



QUESTIONNAIRE 1 – FINAL REPORT

Place and dates of completion of the questionnaire

ITALY: Scuola Elementare statale Ada Tagliacozzo, Rome - 10th-11th March 2009

BELGIUM: Sint-Romboutscollege, Mechelen - 13th March 2009

SPAIN: CEIP La Llàntia, Mataró - 13th March 2009

BULGARIA: 120 osnovno uchilichte Georgi Stoikov Rakonski, Sofia - 9th March 2009

POLAND:

1- Primary School number 12, Lodz - 10th March 2009

2- Primary School number 173, Lodz - 13th March 2009

IRELAND: Queen of Angels Primary School Wedgewood, Dublin - 10th March 2009

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NUMBER OF PARTICIPANTS:

EXPLORA (Italy):	126 (boys 65, girls 61)
IMAGINOSITY (Ireland):	81 (37 boys, 44 girls)
PARKMINIATUR (Poland):	89 (boys 57, girls 38)
TECHNOPOLIS (Belgium):	88 (boys 41, girls 47)
ARTLAND (Bulgaria):	117 (boys 53, girls 64)
CEIP LA LLANTIA (Spain)	94 (boys 48, girls 46)
TOTAL:	595

The Pedagogic Evaluation Committee (PEC), coordinated by Explora, is made of 4 subcontracted children museum and a Spanish primary school that has shown its interest during the project negotiation phase. The opportunity to have a broader participation to the project was very welcome.

CHILDREN WEIGHED:

During the meeting in Brussels in January 2009, the scientific partners - Clinica Pediatrica, University of Genoa, Istituto G.Gaslini - Childhood Obesity Prevention and Treatment Unit and the University of Naples « Federico II » Department of Food Science – proposed to measure the children participating to the project. They asked to collect from each child the following data: weigh, height, month and year of birth. The aim of the survey was to calculate and obtain the body mass index (BMI) of the children. Information on BMIs are meant to integrate the briefing note received by the animation team during the content workshop and provide a key to evaluate some of the answers of the Focus Group.

After some reflections with all the partners it was decided to keep the information anonymous and to ask the parents to measure the children at home. The reason was that the measurement could have embarrassing if done at school.

Explora wrote a letter to the parents containing the guidelines provided by the scientific partners to measure the children at home. Anyway, in case parents could not do the measurement at home failing the proper means to fulfil the procedure, teachers were asked to do it at school, with the prior consent of the families. Teachers were also informed that measurement was voluntary. This is the reason of the difference among the number of children who took part in the focus group and the ones who have been measured¹. After collecting the measurement forms, teachers gave them to the Museum representative who filled in a table collecting all the data for each country.

¹ Number of measured children/children participating in the questionnaire: IT 92/126; IE 79/81; PL 95/89; BE 82/88; BG 64/107; ES 74/94; Total 486/595.

PROTOCOL NUMBERS:

Each museum received by Explora 3 different forms of the 1st Questionnaire:

- A FORM – TEACHERS AND STAFF USE, not to be submitted to children;
- B FORM - CHILDREN, to be submitted to children. It does not have the questions, but only the blanks (or multiple choice) for the answers. The questions have been read out by the supervisor using a PowerPoint presentation or reading the A Form. Every B form has been given a protocol number by teachers/educators.
- C FORM – TRANSLATION, for translators use in order to translate/copy the children's answers. The protocol number of this form corresponded to the one on B form.

The 'protocol procedure' worked very well and proved to be very useful for the evaluation.

AVERAGE AGE:

EXPLORA (Italy)	7,5
IMAGINOSITY (Ireland):	7
PARKMINIATUR (Poland):	7
TECHNOPOLIS (Belgium):	7,8
ART LAND (Bulgaria):	8
CEIP LA LAANTIA (Spain)	7,5
TOTAL	7,5

SUBMISSION METHODOLOGY:

As suggested in the general guidelines, sent to all the partners by EXPLORA questionnaires were submitted without general introduction to the two main topics (Animations and Healthy Lifestyles).

The methodology was shared and accepted by the whole PEC. The good relations and the long lasting cooperation between Explora and the other museums have facilitated all the work linked to this Work Package. Anyway in spite of the good cooperation among the PEC, a tested methodology and clear guidelines, minor issues raised during the Focus Group.

