINNOVA  
Email: [mpesuit@isinnova.org](mailto:mpesuit@isinnova.org)



#### Information

All images on the site are from the [World Obesity Federation's](#) bank of free-to-use, non-stigmatising images of people with obesity: <http://www.imagebank.worldobesity.org>

The video on the home page is courtesy of the project's coordinator, [Imperial College, London](#)

#### FOLLOW US!



#### SIGN UP TO OUR MAILING LIST

To stay informed about the project and its results, sign up to receive our newsletter

SIGN UP TO OUR NEWSLETTER



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774548.

Figure 8: Contact us



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#### **4.7.2 Target groups**

Target groups include the media, news services and agencies.

#### **4.7.3 Description**

This page provides contact information for media enquiries as well as any website problems. Copyright information is also provided for the site's images and video.



## 5 Metrics

Google Analytics will use cookies to track how many users are coming to the site, where they are coming from, what pages are visited the most and other statistics related to website traffic.

That said, not all users will be tracked, as not everyone will opt in to these cookies. In order to comply with the GDPR, we must get each user's permission to track their movements on the website, even though we do so anonymously (see section 5 on GDPR compliance).

The desired reach is at least 100 unique visitors per month to the website.

The month of October 2018 (when the website was first launched) saw 92 unique users, 82 of which were new. In October 2019, the site saw over 450 unique users, and had an increased percentage of new users (85.2% vs. 77.4%). In addition, most visitors to the site in October 2018 were from the United States, followed by the United Kingdom, Italy and France. By October 2019, most visitors came from the United Kingdom, followed by the United States, Slovenia and Italy.

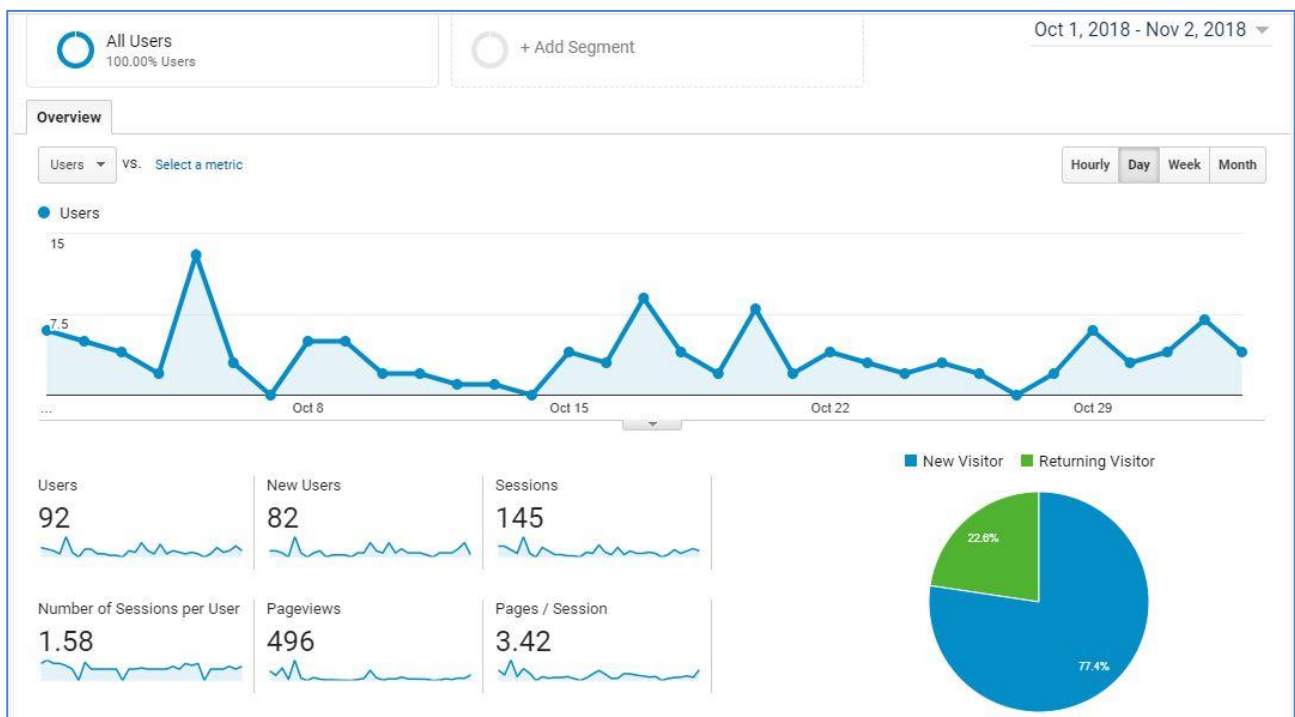


Figure 9: Google Analytics overview: October 2018



Demographics	Country	Users	% Users
Language	1.  United States	19	19.39%
Country	2.  United Kingdom	17	17.35%
City	3.  Italy	9	9.18%
System	4.  France	8	8.16%
Browser	5.  China	5	5.10%
Operating System	6.  Ireland	5	5.10%
Service Provider	7.  Germany	4	4.08%
Mobile	8.  Australia	3	3.06%
Operating System	9.  Belgium	3	3.06%
Service Provider	10.  Spain	3	3.06%
Screen Resolution			

