

## **Health education and social advice for low-income families with young children (EmpowerKids)**



Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.1. More people benefiting from stronger Central Baltic communities

Sub-programme: Central Baltic

Duration: 01.04.2016 - 31.03.2018

Total funding: 261.460 EUR

ERDF funding: 207.757 EUR ERDF

### **Project Summary:**

EmpowerKids addresses social exclusion and inadequate health information and social advice among the children in low-income families in Estonia, Finland and Latvia. Currently, health and social workers lack methods and approaches for promoting daily healthy choices for young children in families with low socio-economic status. There is need for more appealing methods to improve the situation in vulnerable families, which can be found in cooperation between the cities and universities.

Traditionally, low income families and young children are considered a difficult target group to be reached with the health information, even if they need support the most. Research confirms that socioeconomic status of the family is directly correlated with the experienced health of its members, as well as with social inclusion and participation in the labour market. People with lower education and income experience poorer health, their social participation is lower, and they are more often excluded from the labour market. Their children's health, social inclusion and future socioeconomic prospects are strongly affected.

To improve matters, the project will be working with an interview-based interactive tool that facilitates health and social advices for children and their families. The EmpowerKids Tool, developed by all partners with the methodological support of University of Turku, will utilize targeted counselling and interventions, according to the real needs. The cross-border cooperation will allow partners to learn from each other, share experiences and support each other with their specific expertise.

The project results will be widely distributed through the existing and developing networks in Central Baltic and beyond. The results include children who are able to make healthy choices in their daily

lives, improved quality of health promotion, social work in participating municipalities, enhanced social inclusion of children from vulnerable groups, increased knowledge of health care personnel, social workers and kindergarten teachers about the empowering tools and methods.

## Map of Partners



## Partners

Lead Partner

### **Itämeren alueen Terveet Kaupungit ry**

**Country:** FI

[www.marebalticum.org](http://www.marebalticum.org)

**Partner budget:** 81.905 EUR

**Amount of ERDF funding:** 61.429 EUR ERDF

Project Partners

### **Turun yliopisto**

**Country:** FI

[www.utu.fi/hoitotiede](http://www.utu.fi/hoitotiede)

**Partner budget:** 62.931 EUR

**Amount of ERDF funding:** 47.198 EUR ERDF

## **Tallinna Ülikooli Rakvere College**

**Country:** EE

[www.tlu.ee/rakvere](http://www.tlu.ee/rakvere)

**Partner budget:** 59.008 EUR

**Amount of ERDF funding:** 50.157 EUR ERDF

## **Jūrmalas pilsētas dome**

**Country:** LV

[www.jurmala.lv](http://www.jurmala.lv)

**Partner budget:** 0 EUR

**Amount of ERDF funding:** 0 EUR ERDF

## **Jūrmalas pilsētas domes Labklājības pārvalde**

**Country:** LV

[http://www.jurmala.lv/lv/sabiedriba/socialais\\_atbalsts/sociala\\_atbalsta\\_sniedzeji/labklajibas\\_parvalde/](http://www.jurmala.lv/lv/sabiedriba/socialais_atbalsts/sociala_atbalsta_sniedzeji/labklajibas_parvalde/)

**Partner budget:** 57.616 EUR

**Amount of ERDF funding:** 48.974 EUR ERDF

## **Results**

### **Expected results**

The project results will be: - empowered children from Latvian, Estonian and Finnish communities, ready to make healthy choices in their daily life (at least 100), - improved quality of health promotion and social work in participating municipalities, - enhanced social inclusion of children from vulnerable groups, - increased knowledge of health care personnel, social workers and kindergarten teachers about the tools and methods to work with children from vulnerable groups, - increased relevance of the WellWe-based method through further developing and adapting it to the local conditions and needs in the participating countries. EmpowerKids tackles the challenges of social exclusion of children from the families of low socio-economic status and by this it directly links with the programme result indicator. The children from families of low socio-economic status constitute a big community that needs improvements but at the same time is very difficult to reach with health

information. This group is at the very high risk of exclusion due to their poor ill, unhealthy choices and unhealthy lifestyle. By introducing the WellWe-based tool for the health promotion and social advice work for the young children from the families of low income, the children's individual needs will be addressed and the children will be empowered to make healthy choices in their everyday life. To be able to assess the expected impact of the EmpowerKids project, the outcomes will be measured with validated instruments. Main outcomes of the intervention is children's knowledge, socio-emotional competence, self-efficacy, health literacy, quality of life, happiness, health behaviors and parents' support for health, health promoting behaviors.

## **Achieved results**

## **Project Visibility**

### **Social media links**

[Project Website](#)

[Facebook page](#)

### **Other media visibility**

[News.lv Newspaper of Jurmala 21.09.2017](#)

[News.lv Newspaper of Jurmala 12.10.2017](#)

[Centrumbalticum.org](#)

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