



**I'm living healthy, too! – SETS
national movement**

SETS REPORT
10th January – 30th June 2022



SETS national movement - 2022

Objectives:

- Upon 2022 plan, continuing to promote the benefits of daily physical activities, balanced nutrition, fruits and vegetables consumption, proper hydration, the importance of sleep, hygiene and quality time spent with family;
- Launching SETS yearly theme: "YOUR HEALTHY PORTION"!
- Promoting diversity, social inclusion of economic vulnerable children & of those with special needs;
- Full and free access to all SETS educational and informational materials;
- National scale information and activation campaigns for children and families.

SETS September 2021 - June 2022

KPIs I

Proposed	Achieved
1. 5 big cities and 19 rural communities;	1. 6 big cities and over 100 communities – Bucharest, Buzau, Cluj-Napoca, Ploiesti, Roman and Timisoara counties
2. Up to 50,000 pupils will be able to access to SETS information sent in schools & on social media;	2. over 70,000 primary school pupils were able to access the SETS information educational materials and activities - increase of 40%
3. Up to 250 schools will have access to SETS information and its activities, in order to decide volunteer participation;	3. 357 schools were able to access SETS information and its activities, in order to decide volunteer participation - increase of 42.8%
4. Up to 500 teachers and principals will be able to access SETS educational materials;	4. Over 3,700 teachers and principals were able to access SETS educational materials - increase of 640%
5. Up to 100,000 pupils' family members will be able to access SETS information via school teachers dissemination;	5. Over 140,000 family members were able to access SETS information via school teachers dissemination - increase of 40%
6. Up to 2 million general public will be able to access SETS public information via social media platforms and media campaigns;	6. 2 million general public was able to access SETS public information via social media platforms
7. 2 press campaigns –with a coverage of over 30 press materials;	7. 3 in 1 press campaign - with a coverage of 58 materials
8. To reach over 50,000 SETS FB followers.	8. Over 50,800 SETS FB followers! - increase of 1.6%
9. 6,500 pupils involved last year	9. Over 22,500 pupils direct involved - increase of 242.31%

SETS September 2021 - June 2022 KPIs II

New initiatives	Achieved
1. Expanding SETS communities	1. 17 schools from Buzau county, 21 new schools from Timis county, 32 new schools from Neamt county, 55 new schools from Prahova county and 4 new schools from Arges, Botosani, Dolj and Vrancea counties
2. Social inclusion of children with special needs	2. Over 100 primary school pupils with special needs participated in SETS movement
3. New! Bucharest public event, 28th May - Reconnection! The world seen through children's eyes!	3. Over 350 children, families and teachers participated
4. New methodologies created and implemented	4. Large-scale dissemination of SETS educational materials and activities through the Bucharest, Neamț, Prahova and Timiș inspectors to the entire school network. Full and free access for teachers, pupils and families to SETS E-book and SETS educational videos
5. Direct information campaigns to SETS teachers	5. 6 information campaigns - 7,500 emails and new 164 partnerships signed with schools
6. Drawing activity (over 1,000 registered last year)	6. 10,981 drawings , with an increase of 998.1% compared to the last edition
7. Joyful Healthy Sandwich activity (5,327 registered last year)	7. 15,253 Healthy and Joyful Sandwiches & Snacks , with an increase of 186.33% compared to the last edition

11 Public-Private Partnerships, 164 Partnerships with schools, all together in the 2022 edition of SETS sustainable national movement!

Institutional partners:



INSPECTORATUL ȘCOLAR
JUDEȚEAN CLUJ



isj
PRAHOVA



164 Partnerships with schools

Organisations:



Societatea de
Nutriție
din România



Private Partner:



