

Promoting healthy lifestyles in pregnant women and young families – The German network “Healthy Start – Young Family Network”

Why do we need a network?

- **The sooner the better:** Pregnancy and early childhood are decisive phases and strongly affect health status of mother and child - short, medium and long term!
- Birth of a child is characterized by **large uncertainties** but also by **flood of** (partly contradictory) **information**
- No **nationwide, target-group specific** programme giving **uniform, scientifically-based** information and combining all relevant (health) professionals and other experts with close contact to young families



How are the network messages disseminated?



1.5 m via print and download

Recommendations

Training of health professionals:

- Presentation slides + speaker's manuals
- One-day seminars
- Pool of 130 trainers
- Grants for participants

Media and information material:

- Sticker
- Flyer
- Poster
- Presentation boards
- App
- ...

Public Relations:

- Conference attendance and organisation
- Homepage
- Newsletter
- Press releases
- Special column: "inquiries..."

Networking

How are the network activities evaluated?

Process evaluation (focus: health professionals)

- Recommendations (level of consent/agreement)
- Training of professionals (participants' satisfaction, increase in knowledge)
- Media (comprehensibility, usage/relevance for daily work, need for improvement)

Outcome evaluation (focus: pregnant women/young families)

- Participation in scientific studies: What effect do network activities have on
 - increase in knowledge (short-term),
 - change of behaviour (medium-term),
 - and e.g. reduction of overweight/obesity (long-term)?

Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages

What are the aims of the network?

- **Promotion of a healthy lifestyle** during pregnancy and first three years of life (focus on healthy eating, physical activity and allergy prevention)
- **Uniform and easy-to-understand messages:** Agreement on and dissemination of nationwide recommendations that are based on current scientific knowledge
- **Widespread competence:** Establishing a nationwide communication network

Who is involved in the network?

Health professionals as “key persons” to young families

More than 600 network partners work together and disseminate recommendations in terms of “standard of advice”



What has the network achieved so far?

- **Recommendations:** More than 70 % of the health professionals are aware of the recommendations. The level of consent with the recommendations is high (e.g. 73 % with pregnancy recommendations in 2014)
- **Media for parents:** We reach more than 1.6 m parents per year with our media (flyer, sticker, apps) and via internet (data from 2016). More than 50 % of the parents receive our media during individual counselling.
- **Training of health professionals:** About 4,000 health professionals participated in our standardized one-day seminars, 7,700 attended our workshops and presentations at congresses. 65 % rated our seminars as helpful for their everyday work, 58 % considered the transferability into practice to be very likely.

3.6 million € (2009-2016)
funded by the National Action Plan IN FORM

For further information please contact

Netzwerk Gesund ins Leben
Bundeszentrum für Ernährung (BZfE) in
der Bundesanstalt für Landwirtschaft und
Ernährung (BLE)
Deichmanns Aue 29, 53179 Bonn
Tel.: 0228/8499164
post@gesund-ins-leben.de



www.gesund-ins-leben.de