

Healthy Regions – When Wellbeing Creates Economic Growth

A European Project in the middle of Schleswig-Holstein 2007 - 2010

Final Report

Germany, Schleswig-Holstein, AktivRegion Mittelholstein

Oktober 2010

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Summary

- The objectives of the „Healthy regions“ projects are new challenges for regional development in Schleswig-Holstein as well as in the AktivRegion Mittelholstein. The objectives are: To create healthy settings in educational establishments like kindergarten and schools on a regional level and to establish health as an important theme on the political agenda.
- The broad understanding of health, developed in the „Healthy regions“ project is an innovative approach. The understanding of health includes on the one hand the individual behaviour as well as structural prevention; on the other hand it offers a view on the awareness and implementation of health through politics and administration.
- The implemented pilot projects are working with the concept of healthy settings; this permits a sustainable health promotion in the participating institutions. These institutions name a lot of positive effects like: development of a common understanding about the goals of the contents, distinguishable profiles inside and outside, e. g. in the work with children and parents.
- Working together with decision makers from administration, politics and honorary posts needs a lot of communication to bring up the understanding of health and the need and chance of health promotion on regional level.
- With the EU project „Healthy regions“ all participants have had a learning process on different levels. The changing economic frame (financial crisis) brought a special effect into the project.
- As an effect of the implementation of the „Healthy regions“ project a health strategy has been developed: „ *To configure learning settings – to live healthiness! Strategies for families, kindergarten and schools in the AktivRegion Mittelholstein*“
- The started process started its own dynamic going on to the aspired implementation of the health strategy.

Health promotion as an important part for regional development is now part of the political agenda. Some of the partners are a bit more aware that health promotion is important to be prepared for the future. On the other side we have to ascertain that not all partners have decided to participate in the health strategy at this point in the process. But the development for a sustainable health promotion has started.

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1. Introduction

1.1. The German Partners

1.1.1. Heinrich-Böll-Stiftung Schleswig-Holstein(HBS SH)

Heinrich-Böll-Foundation Schleswig-Holstein is an institution for political adult education with the themes:

- Peace and intercultural communication – *peace of art / radius of art*
- Learning from the past
- Sustainable society – *Treffpunkt des guten Geschmacks (Meeting point for good taste)*
Klimabüro Küstenpower (climate office coast power)
- Actual politics

The institution offers programs, platforms for political discussions and supports concepts and projects for sustainable development of the society and for sustainable education. Political education means to explore, discuss and develop actual themes or social problems for example concerning the socio-cultural environment of citizens or special target groups.

The understanding for the cooperation is characterized by openness, transparency and working in process to strengthen the involved people, groups and/or structures. Another value is social participation of affected persons.

One of the operation fields of Heinrich-Böll-Foundation is “**Treffpunkt des guten Geschmacks**” with the objectives to support and strengthen persons, initiatives and structures committed for good food and healthy life style for children in educational institutions like kindergarten and schools. In this working field the Heinrich-Böll-Stiftung works together with different partners on the local and federal level. In the “Healthy regions” project the main cooperation partner is the institution of the Landesvereinigung für Gesundheitsförderung with the main topic health promotion, health prevention and development of healthy settings.

1.1.2. Landesvereinigung für Gesundheitsförderung e.V. (LVGF)

Organisation for health promotion in Schleswig-Holstein e.V.

The LVGF is a non-profit registered association active in Schleswig-Holstein since 1966, with 37 institutional and 146 private members. The organisation has a voluntary executive committee and an advisory council. All 14 employees are working part-time.

The LVGF is a central point for health promotion and prevention in Schleswig-Holstein. In this area of responsibility the organisation is offering:

- Material collection, evaluation, concept development
- Arrangement / cultivation of cooperation
- Programme planning, inspiration, support

At this moment our main working fields are:

- **Service agency of health prevention and health promotion for kindergarten and school**
 - Individual counselling & support
 - Qualification for kindergarten teachers
 - Expert conferences once a year
 - Audit „Healthy kindergarten“ and „Healthy school“
 - Working group „Having fun riding your scooter safely...“
 - Different Pilot Projects

- **„Promotion of equal opportunity concerning health“**
 - countrywide working team
 - national wide databank
 - Identification of models of good practice
 - Qualification and expert conferences
 - pilot projects

- **Inoculation campaign Schleswig-Holstein**
 - Annual expert conferences
 - Development of information flyer

- **Prevention STD & AIDS**
 - Counselling of AIDS-specialists
 - Prevention parcours at schools
 - Initiation and support of projects
 - Total financing by the health ministry

- **Instruction for self examination of the breast**
 - 60 to 80 seminars each year
 - Network „Concerning breast“
 - nationwide transferred
 - Main benefactor: regulatory health insurances

- **Centre for movement promotion**
 - Coordination and cooperation with institutions and actors
 - target group: people in the age 60+

For the LVGF the Healthy Regions Project was the first European Project. It was very important for us to have a partner to work with in this context.

1.1.3 Working in the partnership

In the partnership between Landesvereinigung für Gesundheitsförderung and Heinrich-Böll-Stiftung coalesce the knowledge and experiences from both institution about process working in organisations and with members from politics and administration. These have been good conditions to work together and to implement “Healthy regions” in Schleswig-Holstein. During the whole project both institution worked together very closely to develop the process in the AktivRegion. According to the **main working fields** in this project: the political and practical level, each institution focused a little bit more on one part.

- **The HBS SH** as an institution for political adult education **focused on the political level**. The main task was communication and information with regional strategic decision makers like elected members in the board of the LAG AktivRegion, local authorities, communes, members from administration and health initiatives.
The objective was to make the decision makers aware about the meaning of health promotion and health prevention in the settings kindergarten and school to develop a good basis to grow up healthy in the region.
To strengthen the public consciousness for healthy settings and the possibility to live healthy in the own environment. Another objective was to build up the idea that health is an important part for regional development and in a long-term view joined with economic growth.
- **The LVGF act on practical level**, the target groups are health professionals and other stakeholders, such as school teachers, adult teachers. The objective was to disseminate the idea of “Healthy regions” through pilot projects to the target groups with public relation, information days and consulting of the institutions kindergarten and school. The pilot projects are “Pleasure of body / pleasure of live”, “Backbone /back advise” and “Audit Healthy institution”.

1.2. Selection of the region

The first assignment for the LVGF and HBS SH was to select a region in Schleswig-Holstein. The decision was to connect the “Healthy regions” project with one AktivRegion.

In the period from 2006 – 2008 on the background of the **European Agriculture Fund for Rural Development** (EAFRD) the government of Schleswig-Holstein has developed the *Zukunftsprogramm ländlicher Raum* (forward looking program for rural areas) to establish so called AktivRegions in SH.

