

Healthy Kids of Seinäjoki

- * Aim is also to support overall Health and Wellbeing of Children and their Families
- * A World-Famous Concept for Fighting Childhood Obesity

The Healthy Kids of Seinäjoki Concept combines:

- *Health and Wellbeing Management*
- *City and Living Environment Development and Management*
- *Guidance supporting Healthy Choices based on the needs of the Family*
- *Healthy Nutrition and Food Safety*
- *Physical Activity and Exercise supporting Health*
- *Multiprofessional and Multidimensional Cooperation*

Helli Kitinoja
Seinäjoki University of Applied Sciences
May 3rd, 2019

Healthy Kids of Seinäjoki® Platform



Results that attract International attention

The first Healthy Kids of Seinäjoki Model Pilot started in 2016 in Seoul, South Korea (Seoul Metropolitan Government SMG).



World Health Organization

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Marknadsekonomi ända in i tvättförrådet | ABC: Klinisk genomgång av Wernickes encefalopati

Läkartidningen

Tidning för Sveriges läkarkör • Sedan 1864 • 13 september 2017 • vol 114 • 1422-1488

Finska Seinäjoki i världens blickfång:

HÄR FÅR DE BARNFETMAN ATT MINSKA

Finland curbs childhood obesity by integrating health in all policies

February 2015

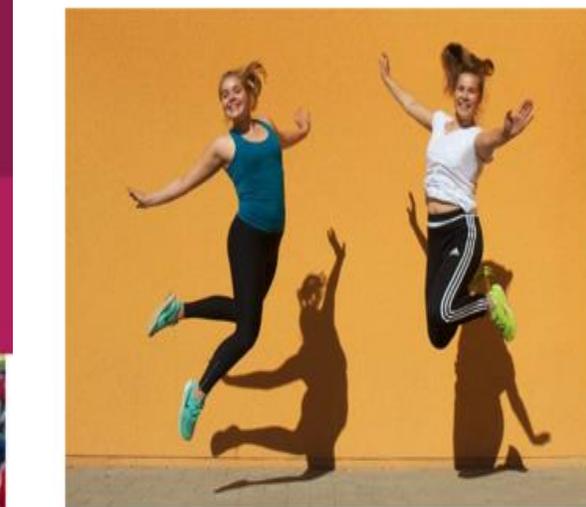
Six years ago, almost 1 in 5 five-year-olds in the Finnish city of Seinäjoki was overweight or obese. Not all schools and day care centres were providing nutritious food and sufficient physical activity.



Courtesy of Seinäjoki Health Centre

Inside the schools fighting childhood obesity with fitness

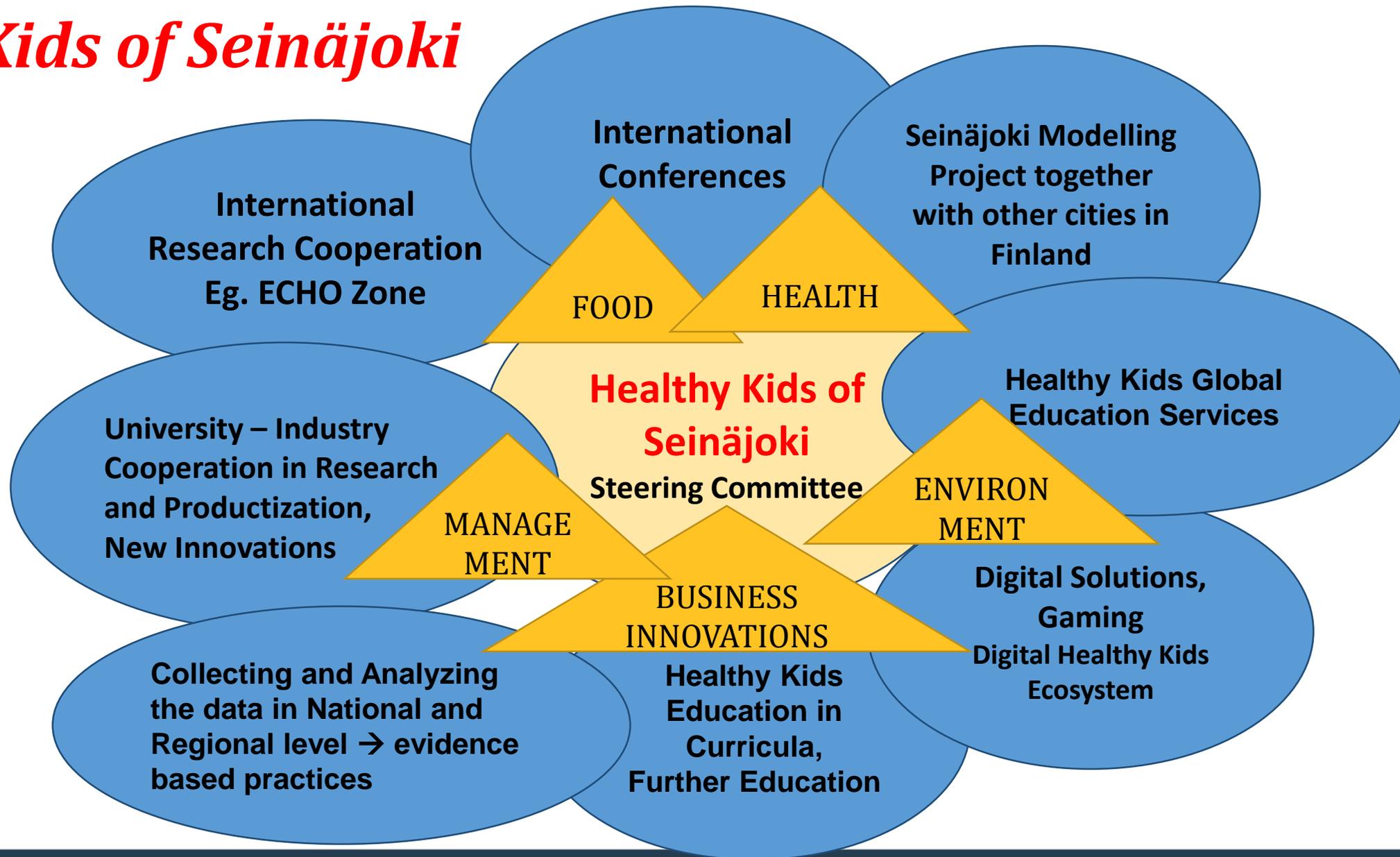
From schools on the move in Finland to workout Wednesdays in the US, we explore innovative ways schools are embedding activity into the day



