



European
Social Marketing
Conference



Embætti
landlæknis
Directorate of Health




Health Promoting Secondary Schools



**Creating School Environments that
Facilitate Healthy Choices**

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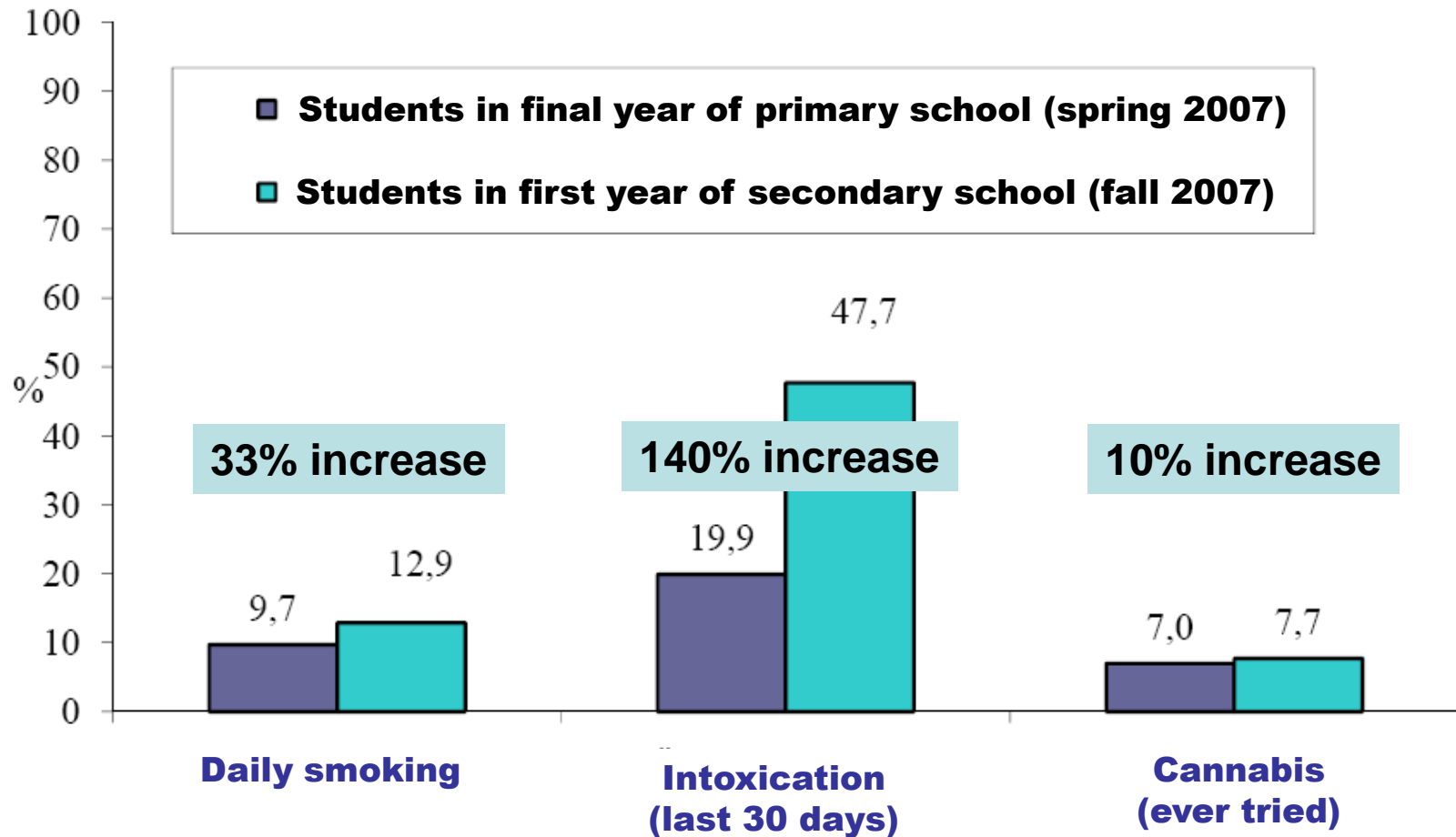


A person wearing a grey and white striped hoodie, a grey beanie with a green stripe, black gloves, and black pants with blue stripes on the sides is captured in mid-air, jumping over a narrow ditch. The ditch is filled with water and is surrounded by tall, dry, yellowish-brown grass. In the background, there is a road with some vehicles and buildings under a cloudy sky.