An AktivRegion is described as a rural area with 50 000 till 100 000 habitants. It’s an area regionally connected often with new partnerships between different communes. The specific of the AktivRegions is that they are self organised with participation of economic and social partners as well as members of the communal governments and citizens.

The concept of the “AktivRegion” is characterized by three topics:

- Competitiveness
- Cultural landscape
- Quality of life.

The general objective is to support the rural development through strengthen regional economy, saving and creating working places and ensuring a certain standard of quality of life in the “AktivRegions”. On the practical level the AktivRegions have to implement projects developed from inside the region, which are conform to the objectives and the integrated strategy for development IES. Each AktivRegion has developed an own IES.

The projects the members of the AktivRegion select to realise are financed partly by the EU and partly by the communes of the AktivRegion or private investments. The final financial responsibility for the public investments is a decision of each commune, working together in local authorities.

At the end of the EAFRD process 21 AktivRegions in Schleswig-Holstein started their work.

The criteria for the cooperation are defined in the objectives of the concept:

“The **general objective** of the concept is to focus on the creation of a new regional concept called; “Healthy Regions”, that should be developed, implemented and disseminated within the participating regions and on a European level. The strategic objective is to make health a political prestige area, being highly placed on the political agenda, and to show, on a political and practical level, how regions, through focus on health and well-being, can create social- and economic sustainable growth.

To realise this objectives we have to work on three fields.

The **main working fields** in this projects are to work on the

- **Political level** with regional strategic decision makers within regional and local health authorities. The objective is to make the decision makers aware of the possibilities to behave in a proactive way in terms of preventing health problems, hence in a longer perspective create an effective use of resources, a healthy population, health equality and economic growth.
- **Practical level**, the target group are health professionals and other stakeholders, such as school teachers, adult teachers, (...) and other regional actors who are in contact with representatives from the target group on the individual level. Through the pilot projects, representatives from this target group will be more aware of how they can participate actively to bring the regional health strategy on a practical level.
- **Individual level**, the end users are the general public and citizens, e.g. parents, children, teenagers, workers, socially excluded people, who through the pilot projects that support the regional health strategy, will receive different kinds of health training and information. Through the pilot projects, the individual will be more aware about how he or she can engage themselves and participate actively as to create better health either within their family, workplace and / or school.

(From: Annex I – Description of the action – “Healthy Regions –When Well being Creates Economic Growth, Henriette Hansen 2007)

We contacted different AktivRegions in SH to find out their attitude towards health prevention connected with regional development. Some of them have decided for other pin point’s e. g. tourism or serve cultural heritage site. Other AktivRegion have had a pinpoint on health as business sector like clinics and rehabilitation centres.

The “Healthy regions” project became partner of the AktivRegion Mittelholstein. Both initiatives started at the same time in November 2007. The leader of the steering group AktivRegion Mittelholstein at that time was very interested in this cooperation. He knew that health and well-being is an important factor for quality of life and therefore an important issue of the AktivRegion.

An attractive region where young people, families and best age citizens prefer to live is an important economic factor and reduces migration into the cities.

The issues of the project, health promotion in schools or preschools, in families and at the working places, have been compatible with the aim of the health concept of the AktivRegion. The intention of “Healthy regions - when well-being creates economic growth” includes the aspect of a healthy lifestyle and well-being.

On the one hand the leader of the steering group wanted to raise attention to his AktivRegion with an EU Project as a specific profile; on the other hand he was interested in the theme “health” as an instrument for regional development. These aspects are important challenges to create the identity “Healthy region Mittelholstein” for the citizens. Another important point was that the EU project “Healthy region” focused on the whole AktivRegion and filled the idea with life to grow together as one AktivRegion region.

1.3. An overview about the region

The AktivRegion Mittelholstein is an area in the middle of the federal state of Schleswig-Holstein. This is the northernmost federal state of Germany.



The AktivRegion Mittelholstein itself is one of 21 AktivRegions in Schleswig-Holstein. It includes nearly 100 000 inhabitants with 8 local authorities (Ämter) including 78 smaller communes, 2 big communes and one small commune with a special belonging.

Regions of Mittelholstein	Organisation	Communes belonging to these
Achterwehr	Local authority	8
Aukrug	Local authority	4
Bordesholm	Local authority	13
Flintbek	Local authority	4
Hanerau-Hademarschen	Local authority	11
Hohenwestedt country	Local authority	14
Molfsee	Local authority	6
Nortorf	Local authority	17
Kronshagen	commune	
Hohenwestedt city	commune	
Wasbek	commune	

The policy of the AktivRegion Mittelholstein is a process in work, made by an association called **LAG** with members from the local administration (50%) and members from social and economic partners (both also together 50%). An executive board has the responsibility for the whole

strategy work. The management and coordination of the projects is the responsibility of the office for regional management *pmd*.



www.aktivregion-mh.de

2. Working together in the region

Waking up public and political interest for the European project was the first mission given from the leader, the management of the AktivRegion and from the idea of the concept. So we have done a lot of measures to disseminate the idea, objectives and looked for co-operations. The AktivRegion used the EU project “Healthy regions” until today to connect it with the idea of the Aktivregion as an instrument for regional development and to build up a regional identity as AktivRegion Mittelholstein. Health is an omnipresent theme for nearly all citizens and with the measures of the project it’s concrete. To realise healthy settings in kindergarten and schools has a good image and a broad acceptance in the population. “Healthy regions” is a project for the whole AktivRegion.

2.1. Dissemination

With the AktivRegion a new structure has been created with working teams, an association with an acting executive committee (with participants from all communes and local authorities) and a regional management office. The members in these groups are often engaged in several functions within the region – they are as well lobbyists for “Healthy region”.

Dissemination of the “HR” project means to inform about:

- What is the project “HR”?
- Who are the partners LVGF and HBS?
- What is the way we are working with health?
- What are the main objectives and the issues of “Healthy regions”?
- Who are the partners in the region?
- What is the way to work with this project in the region?
- What is the way to get in contact with this project?

Our dissemination activities were divided in different ways. One way was to inform, to work and to discuss together with the working groups and teams. Informing the people in the different groups has established a good base for dissemination into the region.

We took part in meetings of the working teams of the AktivRegion to publish the project, to initiate cooperation and to support the HR idea in the planning process of projects. The aim of the discussions was the integration of the HR project as part of the AktivRegion.

For example some interesting meetings and partnerships:

January 2008 –on the political level we worked together with different partners depending on the process: At first we worked together with:

The chief manager of the initial phase -Heinrich Lembrecht

The manager of a planning agency, responsible for the IES Integrated development strategy, Dr. Klaus Hand

As well as interested persons/opinion leader from the region.

