

# EMPOWERkids



Health and social education for children

CENTRAL BALTIC PROGRAMME  
ANNUAL EVENT

Mariehamn, 21 September 2017



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# ABOUT THE PROJECT



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“EmpowerKids – Health education and social advice  
for low-income families with young children”

## PARTNERSHIP

- Baltic Region Healthy Cities Association (Lead Partner)
- University of Turku
- Rakvere College, Tallinn University
- Jurmala City Council Welfare Department



Turun yliopisto  
University of Turku



TALLINN UNIVERSITY  
Rakvere  
College



Jurmala



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## **BASIC INFORMATION**

Duration: 1 April 2016 – 31 March 2018 (24 months)

Total budget: 261.460,00 EUR

ERDF: 207.757,40 EUR

Financing: Central Baltic Programme  
Project partners



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## PROBLEM

- Low health literacy of young children from low-income families;
- Differences in health status between the children from poorer and richer families;
- Lack of modern, attractive and empowering methods for health and social education for children.





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## SOLUTION

- Development of the EmpowerKids Tool – an online game on nutrition, physical activity, daily rhythm and family resources;
- Trainings for social workers, kindergarten teachers and other users of the tool;
- Interviews with children;
- Healthy workshops.





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# CHALLENGES, LESSONS LEARNED, RECOMMENDATIONS



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## What have been the main challenges in your project implementation?

### Challenging administration:

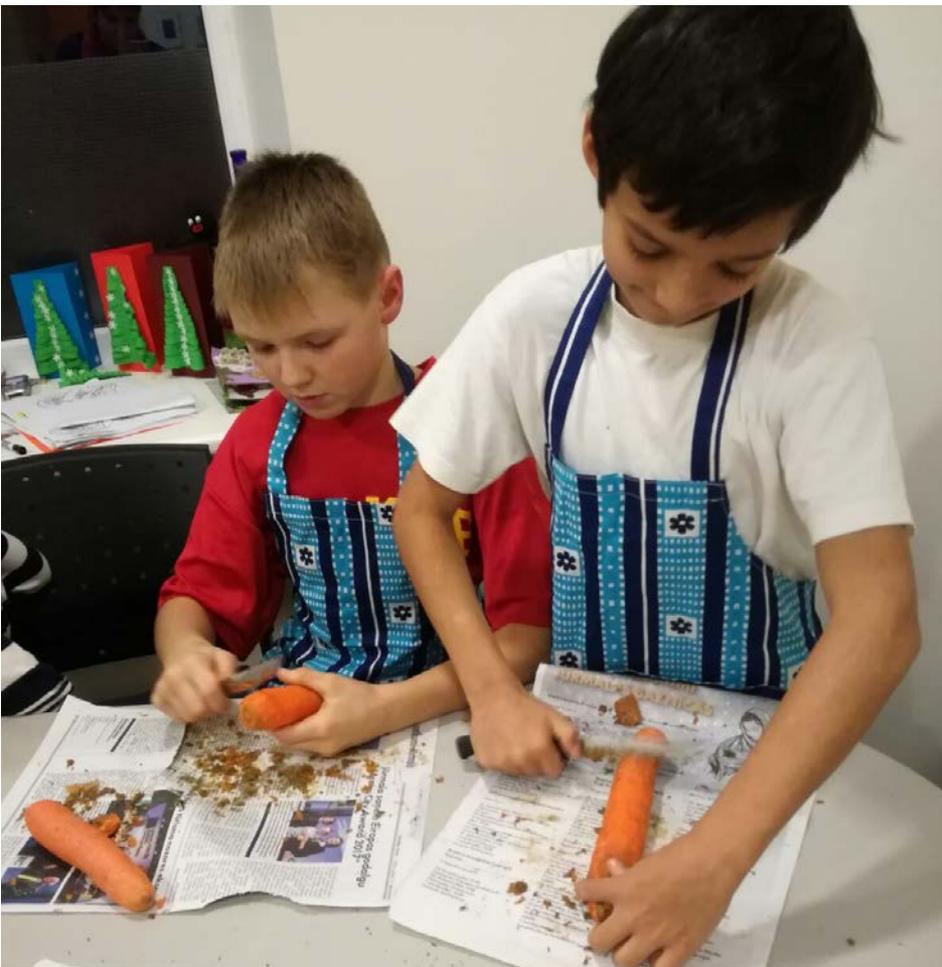
- Reporting, especially the financial part,
- The delays of the FLC,
- Ineligibility of the groceries bought for workshops with children.

### A bit of challenge when it comes to content:

- To create the united physical activity and nutrition recommendations for all countries,
- To find the way how to expand the usage of the tool for the new users,
- To get the parents interested in workshops and the municipalities in the work.



## What kind of benefits have you experienced from cross-border cooperation?



**So many!**

*“As the world around us is changing very quickly, the cross-border cooperation becomes more and more important. It is a good possibility to learn from each other and to adapt this new knowledge to the benefit of your own country.”*

- Meeting new wonderful people,
- Creating new ideas and synergy,
- Learning about the working cultures in other countries,
- Thinking outside-the-box,
- Seeing the wider picture.



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## What would you do differently if you would start to plan a Central Baltic project now?

- ✓ **Build** the full partnership for a given project proposal before the call is open – later there is little time and lots of stress.
- ✓ **Explore** the communication via social media better to cut costs on the traditional promotional materials.
- ✓ **Include** the costs for the participation in conferences promoting the project outside of the partnership.
- ✓ **For the e-tools:** create a clear strategy for its dissemination after the project.



## Do you think there is a potential of this partnership to continue the cooperation in the future? In which way?

*“Yes, I’m very sure in this! Every cooperation starts from the first step - meeting new people means that you need time to get to know each other at first. And as we have already worked as a team and we have had very fruitful and inspiring cooperation, there are good conditions for continuing with next project.”*

- **The partners will continue the work** with the EmpowerKids Tool and possibly also on the other health games developed by University of Turku,
- **The partnership could still be expanded** – Rakvere municipality and City of Turku could be engaged better.
- **Organizing study visits** for the representatives of the municipalities,
- **Common initiatives** for the training of the social workers and kindergarten teachers via e.g. Erasmus programme.





## What would be your message to those who are planning the next (2021 – 2027) programming period (re challenges, partnerships)?

*“To find the ways to implement sustainable practices to promote the wellbeing of children, and how to plan the services that can be utilized even when the project is over.”*



- Be more flexible with costs for better project results,
- 1 month for FLC work and 1-month for closing,
- Faster payments from the CB Programme,
- Better training about the Programme's principles, especially in Sweden,
- Online trainings on eMS for partners,

Social challenges valid all the time – exchange of experiences and building networks necessary.

Partnerships for next period: as wide as possible, can Lithuania be included, is Sweden committed?



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**THANK YOU!**

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