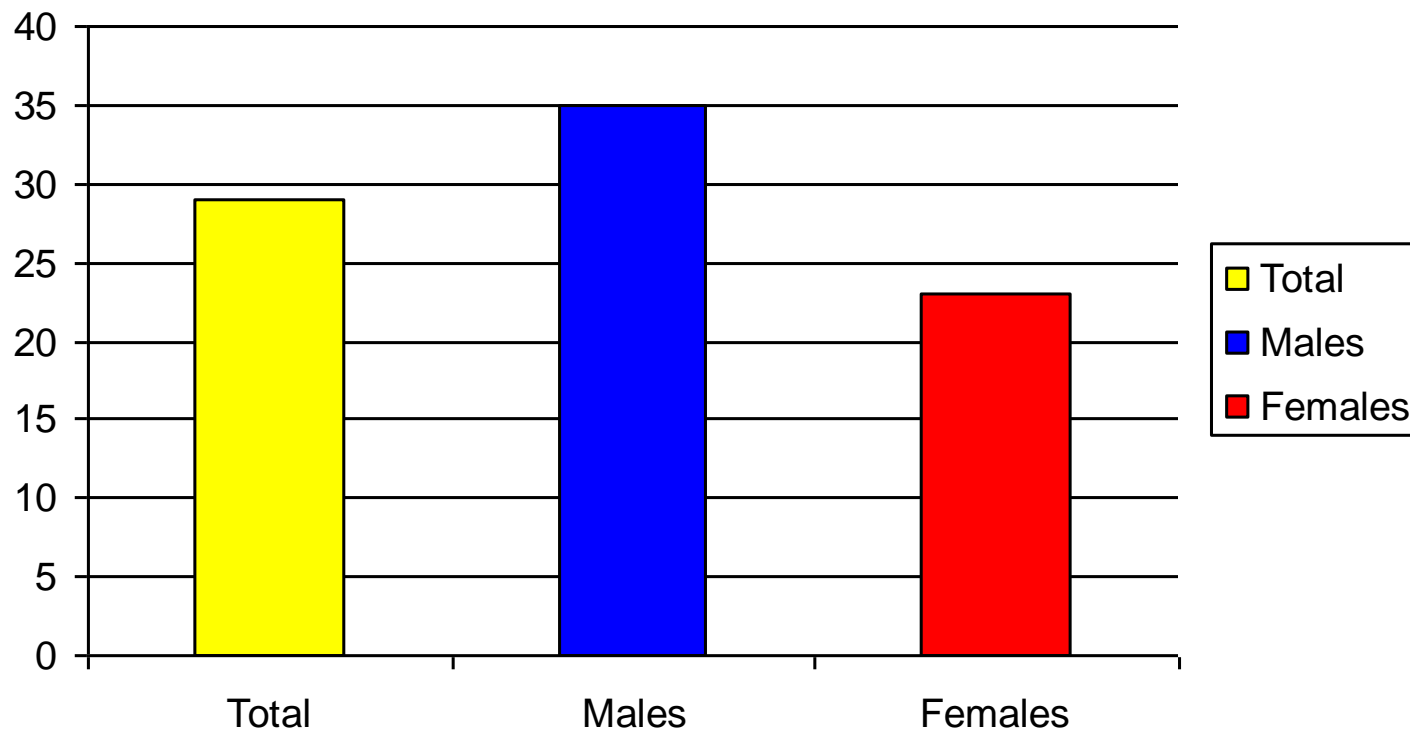
**Leap from primary to
secondary school...**



The effects of brief exposure



Early School Leavers



**Students enrolled 2002 who
had quit before matriculation (four years later)**

2007-2010 HOF 2010-2013

**Directorate of Health
(previously the
Public Health Institute)**

**Ministry of
Welfare**

**School Student Union
(SÍF)**

**Ministry of Education,
Science & Culture**

**Various
Non-Voting Members**

HOF

**IR
SKÓLUM**





The Early Process...