April 2008 - the AktivRegion Mittelholstein was more established as an association *LAG* with an executive board and a regional management office *pmd*. We are working together with the members of these groups.

The “Schleswig-Holstein Day” in July 2008 was a good opportunity to get in contact with politicians and citizens and to inform about the project. The day was visited by nearly 300 000 people. Therefore we have compiled a flyer about the HR project and our activities.

In October 2008 we had a great presentation to all members of the acting executive committee, all together nearly 20 persons. We presented the intention of HR for all European regions, the process of HR in the AktivRegion, the first results of the spider web and the pilot projects (“Pleasure of body / pleasure of live” and “Backbone /back advise”). We also asked the participants for visions on a healthy region Mittelholstein.

The committee decided that they want a health strategy for the region for children, adults and families with activities in kindergarten and schools and to strengthen regional identity.

Until February 2009 we developed the first draft of the regional health strategy. To realise further steps for a regional health strategy we used the consulting competences in the Ministry of

Agriculture, Environment and Rural Areas of SH, the ALR (office of the local authority for rural areas) and other specialists from our and also from other regions.

After the regional health strategy was placed in the project catalogue of the AktivRegion we started dissemination to relevant partners in the region and for the network. This was also the preliminary to the regional conference. We visited the meetings of agency committees in the local authorities to present the regional health strategy.

A very practical activity was the information day for kindergartens and day-care facilities for the teachers in September 2009. We invited teams from this institution and informed about the “HR” Project, the main objectives and the comprehension of health in this project. We introduced two projects to create the kindergarten or day-care centre life to more health: “Pleasure of body / pleasure of live” with the focus on healthy eating behaviour and “Backbone /back advise” with the objectives to get teacher and children moving and prevention of muscular and skeleton system diseases. This program offers as well the program “Moving family” for children and their parents. The institution is invited to start a healthy strategy for their day care centre and to realise one of this projects or its modules.

Public farmers market in Kiel October 2009. We were part of the exhibition for AktivRegions around Kiel to present special projects. The discussion with different people, partly opinion leaders, disseminators and many supporting people, shows the relevance of the strategy.

Presentation at the public discussion for all citizens in the AktivRegion with the federal Prime Minister of Schleswig Holstein March 2010. We had the chance to present our strategy in a few minutes. The interesting part was that the federal Prime Minister agrees with the holistic view on health education for example in the part of nourishment.

24th June 2010 Regional conference

Nearly 30 persons from all parts of the region were given an overview on the “healthy regions” project in Mittelholstein and its further development.

To support the new health strategy “To configure learning settings – to live healthiness” an initiative for a network was started.



From Mai 2010 till this day we are going to different committee meeting of local authorities in the AktivRegion to explain the health strategy, to talk about the benefit for each commune and to concretise the implementation to the elected and voluntary members. (Look at point 3.4.3).

Another way was presenting the HR project in external events:

- Federal day of nature conversation SH November 2008 with the topic: "Nature, health and tourism". We presented the spider web in the workshop "Therapeutic landscapes" as an eye-opener.
- Presentation of the HR concept and further developments for the region by the administration of agrarian areas.
- Presentation by the ministry of agriculture, environment and rural areas the state of SH to check financial facilities for the further development - February 2009.
- Presentation at the expert conference "Full is not enough – what's quality of school-lunches?" in the healthy school of Kronshagen, AktivRegion Mittelholstein (certified as a healthy school in March 2009)
- Information at the state wide network nourishment
- State-wide events of Landesvereinigung für Gesundheitsförderung LVGF SH for schools and kindergarten
- Steering group of the Initiative „All day more and more easy living" a project for healthy lifestyle, overweight prevention and exercise of children, especially from social deprived families in the region Ostholstein.
- Staff meeting in the community Molfsee in context with an information part of health in the community April 2009.

2.2. Using the tools

Another important activity was the work with the **dialogue tool**. After translating we transformed it in a comprehensible form for different persons and adjusted it to the regional structures. The broad comprehensive of health is a new or unusual view for many people we like to consult. First we made a summary of the main topics and tested it with a group of home economics and with individual persons. The first version was too complex and needed too many explanations. Now we have reduced the different aspects on questions – one question for one aspect. For instance we ask:

- Do you feel that your social environment supports health prevention?
- Are the aspects of health learning considered in the institutions of education like school, day care facilities or adult education centres at your own opinion?
- Are there cultural activities strengthening the own health and quality of life from your view?
- Do you appreciate that health and well being is an economic factor in your social environment?

So we have a spider web with questions and we have asked different groups:

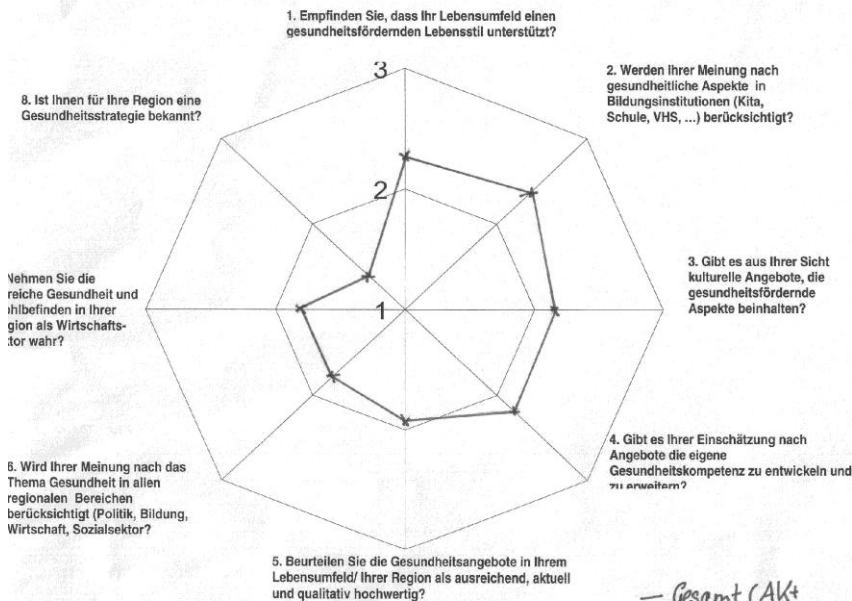
- Educators in day care facilities and kindergartens and
- Members of different Working groups
- Senior citizens
- Staff of the commune Kronshagen
- The leaders of the administration

Here is one spider web with the results from two groups:

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Gesundheitsspinnennetz Ihres Lebensumfeldes / Ihrer Region



Bitte beantworten Sie jede Frage nach Ihrer subjektiven Einschätzung auf einer Skala von 1 bis 3 mit allen Zwischenstufen (1,25; 1,5; 1,75,...):

Niveau 1: kaum

Niveau 2: in Teilen

Niveau 3: sehr

Markieren Sie hierfür die entsprechenden Punkte auf der dazugehörigen Linie.