The Lihavuus Laskuun programme translates as 'overcoming obesity' / Schools on the Move/Jouni Kallio

“ In 2011, 16.1 per cent of Seinäjoki’s 11-year-olds were overweight. By 2015, that had fallen to 8.2 per cent ”

Healthy Kids of Seinäjoki



HEALTHY KIDS

Health and wellbeing of children and their families

5 ECTS (135 hours)

The purpose of the Healthy Kids programme aiming to the better health and wellbeing of children and their families, is to

- extend the expertise of professionals and decision makers to manage and develop working practices in expert organizations,
- manage and carry out demanding development projects and
- support individual capacity building of professionals to develop their own work.

TARGET GROUP

The programme is intended for professionals, researchers, educators, decision makers, associations and entrepreneurs e.g. in the fields of health care, nutrition, city development and early, primary, vocational and higher education.

CONTENT OF THE PROGRAMME

- 1) Health and wellbeing management by utilizing multiprofessional cooperation
- 2) Guidance based on customer needs, supporting healthy choices
- 3) Living environment supporting health and wellbeing
- 4) Nutrition and health of children
- 5) Health benefits of physical activity of children and their families



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HEALTH PACKAGE ***in Physical Activity & Nutrition*** for Children and their Families

Independent Online Studies with Practice,
1–2 weeks / module

Target group: Early and Primary Education Teachers

www.finhov.fi

HEALTHY KIDS EDUCATIONAL TRAVEL

1–2 weeks



OnniWay Mobile App - for the holistic wellbeing of children

- A tool for teachers to activate children
- Demo available at: www.onniway.com

Try the Demo



Long-term education to transfer the Healthy Kids of Seinäjoki® Concept to another City

Aim is to

- * Promote health and wellbeing of children and their families*
- * Strengthen capacity of professionals and decision makers in supporting health of citizens*
- * Promote multidimensional local networking and cooperation based on the needs of citizens*
- * Find new innovations in product development*

Capacity building of Healthy Kids Coordinators and Decision Makers

- Recognition and assessment of needs in the target City
- Orientation to the Development Platform of Healthy Kids

Healthy Kids of Seinäjoki 2nd International Conference 2019 (March 12-14)

Capacity building of Professionals

- Short Programmes
- Global education services, Study Visits
- RDI services
- International cooperation
- Peer Support

Capacity building of working life and industry

- Further education in entrepreneurship, IoT, management
- Company workshops
- Support services for industry and start-ups
- RDI services, trainees
- University-industry partnerships

Capacity building of citizens and community

- Education for the citizens
- Developing the services of third sector
- Community development

