CULTURAL VARIATIONS AND DESIGN GUIDELINES TO ATTUNE HEALTH PROGRAMS FROM SPAIN TO THE NETHERLANDS

Attuning the TAS program to Dutch classrooms

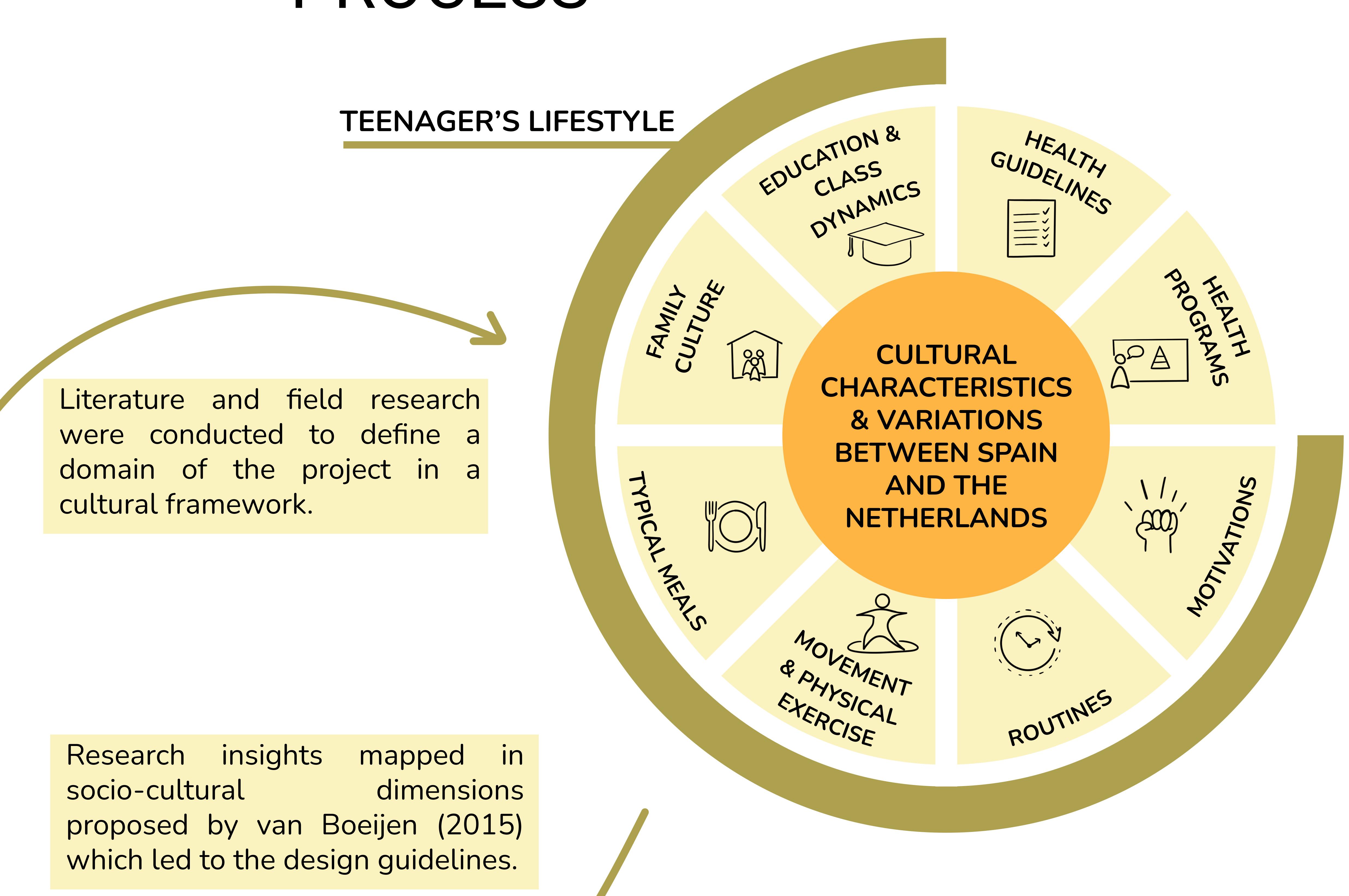
WHY CONTEXT

Healthy habit programs targeted to teenagers are crucial since it is the period in which bodies develop and finish forming. The early understanding of healthy habits is key to helping teenagers to acquire lasting healthy behaviors and classrooms provide a great context that supports the knowledge building experience.