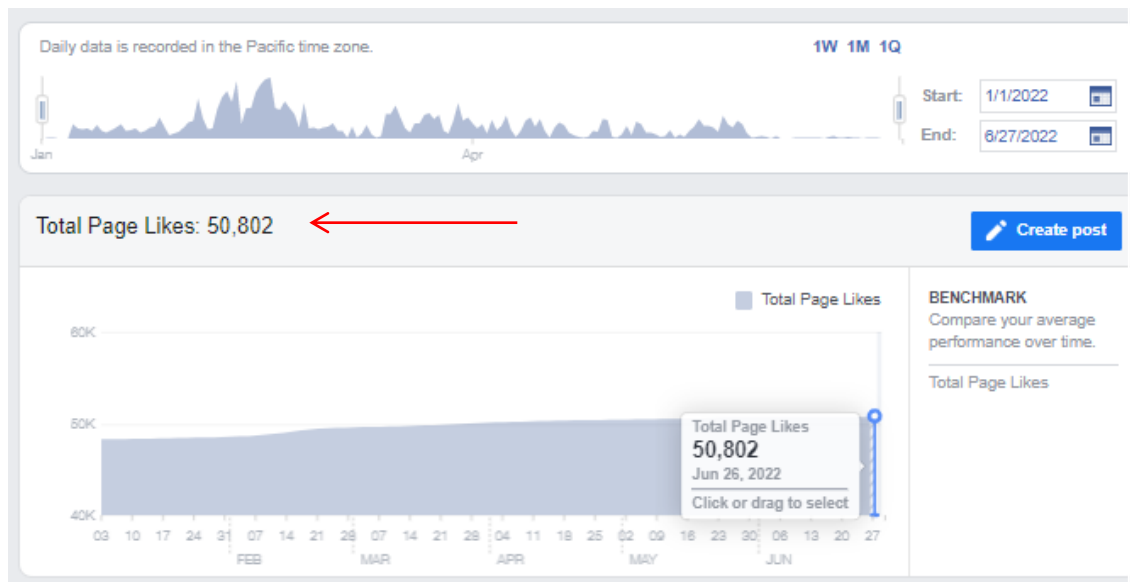
Good food, Good life

SETS national movement 2022

Visibility and awareness in social media – Facebook Page

NEW Results between 1st of January and 15th of June 2022

50,802 total page likes



+1,984 posts in 165 days

+93,499 engaged users until 15th of June 2022

+2,098,404 posts total reach

+2,367,943 posts impressions

+7,516 posts comments

+2,294 posts total shares

+2,410 new page likes

SETS national movement 2022

Visibility and awareness in social media – Instagram Page

NEW Results between 1st of January and 15th of June 2022

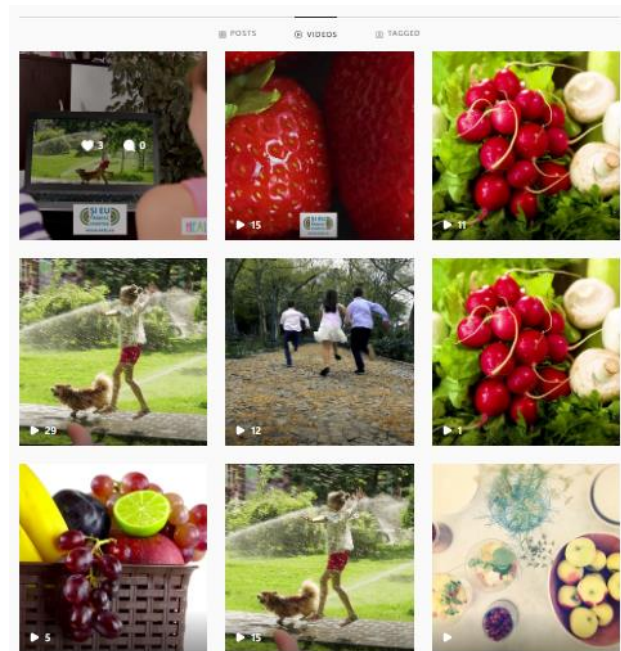


- **7,732** post reach
- **84** new posts
- **134** posts likes

126 total followers



<https://www.instagram.com/miscareaset>



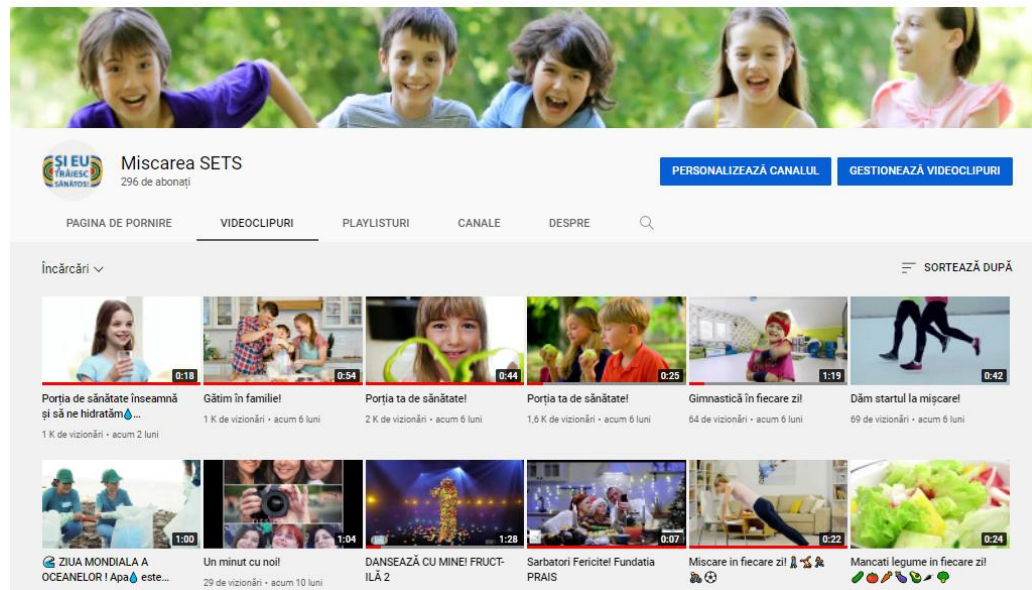
SETS national movement 2022

Visibility and awareness in social media – YouTube Page

NEW Results between 1st of January and 15th of June 2022

- **+16.475** impressions
- **+7.546** views
- **+56,7** hours of viewing time

296 total subscribers



