

## **Description Youth at a Healthy Weight**

JOGG is an independent foundation that was established at the end of 2014, in order to provide a follow-up to the activities that previously took place within the Healthy Weight Covenant (2011-2014). The main objective of JOGG for 2015-2020 is "to promote a healthy lifestyle in general and a healthy weight in particular, with a focus on children and young people, and the adults that surround them, specifically in those areas where the problems are is greatest '.

More specifically, the main objectives for 2020 are as follows:

- Working on a healthy environment with structural attention to a healthy lifestyle for at least two million children and young people;
- An increase in the number of children and young people at a healthy weight in at least 75 JOGG municipalities.

In 2018, JOGG was funded by the Ministry of Health, Welfare and Sport with six million euros, supplemented by investments from municipalities and partners. JOGG works on these objectives at a national level, for example by cooperating with national partners, as well as on a local level, by offering support to municipalities that have joined JOGG.

To realize this JOGG, works with two substantive programs: "JOGG approach" and "Healthy Environment", and the coordinating program: "Communication and Marketing". The JOGG approach is a local integrated approach aimed at stimulating healthy weight among children and young people and consists of five pillars: Political-Administrative Support, Public-Private Partnership, Shared Ownership, Monitoring & Evaluation and Connection of Prevention and Care. The Healthy Environment program focuses on making environments healthier for children and young people. Communication and Marketing includes working on the visibility of the organization, providing support for a healthy environment, contributing to the complex discussion about a healthy lifestyle and making the results of JOGG visible.

## **National developments Youth at a Healthy Weight**

- In 2018, JOGG worked together with nineteen social partners, fourteen business partners and three scientific partners, with whom they work on the main objectives of JOGG. Social partners and business partners contribute to the ambitions and objectives of JOGG, the JOGG approach, Healthy Environment or to the activities within the themes 'Drinking Water', 'Vegetables ... bite into them!' and 'Free exercise, just do it!' .
- JOGG has actively pursued the international sharing of knowledge through various visits to other countries, training courses / workshops abroad and contributions to international conferences.
- In 2018, an evaluation was made of the extent to which the organizational form of JOGG contributes effectively and efficiently to the formulated objectives that result from the policy objectives on obesity of the Ministry of Health, Welfare and Sport. Based on the results of this evaluation, it was concluded that JOGG as a foundation works more independently, transparently and decisively than in the covenant period. JOGG has since grown into a mature organization. Following a number of recommendations, the organizational structure has been set up more efficiently.

### **Deployment support from Youth at a Healthy Weight**

- JOGG offers JOGG municipalities local support through the deployment of eleven JOGG advisors, five JOGG regional coordinators, eleven (externally hired) JOGG coaches and eighteen (externally hired) JOGG experts (reference date 01-10-2018).
- In 2018, 39 training sessions and meetings took place, in particular for JOGG directors and policy staff. In the past year a new form of support named e-learning (online training for JOGG directors and policy staff) was included. Training, meetings and e-learning aim to expand knowledge, exchange experiences and strengthen skills.
- JOGG focuses on relationship management through two internal and one external relationship manager. In 2018 they made fifty visits to JOGG municipalities and they have been in contact with 39 potential JOGG municipalities.

