



BaltCityPrevention – Baltic Cities tackle lifestyle related diseases

Partnership, project aims and work packages

ScanBalt Forum
Tallinn, 18th October 2017

Partnership



- 15 partners from 6 Baltic Sea Regions countries
- Main partners are the public health authorities

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Project aims

1) Develop and test a new approach that helps public health authorities in prevention intervention planning

- It will enable PHA to better tailor the interventions.
- What the new approach will look like ...
 - The PHA will develop together with the user group the tools that will be used in the intervention
 - ❖ Participatory and user-driven approach, which leads to
 - ❖ Higher acceptance and usability

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Project aims

2) Involve eHealth technologies in the planning and implementation of the intervention

- Innovate the planning procedures of prevention interventions by involving the user and foster a joint development of tools
- Implement technology driven tools in interventions such as health games, apps or interactive forums

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Project aims

3) Foster cooperation between PHA and SMEs

- Innovative input about how to establish and maintain cooperation with SMEs from the health IT sector.
- Matchmaking events with PHAs and the private sector

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How do we achieve the aims?

Extensive preparations

- Collecting data on needs and requirements of users and target groups.
- Additionally review of evidence based literature and practice reviews.
- Transnational exchange and best-practice examples.
- Cross-sectional cooperation of different departments and involvement of SMEs.
- Choosing the right tools and methods for implementing the new approach.

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How do we achieve the aims?

The practical testing

- Testing the whole intervention planning cycle at different pilot sites.
- Evaluation of the planning procedure and the single methods.
- Documentation in evaluation reports.
- All results will be captured in a manual.
- The intervention model will be applicable in various settings and with different user groups.

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How do we achieve the aims?

Matchmaking between public and private sector

- A matrix will compile all competences, products and services from eHealth SMEs.
- Matchmaking events will foster the mutual understanding of different working cultures and the cooperation between PHAs and companies / between PHAs / between companies.
- Project partners will maintain the networking between the actors after the project duration.

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Work packages

WP 1: Project management and administration

Duration: 10/17 - 09/20

- Overall project coordination
- Organisation of project meetings
- Reporting, partner reports and financial reports
- Communication, internally and externally

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Work packages

WP 2: Capacity Building in PHA: Development of the intervention model

10/17 – 09/20

- Needs and requirement analysis of PHA
- Compiling tools for assessment of user needs
- Compiling tools for behaviour change

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Work packages

WP 2: Capacity Building in PHA

- Compiling tools for initiating and organising the design of new eHealth applications
- Initiating institutionalised knowledge exchange between PHA
- Building knowledge how to better customize prevention interventions

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Work packages

WP 2: Capacity Building in PHA

The aims of WP 2 are to

- collect basic knowledge on tools and methods for participatory intervention planning and implementation
- choose appropriate tools and methods to create the new model
- initiate the knowledge exchange between PHAs
- build knowledge how to customize interventions

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Work packages

WP 3: Testing the model

10/18 – 07/20

- Testing of
 - tools for behavioural change
 - tools for eHealth design

in different pilot sites

- Evaluating the tools
- Evaluating the model

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Work packages

WP 3: Testing the model

The aims of WP 3 are to

- test the different tools and methods
- evaluate them
- collect recommendations how to adjust and improve the model on the basis of the evaluations

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Work packages

WP 4: Initiating cross-border cooperation & matchmaking between PHAs and SMEs

10/17 – 09/20

- Compile a matrix of competences and products of eHealth SMEs
- Foster cooperation between the SMEs, between PHAs and between the two actors

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Work packages

WP 4: Initiating cross-border cooperation & matchmaking between PHAs and SMEs

The aims of WP 4 are to

- collect data on already existing eHealth products and the developing SMEs
- analyse their needs and requirements

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Work packages

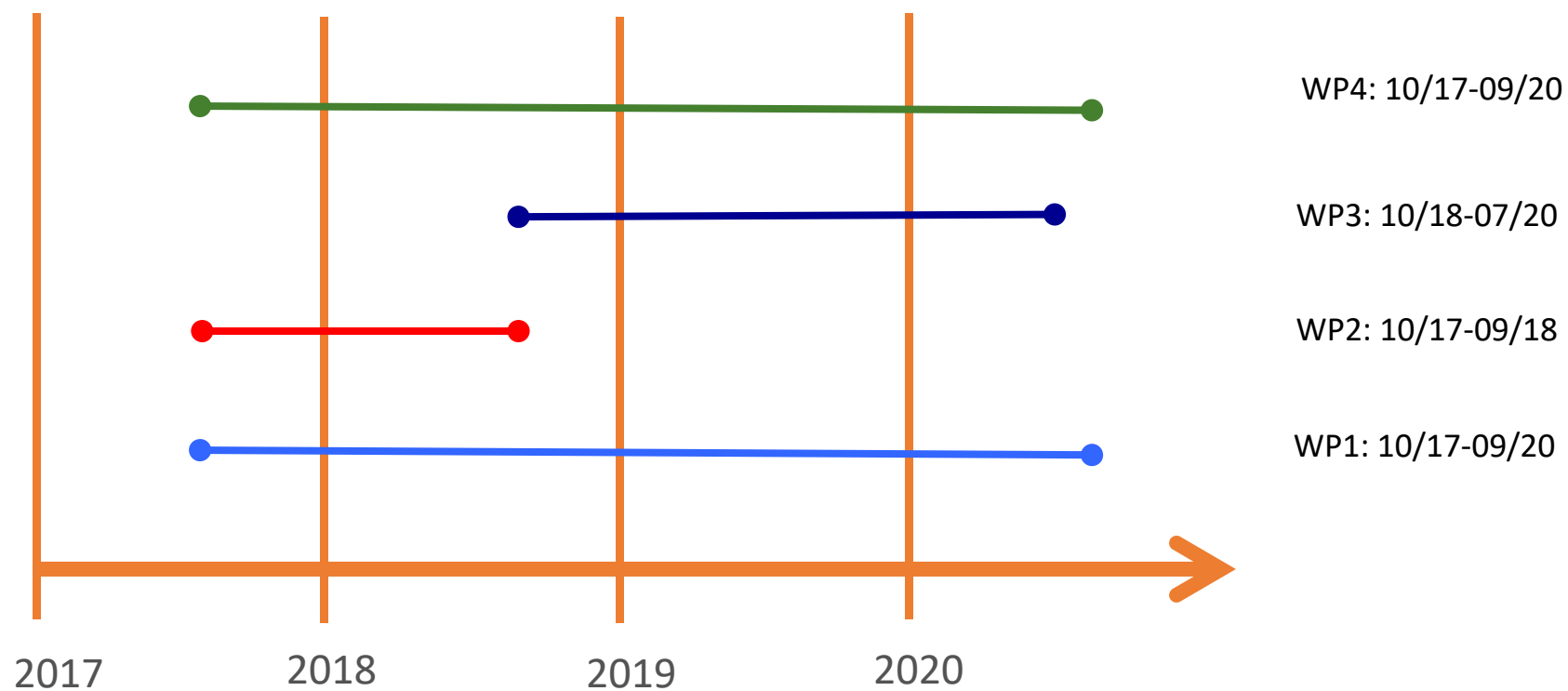
WP 4: Initiating cross-border cooperation & matchmaking between PHAs and SMEs

The aims of WP 4 are to

- initiate networking between SMEs through matchmaking events
- initiate cooperation between SMEs and PHAs
- foster the mutual understanding of different working cultures
- foster joint product developments

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Timeline of work packages



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