Am Ende werden alle Punkte miteinander verbunden und es entsteht eine neue „Spinnweb“.

Bitte geben Sie an, aus welchem Teil der Region Sie stammen:

- Amt Achterwehr
- Amt Aukrug
- Amt Bordesholm
- Amt Flintbek
- Amt Hanerau-Hademarschen
- Amt Hohenweststedt-Land
- Amt Molfsee
- Amt Nortorfer Land
- Gemeinde Hohenweststedt
- Gemeinde Kronshagen

— Gesamt (AK+ Erzieher)

2.3 The challenges we met (structural, political, cultural.)

The main challenge was to find partners on the different levels, who support the project and mediate contact into the region. Another challenge was to transform the dialogue tool on the regional situation.

We needed a lot of patience to make binding contacts in the time of local elections. And third we met nebulous expectations about “HR”. Some people want that we have a look to all the problems, we have to do exactly this or that and we have to do it now on a practical level. Some were very impatient when they hear that we start with publishing of the idea and with coverage of the situation in the region and that one of our ways is to start a discussion, to open the eyes for the idea and to make a good partnership with the policy and decision makers. Another challenge is often the traditional understanding of health or healthy lifestyle:

The people want to have

- Good medical care,
- Good health services

- Healthy environment
- Good services for families with young kids and seniors.
- Low levels of health prevention offers

The awareness to create a healthy lifestyle for oneself in an integral sense or to create a healthy environment with other persons in the sense of empowerment does not exist very often.

With the dialogue tool we have had an eye-opener for the broad comprehensive of health and it creates moments to discuss what the politicians - professional or voluntary– and citizens can do to create a mainstream of health.

The results of the spider web gave the first stimulus to instruct LVGF and HBS to create a suggestion for a health strategy.

2.4. Pilot Projects

On the **second working field** we implemented the three pilot projects (a fourth project – “Moving family” is not really a pilot project, it belongs to the project “Back bone – back advise”). Some institutions realised two or more projects and are therefore on the way to the audit “Healthy school” or “Healthy kindergarten”. One school took the project “Back bone – back advise” and modified it with experts for the own conditions and objectives.

We chose kindergartens and schools for the implementation of pilot projects because you can reach children, families, teachers and other experts. A healthy kindergarten or a healthy school is good for all participants also for the adults on their working place. All the people participating in the project become guardians of the knowledge and learning so that they are responsible for keeping it alive in the future and can sustain the changes in the institution.

The pilot projects have been organized by the Service agency Kindergarten and school, Organisation for health promotion in Schleswig-Holstein. Financing partners are the ministry for social and health affairs and health insurances.

2.4.1 Pleasure of life – pleasure of body - Lebenslust / Leibeslust *Nutritional education and prevention of eating disorders in kindergarten and school*



Background of the project

More overweight children are growing up. At the same time more adolescents have eating disorders. Stressful eating situation in families and kindergarten are in everyday life. Normal children and children at risk learn to make right decisions concerning their diet. Moderate eating disorders can be stopped right at the beginning. It's also important to know that the aim of this project is to build up healthy eating habits and by those preventing eating disorders. It is not a kind of therapy.

Project Partners:

The Co-operation partner is the ministry for social and health affairs and health insurances in Schleswig-Holstein, which are financing the project, the participating kindergartens and also the executing experts, which were upgraded by the responsible project coordinator in the LVGF before starting the program.

Target groups of the project:

All the people participating in the project become guardians of the knowledge and learning so that they are responsible for keeping it alive in the future and can sustain the changes in the institution.

The main objectives of the program are:

- Eating disorder prevention in kindergarten or basic school
- Development of structures and projects in kindergarten or school to create/to support healthy behaviour

Experts: Nutritionist with special certifications

Graduate PE (physical education) teachers with special certifications

A. Training structure

The project takes 6-9 month

Unit 1: One-day training course for teachers (team)

- Raising awareness on setting good examples
- Information on requirements of good nutrition for children.
- How to influence eating habits

Unit 2: Team Meetings

Develop an individual concept for the specific kindergarten or school:

- eating and drinking,
- create a framework for eating situations (includes: rituals; atmosphere; table manners and variety of food; rules)
- physical awareness

Unit 3: Follow up

- Conclusion / exchange of experience
- Further and independent development

Unit 4: Support parents

- Pass on information to parents
- Support projects with parents and children

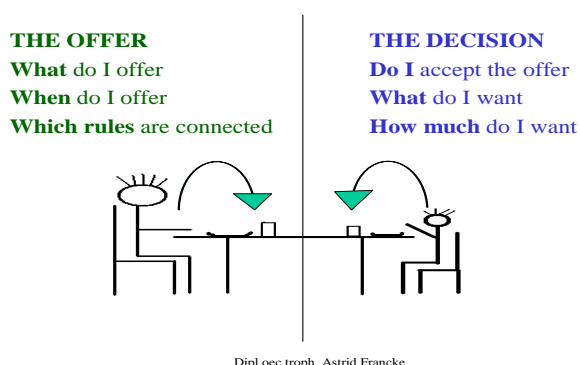
Unit 5: Physical exercises

- In kindergarten and sport clubs with special offers for children
- Program: "Moving family" for children and their parents

B. Main emphasis:

- Get introduced to a variety of food
- Create a framework for relaxed eating situations/meal times
- Practise decision making
- Train your senses (smelling, tasting, hearing, seeing, feeling with hands)
- Strengthen children's awareness concerning their body

The "tool":



The adults offer:

What - What kind of food do I offer?

When - When is the right time to offer the food?

Which rules - Which rules and regulations are connected to the offer (meal)?

The child decides:

Do I - Do I accept the offer or not (Yes or No)?

What - What do I choose from the selection offered?

How much - How much do I want to eat?

C. Results

- the children at risk learn to choose food well-directed and latent eating disorders can be stopped in the beginning. It's also important to know that the aim of this project is the prevention of eating disorders and not any kind of therapy.
- The children become more confident in choosing their food. With the help from the teachers they are able to choose the right amount of well-balanced food.
- They get introduced to new food, become curious to unknown flavours and meals. As a result the children will eat more balanced. The eating situation relaxes and the children develop better table manners.

