



Dissemination report



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1. Introduction

The aim of this document is to report on the successful implementation of the communication and dissemination strategy of the project activities as well as the expected results and impacts. According to the European Commission, dissemination is related to the action of spreading the word about the project successes and outcomes as far as possible and they are essential aspects of any project and are related to the project's implementation efficiency. The Dissemination Report covers all the main points of the dissemination strategy, including all the information provided to facilitate the communication efforts of the FITeens project partners and the achievements during the project duration by:

- Promoting and publicizing the content of the project.
- Reaching out stakeholders and decision makers for sustainability, advocacy and support.
- Raising awareness among potential users.
- Enhancing the sustainability of project results in the future.

2. Project Overview

It is well-known that high levels of physical activity (Poitras et al., 2016), low screen time and sedentary time (Carson et al., 2016), optimal sleep duration (Chaput et al., 2016), and Mediterranean diet (Diolintzi, Panagiotakos, & Sidossis, 2019), are all independently and synergistically associated with physical, social/mental, and cognitive benefits in young people. In the opposite direction, tobacco, alcohol consumption, and other drugs are associated with negative health consequences in young people (Gobbi et al., 2019). These six-key health-related behaviors (the 'Big 6') have also been identified as strong determinants of chronic disease, such as cardiovascular disease, diabetes, and cancers (Li et al., 2018). However, many children and adolescents are not meeting PA (i.e., ≥ 60 min/day of moderate to vigorous intensity) (Guthold, Stevens, Riley, & Bull, 2020), recreational screen time (i.e., ≤ 2 hours/day) (Thomas, Bennie, De Cocker, Castro, & Biddle, 2019), sleep duration (i.e., 9-11 hours/day in children and 8-10 hours/day in adolescents) (Galland et al., 2018), and Mediterranean diet (Idelson, Scalfi, & Valerio, 2017) recommendations. Moreover, high rates of alcohol and tobacco consumption among young people has been reported in previous studies (Halladay et al., 2020). For example, a previous study conducted among 304,779 adolescents aged 11–17 years from 89 countries showed that 82.4% of adolescents had ≥ 2 risk factors, while 34.9% had ≥ 3 (Uddin et al., 2020). Schools are ideal settings to implement

healthy lifestyle interventions as they provide access to large numbers of students at a critical time period and students spend most of their waking hours (Sevil, García-González, Abós, Generelo, & Aibar, 2019). Internet technology is becoming increasingly embedded in school education. For this reason, eHealth interventions (delivered via the internet, computers, tablets, mobile technology, or tele-health) offer increased student engagement, fidelity, and scalability. A recent systematic review and meta-analysis have shown that eHealth school-based interventions can be effective in improving healthy lifestyles, particularly physical activity, screen time, and fruit and vegetable intake (Champion et al., 2019). Schools face many challenges in translating evidence-based interventions into routine practice (e.g. funding, school climate, teacher self-efficacy, curriculum demands, and implementation support, among others). A lack of training has been identified as one of the main barriers to implement school-based healthy lifestyle interventions (Herlitz et al., 2020). Existing evidence suggests that sustainability depends upon schools developing and retaining senior leaders and staff that are knowledgeable, skilled and motivated to continue delivering health promotion through ever-changing circumstances (Herlitz et al., 2020). Therefore, there is a need to provide teacher training in health education so that these types of school-based interventions can be more successful.

3. Target groups

The dissemination strategy carried out during the project was designed to reach specific target groups. The main target group is adolescents, who are targeted to improve their lifestyle habits, and their teachers. Similarly, the project sought to address the rest of the educational community, reaching teachers and students of any educational level and any professional related to the field of sport and health.

4. Dissemination activities

During the project's lifetime, partners used different instruments and activities to disseminate the project's results and information, in order to increase the project's exposure at a national, European and international level.

First of all, it is important to highlight that partners followed the rules of visual identity suggested by the European Commission, therefore, using the European Union emblem (flag) accompanied by the disclaimer of the project.