SAVE THE DATE SAVE THE DATE SAVE THE DATE

3rd International Conference

HEALTHY KIDS OF SEINÄJOKI

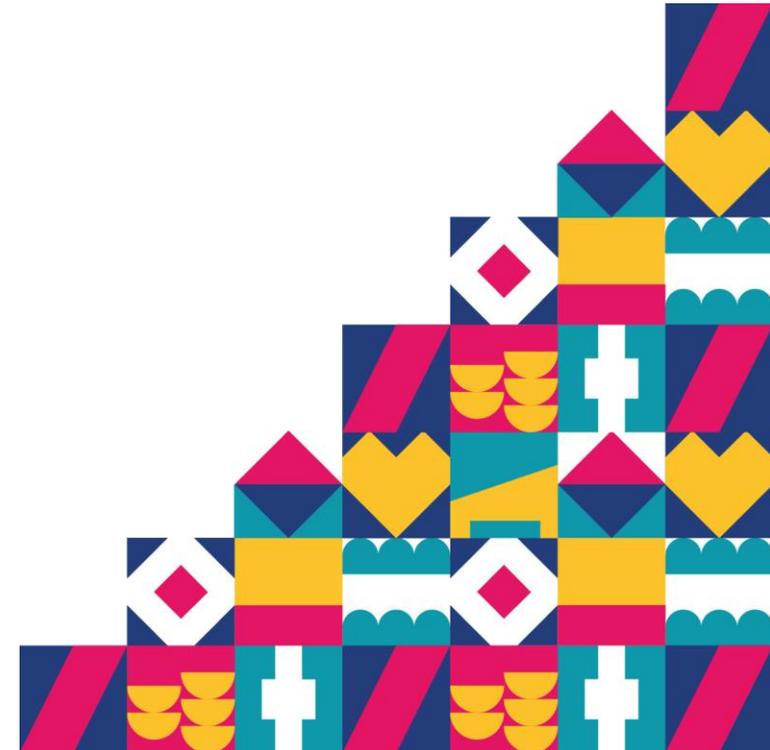
31ST MARCH - 2ND APRIL 2020 | SEINÄJOKI, FINLAND



HEALTHY KIDS OF
Seinäjoki



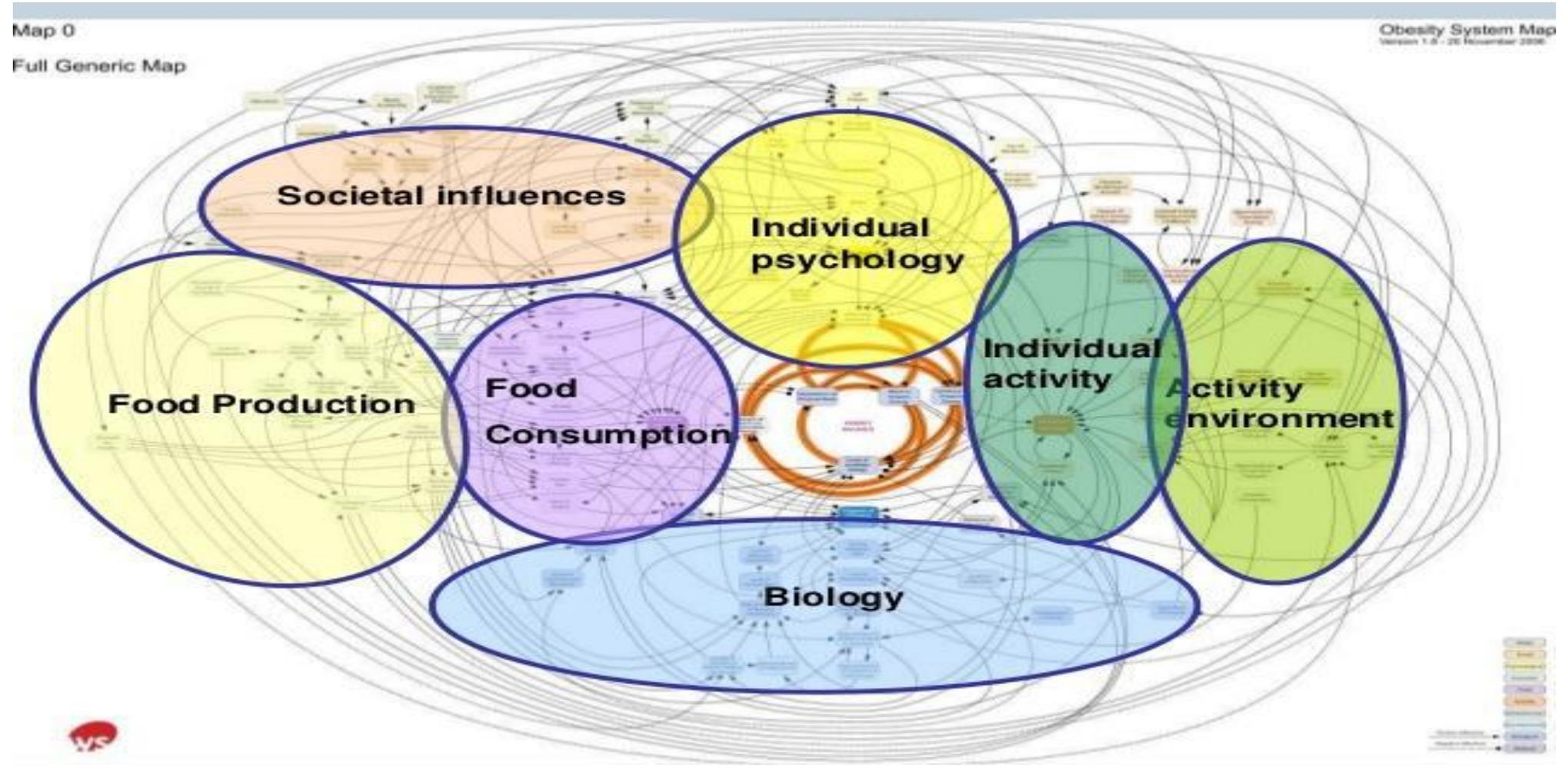
Theoretical Framework



**THE WHITEHEAD AND DAHLGREN RAINBOW MODEL (1991):
THE DETERMINANTS OF HEALTH**



OBESITY SYSTEM MAP, UK FORESIGHT INSTITUTE (ESRC Obesity, Food and Physical Activity Seminar Presentations, also Leeuw and Peters 2014)



