

Multi-Component Intervention to Reduce Unhealthy Diets and Physical Inactivity among Adolescents in Ghana and Kenya

Event for scientific stakeholder interaction 1



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Project Abstract

The fragile health systems in urban sub-Saharan Africa (SSA) are already overwhelmed with NCDs. Despite this, the implementation of the evidence based WHO Best Buys policies for NCDs prevention in the African region has been found to be off-track. Additionally, less attention has been given to adolescents and yet this is a period in life where behavioural patterns of NCDs risk factors are established and track into adulthood. There is also a gap in our understanding on how to implement and scale up effective diet and physical activity interventions in real world settings in SSA.

Our project therefore aims to reduce two important modifiable risk factors for NCDs: unhealthy diets and physical inactivity and their underlying social determinants among adolescents (aged 10-19 years) living in mixed socio-economic urban communities in two SSA countries (Ghana & Kenya) by designing, deploying, and evaluating strategies for implementation of evidenced and theory based interventions mapped on to the WHO Best Buys. We selected the two countries because they represent different cultural contexts of nutrition transition (East and West Africa), and both countries are undergoing rapid economic development, urbanization and increases in NCD prevalence. The intervention delivery will take a multi-sectoral approach to increasing the capability, opportunity and motivation of adolescents to eat healthier and be more physically active. We will focus on three settings to enhance the reach: secondary schools and, family/community/faith-based settings and the digital environment using social media.

Together, this project will increase opportunities, awareness, knowledge and health literacy, motivate adolescents to increase self-efficacy, guide self-regulatory actions and adopt positive health behaviour (such as dissuasion from physical inactivity and sedentary behaviours, or unhealthy food choices) to prevent NCDs.

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Document Information

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List of Abbreviations

Acronym	Description
NCDs	Non-Communicable Diseases
RE-AIM	Reach, Effectiveness, Adoption, Implementation, and Maintenance
SDGs	Sustainable Development Goals
UG	University of Ghana
ISH	International Society of Hypertension
NCD	Non-Communicable Disease
NGOs	Non-governmental organizations
UNICEF	United Nations International Children's Emergency Fund
PHC	Primary Health Care
WHO	World Health Organization
WP	Work Package

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Executive Summary

Deliverable 7.14 documents the first Scientific Stakeholder Interaction event conducted under Work Package 7 (WP7) of the Generation-H project. The event was strategically designed to support early-stage knowledge exchange, methodological reflection, and implementation learning among scientific, policy, and practice stakeholders engaged in adolescent non-communicable disease (NCD) prevention.

Organized by the University of Ghana - as an international virtual webinar, the event convened over 140 participants from Ghana, Kenya, and other countries, including representatives from Ministries of Health and Education, international organisations (e.g. WHO, UNICEF, NCD Alliance), academic and research institutions, non-governmental organisations (NGOs), and youth and community groups. The diversity of participants enabled cross-sectoral dialogue on the design, implementation, and early experiences of Generation-H's multi-component interventions addressing unhealthy diets and physical inactivity among adolescents.

The event served three core functions: (i) to present preliminary project progress and emerging implementation insights; (ii) to critically examine alignment with WHO “Best Buys” and national adolescent health priorities; and (iii) to solicit structured feedback to refine intervention delivery, dissemination strategies, and future stakeholder engagement activities. Interactive discussions and feedback sessions ensured that scientific and practitioner perspectives, as well as adolescent voices, informed ongoing project decision-making.

Outcomes from this first scientific stakeholder interaction are already shaping subsequent project activities, including enhanced youth participation in dissemination events, more context-specific engagement formats, and targeted follow-up discussions at country level. As such, D7.14 demonstrates how early and structured scientific stakeholder engagement contributes to methodological rigour, policy relevance, and the scalability of

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Generation-H interventions, in line with Horizon Europe expectations for impact-oriented research.

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1.0 Introduction

Post-Webinar Report

Background and Context

Since the development of the original Event for scientific stakeholder interaction 1 Plan (D7.14), Event 1 provided a platform for researchers, policymakers, and practitioners to engage in knowledge exchange, fostering collaboration, enhancing the visibility of project findings, and supporting their uptake into policy and practice(1,2).

The discussions and interactions during the event were designed to align with the Generation-H Communication, Dissemination, and Exploitation Strategy under WP7, ensuring that insights from this scientific stakeholder engagement inform future implementation, scale-up, and evidence-based decision-making(1,2).