<https://www.youtube.com/channel/UCYilpZNYqKFXlgL7H1aBOzA>

SETS national movement - 2022 10th January – 30th June

NEW ENTRIES!

- ❑ In 2022 edition, SETS movement was implemented for the first time in primary schools from **Buzau county, as well as in 4 new schools** from **Arges, Botosani, Dolj and Vrancea counties.**
- ❑ **SETS movement has extended to schools from Timis, Neamt and Prahova counties.**
- Continuing with SETS presence in primary schools from **Bucharest, Cluj-Napoca, Turda, Dambovita and Ilfov counties;**







Mișcarea națională SETS
"ȘI EU TRĂIESC SĂNĂTOS!"
Program destinat elevilor din clasele primare









Programul SETS oferă sfaturi utile profesorilor și părinților referitoare la:

- Alimentatia echilibrată
- Activitățile fizice zilnice
- Somnul de calitate
- Psihologia copiilor

Programul SETS vă pune la dispoziție materiale video despre beneficiile:

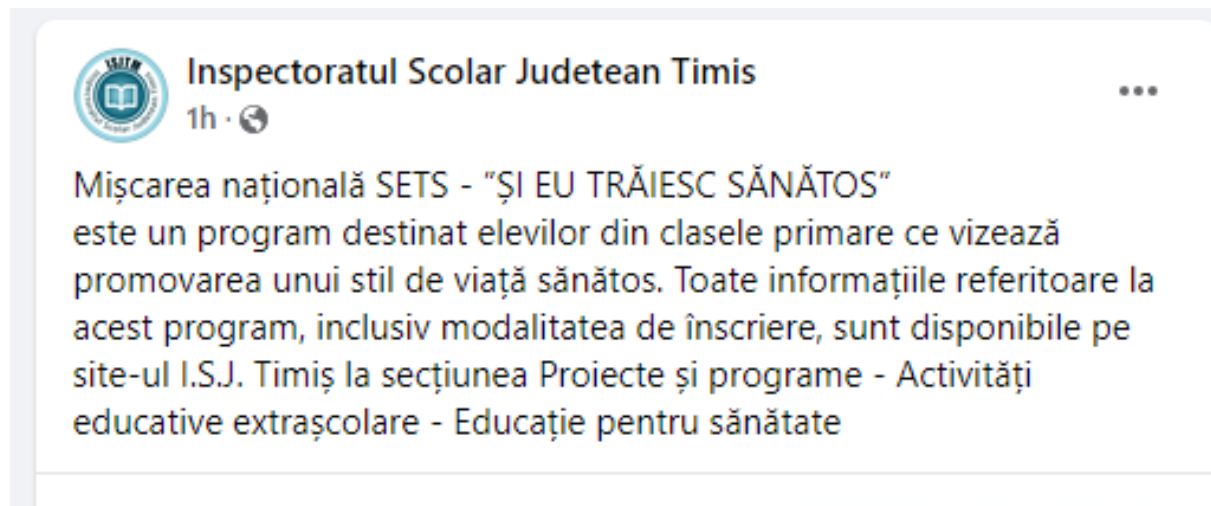
- Alimentației sănătoase
- Mișcării / gimnasticii zilnice
- Consumului de fructe și legume
- Hidratării organismului