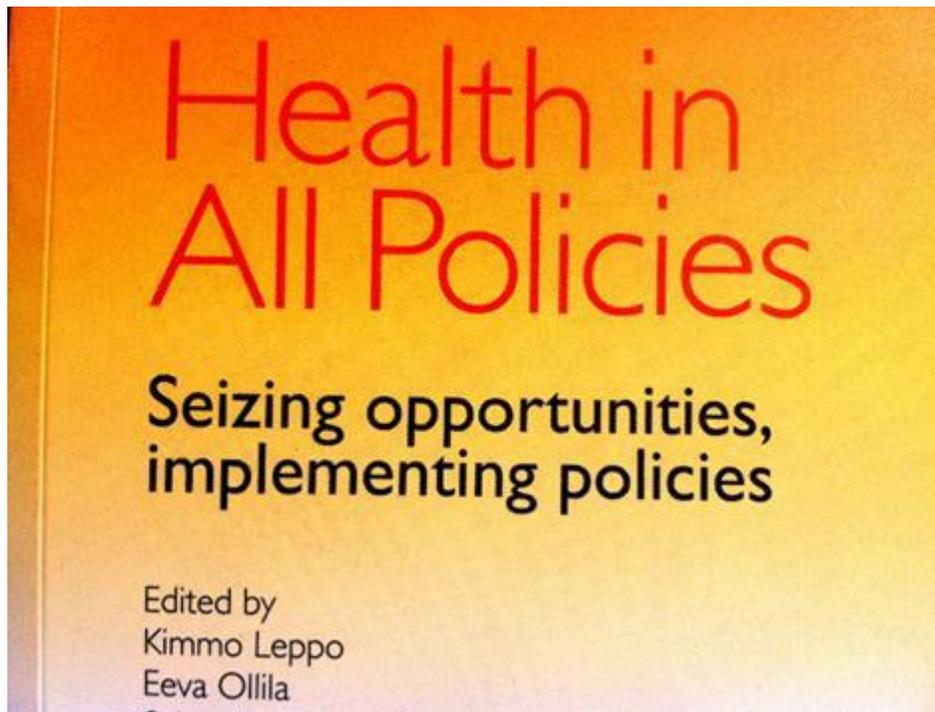
Overweight and obesity of 2-16-year-old children in Finland, 2017 (THL)



- One-third of world population are overweight – we have a global challenge to work together
 - Obesity increases morbidity eg. type 2 diabetes, heart and vascular diseases, musculoskeletal disorders and numerous types of cancer
 - Prevention of overweight and obesity supports also mental health and wellbeing



8th Global Conference
on Health Promotion
HELSINKI 2013



*“**HiAP** is an approach to public policies **across sectors** that systematically takes into account the health implications of decisions, seeks synergies, and avoids harmful health impacts in order to improve population health and health equity.....”*

<http://www.who.int/healthpromotion/conferences/8gchp/en/>

- *Alma Ata Declaration on Primary Health Care (1978)*
- *Ottawa Charter for Health Promotion (1986)*

These identified intersectoral action and healthy public policy as central elements for the promotion of health, the achievement of health equity, and the realization of health as a human right.

Health 2020: the European policy for health and well-being

Health 2020 is the new European health policy framework.

It aims to support action across government and society to: “significantly improve the health and well-being of populations, reduce health inequalities, strengthen public health and ensure people-centred health systems that are universal, equitable, sustainable and of high quality”.

<http://www.euro.who.int/en/health-topics/health-policy/health-2020-the-european-policy-for-health-and-well-being>

THL coordinates the PromoKids network (Promoting Healthy Weight in Children - Ending Childhood Obesity in the Nordic Countries) in 2018-2020.

