



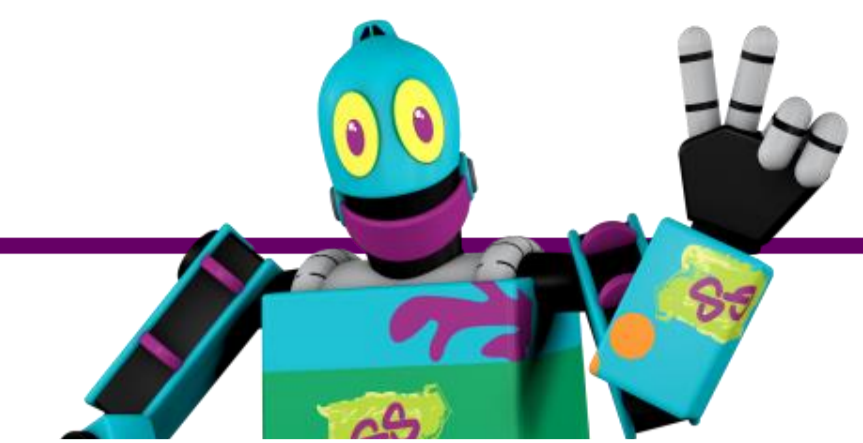
Secção Regional do Sul e Regiões Autónomas

BRINGING HEALTH PROMOTION AND EDUCATION INTO SCHOOL SETTING

“HEALTHY GENERATION PROJECT”

Laura Moura, Tiago Rodrigues, Luís Lourenço

Portuguese Pharmaceutical Society | Rua da Sociedade Farmacêutica 18. 1169-075 Lisboa, Portugal
Tel.: +351 213 191 380 | regional.lisboa@ordemfarmaceuticos.pt | www.geracaosaudavel.org



1. INTRODUCTION

Geração Saudável (Healthy Generation - HG) is a health promotion and education project, promoted by the Portuguese Pharmaceutical Society. Since 2012, **young pharmacists and students of the MSc in Pharmaceutical Sciences became trainers** and deliver health trainings to children in middle school (children between 10-14 years). Through interactive strategies, this project intends to promote health literacy, empowers children towards healthier choices, whilst promoting pharmacists' role in the community.

HP Project takes place across Portugal and addresses three topics: “Responsible Use of Medicines”, “Diabetes” and “Addictive behaviours & Dependencies”.

The training sessions are delivered in a transformed pedagogical bus, which is ideal to engage the students in educational games and topics with a dynamic approach. The project intends to promote intergenerational contact between trainers and students. A robot mascot was created, and it is present in every event, as well as in all printed material used.

2. IMPACT MEASUREMENT METHODS

The impact of HG Project was measured in three ways:

First, by the number of people reached namely, trainers, children and teachers, as well as the number of visited schools, since the beginning of the project in 2012.

Then, in the last five years (2015-2020), an assessment of the children’s health knowledge was conducted. A random selection of children, before and after the trainings, was asked to reply a survey with 9 simple questions about the topics covered. By analyzing the total number of **correct answers**, it was possible to compare the student’s knowledge about health and see the training’s effects. Co-variables were maintained constant along the impact measurement, such as age, gender and education.

Finally, to get some perspective of the trainings’ structure and content, teachers were asked to give their general appreciation (on a scale of 1 to 20).

- 1 Number of people and schools reached
- 2 Assessment of students’ knowledge
- 3 Teachers’ general appreciation