MAIN ISSUES BEFORE FOCUS GROUP:

During the phase of communication with schools some coordination issues arose and it was difficult to respect the timeline and the project schedule. Schools required staff meetings before accepting to take on a new initiative. Moreover focus group meetings took place in very busy months for schools. In addition, teachers would have liked hands-on activities (e.g. drawings) to be included in the Questionnaire.

Also, discussion with our Project Officer on the composition of the focus group, delayed the process.

MAIN ISSUES DURING FOCUS GROUPS:

The editing of the questionnaire has been done according to the key messages provided by the scientific partners. During the preparation phase the content experts have discussed on a web platform the key messages, the food habits in the different European countries and different kind of food. After their researches and in-depth analysis of the topic, a first draft of the questionnaire has been written. The content experts and Explora together have worked on this first draft and agreed on a final version. Even if during the questionnaire preparation the European dimension of the nutritional issues was taken into serious consideration, the cultural differences among countries have raised some issues.

For instance in Belgium, Ireland and Poland, in relation to questions number 5 and 6, children did not know or were confused about the fruits and vegetables listed.

In other cases different perceptions and understanding of the questions, perhaps linked to cultural background, lead to confusion and misunderstanding, i.e. for questions 3 and 4 for some of the children the most harmful food was often confused with the food they did not like and the healthiest with the one they liked the most.

CONCLUSION:

In general terms the tested methodology was effective, the structure of the questionnaire was interesting and creative and the topic itself was very exciting for children since it is close to their daily experience.

Children answered positively and conscientiously.

The next questionnaires will take into account the differences among the countries in a more detailed manner and in this respect, a stronger coordination with the other member of the PEC is required. Another aspect to be taken into account is the presence of children with specific backgrounds: immigrants, refugees and disabled children who needed special support to fill in the questionnaire. This aspect should be analysed with teachers during the drafting of the questionnaires, in order to work out solutions and to allow every children to give their opinion.

FINAL QUANTITATIVE EVALUATION OF ANSWERS

1. Did you have breakfast before coming here this morning?

- YES 89%
- NO 11%

2. If so, what did you have?

530 children answered that they have had breakfast, so among them:

- 234/530 children (44,15%) drank milk (in particular 41/234 that mean 17,5% specified that they had chocolate milk)
- 146/530 children (25,54%) ate bread (different kinds)
- 128/530 children (24,15%) ate corn flakes and cereal

3. What's the most harmful food, in your opinion? (write ONLY ONE food)

- 159/595 (26,72%) wrote fried chips
- 91/595 (15,24%) wrote chocolate
- 82/595 (13,78%) wrote candies.

The complete list is in Annex 1 attached to this report.

4. And what about the healthiest one? (write ONLY ONE food)

- 159/595 (26,72%) wrote fruit
- 107/595 (17,98%) wrote vegetables
- 62/595 (10,42%) wrote apple.

The complete list is in Annex 1 attached to this report.

5. Find here a list of vegetables: CABBAGES, BROCCOLI, LETTUCE, TOMATOES, CARROT, ZUCCHINI, PEPPERS, SPINACH.

5a. CABBAGES 166/ 595 chose them, in particular among them:

What I like the most	22%
What I never eat	45%
What my family make me eat	33%

5b. BROCCOLI 243/595 chose them, in particular among them:

What I like the most	14%
What I never eat	60%
What my family make me eat	26%

5c. LETTUCE 160/595 chose it, in particular among them:

What I like the most	49%
What I never eat	12%
What my family make me eat	39%

5d. TOMATOES 216/595 chose them, in particular among them:

What I like the most	58%
What I never eat	13%
What my family make me eat	29%

5e. CARROTS 266/ 595 chose them, in particular among them:

What I like the most	76%
What I never eat	7%
What my family make me eat	17%

5f. ZUCCHINI 149/ 595 chose them, in particular among them:

What I like the most	10%
What I never eat	69%
What my family make me eat	21%

5g. PEPPERS 138/ 595 chose them, in particular among them:

What I like the most	27%
What I never eat	52%
What my family make me eat	21%

5h. SPINACH 242/ 595 chose it, in particular among them:

What I like the most	26%
What I never eat	43%
What my family make me eat	31%

6. Let's do the same with the following fruit list: BANANA, ORANGE, TANGERINE, KIWI, GRAPE FRUIT, APPLE, PEAR, STRAWBERRY, RASPBERRY, BLACKBERRY, MELON, PEACH, APRICOT.