The Finnish programme has consistent goals with the WHO's and EU's recommendations

REPORT OF THE COMMISSION ON

ENDING CHILDHOOD OBESITY



World Health Organization

EU Action Plan on Childhood Obesity 2014-2020

24 February 2014 [updated 12 March and 28 July 2014]

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***SYSTEMATICAL HEALTH PROMOTION
ACTIVITY IN THE CITY OF SEINÄJOKI***



SYSTEMATICAL HEALTH PROMOTION ACTIVITY IN THE CITY OF SEINÄJOKI

***Core: Each Sector and Institution should learn to
“Think Health”***

Systematical Health Promotion Activity started in the City of Seinäjoki in 2009 under the lead of the Director of Health Promotion

- Structures and objectives were developed in accordance with those of the National Health Policy Programme, based on the **HiAP approach**
- Special emphasis on health and wellbeing of children
- The promotion of healthy lifestyles, **multisectorial collaboration** and **co-operation between organisations** became the key elements of the activity
- Measures are based on scientific evidence and previous experiences (Leena Koivusilta UTU 2018)



The basic idea of the survey in 2009-

The activities and their impacts are based on a long-term multiprofessional work

- to create the **structures**,
- to develop, establish and institutionalize **good practices** and
- to **engage the actors**

By analysing these activities, it was possible to reveal some of the factors, which enable or restrict the implementation of multisectoral activity in a municipality setting.

Main emphasis at that time was in the prevention of overweight and obesity.

Both governmental and non-governmental professionals participating the health promoting process were interviewed.

(Koivusilta Leena, 2018)

Roots of the Healthy Kids of Seinäjoki activities

The DEHKO (2000-2010) and DEHKON-D2D (2003-2008) national diabetes prevention programs were implemented in the whole South Ostrobothnia Region

- Awakening of the awareness: risk factors for overweight and its long-term influences
- Wide-range media campaigns; informing municipal administration and personnels in various sectors as well as collaborators
- Weight statistics collected in comprehensive schools, not only in child health clinics
- Launching of operating models targeted at children and parents
(e.g. the treatment path of overweight children)

The project contributed to develop the health strategy of the City of Seinäjoki and the recruitment of the director of health promotion

STRENGTHENING THE KNOWLEDGE BASE IN THE MANAGEMENT OF HEALTH PROMOTION – Knowledge Management

- The use of the electronic health overview document (EHR, EPR)
- Information and reports concerning the health and wellbeing of citizens for the City Government and other City Committees
- Inter-sectorial collaboration, each sector adopted its proper roles and tasks
- Data collection and Impact assessment (auditing)
- Evidence-based best practices (education-research-working life collaboration)

By implementing good practices, all children are treated equally and the whole age group can be influenced!

Later on, the activity was enhanced by comparing its contents to the National Obesity Programme 2012–2015 and City of Seinäjoki got also funding for their own Obesity Programme 2017-2019.

Maternity Clinics and **Child Health Clinics** have long been in Finland efficient part of the system of health promotion → they can contact every family

A long tradition of **collaboration between the health and education** sectors (health-enhancing physical activity, healthy nutrition, school meals, school nurses, educated professionals, school nurses, health checkings in the schools)

Systematic monitoring of adolescent health since the 1970s
(e.g. The Adolescent Health and Lifestyle Survey, The National School Health Promotion Study)

Recently there has been interest in **multidisciplinary research** in younger children's health-related behaviours
(The Dagens Study; 3-6 year olds)

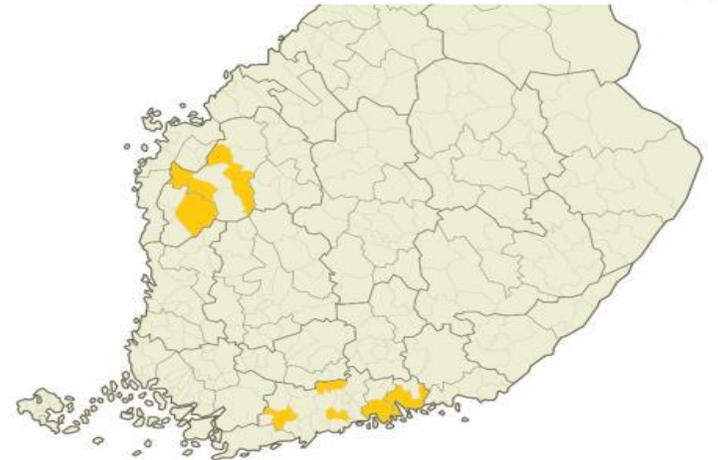
DAGIS Research Project

- The first phase: autumn 2015-spring 2016
- 5 municipalities from the Southern part of Finland, 3 municipalities from South Ostrobothnia Region
- Target group: 66 kindergartens and 864 children
- Collected data: physical activity, nutrition and mental health