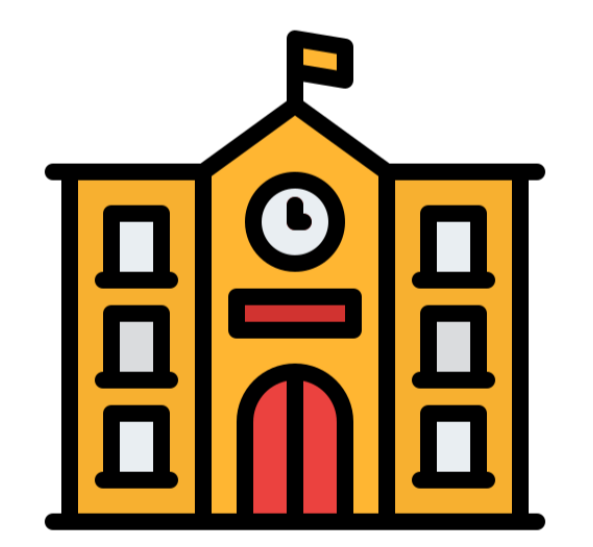
3. RESULTS

1 Number of people and schools reached

The following values, are from the beginning of the project, in 2012



380
trainers



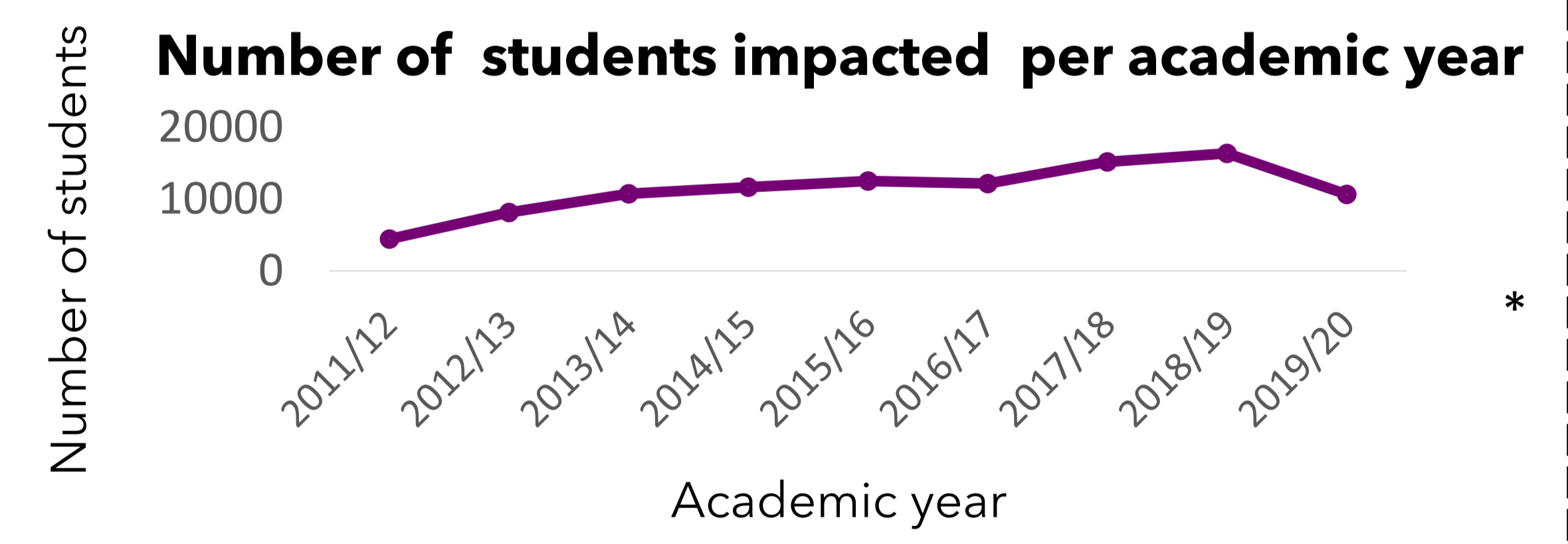
503
schools



101 963
children



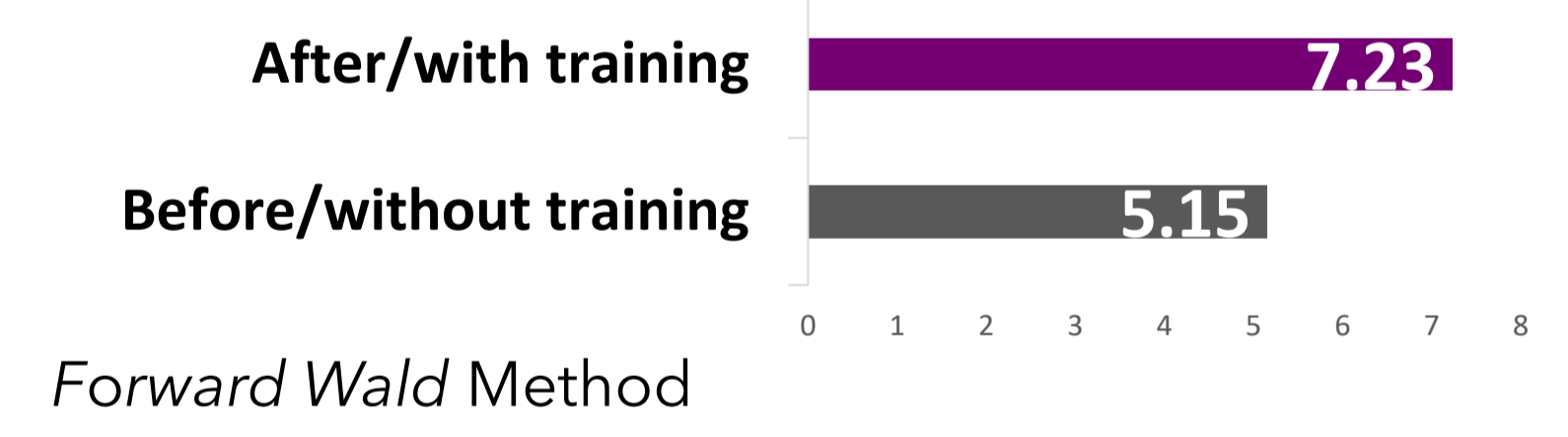
4 797
teachers



2 Assessment of students’ knowledge

The following values, pertains to the period between 2015 and 2020

Mean of correct Answers



Children who attended sessions are **12 times more likely to answer correctly** to the questions in the survey than students without training

3 Teachers’ general appreciation

Teachers rated, on average, trainings with **18** on the scale of 1 to 20

4. CONCLUSIONS/DISCUSSION

The HG project is a successful framework with effective results, and a gradual growth since 2012. Impacting around 100 000 children nationwide, trainings had a positive impact on the students’ answers, revealing a greater knowledge on the health topics addressed, when compared to the group of students who did not receive training.

At the age of our target population (children between 10-14 years), children are more likely to withhold and start the right health behaviors, like having a healthy balance diet, take the medicines as prescribed by the doctor, avoid drugs and minimize alcohol consumption. By starting promoting health earlier, we hope to maintain a good average life expectancy but with less sickness.

AKNOWLEDGMENTS:

Healthy Generation Project Trainers;
Healthy Generation Project Partners.