The actions undertaken reflect a proactive approach to engaging diverse stakeholders, including policymakers, community leaders, adolescents, researchers, and international organizations and ensuring that project evidence informs intervention refinement, policy dialogue, and sustainability planning (3)

1.1 International Scientific Stakeholder Webinar

Overview of the Webinar: As part of Generation-H's structured stakeholder engagement activities under D7.14, a Scientific Stakeholder Interaction Webinar was organized on 14th March 2025 (Month 6). The webinar, titled "Leveraging a Multi-Component Intervention to Transform Food and Physical Activity Environments for Adolescents," provided a platform to share project progress, exchange knowledge, and gather feedback from a diverse international audience.

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The event was conducted virtually, attracting over 140 stakeholders from Ghana, Kenya, Ivory Coast, Egypt, Tanzania, Ethiopia, the United States, and other countries within and outside Africa, including the Netherlands, France, Belgium, and the United Kingdom. Participants included representatives from government bodies such as Ministries of Health and Education, international organizations including WHO, UNICEF, and the NCD Alliance, members of academic and research institutions, staff from non-governmental organizations, and community leaders and youth representatives.

This diverse attendance ensured that perspectives from policy, research, implementation, and community levels were all captured, fostering comprehensive dialogue around adolescent health interventions.

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2.0 Methods

2.1 Objectives of the Webinar

The webinar was designed to achieve several key objectives:

- a. Present preliminary project findings, implementation experiences, and emerging lessons learned, providing stakeholders with early insights into intervention strategies and outcomes.
- b. Strengthen cross-sectoral and cross-country collaboration by creating opportunities for interaction among government officials, researchers, practitioners, and community actors engaged in adolescent NCD prevention.
- c. Gather stakeholders feedback to refine intervention design, implementation approaches, and future dissemination strategies, ensuring the project remains contextually relevant and responsive to end-user needs.

2.2 Agenda and Materials

The webinar programme was structured to encourage active engagement and knowledge exchange. Key elements included:

- a. Introduction and overview of the Generation-H project objectives, design, and anticipated impact.
- b. Presentations on early findings and intervention strategies aimed at addressing unhealthy diets and physical inactivity among adolescents.
- c. Interactive question-and-answer sessions to gather feedback, discuss challenges, and explore opportunities for collaboration across sectors and countries.

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- d. To maximize accessibility and post-event engagement, participants were provided with supporting materials, including:
- A full webinar recording with subtitles for review and wider dissemination.
 - Presentation slides shared via project newsletters, partner mailing lists, and the project website, ensuring that the insights reached both attendees and broader stakeholder audiences.
 - Participants were also added to the Generation-H mailing list, through which they receive regular updates about the project, including newsletters and announcements of upcoming activities.

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3.0 Results

3.1 Key Outcomes of the Webinar

The Generation-H webinar produced several significant outcomes that reinforced collaboration, knowledge exchange, and project visibility:

- **Enhanced Collaboration:** Senior representatives from the Ministries of Health and Education in Ghana and Kenya reaffirmed their commitment to supporting the integration of Generation-H findings into national adolescent health strategies and non-communicable disease (NCD) prevention programmes. This engagement underscores strong institutional support and the potential for sustained policy impact at the national level.
- **Knowledge Sharing:** The webinar facilitated a rich exchange of best practices and implementation experiences among researchers, practitioners, and community stakeholders. Discussions focused on promoting healthy diets and physical activity among adolescents across diverse socio-economic contexts, highlighting innovative strategies and challenges encountered in real-world settings.
- **Youth Engagement:** Youth participants actively contributed ideas for community-led awareness initiatives, peer-to-peer engagement strategies, and digital campaigns. Their input emphasized enhancing adolescent outreach, fostering ownership of health initiatives, and ensuring the interventions resonate with adolescents lived experiences.
- **Visibility and Reach;** The event significantly increased the visibility of Generation-H across multiple platforms, including the project website, LinkedIn, and other social media channels, as well as the April 2025 project newsletter. All communications adhered strictly to EU visibility and logo-use guidelines, ensuring consistent branding and professional presentation.