DAGIS -tutkimus

Ensimmäinen vaihe

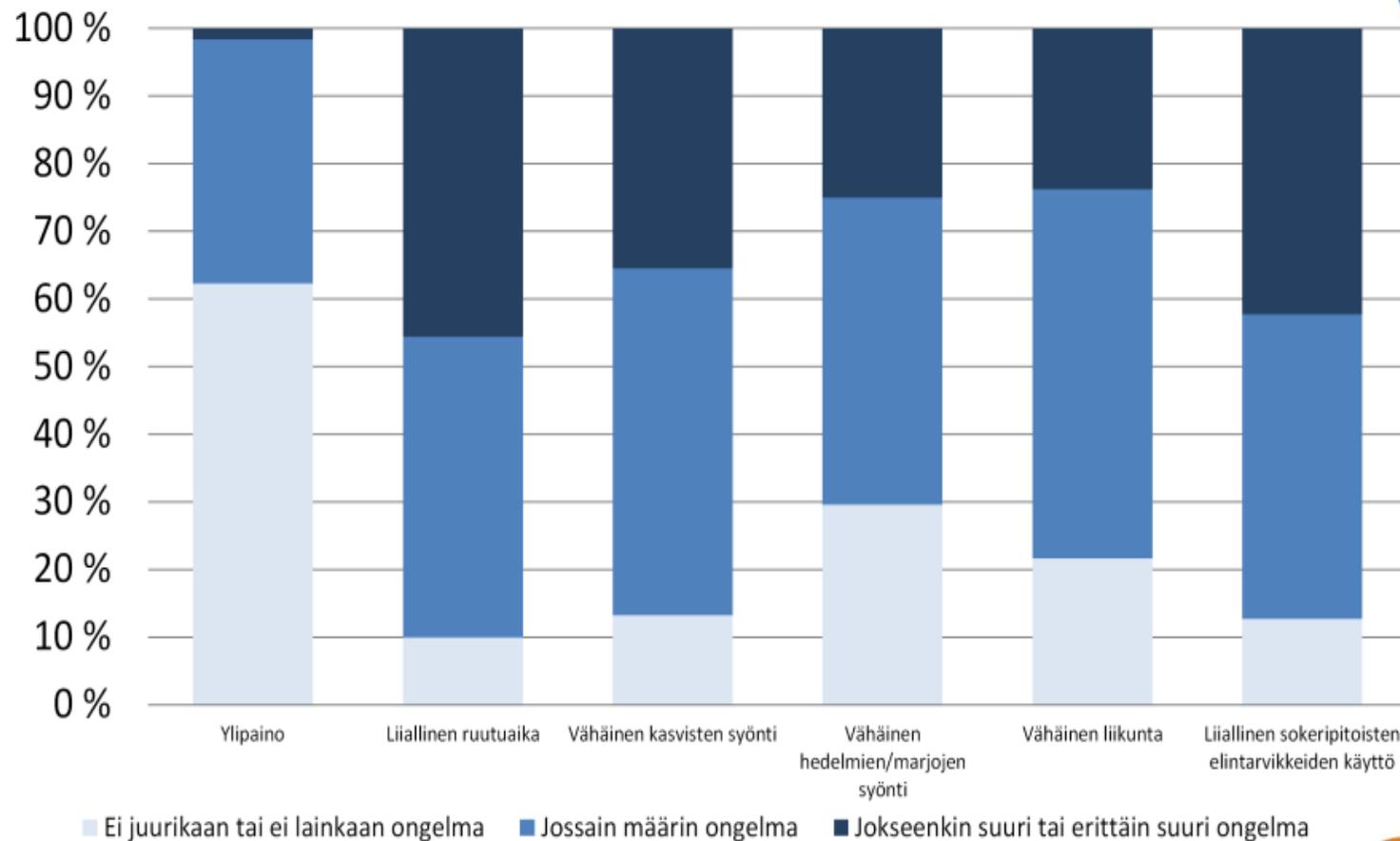
- Syksyllä 2015 ja keväällä 2016
- 5 kuntaa Etelä-Suomessa ja 3 kuntaa Etelä-Pohjanmaalla
 - Porvoo, Loviisa, Hyvinkää, Vantaa ja Lohja
 - Seinäjoki, Kauhajoki ja Kurikka



