



HEALTH4EUkids

Your Kids' Health, Our Priority

Best Practices in action: how to transfer, implement, and sustain effective health promotion interventions for children (0-12)

Module 2

Grünau Moves: a Best Practice to promote health and prevent obesity in children



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**Best Practices in action: how to transfer,
implement, and sustain effective health
promotion interventions for children (0-12)**

Unit 2.2.1

Grünau Moves: Planning the Intervention

“Selection of the Intervention Area: a contribution from Portugal”

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Where we live shapes how we live!



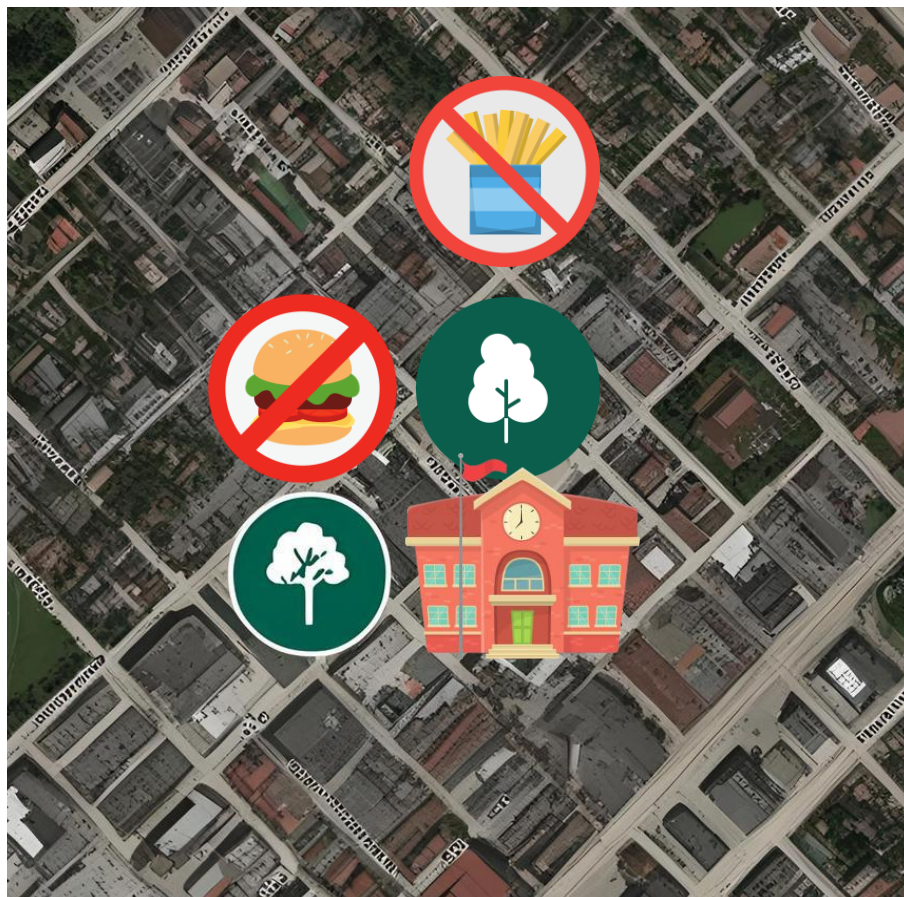
Choosing the right area for intervention is not just the first step in a health promotion project — it's a strategic and ethical decision

*This image was produced using AI-generated content.

The Context: Why This Matters



Understanding Obesogenic Environments



Imagine a neighborhood with no fresh produce stores, but several fast-food outlets. Where sidewalks are broken, parks are far, and streets are unsafe. These conditions shape daily habits — not by choice, but by design

Criteria for Selecting the Intervention Area

Socioeconomic Indicators

- Low education levels
- High unemployment or precarious jobs
- Low household income
- Poor housing conditions
- Composite deprivation indices

Health Indicators

- Prevalence of child overweight and obesity
- Sedentary behavior and physical inactivity rates
- Incidence of nutrition-related diseases

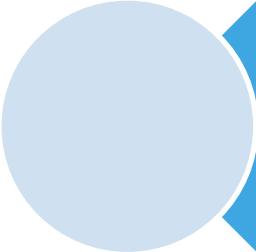
Opportunity Indicators

- Political will and support
- Existing community or health projects
- Civic engagement and participation forums
- Social cohesion and history of collaboration

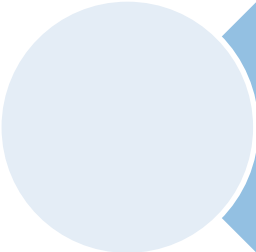
Working with What We Have



In some areas, especially rural or highly deprived ones, data might be limited. But this should never be an excuse not to act



Systematic studies consistently show a social gradient in obesity and inactivity: the more deprived the setting, the worse the health outcomes. So, if we know a community shares those structural conditions, we can reasonably extrapolate the data — and move forward



Nevertheless, it is essential to carry out a local diagnosis to ensure that the planned actions are appropriately tailored to the specific needs and context of the area

A Case Study from Portugal



Two municipalities:
Alter do Chão and Portalegre

Different in setting—rural and urban—but united by shared sociodemographic and cultural factors

A Case Study from Portugal

Challenges

Health not always seen as a top priority
Time constraints in schools
Limited access to healthcare resources

Opportunities

Cultural proximity made collaboration easier
The scale of the towns allowed for agile coordination
Strong local networks helped build trust

From Selection to Action

Starting with available data—but not being paralyzed by its gaps

Prioritizing areas with both need and local buy-in

Valuing community readiness just as much as epidemiological need

Aligning with political momentum and existing efforts

Building partnerships from day one

Use a participatory process to map local strengths and barriers

Make the case clearly to local decision-makers: this is a shared investment in community well-being



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Places shape people



*This photograph was taken within the scope of the Joint Action Health4EUKids at the school in Alter do Chão, Portugal.

Let's choose wisely. Let's choose equitably. Let's build environments where children — and communities — can thrive through healthy, active, and meaningful lives!



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Thank you all for your participations!



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