6a. BANANA 172/595 chose it, in particular among them:

What I like the most	48%
What I never eat	10%
What my family make me eat	42%

6b. ORANGE 128/595 chose it, in particular among them:

What I like the most	33%
What I never eat	17%
What my family make me eat	50%

6c. TANGERINE 64/ 595 chose it, in particular among them:

What I like the most	44%
What I never eat	23%
What my family make me eat	33%

6d. KIWI 185/595 chose it, in particular among them:

What I like the most	24%
What I never eat	55%
What my family make me eat	21%

6e. GRAPE FRUIT 102/595 chose it, in particular among them:

What I like the most	20%
What I never eat	55%
What my family make me eat	25%

6f. APPLE 180/595 chose them, in particular among them:

What I like the most	45%
What I never eat	7%
What my family make me eat	48%

6g. PEAR 76/595 chose it, in particular among them:

What I like the most	14%
What I never eat	44%
What my family make me eat	42%

6h. STRAWBERRY 169/595 chose it, in particular among them:

What I like the most	86%
What I never eat	6%
What my family make me eat	8%

6i. RASPBERRY 96/595 chose it, in particular among them:

What I like the most	28%
What I never eat	57%
What my family make me eat	15%

6l. BLACKBERRY 85/595 chose it, in particular among them:

What I like the most	13%
What I never eat	63%
What my family make me eat	24%

6m. MELON 151/595 chose it, in particular among them:

What I like the most	41%
What I never eat	42%
What my family make me eat	17%

6n. PEACH 43/595 chose it, in particular among them:

What I like the most	44%
What I never eat	44%
What my family make me eat	12%

6o. APRICOT 95/595 chose it, in particular among them:

What I like the most	20%
What I never eat	66%
What my family make me eat	14%

7. Would you like to do the following activities in your spare time? (choose YES or NO)

7a. to play in the playground (seesaw, slide, climbing, etc...)

- YES 84%
- NO 15%
- No answer 1%

7b. open air playgroups (football, basketball, volleyball, hide and seek, dance, etc...)

- YES 89%
- NO 10%
- No answer 1%

7c. individual sports and games (rope skipping, cycling, skating, skateboarding, etc...)

- YES 80%
- NO 19%
- No answer 1%

8. Do you watch cartoons with your friends?

- YES 72%
- NO 27%
- No answer 1%

9. Do you watch cartoons with your parents?

- YES 65%
- NO 34%
- No answer 1%

10. Do you watch cartoons with your siblings?

- YES 69%
- NO 11%
- I HAVE NO SIBLINGS 19%
- No answer 1%

FINAL PEDAGOGIC EVALUATION OF ANSWERS

The 'participated planning' with children in a focus group is a tool that allows to directly and concretely involve the children in the process: it makes them active participants.

This is the reason why it was proposed that all the children will follow the whole process from the start up to the end taking part to the three questionnaires as real protagonists.

Children were conscious that their own answers would have been reflected in a real animation and they also knew that they will watch the animation with their own families and with their schoolmates and teachers at school.

In addition children were aware of the European scale of the project: they knew that other children of their age in different European countries were taking part to the same Questionnaire, and also that the animation will be broadcasted in several countries in Europe.

For these reasons, children answered in all seriousness and it is important to note that each one of them answered individually to the Questionnaire.

Finally since the aim of the project is to educate to a correct lifestyle, it was decided to involve children from schools in the outskirts since it is in this kind of areas that problems related to nutrition have been mostly observed. Unfortunately the social difficulties of these areas often influence the social and psychological behaviours and the lifestyle in terms of healthy diet and fitness. Children coming from these areas were considered the right ones to involve in this educational project.

The 1st Questionnaire through open questions and multiple choice questions aimed to:

- survey children's food habits, in particular at breakfast;
- understand what children would like to do in their spare time;
- understand children viewing patterns .