**Professionals in
the kindergartens:
The biggest
challenges / problems
among 3-6 year-old
children
(DAGIS Research)**

Päiväkotien henkilökunta

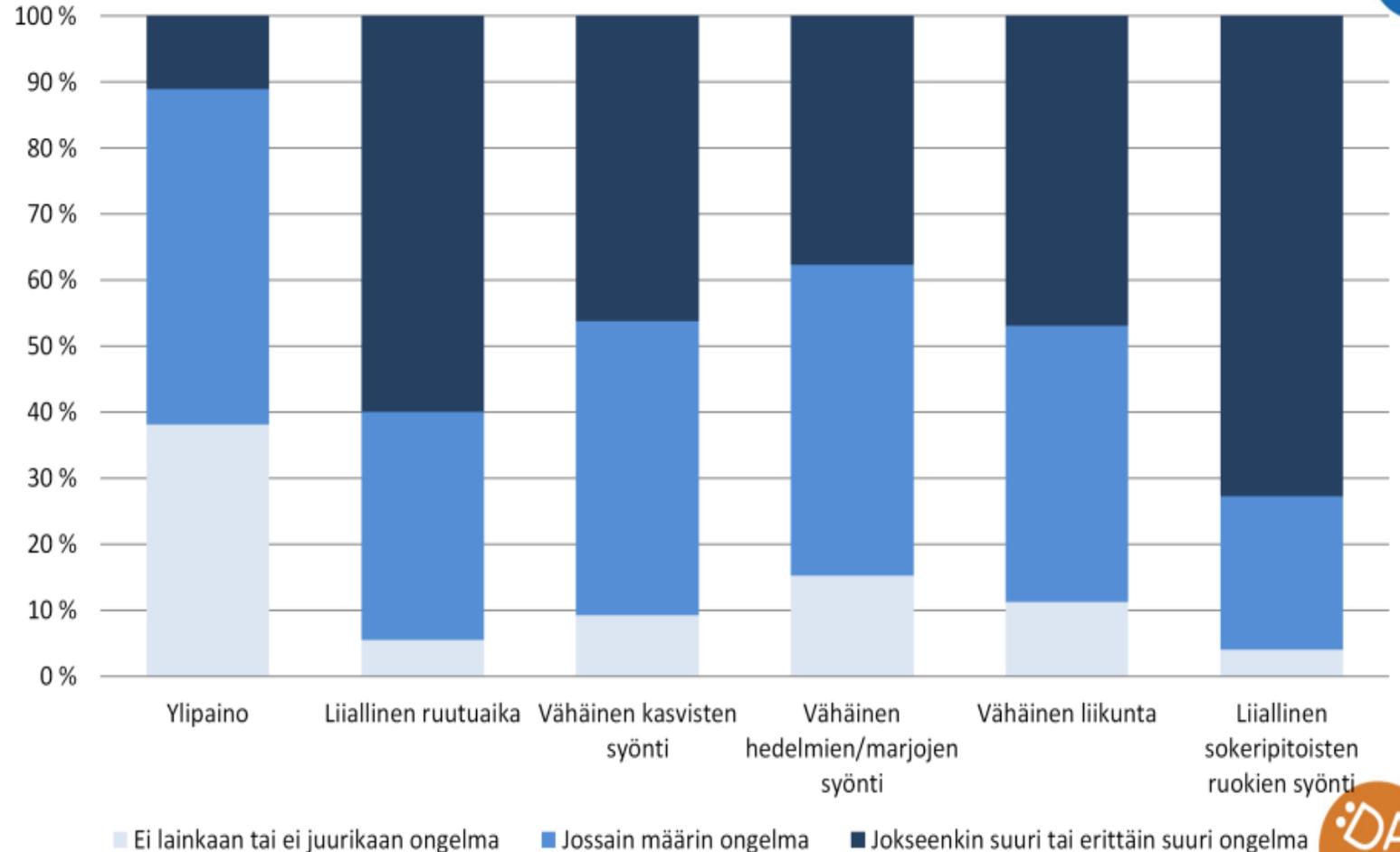
Missä määrin mielestäsi seuraavat asiat ovat yleisesti ongelma 3-6-vuotiaiden lasten keskuudessa?



**Parents:
The biggest
challenges / problems
among 3-6 year-old
children
(DAGIS Research)**

Vanhemmat

Missä määrin mielestäsi seuraavat asiat ovat yleisesti ongelma 3-6-vuotiaiden lasten keskuudessa?



“No single intervention can halt the rise of the growing obesity epidemic”

WHO, Ending childhood obesity, 2016

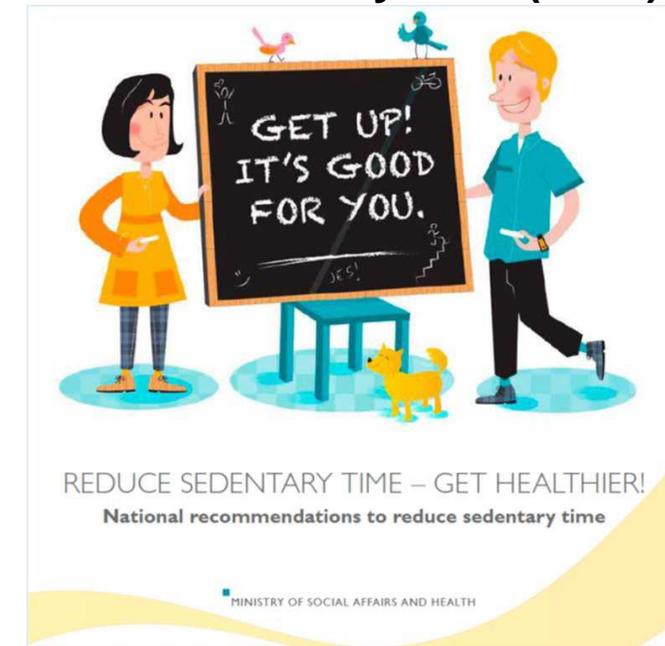
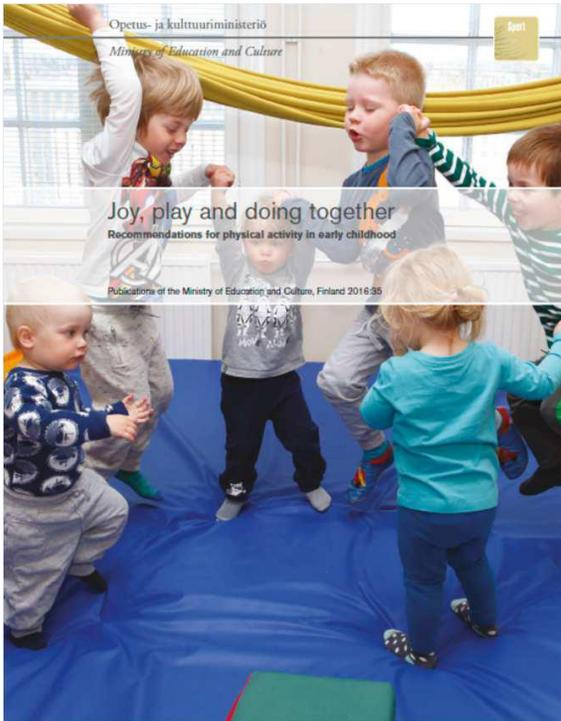