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3.2 Participant Feedback and Evaluation

A post-webinar feedback survey achieved a 68% response rate, reflecting strong participant engagement and interest. Key findings included:

- a. Usefulness of the webinar: 92% of respondents rated the webinar as “useful” or “very useful,” highlighting the value of the content for professional development.
- b. Relevance of topics: 88% indicated that the topics discussed were directly applicable to their professional or organizational work.
- c. Networking and collaboration: 80% valued the opportunity for cross-country and cross-sectoral exchanges, indicating that the webinar successfully facilitated connections and potential collaborations.

Overall, the feedback confirmed that the webinar met its objectives, provided meaningful insights, and contributed to participants’ knowledge and professional networks.

3.3 Lessons Learned and Suggestions for Improvement

Participants provided constructive recommendations to enhance future stakeholder engagement activities:

- a. Allocate additional time for discussion and interactive Q&A sessions to deepen dialogue and knowledge exchange.
- b. Increase youth representation among speakers and panellists to ensure adolescent perspectives are more directly incorporated.
- c. Organize shorter, country-specific follow-up sessions to allow for more detailed, context-specific discussions and solutions.

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d. These lessons will be directly incorporated into the design of future consultation meetings and engagement activities, ensuring that subsequent webinars and workshops are more interactive, inclusive, and responsive to participant needs.

3.4 Integration of feedback into project activities

Feedback and lessons learned from the webinar and stakeholder consultations have been actively incorporated into ongoing project activities. Specifically, increased emphasis has been placed on youth participation in dissemination events, in line with European Commission recommendations on engaging young stakeholders in knowledge exchange(2,3). Additional time was allocated for interactive discussions, and country-specific engagement sessions were organized, including facilitated dialogue and participatory feedback activities. These approaches ensured that adolescent perspectives were actively incorporated, enhancing the relevance, legitimacy, and impact of the project's dissemination efforts.

Furthermore, country-specific engagement sessions have been organized to provide opportunities for participants to share lived experiences and contribute directly to refining study outputs and dissemination messages. These adaptations strengthen responsiveness to stakeholder needs and enhance the relevance, inclusiveness, and effectiveness of future communication and engagement activities.

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4.0 Discussion

The first Scientific Stakeholder Interaction event represents a critical milestone in the Generation-H dissemination and exploitation pathway. Rather than functioning solely as a dissemination exercise, the event was intentionally positioned as a mechanism for bidirectional knowledge exchange, enabling scientific scrutiny, contextual learning, and early implementation feedback at a formative stage of the project.

One of the key strengths of the event was the breadth of stakeholder participation. The inclusion of policymakers, researchers, practitioners, community actors, and adolescents created a rare space for cross-sectoral dialogue on adolescent health interventions in urban Sub-Saharan African contexts. This diversity allowed discussions to move beyond technical efficacy toward practical considerations of feasibility, acceptability, and sustainability - issues that are central to implementation science but often underrepresented in early research phases.

The strong engagement of youth participants added particular value. Adolescent contributions highlighted the importance of peer-led approaches, culturally resonant messaging, and digital platforms for effective outreach. Their inputs reinforced the need to treat adolescents not merely as beneficiaries, but as active contributors to intervention design and dissemination. This aligns with European Commission guidance on inclusive stakeholder engagement and strengthens the legitimacy and relevance of project outputs.

Feedback from participants also revealed areas for improvement, including the need for longer interactive sessions and more country-specific follow-up engagements. Importantly, these reflections were not treated as procedural observations but were actively integrated into subsequent dissemination and

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engagement plans. This adaptive approach demonstrates responsiveness to stakeholder input and enhances the quality and impact of future WP7 activities.

Overall, the event illustrates how structured scientific stakeholder interactions can function as learning platforms that inform intervention refinement, strengthen policy dialogue, and enhance the translational potential of research. Within Generation-H, D7.14 contributes to bridging the gap between evidence generation and real-world application by embedding stakeholder perspectives into ongoing project implementation.

Conclusion

Event 1 (D7.14) successfully facilitated scientific stakeholder interaction and knowledge exchange for the Generation-H project. The webinar enhanced collaboration among policymakers, researchers, practitioners, and youth representatives, provided valuable feedback for refining interventions, and increased the visibility of Generation-H across multiple platforms. Insights gained from participant discussions have informed ongoing project activities, including the design of subsequent country-specific engagement sessions and enhanced strategies for youth participation in dissemination events.

By incorporating stakeholder perspectives into the intervention planning and dissemination, the project strengthens the likelihood of sustained adoption and scale-up of adolescent-focused strategies to reduce unhealthy diets and physical inactivity. The structured engagement approach demonstrated in this event provides a model for future scientific stakeholder interactions, ensuring that project outputs remain relevant, contextually appropriate, and impactful in addressing NCD risk factors among adolescents in Ghana, Kenya, and similar contexts.