Children's food habits at breakfast

- Children usually have breakfast in the morning. In fact 89% of children had breakfast at home before coming to school/museum for the focus group.

Proved that children have this good habit, one point to be deepened by scientific partners and animator experts is what they eat at breakfast. As shown at question n. 2 there is a large range of answers about what children have for breakfast

It has to be noticed that, beside a large variety of food and habits, milk is almost always present in children breakfast. Milk is always sweetened (for instance with cacao), and we advice the scientific partners to take this aspect into due account.

Bread, cereals and cornflakes are often part of their breakfast and this might be the result of marketing campaigns addressed to children which can highly influence their breakfast habits.

- At questions n. 3 and n. 4, the answers are often confused since children identified the most harmful food with the one they do not like, and the healthiest with the preferred one.

The results coming from these two questions show that children are conscious of what is harmful or what is healthy: 26,72% for crisps 15,24% for chocolate, 13,78% for candies at question n.3, and 26,72% for fruit, 17,98% for vegetables, 10,42% for apple at question n.4.

- Despite of the children's awareness on healthy food, they prefer chips to vegetables and fruit. As we can read at questions n.5 and n. 6 the majority of children is obliged by the family to eat fruit and above all vegetables.

Actually the case of the fruit is better than the vegetables' one, since the fruit is colourful, tasty and more present in the images of books and toys for children than vegetables: the strawberry is the fruit

that children prefer even if they can eat it just for few months during the year, but they often find images of strawberries around them (for instance toothpaste, candies, etc.).

Children's spare time

- Question n. 7 is about children's spare time and in particular activities to do outdoor. The project's aim is to promote a healthier lifestyle by eating sensibly, but also to make children aware of the importance of physical activity for their lives. For this question it was decided to not ask to the children what they actually do in their spare time, but only what they would like to do, assuming that they could play outdoor which is almost impossible in urban outskirts. .So the questions are about activities like games in the playground (seesaw, slide, climbing,, etc.), outdoor playgroups (football, basketball, volleyball, "hide and seek", dance,...), and individual sports and games (rope skipping, cycling, skating, ...).

The results showed that 84% of children would like to play in the playground; 89% of children would like to do outdoor playgroups like for instance "hide and seek"; and 80% of children would like to play outdoor individual games. This showed that there is a large minority of children (10-20%) which is surprisingly unwilling to play outdoor even if they could!

Children and animations

- The last part of the questionnaire concerned children animations viewing patterns. As we expected, children usually watch cartoon animation with their siblings and above all with their friends. Surprisingly enough, the also watch cartoon animations with their parents. This will therefore allow our message to reach a wider indirect audience.

Again, children answers and attitude to this part of the questionnaire confirmed that using animations to educate, entertain and inspire kids and to teach them to adopt a healthier lifestyle by eating sensibly and getting fit, is an effective choice and can have a great impact on large segments of society.

Annex 1

The following lists detail the answers given by children to questions n. 2, n. 3 and n. 4.

LIST OF BREAKFAST FOOD		
FOOD/DRINK	CHILDREN ANSWERS	% ON 530 CHILDREN
Milk (chocolate milk 4l)	234	44,15%
Bread, sandwich brown bread	146	27,54%
Corn flakes, cereal	128	24,15%
Cookies	79	14,9%
Chocolate spread	32	6,03%
Juice (fruit, orange, apple)	32	6,03%
Cakes, pancakes, pastry	28	5,28%
Toast	28	5,28%
Cheese, cheese spread	24	4,52%
Snack	20	3,77%
Tea	17	3,2%
Water	13	2,45%
Jam	11	2,07%
Croissant	9	1,69%
Salami	6	1,13%
Butter	5	0,94%
Yogurt	5	0,94%
Apple	4	0,75%
Fruit	3	0,56%
Honey	3	0,56%
Meat, meat paste	3	0,56%
Egg	2	0,37%
Banana	1	0,18%
Cabbage	1	0,18%
Cappuccino	1	0,18%
Coffee	1	0,18%
Coke	1	0,18%
Fish	1	0,18%
Ham	1	0,18%
Lemonade	1	0,18%
Pizza	1	0,18%
Salad	1	0,18%
Soup	1	0,18%
Tomato	1	0,18%
Kiwi	1	0,18%
Pasta	1	0,18%