Physical activity recommendations in Finland

1) Physical activity recommendations for early childhood (2016)

2) Basic physical activity recommendations for school-aged children (2008)

3) National recommendations to reduce sedentary time (2015)



Physical activity recommendations for early childhood (2016)
At least three hours of physical activity every day

Physical activity recommendation for school aged children (2008)
At least one hour of physical activity per day

Physical activity during the school day and learning

• **FACTS. Express.** Abstract published by the Finnish National Agency for Education & LIKES (6 pages, pdf & paper copy)

http://www.oph.fi/julkaisut/2018/koulupaivan_aikainen_liikunta_ja_oppiminen_fe

National Joy in Motion – a physical activity and Wellbeing programme for early childhood education

National Finnish Schools on the Move programme
www.liikkuvakoulu.fi/english

Nutrition recommendations for children

2016



EATING TOGETHER

- food recommendations for families with children



National Nutrition Council and National Institute for Health and Welfare:

<http://urn.fi/URN:ISBN:978-952-302-626-1>

2017



EATING AND LEARNING TOGETHER

- recommendations for school meals

NATIONAL NUTRITION COUNCIL



National Nutrition Council, Finnish National Agency for Education and National Institute for Health and Welfare

<http://urn.fi/URN:ISBN:978-952-302-599-8>

2018



HEALTH AND JOY FROM FOOD

- meal recommendations for early childhood education and care

NATIONAL NUTRITION COUNCIL



National Nutrition Council, Finnish National Agency for Education and National Institute for Health and Welfare'

<http://urn.fi/URN:ISBN:978-952-343-033-4>

Nutrition commitment (2017) for food industry, retailers, catering companies

- Encourages food business operators and stakeholders to improve the nutritional quality of the Finnish diet.
- An excellent tool for companies and corporations to improve their own nutritional responsibility.
- 8 different content areas: salt, sugar, quality of fats, vegetables, berries and fruits, products for children, portion and package sizes, lunch recipes - areas where reformulation work is required to improve the dietary habits of the population.

<https://www.evira.fi/en/foodstuff/healthy-diet/nutrition-commitment/>

Healthy Kids of Seinäjoki Interventions

Healthy
Nutrition in
Kindergartens,
School Meals

International
Conferences
→ Exchange of
knowledge

Health and
Wellbeing
Management in
decision making
and service design

Customer-orientated
guidance in health
clinics and schools

**Promotion of
Health and
Wellbeing of
Children, Youth
and Families**

City Planning and
Development (School
yards, parks, living
environment etc.),
Community activities

Companies produce new
product innovations
supporting healthy lifestyle

Kindergarten/
School on the
Move,
Free-time
activities

Digital Platform to
share knowledge
and experience,
peer-support

National and
international research
and development →
evidence based
practices

Healthy Kids of Seinäjoki Results

Heart Symbol for
the food in
Kindergartens,
School Meals
[https://www.sydanmerk
ki.fi/en/](https://www.sydanmerk
ki.fi/en/)

International
HKS
Conference

Health and
Wellbeing
**Management and
Coordination**

**Customer-orientated
guidance** in maternity &
child health clinics and
schools, Individual care
plans

*Promotion of
Health and
Wellbeing of
Children, Youth
and Families*

**School yards renewal,
building cycle paths,
Community activities,
Open University for
Children**

New healthy **product
innovations** (e.g. OnniWay
Mobile App)

**E.g. Mathematics
on the Move,
Voucher** for
hobbies

Digital Platform is
coming

Evidence based practices,
**HKS Research
Programme**

SOME CORE ELEMENTS IN THE CREATION OF THE "HEALTH MINDSET"

- A shared and increasing commitment to the way of thinking that the **work is important** and done to benefit the whole population, children and families
- The activity seen as a **mission or as "passion"**
- The **active role taken by the key persons and management**
- The perceived importance of **collaboration**
- **Well-functioning networks** (both professional and informal)
- Motivation to **further training** and development of professional skills
- **Valuation** of each professional's expertise and independence
- **Positive (national and international) feedback** as an extra motivator
- **Previous work experiences**, which have convinced a person about the importance of promoting health of children, youth and families

(Koivusilta 2018)



Healthy Kids of Seinäjoki[®] Platform