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Annexes

D7.14 Stakeholder Consultation Meetings Plan

Activity	Key Stakeholders/Participants	Purpose of meeting	Activities/Agenda	Responsible Parties	Timing
Consultation Meeting 1	e.g. - Community Leaders - Young People Representatives - School Leaders - FBOs Leaders - WHO Representatives - UNICEF - NCDs Alliance - Ministries of Health (Ghana & Kenya) - Ministries of Education (Ghana & Kenya)	To discuss initial findings and gather input on project direction and interventions	1. Presentation of initial findings. 2. Gathering feedback from stakeholders. 3. Discussion on adapting interventions to local needs. 4. Planning for next phases	All teams	2024

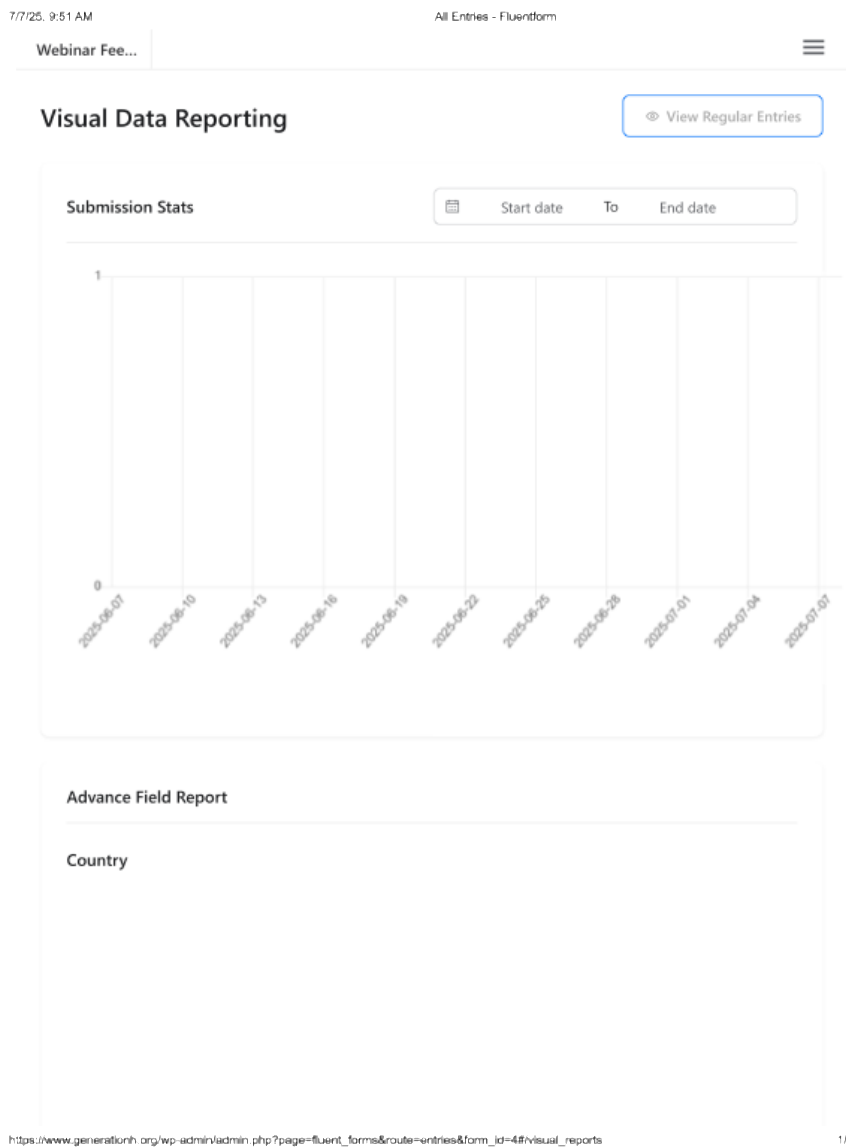
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Consultation Meeting 2	- e.g. Community Leaders - Young People Representatives - School Leaders - FBOs Leaders - WHO Representatives - NCDs Alliance - Ministries of Health (Ghana & Kenya) - Ministries of Education (Ghana & Kenya)	To review progress, share mid-term results, and adjust strategies based on stakeholder input	1. Review of mid-term progress. 2. Presentation of results to date. 3. Adjusting interventions based on feedback. 4. Planning for dissemination of results.	Ghana Team, Kenya Team	Month 32, August 2026
Consultation Meeting 3	- e.g. Community Leaders - Young People Representatives - School Leaders - FBOs Leaders - WHO Representatives - NCDs Alliance - Ministries of Health (Ghana & Kenya) - Ministries of Education (Ghana & Kenya)	To finalize project outcomes, gather final feedback, and plan for sustainability and further dissemination	1. Presentation of results. 2. Gathering final feedback. 3. Discussion on sustainability and next steps. 4. Planning for final dissemination activities.	All teams	Month 57