[view full report](#)

Figure 10: October 2018 - Detail by country

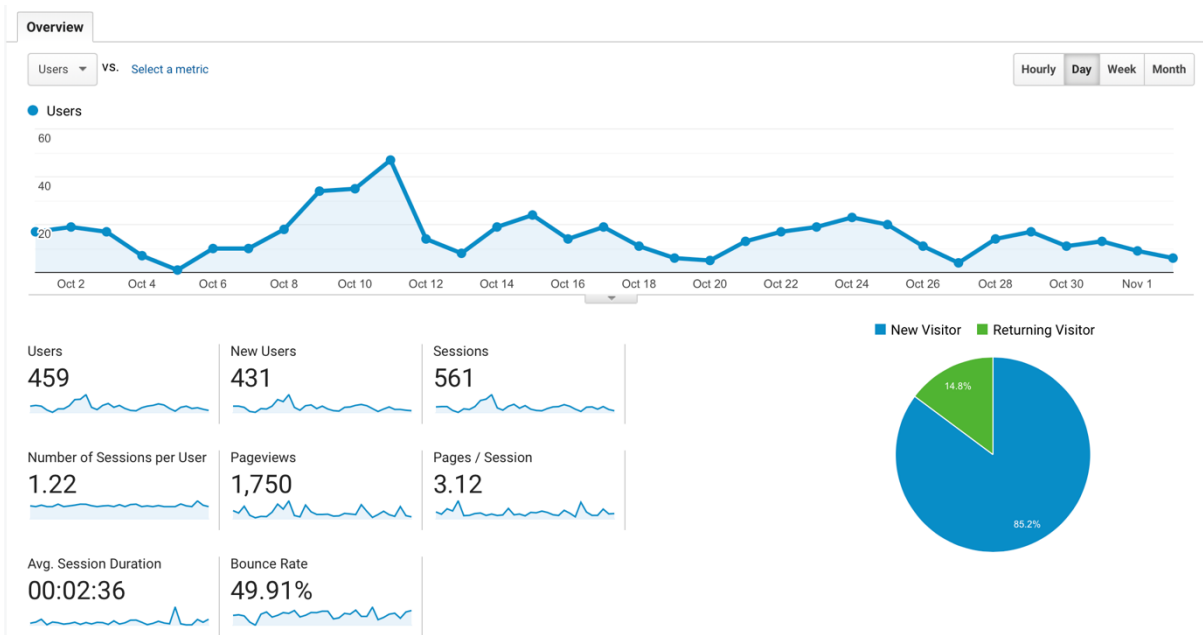


Figure 11: Google Analytics overview: October 2019



Figure 12: October 2019 - Detail by country

## 6 GDPR compliance

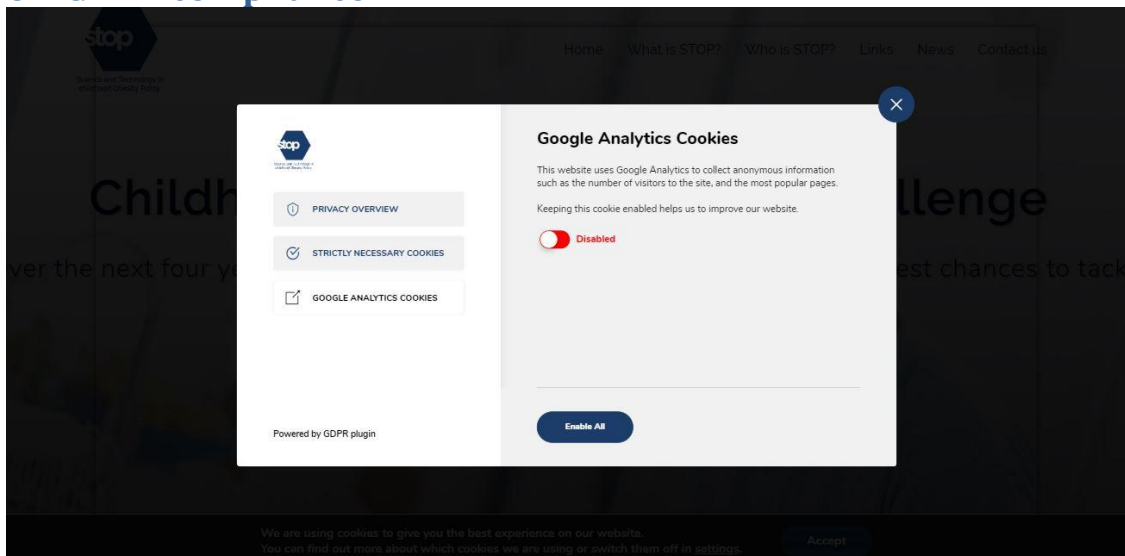


Figure 13: GDPR-compliant cookie opt-in form

A plugin has been installed that asks for users' consent regarding cookies, so that Google Analytics can track how many visitors come to the site. The plugin, which is a bar that appears at the bottom of the web page the first time a user visits the site, explains the site's privacy policy and how cookies are used, and allows users to choose their settings and to opt in to being tracked anonymously on the site.