- We listened to students...
- We listened to teachers, administrators and staff...
- We listened to parents...
- We listened to (and talked to) government agencies, ministries and NGOs...
- We looked at the **research evidence**...

Health Promoting Schools: Evidence based



<http://www.euro.who.int/document/e88185.pdf>



What is the evidence on school health promotion in improving health or preventing disease and, specifically, what is the effectiveness of the health promoting schools approach?

March 2006

Health promotion in schools

1. Research shows that schools can improve health and welfare of students = better academic performance.
2. Scientific premise: **Whole-school approach** (ref. WHO, CDC & IUHPE*)

**World Health Organization, Centers for disease control and prevention & International Union for Health Promotion and Education*



And we ended up with ...



Health Promoting Secondary Schools

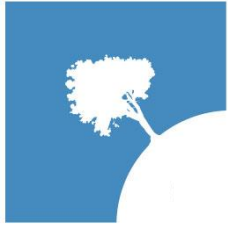
Marketing the product...

- We tried to make the package (offer) seem attractive and desirable.
- Selling the concept to the schools:
 - Limited offer; marketability / positive attention; happier students, staff and parents; better students = more money for the schools; etc.
- Selling the concept to students:
 - More fun; looks good; more choice; healthier lives; a sense of ownership/credit to student unions.



Fifth year

LIFESTYLE



Fourth year

MENTAL HEALTH
PROMOTION



Third year

PHYSICAL ACTIVITY



Second year

NUTRITION

First year

PREPARATION





practices

(including interventions, education & promotion)

policies

(including services, rules, & access)

networks

(including as many positive influences as possible)

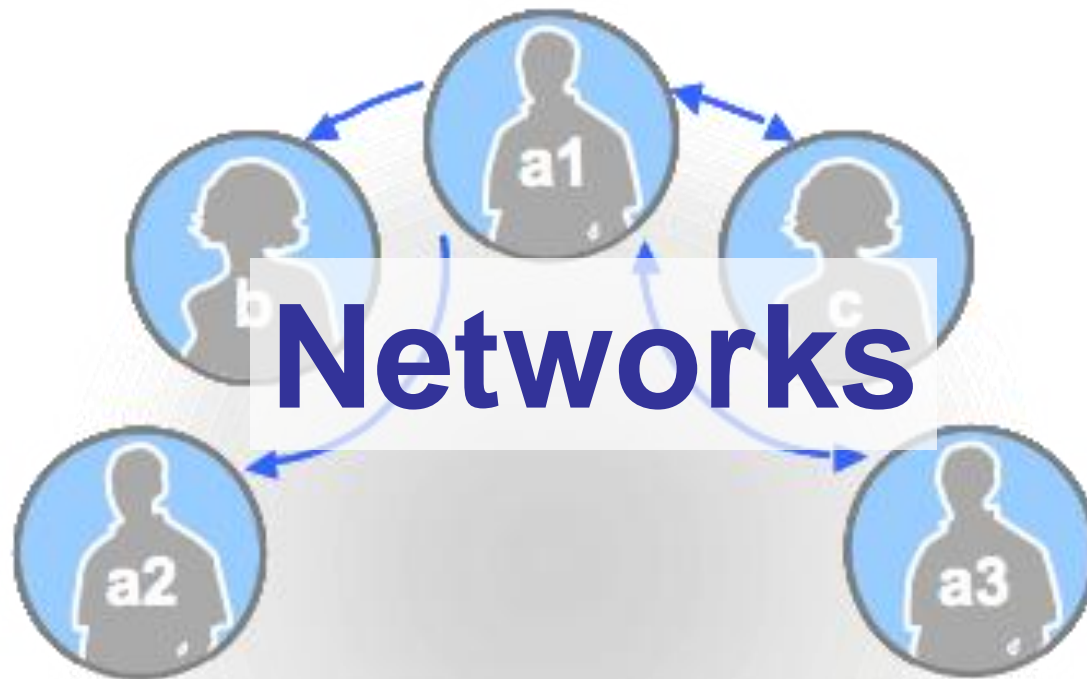
Handbók um mataræði í framhaldsskólum



Handbooks & online information

Guidance & support

Teaching materials



Services

Clubs

Services



A photograph of a school cafeteria with students serving themselves from a buffet line. A semi-transparent white box with blue text is overlaid on the center of the image.