- Shared responsibility (adults make the offer – children take decisions) creates a friendly atmosphere at meal times. (Respect borders, remain in accepted area, and don't force the own opinion upon the children)

2.4.2 Backbone / back advise - Rück(g)rat*

Ergonomics and exercise in kindergarten or school

*(*in German it's a play with one word, one letter changed and the word gets a new meaning)*



The LVGF initiated the project “Rück(g)rat” to prevent muscular and skeleton system diseases through sensitisation for the behaviour of exercise in the setting kindergarten and school.

The executing experts of the project are physiotherapists with supplementary certifications and graduate PE (physical education) teachers and motional educationists. The project is based on an organisational development approach to change behaviour and circumstances in the setting kindergarten and school.

Background of the project:

Due to increasing trends of damage posture und motional conspicuousness of children as well as health stresses for pedagogic employees in kindergarten and school concerning permanent stooping and raising the LVGF initiated the project “Rück(g)rat” to prevent muscular und skeleton system diseases through sensitisation for the behaviour of exercise.

Project Partners:

Co-operation partners are the ministry for social and health affairs and health insurances in Schleswig-Holstein, which are financing the project, the participating kindergartens and also the executing experts, who were trained by the responsible project coordinator in the LVGF before starting the program.

Target groups of the project:

All the people participating in the project become guardians of the knowledge and learning in this way they are responsible for keeping it alive in the future and can sustain the changes in the institution.

Experts

Physiotherapists with supplementary certifications
Graduate PE (physical education) teachers and moto educationists

Elements

- Inspection of the kindergarten to appraisal conditions and necessities of the individual organisation.

- Evening for parents and kindergarten teachers to talk about the importance of ergonomics and exercise for the childlike development.
- Back school for Children in the age of preschool children
- Supportive exercise for the 3-6 years old children
- Program: “Moving family” for children and their parents
- Team consulting and team qualification for the individual organization
- Back Party for all

Experiences

Children are very eager to learn and transfer the information to everyday life. Kindergarten teachers get new ideas for their work with children and make a transfer into the practice. They accept references to change their own exercise behaviour and concerning the working conditions and implement them in the institution.

2.4.3 Audit Healthy school / Healthy kindergarten

The audit is a method to (self-) evaluates and certifies kindergarten and schools as healthy institutions. Health promoting resources and potentials of schools and kindergarten will be activated and the communication about health promotion in the context of quality and achievement becomes more intensive.

Target groups of the project

The main target groups, short term as well as long term, are children, parents and the different employees of the institutions because the project produces lasting effects for all. All the people participating in the project become guardians of the knowledge and learning so that they are responsible for keeping it alive in the future and can sustain the changes in the institution.

Co-operation partners are the ministry for social and health affairs and health insurances in Schleswig-Holstein, which are financing the project, as well as the participating schools and kindergarten.

In the context of the PISA discussions the correlation of school quality and a healthy school development has become more and more transparent: health, wellbeing and school achievement cause each other. Meanwhile six federal states in Germany work with the tool which has been developed by our partner organisation for health in Sachsen-Anhalt according to quality proceedings in hospitals. Nationwide more than 130 schools have been certified as a “healthy school”.

Modules

- The schools / kindergarten name somebody of their team as a quality delegate and persons who are interested in the function of being an auditor.
- The LVGF qualifies the delegates for health promotion in a half-day advanced training.
- The school / kindergarten arrange a self-evaluation on the basis of a criteria check list and write a quality report. If at least 55% of the demanded criteria are achieved, an external evaluation by the LVGF and auditors from other schools / kindergarten follows.

- Within a hospitation of the school / kindergarten the audit team has the possibility to visit the institution, to take part at a lesson or special activity und to speak with responsible, (kindergarten) teacher, parents, pupils /kids.
- The LVGF certifies the institution and hands out the sign “Healthy school / healthy kindergarten” which has validity for 3 years.

3. Results

On the level of the pilot projects

Till now

8 kindergarten and 2 schools are offering “Rück(g)rat – Backbone / back advise “

4 kindergarten and 2 schools are offering “Leibeslust / Lebenslust – pleasure of body / pleasure of live”

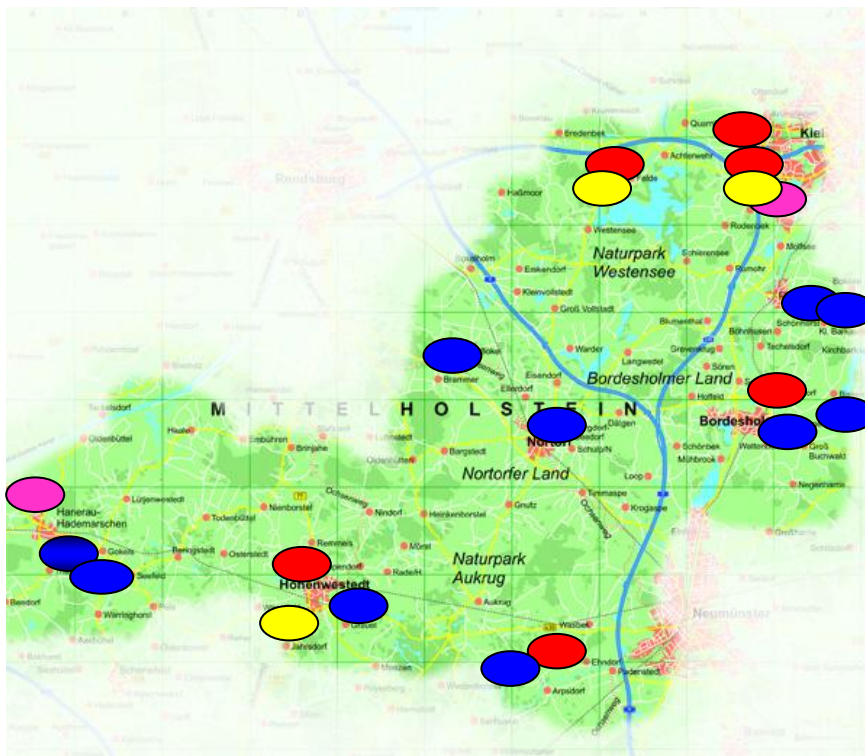
3 kindergarten are offering “Moving family” and

2 schools are certified as “healthy school”

The pilot projects have reached all together 4336 persons (1665 children, 2498 parents and 173 teachers in kindergarten and schools).

3.1 Implemented pilot projects in the AktivRegion Mittelholstein

- “Pleasure of life – pleasure of body”
- “Back bone – back advise“
- Audit „Healthy schools“
- “Moving family” – a special offer connected to „Back bone – back advise“



3.2 Summary of the evaluation results

For the pilot projects “Pleasure of life – pleasure of body”, “Back bone – back advise” we have made an evaluation by means of a questioning for the teams of the institutions at the beginning and at the end of the project. Here are the results:

3.2.1 Pleasure of body / pleasure of live *Leibeslust / Lebenslust* – -Prevention of eating disorders in the kindergarten-

Two schools and four kindergartens located in the “Aktivregion Mittelholstein” participated in “Lebenslust – Leibeslust”.