### **Developments of the JOGG approach**

- Approximately one third of all municipalities in the Netherlands work with the JOGG approach (136 municipalities, as of 30/09/2018).
- The potential reach of the JOGG approach increased in 2018 to more than one million children and young people (up to 19 years of age). With this, one of the goals of JOGG, working on a healthy environment for at least one million children and young people, has been achieved.
- JOGG is constantly working on the development of the pillars of the JOGG approach. In 2018, for example, the Social Marketing pillar was further developed into the Shared Ownership pillar.
- Annual monitoring of the implementation of the JOGG approach shows that JOGG municipalities made progress in 2018. In almost all JOGG municipalities there is cooperation with public and private partners, cooperation between the health, welfare and education policy areas and at least one alderman is involved in the JOGG approach. In most JOGG municipalities, the JOGG approach has been specified in health / well-being and sports policy documents, a vision has been formulated with regard to public-private partnerships, parents are involved in the approach through parent partnerships and JOGG directors collect data for local monitoring of the approach. However, there are also some challenges in the implementation of the approach, such as involving more (hard) policy areas (in the context of integrated cooperation) and making structural and formal agreements with public and private partners.
- In order to be able to provide even better support for the implementation of the JOGG approach, in 2018 JOGG has stimulated regional cooperation between JOGG municipalities, has focused on strengthening the quality of local JOGG teams, the support for JOGG directors and policy staff was further optimized, a network meeting for JOGG experts was organized and JOGG invested in training (future) JOGG professionals.

### **Healthy Environment**

In addition to the sports, school and workplace environments that JOGG has been working on, in 2018 JOGG also explored ways in which other environments where children and young people are located can be made healthier. JOGG now also focuses on the neighborhood and leisure environments (day attractions, such as museums and zoos). The home and media environments are currently under development.

## **Sports and leisure**

- The number of associations affiliated with Team: Fit has grown from 1,271 in 2017 to 1,468 in 2018 (reference date 01-12-2018). 257,000 children have been reached.
- The Canteen Scan is an instrument to map out the healthy food and drink supply and to help organizations to realize a healthier offer. In 2018, 64 Canteen scans for Team: Fit were taken, in order to obtain a Team:Fit certificate. An organization that works on a healthier food supply can obtain a bronze, silver or gold certificate. In 2018, ten new associations met the gold level, 25 associations met silver and eleven associations met bronze. In addition to the canteen scans, developments from Team: Fit are followed by a policy monitor.
- JOGG organizes various trainings for JOGG and Team: Fit professionals and organizes inspirational sessions for sports clubs. In 2019 Team: Fit will focus on a smoke-free sports environment and responsible alcohol policy within sports clubs as well.
- In 2018, JOGG worked out a "Healthy Sport Events" covenant in collaboration with various municipalities, NOC \* NSF and some sports marketing agencies. These parties have signed this covenant and by doing so, agreed to work on the activities that they can influence themselves, with the following objectives: only healthy sports sponsorship and a healthier food and drink supply at sports events aimed at children and young people up to the age of 13.
- The "Healthy Day Out" initiative has become part of JOGG, which focuses on a healthier food supply at day attractions.

## **Healthy School Environment**

- In 2018, 32 companies will be affiliated with the "Agreement Healthy Eating at Schools". They are responsible for the food supply at 650 secondary and secondary vocational schools (reference date 01-12-2018). The agreement encourages caterers, suppliers and producers to provide schools with healthier products and to offer these products more visibly.
- JOGG encourages schools to work with the Healthy School approach. All JOGG directors will bring the Healthy School approach to the attention of schools within their municipality.
- In 2018, seventeen percent of the total number of schools in the Netherlands (primary, secondary and secondary vocational education) will have a "Healthy School Vignette" (1,463 schools, reference date 01-12-2018). The vignette is an appreciation for shaping structural and integral school policy in the field of health.
- The awareness of The Daily Mile, a JOGG exercise initiative that encourages schools to run outside with their class for 15 minutes every day, has increased from 71 percent in 2017 to 81 percent in 2018. A questionnaire among school leaders shows that 10 percent of the primary schools The Daily Mile. The Daily Mile was further developed in 2018 and included in the national Healthy and Active Living intervention database.

## **Healthy Workplace**

- To realize a healthy working environment in which (future) employees are made aware of their health, JOGG encourages municipalities to get started with a Healthy Workplace. In three out of five JOGG municipalities, attention is paid to the Healthy Workplace, usually by having contact with the HR department of companies about paying attention to vitality in the workplace.

- In 2018, a new strategic plan was drawn up based on a study to further shape the Healthy Workplace and to support JOGG municipalities in this in a good way.