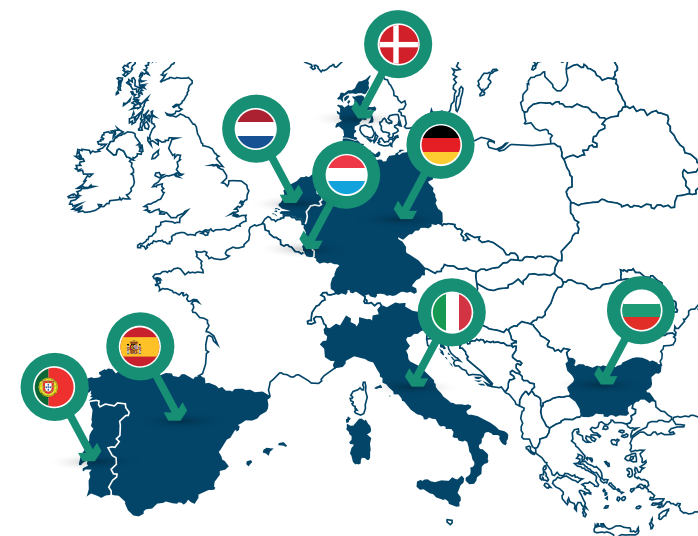


# About the project

Over 30% of EU citizens at vulnerable stages and situations in life are at increased risk of transgressing from a healthy weight to overweight and further to obesity. Though many interventions to prevent and tackle obesity have been proposed, they have rarely been effective.

The innovative **HealthyW8** project aims to advance the efficacy of current and future efforts and investments in obesity prevention initiatives across Europe.

**HealthyW8** is a 5-year Research and Innovation Action embodied by a multi-disciplinary consortium of **24 partners from 9 EU countries**, including 15 research and higher education institutions, 5 NGOs, and 4 SMEs. **40 pan-EU multicentre pilots** and long-term randomized control trials (RCT) are planned in 8 different countries with children, young adults, and the elderly.



Location of Pilot Trials and RCTs

## Participants



[www.healthyw8.eu](http://www.healthyw8.eu)



[info@healthyw8.eu](mailto:info@healthyw8.eu)



[@HealthyW8\\_HE](https://twitter.com/HealthyW8_HE)



[healthyw8](https://www.linkedin.com/company/healthyw8)



[@HealthyW8\\_HE](https://www.youtube.com/channel/UC...)

# healthyw8

Empowering healthy lifestyle behaviour through personalised intervention portfolios to prevent and control obesity during vulnerable stages of life.



**Funded by the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.

**Budget:** 10.000.000€

**Start/End:** 1 May 2023 - 30 April 2028

**Coordinator:** Luxembourg Institute of Health

# Objectives

To expand the understanding of the biological causes underlying obesogenic trends and interactions with cross-cutting environmental, behavioural, and policy factors to propose evidence-based effective obesity prevention strategies.

To develop user-centered portfolio interventions to enhance the impact of lifestyle changes in an efficient, synergistic, long-lasting, and sustainable way.

To continuously improve, through iterations, the intervention strategies involving vulnerable populations and/or those undergoing transitions to maximise impact.

- To leverage findings to EU stakeholders and to foster the multilevel uptake of solutions and strategies.

# A participatory design approach: The Open Stakeholder Platform (OSP)

HealthyW8's OSP will be a central information resources hub, primarily a website designed for stakeholder engagement purposes, allowing to:

Enabling contextual information about obesity prevention and healthy lifestyle behaviours, including state-of-the-art scientific resources, current legislation features, policies, market and technological insights.

Link to an international community of researchers & stakeholders and an interactive knowledge system on obesity prevention.

Participation in questionnaires and surveys with feedback that could influence the project and contribute to shaping further work.

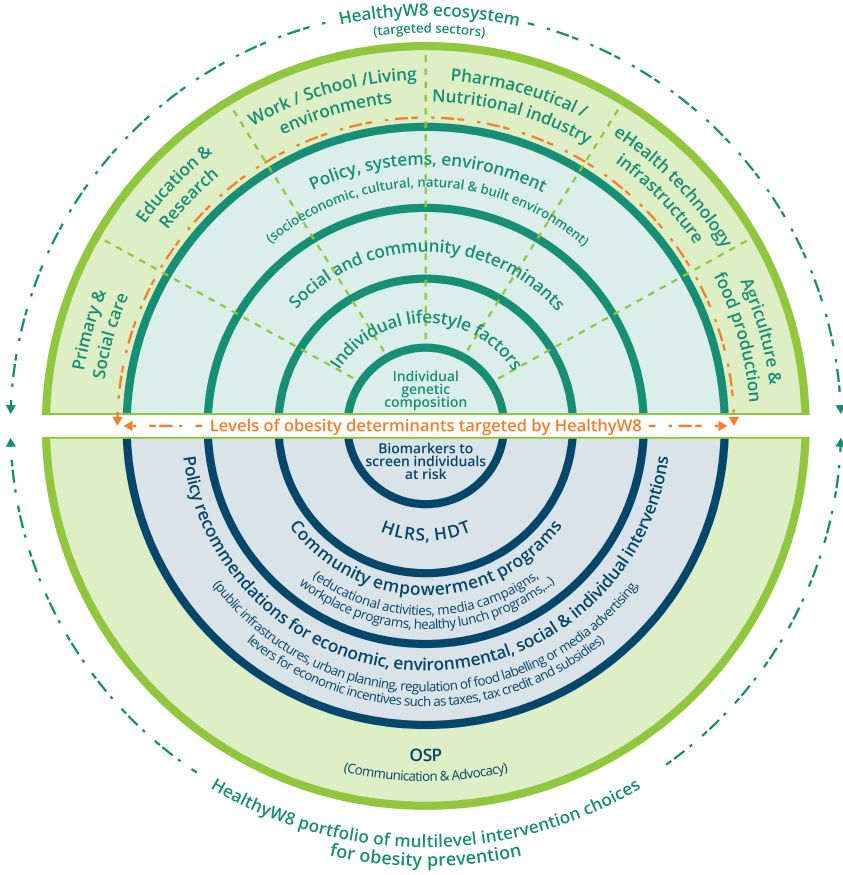
Access curated and targeted information on project results.

# Focus on a user-centred mHealth solution

A central pillar of the proposed interventions will be a digital-based tool. Even though many mHealth tools exist, they fail to engage and sustainably motivate the user by not adapting to personal contexts, focusing only on diet or physical activity alone and, in particular, by overlooking emotional aspects. HealthyW8 will address these shortcomings by building on a dietary app developed from a previous project (LIFANA AAL project) to design a **Healthy Lifestyle Recommender Solution (HLRS)**, which will empower and continuously motivate

the user to make informed decisions about relevant lifestyle aspects, taking into account personal contexts and preferences. Integrating personal mood and psychological aspects, as well as nudging/gamification features, the HLRS will be further based on an emotions-aware **Human Digital Twin (HDT)** for better behaviour forecasting, thus adapting recommendations to individual drivers and constraints.

It is expected that the successful uptake of the HLRS alone (minimum 200,000 users) is likely to prevent 10,000 cases of obesity per year.



HealthyW8 multilevel portfolio approach to obesity prevention