Kindergartens:

1. Kom. Kindertagesstätte Möhlenkamp, Bordesholm
2. Kindergarten Felde
3. Kindertagesstätte Hohenwestedt
4. Ev. Kindertagesstätte Kopperpahl, Kronshagen

Schools:

1. Eichendorff-Schule, Kronshagen
2. Hermann-Claudius-Schule, Wasbek

In the kindergartens the LVGF did a pre-test, which contains a general questioning to describe the institution itself and one for each kindergarten teacher to evaluate their attitude towards the project’s topics and assessment of the children’s eating habits.

After the project period the kindergarten teachers were asked to do a post-test which dealt with changes that were set during “pleasure of body / pleasure of live”.

In the schools the LVGF only did a pre-test so far. Each teacher was supposed to describe his school and its health-promoting activities (if existing) as well as the schools’ offers that concern eating.

Kindergarten

All together, 46 kindergarten teachers in four kindergartens were surveyed for “pleasure of body / pleasure of live”. In the surveyed institutions in average 109 children were cared for; most of them (79%) were between 3 and 6 years old.

Overall it can be said, that “pleasure of body / pleasure of live” has caused several changes, in the participant’s attitudes as well as in their eating habits: The kindergarten teachers have been interested in themes like “food” and “nutrition” already before the project started, their attitude was quite interested and they wished to learn more about how to improve their own and the children’s eating habits and how to educate the children in distinguishing between healthy and unhealthy eating.

During the project the kindergarten teachers’ interest has increased, the project’s topics have become more aware to them, so they started to care more for their own as well as the children’s eating habits.

Moreover, it turns out that the kindergarten teachers’ confidence in their possibilities to influence the children’s eating habits, has increased during the project: In the pre-tests they assessed, that

they only have a medium influence (59%), the post-tests show that most of them do now believe in a high degree of influence (65%).

Looking at the children's eating habits, one can see that they have changed as well: In the pre-tests, the kindergarten teachers stated, that they have noticed many children who only eat special sorts of food.

In the post-tests they indicate that the eating habits of the children have changed: The children are much more open to try new, unknown food and they have learned to distinguish between healthy and unhealthy food.

Altogether the project's topic has been moved more to the kindergarten teachers' focus and, as a consequence, is more integrated into their daily routines, which is a great basis for a sustainable development towards healthy eating habits and for prevention from eating disorders, which is the project's main aim.

Schools

"Pleasure of body / pleasure of live" was participated by two schools from the "Aktivregion Mittelholstein" which are attended by 655 pupils. Altogether 18 teachers were surveyed.

The pre-tests show that the teachers are both, interested and open to the project's topics "food" and "nutrition": The majority stated that they have already dealt with the topics in their classes; most of them do also have breakfast with their pupils each morning and allow them to drink water during class. Besides they have a diversity of materials dealing with "nutrition". To submit healthy eating habits to their pupils, the teachers do not believe that classical teaching is the best way to do; rather do they prefer themselves and the parents to be good examples and to use methods such as projects.

All in all one can say that the preconditions for a successful running of "pleasure of body / pleasure of live" in the participating schools are given: The schools offer collective meals like breakfast and lunch so that they have influence on their pupils eating habits; at the same time, the teachers are interested in educating their pupils in healthy ways of nutrition. Furthermore, the teachers are convinced, that running a project and being a good example are useful methods to educate the pupils in healthy eating habits. Overall, the results of the pre-test show that "pleasure of body / pleasure of live" is interesting to the schools in a methodical way as well as for the topic itself.

3.2.2 Backbone / back advise - Rück(g)rat Ergonomics and exercise in the kindergarten

Altogether, 7 kindergartens from the "Aktivregion Mittelholstein" participated in "Backbone / back advise" to date:

1. Kindertagesstätte Wasbek
2. Kindergarten „Kleine Füße“, Flintbek
3. Kom. Kindergarten Hademarschen
4. Kindergarten „Zwergenhöhle“, Bokel
5. Gemeinde KiTa, Flintbek
6. Ev. Kindergarten Nortorf
7. Kindergarten Möhlenkamp, Bordesholm

To evaluate the project's results, the kindergarten teachers and the parents were surveyed.

All in all, 43 kindergarten teachers and 118 parents joined the evaluation. The results from the tests show, that the kindergarten teachers appraise their workplace to be a physical strain and that they appreciate the introduced tools as reasonable. Furthermore most of them stated that the project's modules have produced new ideas for their pedagogic work and that they have become more aware of noise and other stressful situations at their workplace. Most of the parents stated that they do appraise the encouragement to physical activity as important to their children's development and that the given information during the project's period has been interesting and useful to transfer them into their everyday life. Overall the project has been appraised to be reasonable and has had positive effects on the whole target group.

3.3 Health strategy "To configure learning settings – to live healthiness"

To **work on the political level** in the AktivRegion Mittelholstein means, to bring together the "right" persons and interested persons. "Right" persons are well minded opinion leaders from the whole region respectively representatives from each local authority. In the first year most of our work was to propagate the idea of "Healthy regions" and the benefit for the AktivRegion to different groups. Finally we have got the order to develop a health strategy for the region and to consider the possibilities for the implementation.

The regional health strategy "**To configure learning settings – to live healthiness**" is a strategy for the healthy region Mittelholstein,

- to support healthy settings in kindergarten and schools with the implementation of the pilot projects:
 - pleasure of live – pleasure of body
 - back bone – back advise
 - audit "Healthy institution" and
- to assist the skills from experts of the region to work for and with the regional institutions through
 - collateral learning opportunity for sustainability in nourishment and health education under the headlines: growing up with taste, eating as part of the individual and social identity, experience of regional diversity, get out and enjoy nature
 - Setting up a network between the experts, kindergarten and schools

The first important steps to consider were that the regional health strategy is part of the IES and in the project catalogue of the AktivRegion. But for the implementation of the regional health strategy all majors and representative from each commune have to decide about the financial participation.

In the last phase of our project we have to communicate with a lot of potential partners in the local authorities like majors, well-minded politicians from different parties, opinion leaders and directors of kindergarten and schools to find acceptance or to push up pressure from the target groups kindergarten and school to the decision makers in the administration and politics.

We are still working on this.

