



EAT BETTER, *move more!*
All on track!

**VIASANO PROGRAM
2020**

1. A quick recap of the situation in Belgium

Obesity figures

Food and physical activity behaviors

49,3 % of adults
are overweight
among which 15,9% is obese

19 % of children are overweight
among which 5,8% is obese

2014 Belgian Food health survey (measured)

- Differences in education

	Carence pondérale*	Normal*	Surpoids*	Obésité*
Sans diplôme, primaire ou secondaire	3,6	42,9	30,6	22,9
Supérieur de type court	2,7	52,0	30,5	14,8
Supérieur de type long	4,8	62,2	25,3	7,7

➔ The obesity prevalence is 3 times higher in low educated populations

Food consumption within 6-9 yo

↳ Limite « occasionnels » 6-11 ans : 145 kcal/j

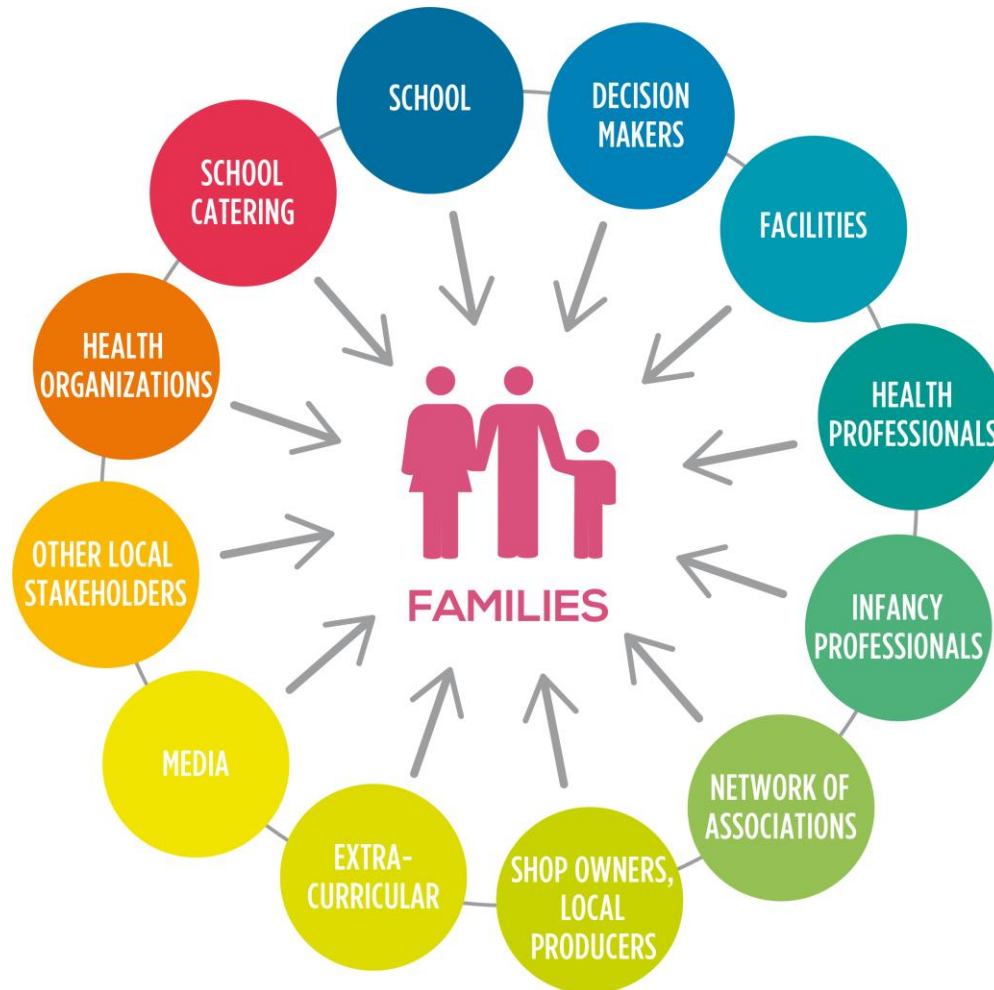


2. The VIASANO program in Belgium

VIASANO program in Belgium

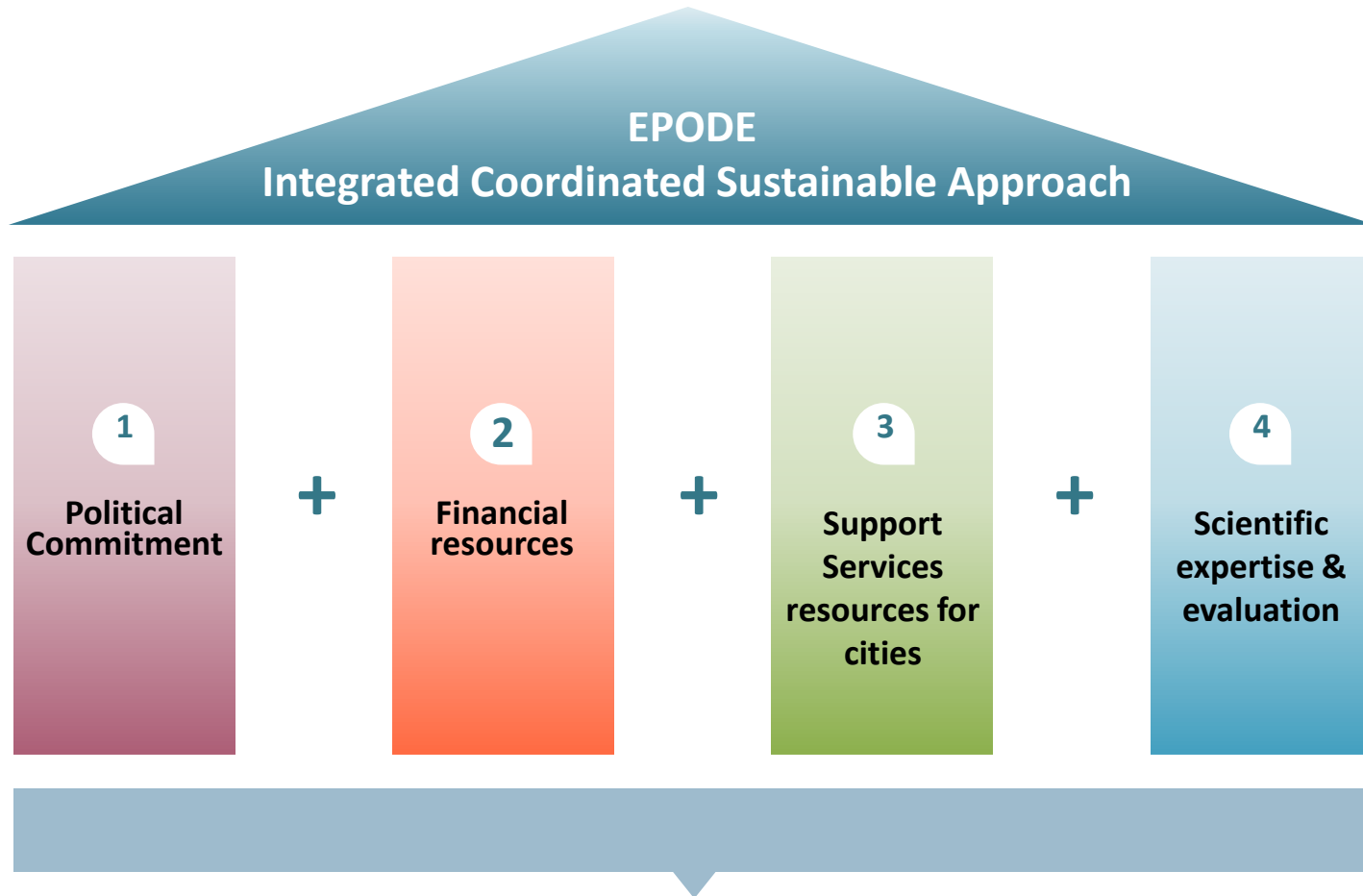
- Launched in 2007 in 2 pilot cities
- Main target group : families with children from 3 Y/0
- Based on EPODE philosophy and methodology
- Coordinated by an NGO since december 2015
- Supported by institutions, scientific organisation, patients associations
- 13 Frenchspeaking cities in 2020 & 311 635 inhabitants

