On November 6th, 2008, the Shape Up conference will give all participating cities and competence centres an opportunity to present results, learning and conclusions.

This conference will also offer a unique occasion to talk about Shape Up experiences and present activities and their impact on the participants' daily lives.

Finally, the conference will provide an opportunity to present the future of Shape Up to public institutions and the new cities joining the project.

The conference will welcome high-level European technicians, institutional actors, governmental representatives, university experts, educational authorities, the scientific community and media.

www.shapeupeurope.net
Shape Up

Rationale

Shape Up is the largest experimental project dealing with the determinants of child obesity at the community level.

The failure to respond effectively to the obesity epidemic has made a wider perspective for future research and public health agendas necessary. Shape Up incorporates a strong and reliable educational approach to guarantee sustainable changes once actions are taken.

The participatory approach upon which Shape Up is based is an answer to the lack of ownership that limits the effectiveness of any health education campaigns.

Initial results

Shape Up mechanisms and outcomes are currently evaluated in different geographical, social and cultural contexts. The huge diversity of experimental implementation settings enables this evaluation and the creation of a valid European framework for further enlargement.

Shape Up has positive effects on local democracy, allows local stakeholders to act effectively and achieve durable changes, reinforces active learning and innovative curriculum plans and stimulates cross-cultural collaboration.

Shape Up is demonstrating that it is possible to influence health determinants, it is a powerful approach in developing youth ownership and learning, and it has impact on the curriculum approach at school.

Evolution

Shape Up is now entering a new operational phase that will provide all cities and schools with a set of evaluated methods and training resources, enabling all local actors to effectively address the issue of growing up healthily at school and from school.

Shape Up responds to the European Union priorities and contributes to:

- Promoting healthier ways of life
- Addressing health determinants
- Creating supportive environments for healthy lifestyles
- Designing a multi-stakeholder approach

Shape Up has developed a very strong partnership at the city level. Local coordinators are directly chosen by the city council as a sign of involvement in the community dimension of the project. The city plays a fundamental role in involving local stakeholders in the Shape Up Local Promoting Group, aiming to support children’s thoughts and actions.

It is essential to understand the city’s role in the funding process not as subsidising actions taken at the school level but as contributing to empowering key actors in the city council to ensure the future sustainability of the project.

Shape Up affects the school curriculum and learning methods.

The many partnerships in school and between schools favour cross-cultural exchanges. Children and teachers should find in Shape Up methods and training a way of enriching existing European school partnerships, such as Comenius or etwinning.

Shape Up is based on an ethical public-private partnership
Shape Up

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- Promoting healthier ways of life
- Addressing health determinants
- Creating supportive environments for healthy lifestyles
- Designing a multi-stakeholder approach
- Makes explicit the European Union priorities at the local level
- Makes cities the key protagonists of effective and efficient public health actions
- Gives schools a role in defining and implementing effective health education strategies
- Proposes a European school partnership
- Is built on an ethical public-private partnership

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Shape Up affects the school curriculum and learning methods.

Shape Up has developed a crucial partnership with schools and educational institutions in each experimental city. Teacher training is an essential Shape Up component, involving the intervention of the local facilitator.

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