

Promoting Healthy Weight among Children (PromoKids)

- Extension of the PromoKids project for years 2021-2023

The PromoKids network is a communication forum for health and wellbeing professionals working in the Nordic Countries. A purpose is that members of the network working in the field of health promotion and obesity prevention among children would benefit from the co-operation. The PromoKids network has operated already three years, 2018-2020, and has productive achievements. The network has been able to compile together an active group of stakeholders representing all Nordic countries. The network has also created own websites to share relevant information on childhood obesity and related research, policies and other activities in Nordic countries.

Also two seminars have been organized having had representatives from all Nordic countries and interesting presentations on currently timely topics. The first workshop focused on strengthening Nordic co-operation and networking as well as on presenting Nordic health promotion and childhood obesity prevention projects and policies. The second workshop focused on food environment of children, especially monitoring and restricting digital marketing of unhealthy food to children and adolescents.

Special added focus for PromoKids network for years 2021-23 is through planetary health and sustainable life style. The network will also continue its close collaboration with the WHO Euro's, COSI's and EU HLG's activities in health promotion of children.

Objectives of the PromoKids network:

- To strengthen Nordic cooperation and networking on health promotion and obesity prevention among children and adolescents.
- To disseminate and embed good practices and policies.
- To emphasize children's health promotion, sustainable life style and obesity prevention in the Nordic countries taking into account early prevention, role of different actors and the importance of living environment and community.
- To strengthen Nordic research collaboration related to childhood obesity prevention.

Goals of the PromoKids network:

1. To strengthen Nordic cooperation and networking on health promotion and obesity prevention among children.
2. To implement recommendations of the report of the Commission on Ending Childhood Obesity report (WHO).
3. To implement the Nordic Nutrition Recommendations (NNR); for example the development of guidelines for food and meals served at schools and day-care centres.

4. To compare how Nordic countries monitor overweight and obesity among children nowadays and how it should be monitored in the future (in order to ensure available and comparable data).
5. To strengthen COSI collaboration in Nordic countries.
6. To strengthen monitoring and restricting of digital marketing of unhealthy products to children and adolescents in Nordic collaboration.
7. To collaborate on reformulation of foods and beverages and on marketing of foods and non-alcoholic beverages for children.
8. To pilot in some Nordic countries the WHO's CLICK tool, which is a tool for monitoring digital marketing of unhealthy products to children.
9. To share good practices on developing children's food environment healthier.
10. To strengthen Nordic research collaboration and harmonize the actions related to childhood obesity prevention

Action plan on PromoKids network			
Obejctives	Actions	Time/Milestones	Responsible actor
1. To strengthen Nordic cooperation and networking on health promotion and obesity prevention among children.	Annual workshops and teleconferences between workshops.	Workshops will be held in 2021, 2022 and 2023.	THL and PromoKids members/contact persons.
2. To implement recommendations of the report of the Commission on Ending Childhood Obesity report (WHO).	Collaboration with WHO The network defines themes and concrete issues for each year. For example: - Children's healthy food environment, policies and actions. - Monitoring and restricting digital	Continuously	PromoKids members/ Each Nordic country

	<p>marketing of unhealthy products to children and adolescents.</p> <ul style="list-style-type: none"> - Reformulation of healthier foods and beverages. - New ways to help families to handle the screen time. - Support for vulnerable groups of children and families who are at a particularly high risk of becoming obese. 		
<p>3. To implement the Nordic Nutrition Recommendations (NNR); for example the development of guidelines for food and meals served at schools and daycare centers.</p>	<p>Sharing good practices on implementation of guidelines.</p>	<p>Annually workshops.</p>	<p>PromoKids members/ Each Nordic country</p>
<p>4. To compare how Nordic countries monitor overweight and obesity among children nowadays and how it should be monitored in the future (in order to ensure available and comparable data).</p>	<p>Presentations in the workshops</p>		<p>PromoKids members/ Each Nordic country</p>
<p>5. To strengthen COSI collaboration in Nordic countries.</p>	<p>Comparing developing COSI and data collection</p>	<p>One topic in the Promokids workshops</p>	<p>PromoKids members/ Each Nordic country</p>

<p>6.To strengthen monitoring and restricting digital marketing of unhealthy products to children and adolescents in Nordic collaboration.</p>	<p>Collaboration with WHO Piloting the CLICK tool in some Nordic countries</p>		<p>PromoKids members/ Each Nordic country</p>
<p>7. To collaborate on reformulation of foods and beverages and on marketing of foods and non-alcoholic beverages for children.</p>			<p>PromoKids members/ Each Nordic country</p>
<p>8. To pilot the WHO's CLICK tool in some Nordic countries which is a tool for monitoring digital marketing of unhealthy products to children.</p>	<p>Collaboration with WHO</p>		<p>THL coordinates</p>
<p>9.To share good practices on developing children's healthier food environment .</p>	<p>The network will arrange annual seminars or workshops</p> <p>The network organizes regular webinars/teleconferences to enhance communication between national experts on childhood obesity, to share information and experiences on new developments and to plan joint activities.</p> <p>THL will update regularly the PromoKids' website which shares results of research, policies, programmes related to</p>	<p>Annually</p> <p>Regularly</p> <p>Continuous updating</p>	<p>THL coordinates workshops and phone meetings</p> <p>THL, PromoKids members/ Each Nordic country</p> <p>THL, PromoKids members/ Each Nordic country</p>

	children's health and childhood obesity prevention.		
10. To strengthen Nordic research collaboration related to childhood obesity prevention	The network prepare joint research projects and funding applications.	Topic in the Promokids workshops	PromoKids members/ Each Nordic country