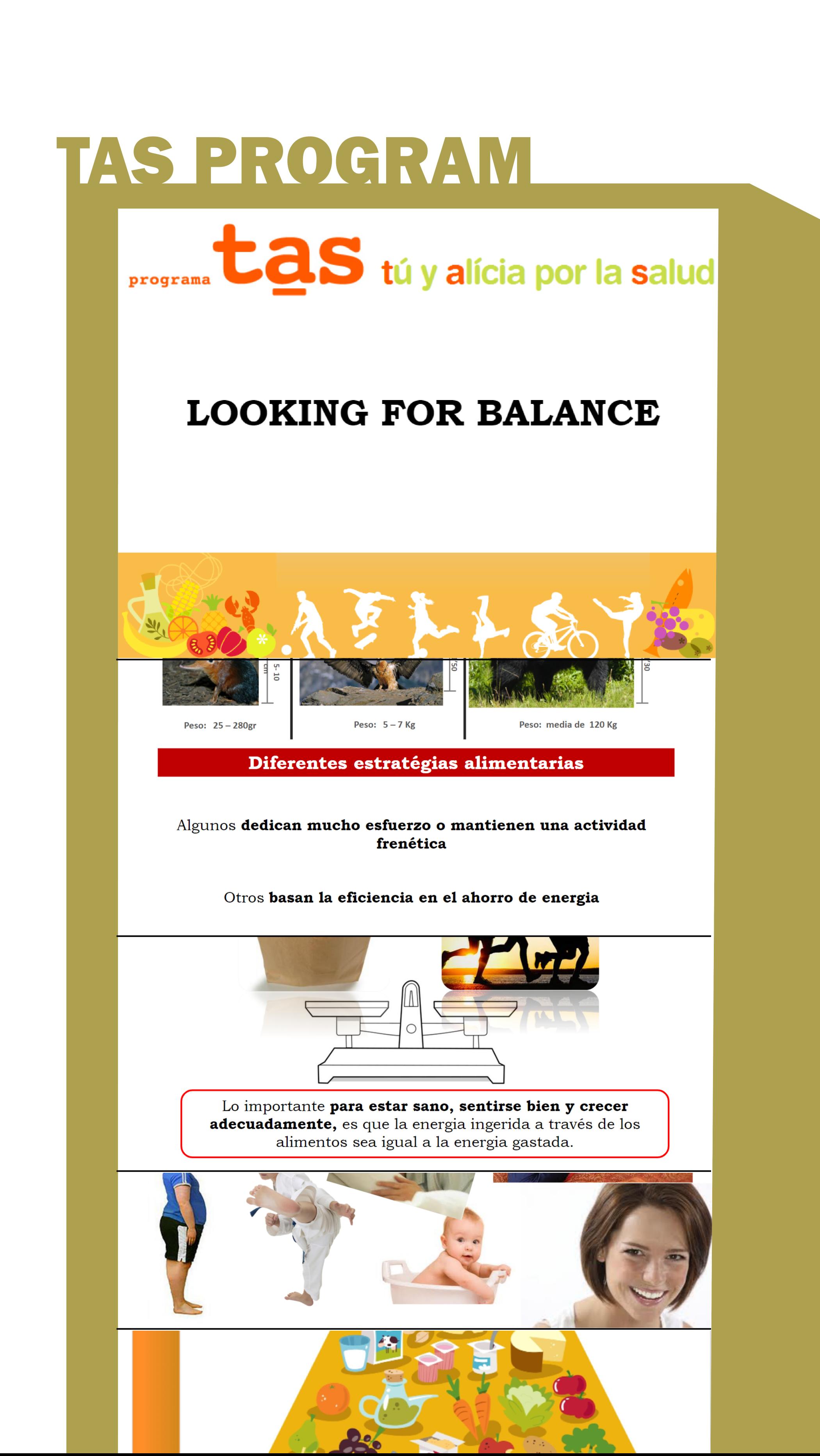
From Alicía Foundation they developed the TAS program, wich combines theory lessons, workshops and different activities to improve healthy habits among teenagers in the school context. Due to the positive results the program had in 103 Spanish classrooms the opportunity to attune this program to the Netherlands has been identified.

Which aspects of the TAS program need adaptation and which ones can be keept in the Dutch context?

HOW PROCESS



APPROACH & DELIVERABLES



DESIGN GUIDELINES

1. MEDIUM

1.1. Adapt the program to **youngsters' lifestyle** by implementing online activities on the devices they use and are familiar with.

2. CONTENT

- 2.1. Create the content in the **language** of the target group to make it understandable.
- 2.2. Add **information that is country specific** to make it relatable and real for students.
- 2.3. Implement topics and values that are relevant in the country and/or society. Take those values into account when creating materials (visuals, slides, scripts, etc.).
- 2.4. Use pictorial examples that resonate with the world youngsters already know. They should be part of their cultural environment or literature world.
- 3. COMMUNICATION
- 3.1. Transmit **health guidelines** in accordance to the way in which health guidelines are communicated in the country and/or to the target group to avoid confusion.