More precisely, some dissemination activities carried out during this period of time are described below:

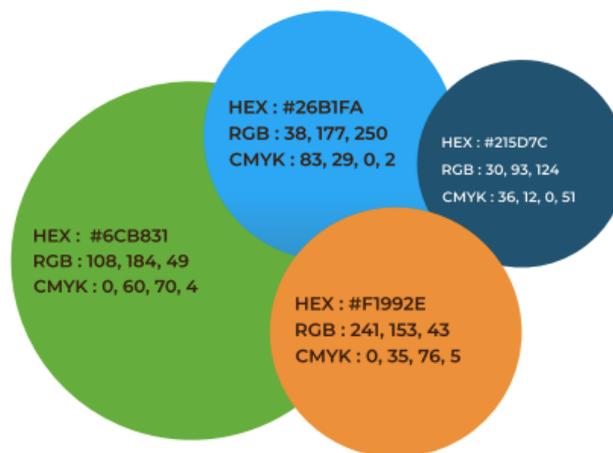
4.1. Project logo

At the beginning of the project, a project logo was created following the main idea and objectives of the project. Different monochrome versions of this logo were created so that the logo could be adapted to a wide variety of materials and colours.



This logo has been the basis of the project identity, appearing on all materials and resources developed, in order to capture attention and make a strong first impression.

Furthermore, in order to maintain a strong visual identity in all dissemination materials of the project, several colours were selected as the main colours of the project.



4.2. Project's website

A project website (<https://fiteens.eu/>) was created following the visual identity of the project. This website was the main online information and communication tool of the project, hosting all the information related to the project.

The website is divided into different sections that allow users to easily navigate and find the desired information and results. More specifically, within the website you can access general information about the project, information about the partners involved in its development, a

news section containing important news related to the project and the different newsletters that have been created throughout the project and the different resources created so far.

It is also important to note that the project website is available in all the languages of the participating partners (English, Spanish, Estonian, Finnish, Portuguese and Dutch). The project website also follows the visual identity standards suggested by the European Commission, using the European Union emblem (flag) and the SEPIE logo, as well as the project disclaimer.

Within the consortium, project information has been included on several of the partners' own websites.

- **Jaitek Tecnología y Formación:** <https://www.jaitek.net/Otros-proyectos/fiteens.html>
- **Instituto Politécnico Santarém:** <https://www.ipsantarem.pt/fiteens-promoting-physical-activity-and-healthy-habits-in-sedentary-teenagers/>
- **Innoventum Oy:** <https://www.innoventum.fi/en/multinational+projects/?PHPSESSID=ovb27sdijal731rg590pi7kvp0>
- **University of Tartu:** <https://sporditeadused.ut.ee/en/node/112380>
- **Red Internacional de Investigación en Educación Física y Promoción de Hábitos Saludables:** <https://edufisaludable.com/en/resources/>

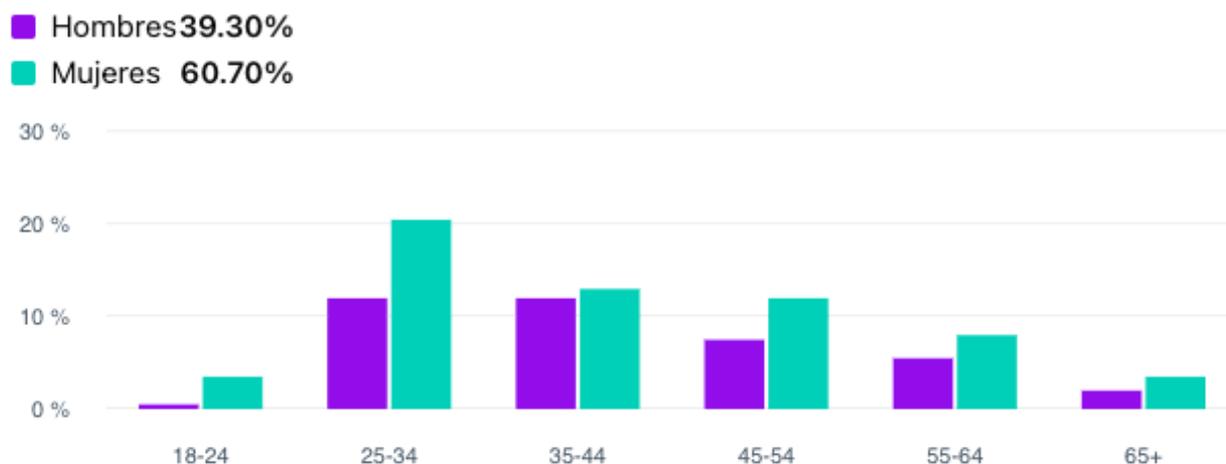
4.3. Facebook page

A Facebook page (<https://www.facebook.com/FITEens.eu>) was also created and has been used to disseminate news about the project, partners, key developments, articles of interest and news of events, as well as to reach out to a wider target audience. The Facebook profile has 220 followers, most of them from Europe. In addition, among these followers we can find 13 followers from the United States, 7 from Canada, 4 from Colombia and 4 from Mexico, which was able to expand the dissemination of the project internationally.