A card system is currently in development



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Heilsuefandi
framhaldsskóli



Heilsueflandi framhaldsskóli



**Checklist criteria:
Bronze, Silver and Gold**



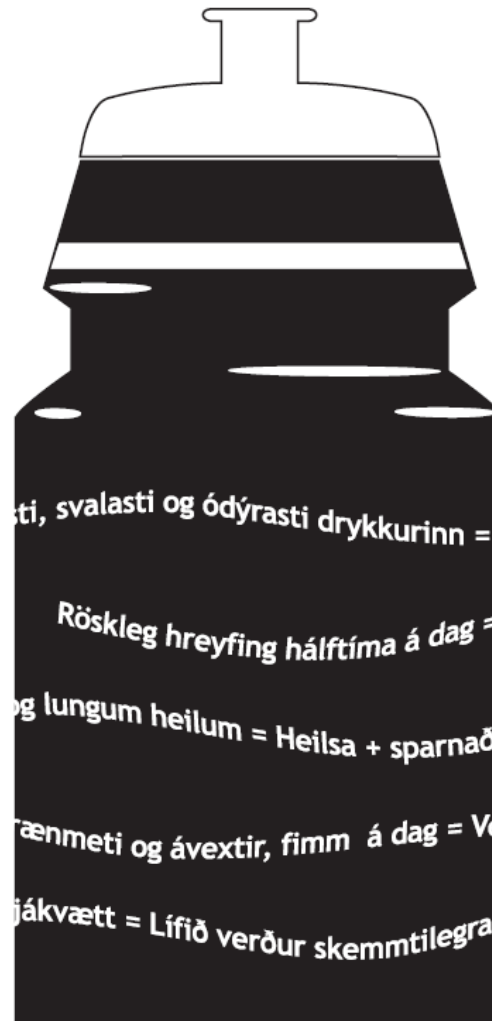
Extra incentive...



Golden Apple

**(+ another for
quality
service provider)**





Heilsueflandi
framhaldsskóli





What it is...

- Whole school approach
- Encouraging
- Democratic
- Positive
- Constructive
- Inclusive
- Cooperative

Heilsueflandi framhaldsskóli

What it isn't...

- Fascism
- Discouraging
- “Destructive”
- Expensive
- Time consuming
- Unpopular
- Simply marketing
- Preaching



Heilsueflandi
framhaldsskóli

Geographic issues



Héðinn Svarfdal Björnsson

A few of the things that have happened ...

- Various external offers available to both students & staff.
- Healthier food on offer in the schools.
- Increased community and parental involvement.
- Improved opportunities for choosing healthy options.
- General school millieu changes (healthier & happier).
- Clearer directives within schools relating to health.
- Education focuses more on health.
- Increased health related cooperation & collaboration.
- Various interventions directed at schools.
- Improved access to grants (funds).
- In the long run (hopefully!): Healthier & happier students, better attendance, improved grades, fewer dropouts ...



Hey, what's going on...?

Some lessons learnt so far...

- Apply the whole-school approach: Networks, policies and practices.
- Social Marketing principles are effective.
 - Schools are motivated and interested, but you obviously (?) have to give them what they want.
- Get people on board at the beginning.
- Make good use of the (free) media.
- Avoid talking *too* much about health. **Quality!**
- Engage private enterprise / create partnerships.
- Create ownership and highlight responsibility.

Scientific assessment

- In collaboration with the **University of Iceland**.
 - Dr. Anna Sigríður Ólafsdóttir and colleagues.
- One experimental school.
- One control school.
- Longitudinal: 4+ years.





Thank you ...!
hedinn@publichealth.is

- Samstarf við framleiðendur & bændur
 - Swedes - gulrófur
- Gátlistar
- Samstarf
- Foreldrar – námskeið um nestisgerð
- Mötuneyti – kortakerfi