“THE MOST HARMFUL FOOD” LIST		
FOOD/DRINK	CHILDREN ANSWERS	% ON 595 CHILDREN
French fries	159	26,72%
Chocolate	91	15,24%
Candies	82	13,78%
Snacks (sweet)	45	7,56%
Cakes	22	3,69%
Coke	22	3,69%
Crisps	21	3,52%
Sugar	20	3,36%
Mac donald's hamburger	12	2,01%
Meat, meat with fat	11	1,84%
Nothing/no sense/I don't know	10	1,68%
Chewing gum	6	1%
Pizza	6	1%
Strawberry	6	1%
Vegetables	5	0,84%
Apple	4	0,67%
Egg	4	0,67%
Ice cream	4	0,67%
Ketchup	4	0,67%
Garlic	3	0,50%
Spinach	3	0,50%
Bread	3	0,50%
Chicken	2	0,33%
Fried dish	2	0,33%
Lentils	2	0,33%
Mushrooms	2	0,33%
Nuts	2	0,33%
Onion	2	0,33%
Pasta	2	0,33%
Salami	2	0,33%
Alcohol	1	0,16%
Aubergine	1	0,16%
Beans	1	0,16%
Banana	1	0,16%
Broccoli	1	0,16%
Brussel Sprouts	1	0,16%
Butter	1	0,16%
Cheese	1	0,16%
Chick-pea	1	0,16%
Chinese food	1	0,16%
Cookies	1	0,16%
Drugs	1	0,16%
Fish	1	0,16%
Ham	1	0,16%
Herbs	1	0,16%
Hotdog	1	0,16%
Juice	1	0,16%
Lard	1	0,16%
Lemon	1	0,16%
Liqueur	1	0,16%

Liquorice	1	0,16%
Mayonnaise	1	0,16%
Milk	1	0,16%
Noodles	1	0,16%
Peppers	1	0,16%
Pod	1	0,16%
Popcorn	1	0,16%
Pork chops	1	0,16%
Salt	1	0,16%
Soda	1	0,16%
Sushi	1	0,16%
Tea	1	0,16%
Toadstool	1	0,16%
Toast	1	0,16%
Tomato	1	0,16%
Whipped cream	1	0,16%
Zucchini	1	0,16%

“THE HEALTHIEST FOOD” LIST		
FOOD/DRINK	CHILDREN ANSWERS	% OF TOTAL OF 595 CHILDREN
Fruit	159	26,72%
Vegetables	107	17,98%
Apple	62	10,42%
Carrots	25	4,20%
Milk	24	4,03%
Fish	18	3,02%
Salad	17	2,85%
Meat	17	2,85%
Broth, soup, vegetables soup	14	2,35%
Cheese	12	2,01%
Spinach	12	2,01%
Nothing, no answers	11	1,84%
Banana	11	1,84%
Pasta	11	1,84%
Orange, orange juice, fruit juice	10	1,68%
Cereal, corn flakes	8	1,34%
Bread	7	1,17%
Chocolate	7	1,17%
Melon	5	0,84%
Potato	5	0,84%
Broccoli	4	0,67%
Egg	4	0,67%
Yogurt	4	0,67%
Chicken	3	0,50%
Ham	3	0,50%
Water	3	0,50%
Lentils	3	0,50%
Kiwi	2	0,33%
Pear	2	0,33%
Rice	2	0,33%
Salmon	2	0,33%
Strawberry	2	0,33%
Tomato	2	0,33%
Zucchini	2	0,33%
Apricot	1	0,16%
Asparagus	1	0,16%
Bean	1	0,16%
Beet	1	0,16%
Cabbage	1	0,16%
Coffee	1	0,16%
Croissant	1	0,16%
Honey	1	0,16%
Mussels	1	0,16%
Pancake	1	0,16%
Radish	1	0,16%
Red-bull	1	0,16%
Brussels Sprouts	1	0,16%
Vitamins	1	0,16%
Wurstel	1	0,16%