Ubicación	Ciudades	Países
España		88
Estonia		39
Portugal		26
Estados Unidos		13
Italia		7
Países Bajos		7
Canadá		4
Colombia		4
México		3
Polonia		3

Concerning followers' gender and age, we can see that 60,70% are women while 39,30% are men and the largest age range of followers is between 25 and 34 years old.

Edad y sexo



Similarly, on an individual basis, several dissemination actions have been carried out by some partners using this social network. For example, Jaitek Tecnología y Formación (<https://www.facebook.com/JAITEK.TyF>) has created more than 60 Facebook posts during the project's lifetime, reaching more than 1200 people.

4.4. Instagram page

In parallel, an Instagram profile (https://www.instagram.com/fiteens_eu/) was also created to offer the same news and information in a more visual way. In total, 67 different posts have been created and there are 368 followers.

4.5. Newsletters

During the life of the project, 4 different interactive newsletters have been created using the online tool Genially, which allows the creation of different interactive contents. Each of these newsletters has dealt with different topics of the project previously agreed by the partners, such as the development of the different results, the different meetings and transnational trainings.



All these newsletters have been translated into all partners' languages (English, Spanish, Portuguese, Dutch, Finnish and Estonian) and published on the project's communication channels and social media. Moreover, a newsletter sections was created on the website in which all these newsletters were uploaded (<https://fiteens.eu/en/news-events/newsletters/>).

- 4.6. Congresses participation
- 4.7. Repositories

Likewise, the toolkit is hosted in different repositories, which will guarantee its future readability and consultation:

- **ZAGUAN Universidad de Zaragoza Repository:** All language versions of each of the partner languages were uploaded to the repository of the University of Zaragoza.
 - English version: <https://zaguan.unizar.es/record/126324>
 - Spanish version: <https://zaguan.unizar.es/record/131245>
 - Dutch version: <https://zaguan.unizar.es/record/131244>
 - Finnish version: <https://zaguan.unizar.es/record/127730>
 - Portuguese version: <https://zaguan.unizar.es/record/131243>
 - Estonian version: <https://zaguan.unizar.es/record/127729>
- **BURJC DIGITAL Universidad Rey Juan Carlos Institutional Repository:** The English and Spanish versions were uploaded to this repository.
 - English version: <https://burjcdigital.urjc.es/handle/10115/30488>
 - Spanish version: <https://burjcdigital.urjc.es/handle/10115/30489>
- **Politécnico de Santarém Repositório Científico:** The English version was uploaded: <https://repositorio.ipsantarem.pt/handle/10400.15/4730>
- **University of Tartu:** The Estonian version was uploaded: <https://dspace.ut.ee/items/eb44f140-2ce4-458b-84b3-8c249bcf7c9e>

- **Researchgate:** All language versions of the toolkit have been uploaded to this social network for scientists and researchers where you can share articles and find collaborators.
 - **English version:**
https://www.researchgate.net/publication/371149127_FITeens_Toolkit_Promoting_health-related_behaviours_in_the_educational_context
 - **Spanish version:**
https://www.researchgate.net/publication/378062864_FITeens_Toolkit_Promocion_de_comportamientos_relacionados_con_la_salud_en_el_contexto_educativo?tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6ImhvbWUiLCJwYWdlIjoic2VhcmNoliwicG9zaXRpb24iOiJwYWdlISGVhZGVyIn19
 - **Portuguese version:**
https://www.researchgate.net/publication/378064050_Fiteens_toolkit_promocao_de_comportamentos_relacionados_com_a_saude_em_contexto_educacional
 - **Finnish version:**
https://www.researchgate.net/publication/374433426_FITeens_Toolkit_Terveysteen_liittyvien_kayttaytymismallien_edistaminen_opetuksessa
 - **Estonian version:**
https://www.researchgate.net/publication/374424363_FITeens_Toolkit_Tervisega_seotud_kaitumiste_edendamine_hariduslikus_kontekstis
 - **Dutch version:**
https://www.researchgate.net/publication/378054558_Fiteens_toolkit_Bevoordeeling_van_gezondheidsgeraleerd_gedrad_in_de_orderwijscontext

Conclusion

The FITeens project has generated valuable insights and resources to support efforts aimed at promoting healthy habits among adolescents. By strategically exploiting the project's results and engaging with stakeholders, we can ensure that our efforts have a lasting impact on adolescent health and well-being across Europe and beyond.

This report serves as a roadmap for leveraging the project's outcomes to create positive change in adolescent health behaviors and contribute to building healthier communities for future generations.