- Webinar recording link: The full webinar here: [Generation-H Webinar](#)
- Press release and media coverage links: Access published newsletters and press releases via the Generation-H website; www.generationh.org/news-events

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Webinar Feedback Submission Summary



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7/7/25, 9:51 AM

All Entries - Fluentform



Ivory Coast Egypt Ethiopia
Ghana Kenya Tanzania
United States (US)

How would you rate the overall content of the webinar?



Good Very good

Was the information presented relevant to your needs?

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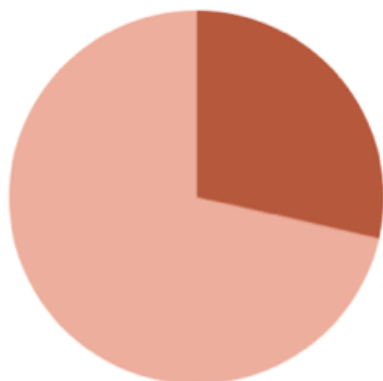
All Entries - Fluentform



Yes

How would you rate the presenter(s)' knowledge of the subject?

Label	Total	%
Yes	14	100



Good Very good

How engaging were the presenter(s)

Label	Total	%
Very good	10	71
Good	4	28

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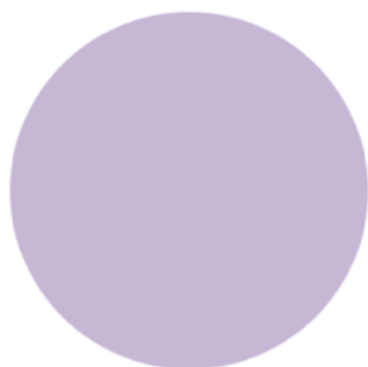
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All Entries - Fluentform



Engaging Very engaging

Was the pacing of the webinar appropriate?



Yes

Were the Q&A and discussion sessions helpful?

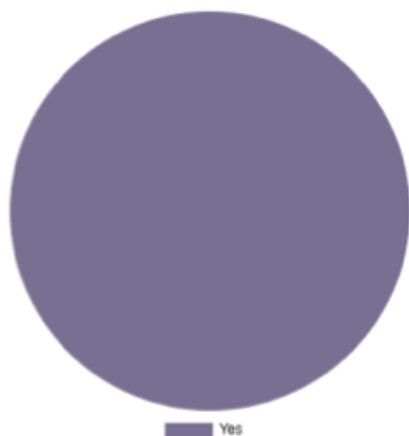
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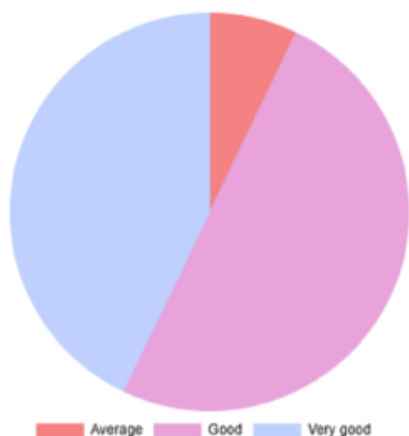
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All Entries - Fluentform



Label	Total	%
Yes	14	100

How would you rate the opportunities for participation and interaction?



Label	Total	%
Good	7	50
Very good	6	42
Average	1	7

Did you experience any technical difficulties during the webinar?

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How would you rate the quality of the audio/video?



How satisfied are you with the overall webinar experience?

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■ Satisfied ■ Very satisfied

Label	Total	%
Very satisfied	7	50
Satisfied	7	50

Would you recommend future webinars by Generation-H to others?



■ No ■ Yes

Label	Total	%
Yes	12	92
No	1	7

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