“To configure learning settings – to live healthiness”

A strategy for a healthy region Mittelholstein – to support healthy settings in kindergarten and schools

- Acquisition
- Consulting
- Qualification of experts and staff members in kindergarten and schools
- Implementation of the pilot projects
- Networking between the institutions
- Public relation and
- Evaluation

Implementation of the pilot projects: Rück(g)rat – Backbone / back advise* ergonomics and exercise in the kindergarten and schools

to prevent muscular und skeleton system diseases through sensitisation for the behaviour of exercise in the setting kindergarten and school.

Leibeslust / Lebenslust – pleasure of body / pleasure of live Prevention of eating disorders in the kindergarten and schools

The LVGF initiated the project “Leibeslust” to prevent eating disorders already in the kindergarten and in basic schools.

Audit Healthy school / Healthy kindergarten

The audit is a method to (self-)evaluate and certify kindergarten and schools as healthy institutions. Health promoting resources and potentials of schools and kindergarten will be activated and the communication about health promotion in the context of quality and achievement becomes more intensive.

.....and to support the skills from experts of the regions for the regional institutions through

- collateral learning opportunity for sustainability nourishment and health education under the headlines:
 - growing up with taste,
 - eating as part of the individual and socially identity
 - experience of regional diversity
 - get out and enjoy nature
- Managing relationships between the experts and the people in kindergarten and schools
- Define criteria for professional offers, create courses and offers for the working with kindergarten and schools

Target groups:

Experts like farmers women, farmer and growers, caterer/gastronomes, trainers, Teachers from kindergarten and schools, and other experts more

3.3.1 Realisation of the health strategy

To realise this health strategy in the next years- not only by words – it needs money. But the municipalities are not able to spend much money at this time, because:

- They lost a lot of taxes this year and will lose even more in the next years as a effect of the financial crisis
- They have to realise parts of a new national program called “Konjunkturprogramm 2” for economic growth. The main goals of this program are structural investments like renovation of public buildings, streets, energy saving measures and also to make structural investments in new kitchens and refectories for schools. The municipalities received 50% of the costs for these investments from the national state and they have to pay the other 50%.
- The public **budgets** are empty

The first draft of the strategy had a volume of nearly 125 000€ the year over a period of 5 years. Since a few months we know that the municipalities are not able to spend so much money for our project over this period of time. So we looked for new strategies to realise this Project.

- First we make closer contact to a few people of the AktivRegion who are positive minded to the project, who are willing and able to plan strategic steps and to use their power and their responsibility to find partners.
- We talked about the changing frameworks and clarified possible conditions.
- We had consulting with the federal consulting office for rural development (ALR)
- In this context there was an exchange of experience with another health project in Schleswig-Holstein about the importance of regional networking for a sustainable effect of health programs.
- We divided the different parts of the budget and
- We looked for a sponsoring to realise the health programs in kindergarten and schools.
- So we minimized the budget for nearly 60%.
- We reduced the period of time over 3 years.

Now we are in the situation that we want to apply the project in the regional committees.

3.4 Results of the process

"Everybody wants development; nobody wants change!?" - Isn't it? –

Philosophy Soeren Kierkegaard - around 1850

Phases in projects and change processes

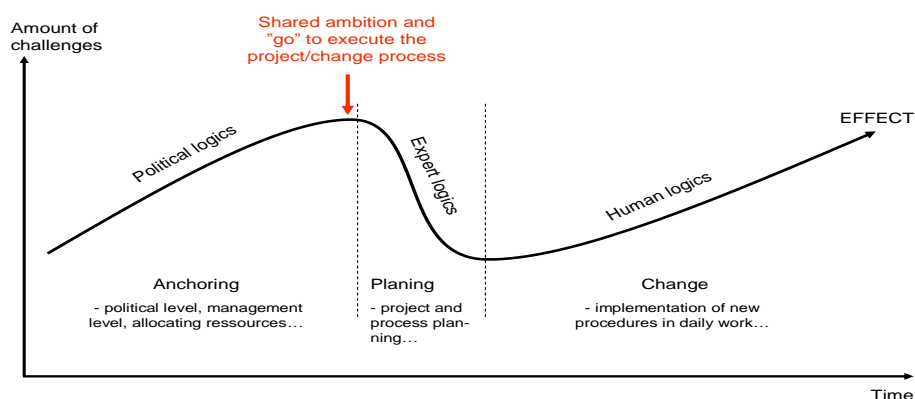


Figure 1 Phases in projects and process of change *

Process description and results

From the Danish colleagues we've got the figure above to reflect the overall challenges in a project or change process. From the view of the author all change processes contain these three overall phases.

In dependence on this figure we can explain the German process with the health strategy "Bildungsräume gestalten – Gesundheit leben! Strategien für Familien und Kitas und Schulen in der AktivRegion Mittelholstein" ("To configure learning settings – to live healthiness").

3.4.1 First phase – initial anchoring phase –

The **political logic** in our project was that after presenting of our work with the "Healthy regions" concept and first results from realisation in the region, members of the executive board, management office and experts from administrations, social and economic partners saw the chances and needs for regional development through a regional health strategy. They described an assignment to develop a health strategy for children, adults and families through activities in kindergarten and schools and to strengthening regional identity. Between those participants there was an agreement to conclude the assignment.

Anchored was the intention in the IES (Integrated development strategy) every AktivRegion need for their work. The financial concept was connected with the conditions of AktivRegion.

*assumed from Final report "A strategic approach to health Promotion Across Municipal Departments", Arne Garn, Special consultant, Region of South Denmark, October 2010 (free adapted from C. Ingemann, Kvantespring Ltd. Personal communication)

3.4.2 Second phase – planning

Expert logics - two headlines have been important to develop the health strategy for the planning institutions Landesvereinigung für Gesundheitsförderung in SH and Heinrich-Böll-Stiftung SH:

- Creating healthy settings through implementation of programs for healthy food and more physical exercise including all relevant persons of the educational establishment kindergarten and school: Children, adults, staff members – kindergarten teachers, teachers, housekeepers, parents. The objectives are to be sustainable and to “unproject projects”. The participating institutions have the possibility to become certified as healthy kindergarten or healthy school.
- Building up / strengthening regional identity through
 - networking between
 - participating institutions and
 - Experts from the region with the educational establishments. A lot of experts are living and acting in the region from fields of
 - physical exercise like sport clubs, specialists;
 - food and agriculture, like farmer women and others, with special qualification are able to act food literacy,
 - Nature and environment specialists.
 - Offers of skill enhancements for teachers of kindergarten and schools and experts to support the development

To bring the idea on reliable levels we used consultant from the ministry of agriculture, environment and rural areas, the ALR office of the local authority for rural areas and external experts as well as communication with experts from AktivRegion. The completion of the planning process was that the project catalogue contained the new health strategy.