Viasano = a community-based intervention to facilitate healthy choices



3. The 4 pillars of Viasano programme (EPODE methodology)

The 4 pillars of the VIASANO programme



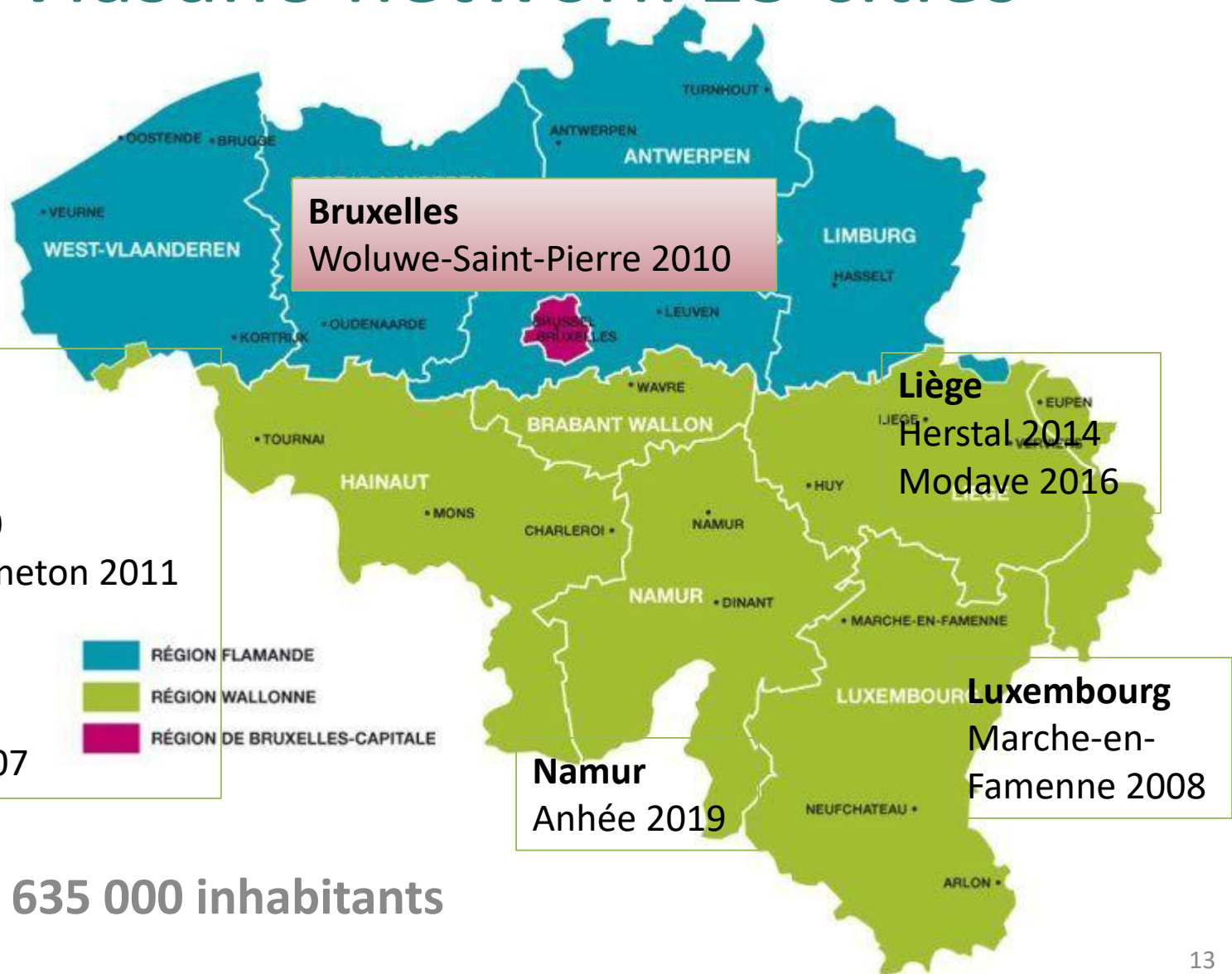
1

Political commitment

- Moral support from regional level
- Towns level:
 - Commitment for a minimum of 2 years (charter)
 - Nomination of a dedicated local project manager
 - Participation in collective trainings
 - Individual coaching from Viasano coordination team
 - No fee for Viasano but the towns provide
 - Human resources
 - Logistic of actions
 - Printing of Viasano materials



Viasano network 13 cities



311 635 000 inhabitants

2

Financial resources

- At local level
 - 100% public funds + in-kind supports from local partners
- At national level
 - Until end 2019 : 100% private funds
 - An ethical **charter** had to be signed: no commercial purpose, no branding
 - From 2020 : only public subsidiaries and volunteering

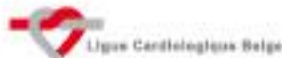
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Supporting partners

- Institutional support



- Professional associations (dietitians, pediatricians, cardiologists, GP's), scientific association (Belgian assoc. for the study of obesity), patients associations (diabetics).



3

Support – Services- Resources for cities

Provided by the central coordination :

- Trainings
- Pedagogical tools
- Methodological support for the organisation of actions
- Communication : PR, website, Facebook, Twitter...
- Conference
- Evaluation
- Hotline



VIASANO campaigns

- Since its launch: 16 campaigns on Food, PA and Sleep to change individual behavior and the environment



4

Scientific expertise and evaluation

- The role of the experts committee
 - ✓ Definition and approval of messages (campaigns)
 - ✓ Active input in terms of diverse scientific expertise
 - ✓ Participation in training for local project managers
 - ✓ Programme spokesperson (institutions, learning societies, candidate towns, media)
 - ✓ Scientific updates

4

Members of the expert committee

- **Brussels**

- **Prof. Dr. J. Nève**, president of the Superior Health Council and professor pharmacy, University of Brussels
- **N. Gugghenbühl**, nutritionist and professor at Institut Paul Lambin
- **Dr. C. De Laet**, pediatrician, University Hospital Koningin Fabiola

- **Wallonia**

- **Prof. Dr. em. C. Brohet**, professor cardiology, University of Louvain-la-Neuve
- **Mrs. Marie-Claire Hames**, teacher at the Robert-Schuman-Institute Eupen
- **Dr. Anne Boucquiau**, president of the Belgian Association of Nutritionists and doctor & nutritionist
- **Prof. Dr. Marc Cloes**, president of the educational board on the pedagogie of physical activity, University of Liège

4

Evaluation

Evaluation of local activities

Interview by questionnaire with local team & deputy

- Evolution of team & activities

Evaluation of changes in BMI

- **First encouraging results** in 2 pilot cities
 - A decreasing trend in overweight from 9,5% to 7,41% in preschool children in 3 years. At the same time the prevalence did not decrease in control towns.
Pediatric Obesity March 2015

Organization

