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
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
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
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.
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.
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.
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
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
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
Work packages
WP 3: Testing the model 10/18 – 07/20

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

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
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
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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