3.4.3 Third phase – change

At this point of the process decisions are necessary if realising the project is possible or not – in our case that means to realise health strategy or not to realise it. The responsible group to decide about the realisation is different to the persons given the assignment to develop a regional health strategy.

Realisation of the health strategy – “Bildungsräume gestalten - Gesundheit leben! - Strategien für Familien und Kitas und Schulen in der AktivRegion Mittelholstein” (“To configure learning settings – to live healthiness”) is a decision of each of the 80 majors and some elected persons of AktivRegion Mittelholstein. Until this phase most of them felt not informed enough about the idea of the health strategy.

The discussion to come to a decision was held on two fields:

- What is the **tenor of health strategy** – what is the **necessity** in global and in each commune? Often there was not a common understanding that health promotion for families, kindergarten and schools is a communal task. Some have had the meaning that previous described situations/ problems are made in families so families have to solve those problems. The actual situation in families and their health behaviour, their problems and life-conditions to live healthy are often not imaginable for people living under different conditions. It needs a lot of information about the ideas of creating health settings as an overall concept for the whole institution kindergarten and school; to wake up the idea of a healthy region

with similar health conditions in kindergarten and schools across the AktivRegion. To support the images that all children and adults grow up in healthy settings.

But not all local authorities directly want information from planning and acting organisations to publish the idea of health strategy. They informed their partners themselves as well as they did with the enquiry. The result was that the some local institutions are not interested in new developments. On the hand side something just changed, so that politicians as well as a director of a school change their opinion.

The idea of active networking across communes, institutions and with experts was unfamiliar.

- **How to finance the implementation** of “Bildungsräume gestalten – Gesundheit leben! Strategien für Familien und Kitas und Schulen in der AktivRegion Mittelholstein” (“To configure learning settings – to live healthiness”)?
On the background of the financial crisis this question becomes more important. Some of rural communes have a lot of financial problems and have turn around every cent. The benefit of health strategy is middle to long-term concern and communal and local agents need good reasons to spent money from small official budgets now.
At this point of discussion it was very important to clarify the necessity of realisation of the health strategy from a point of view of kindergarten, schools and politicians, as well as to show the benefits for communal development, for example to be an attractive institution or region for families. Possibility of free choice of kindergarten and schools for parents creates a competition between the institutions.
With the regional conference, held on the 24th June 2010 the interest in networking between experts was demonstrated.

Now we are at this point of our process:

- Five local authorities have decided to realise the health strategy – “Bildungsräume gestalten - Gesundheit leben! Strategien für Familien und Kitas und Schulen in der AktivRegion Mittelholstein” (“To configure learning settings – to live healthiness”) in 2011.
- Two local authorities are in the process of deciding and
- hopefully three other local authorities will follow later on.

The process starts and is open for latecomer.

4. Recommendations

“Communication with and integration of the partners in every phase of the process” could be our main recommendation.

This might sound easy, because we all believe we are doing this. But realising this concept is not always as easy as it seems to be. One important experience for us is that we (and our regional partners) often didn't know who the “right” or important persons are to bring up the process depending on each phase. Every task has its very own development and especially new ideas and projects coming up during the process.

We, as the initiators of the “Healthy regions” project from the Landesvereinigung für Gesundheitsförderung and the Heinrich-Böll-Stiftung, are working as external partners and in this way we brought new ideas to the region. At the beginning of the project health/ health prevention or health as an instrument for regional development was not a task for local authorities or initiatives like the AktivRegion. From our side we have had knowledge about health structures, health professionals and other stakeholders. But we didn't know the inside structures of decision making in the region. On the other side a lot of partners from administration and politics didn't know what to do with this new project.

Communication as an informing exploration with single persons, groups, experts from inside and outside it was a good way to get more knowledge and experiences about the working field. At the same time it brings the idea into being, it creates first threads for a network and it gives a first estimation of the attitude towards the new development.

A good communication at the same time is also **Integration!** And it is even more. Integration means to work with different kind of meanings, different kind of frameworks, different objectives. In addition own health developments in different communes started previously need to be respected to build a broad base of working together. In a different way it is part of the “Healthy regions” concept as a bottom up and top down strategy.

In our situation we have to handle with different views on the responsibility for health education in kindergarten, schools and families; different views on the requirements and the quality of health prevention projects, small local health initiatives, very different financial possibilities of the communes to participate.

And we have to handle with the impact of the financial crisis. Sometimes we feel like holding the wolf by the ears. We understood the situation of the communes and at the same time we have to work against an atmosphere of depression with this strategy, enabling individuals from the childhood to make a choice for a healthy life.

5. Working together with international partners

We made our first experiences with European projects in „Healthy regions“.

To get to know other health professionals from foreign countries was a personal gain as well as job enrichment. It was a really good experience on different levels:

5.1 Appreciation of health

The discussions about a common understanding of health, health promotion, health prevention under the different conditions of each country in the context of “healthy regions” was very interesting and a first eye-opener for the possibilities of working together in an European project.

Especially the broad understanding about health expressed with dialogue tool, from Danish partners is a good benefit to our work in Schleswig-Holstein. It includes every person as well as political structures and social responsibilities.

5.2 Method knowledge

As a resultant of this we got to know a lot of new methods and we also got the possibility to discuss about tenor, practicability in general and practicability under specific conditions. Further on we avail oneself of the experiences of the European partners made in this project or in other professional projects. We try to use *scenario planning concept* in our following project.

5.3 Project knowledge

A lot of different ideas on pilot projects have been introduced during the meetings on how to work in regions and how to work with different target groups to strengthen the ideas of “Healthy regions”. Notably the practical introductions of projects during the meetings impart the work of the partners in a lively way. This is a sustainable experience. We learned about ideas of man to live healthy, pedagogic methods and creative transformations. And later we have heard about the experience from our partners made in this project.

5.4 Public health in the participating countries

During the project time we learned a lot about different health systems in the participating countries, social conditions and focal points in public health, how responsibilities for health themes and medical care are regulated. We got a new view on economic developments in health sectors. It was a good chance to reflect the own perception. It makes it possible to think in new ways.

5.5 Project management

It was a really great experience to work together with five other countries with different lifestyles, different challenges in their working fields and to be lead and managed in such a good, constructive and respectful way. The benefit for us on the one hand was to make all these experiences on described level and on the other hand to get to know how to handle the specific conditions of our region and the federal state.

5.6 European knowledge

Last but not least – it was a great experience to get to know so much about foreign countries, views and lifestyles from inhabitants, to taste wonderful regional food in each country, to get a small view on great histories of countries, cities and health structures.

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