

November 19<sup>th</sup> 2010

[http://www.ecog-obesity.eu/files/brussel2010/November\\_19/PARODI.pdf](http://www.ecog-obesity.eu/files/brussel2010/November_19/PARODI.pdf)



# ACTIVE

Animation for Children to Teach and Influence Values and Views on healthy Eating and physical activity

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## ACTIVE

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Background

### Background:

- ✗ Children are becoming not only consumers as adults, but they also have a strong influence on their parents' shopping habits. They have also dramatically increased their tv exposure.
- ✗ Children usually know the right things to do and eat, but don't always behave accordingly.
- ✗ Health, intended as food and lifestyle, is not *cool* for children, and don't reach children's interest, moreover direct communication on health issues (made by adults and authorities who are not *cool*) is ineffective.
- ✗ An effective strategy to reach children shouldn't give them only the knowledge of food, but also build a strong emotional participation in which our target can identify with.

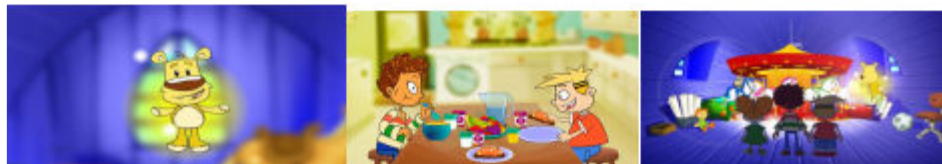


The aim of the series is to make younger audiences aware that they can make a difference to the world and to give them the motivation to become responsible citizens by changing their habits and encouraging their families and friends to do the same.

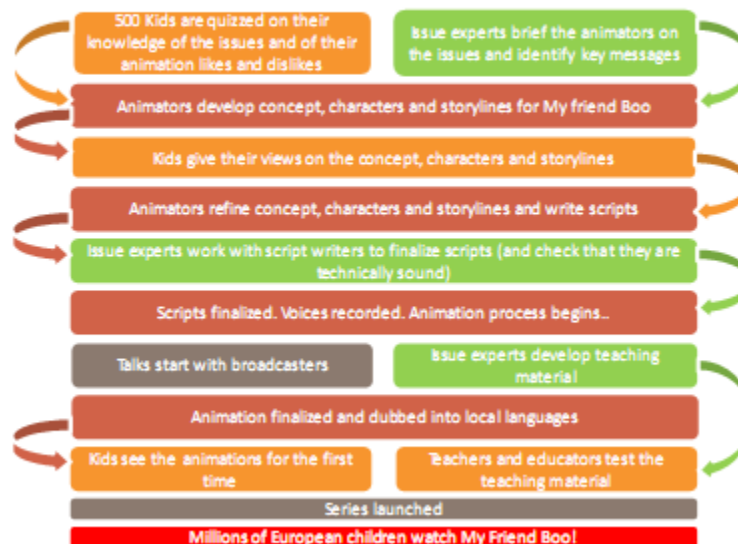


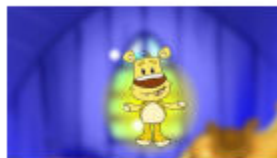
### SPECIFIC

- An initial phase of content development involving the animation team and experts on food and nutrition has been conducted before the cartoon production: after an accurate analysis this partnership has defined an **easily applicable universal European message**.
- Overcome the common communication barriers to children on nutrition by using messages that resonate with them
- Overcome the **obesity bias**



## The Methodology (project length: 2 years)





Episodes are complemented by **teaching packs** to integrate the animation in schools (formal education).

The partnership involved into the project included **animators, food and nutrition experts, TV and communication specialists and a pedagogic committee** of 5 children museums and 6 schools from 6 EU countries.



support of a **Scientific External Advisory Scheme (SEAS)**, in the content development process

A focus group of **600 children from 6 EU schools** was created to evaluate the contents and the impact of the cartoon animation and the teaching pack with the help of three questionnaires

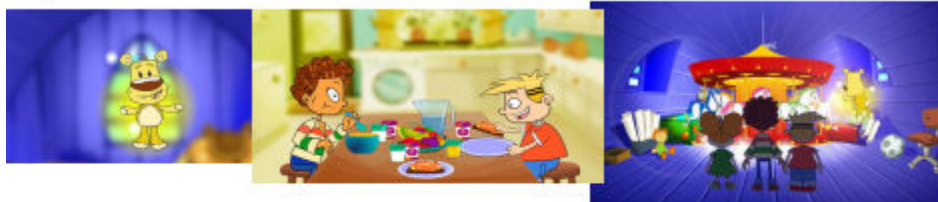
the 1st aimed to test the children knowledge on food and nutrition provided information and creative inputs for scriptwriters.

The 2nd questionnaire aimed to evaluate the content of the first storyboard as well as the visual impact of the characters. This allowed the animators to adopt changes in due course.

The 3rd questionnaire allowed the children and their parents to give their view on the cartoon animation and was also used to test the teaching pack.



## the 3° questionnaire's result:



About 600 school children involved in the project during the three Planning-Meetings  
also the feedback from 100 other children who did not know anything about the project.

The average age of the children in the Planning-Meeting is 8,7.

Children from Belgium, Bulgaria, Ireland, Italy, Poland and Spain



## children's opinion

Questions	Answers per countries	BELGIUM	BULGARIA	ITALY	IRELAND	POLAND	GENERAL
		Boys 45,8%	Boys 43,7%	Boys 50,4%	Boys 44%	Boys 53,2%	Boys 47,7%
		Girls 54,2%	Girls 56,3%	Girls 49,6%	Girls 56%	Girls 46,7%	Girls 52,3%
Did you enjoy the animation?	Yes	92%	82%	90%	89%	87%	88,1%
	No	6%	18%	10%	11%	13%	11%
	No answers	2%	0%	0%	0%	0%	0,9%
Will you suggest your parents and family members to try and do the same?	Yes	79%	71%	95%	80%	86%	83%
	No	19%	29%	5%	20%	14%	16,6%
	No answers	2%	0%	0%	0%	0%	0,4%

Questions	Answers per countries	BELGIUM	BULGARIA	ITALY	IRELAND	POLAND	GENERAL
3) Do you think the animation can help your child learn about healthy lifestyles?	Yes	75%	91%	80%	84%	97%	87%
	No	23%	9%	20%	5%	3%	10%
	No answer	2%	0%	0%	11%	0%	3%
5) And what about you? Do you think this kind of tool can have a positive influence on your behaviour as well?	Yes	54%	84%	100%	77%	72%	80%
	No	43%	16%	0%	8%	28%	19%
	No answer	3%	0%	0%	15%	0%	5%



Episode 1 – breakfast:  
“worldenball”

Episode 2 – movement:  
“zeno’s birthday”

Episode 3 – healthy  
snacks: “a little bit of  
everything”

2 episodes of 8 minutes and 1 “bonus” of 2 minutes



Methodology and contents have been well received by heads of TV children programming. As from autumn 2010 episodes will be broadcast on TV in 15 countries and Teaching Pack will be available in 15 languages.

For more information  
[www.animate-eu.com/active](http://www.animate-eu.com/active)  
[www.myfriendboo.com](http://www.myfriendboo.com)

# Thank you!

Research relating to this abstract was funded by the Executive Agency for Health and Consumers in the framework of the EU Health Programme, Grant Agreement 20081225