Activități cu participarea directă a elevilor:
 Gimnastică - Gimnastică de înviorare
 Sandvișul vesel și sănătos!
 Dansează cu mine! Fruct-ă!
 Concurs tematic de desen

Toate informațiile referitoare la mișcarea națională SETS, inclusiv modalitatea de înscriere în program, sunt disponibile pe site-ul I.B.J. Timiș la secțiunea Protecția și programe - Activități educative extrașcolare - Educație pentru sănătate

SETS national movement - 2022 10th January – 30th June

- ❑ **New methodology put in place:** large scale informational campaign and free access to all educational materials via regional School Inspectors from Bucharest, Neamt, Prahova and Timis counties via sent messages to the whole school network with the links to SETS E-book and SETS video materials or posted them on their social media pages, to be used as educational materials by the teachers and to be disseminated to pupils & their families.



SETS national movement - 2022 10th January – 30th June

Target audience for 2022 edition

Based on the data received in September 2021 from the school inspectorates and following the data completed by the teachers in the google documents used for joining SETS movement we were able to inform by sending via email the educational materials for fast learning and SETS activities about benefits of a healthy lifestyle:

- over **70,000** primary school pupils;
- Over **3,700** teachers and principals from **357** schools;
- From **6** big cities – Bucharest, Buzau, Cluj-Napoca, Ploiesti, Roman and Timisoara & over **100** communities from Buzau, Cluj, Dambovita, Dolj, Arges, Ilfov, Prahova, Neamt, Timis, Botosani and Arges counties;
 - Over **140,000** family members;
 - **2.000.000** general public.

SETS national movement - 2022

- **6 information campaigns** to SETS teachers → over **7,500 emails**;
- **164 partnerships** signed with schools.



SETS ACTIVITIES in 2022

✓ In January, we started the most beloved SETS activities in schools.

Between 18th January – 30th May
these were validated, registered and posted on SETS Facebook page.

SETS national movement - 2022

18th January – 30th May

In the SETS activities were involved:

- **22,259** pupils, over **1,140** teachers from **235** schools;
- From **6** big cities – Bucharest, Buzau, Cluj-Napoca, Ploiesti, Roman and Timisoara & over **95** rural and urban communities from Arges, Botosani, Buzau, Cluj, Dambovita, Dolj, Prahova, Neamt, Timis and Vrancea counties.



SETS national movement - 2022

The increase of the number of pupils involved in the SETS movement compared to the last edition is **242.31%**

Increase of number of pupils



SETS national movement - 2022

18th January – 30th May

SOCIAL INCLUSION OF CHILDREN WITH SPECIAL NEEDS

They continue to be part of the SETS community and we are very proud of that:

- ✓ **3** schools from Bucharest and Timisoara and **16** teachers;
- ✓ Over **100** primary school pupils with special needs.



SETS ACTIVITIES - 2022

1. SETS drawing activity "My friends: water, fruits and vegetables!"

A record: **10,981**
drawings were made with
talent and creativity by pupils
coordinated by over **800**
teachers.



SETS ACTIVITIES - 2022

Some of the Best SETS drawings



SETS ACTIVITIES - 2022

2. The Joyful Healthy Sandwich

A new record: 15,253
Healthy and Joyful Sandwiches
& Snacks were made by pupils
coordinated by over **700**
teachers.

Daily, the pupils prepared at
home or at schools the Healthy
and Joyful Sandwiches and
Snacks.



SETS ACTIVITIES - 2022

Some of the Best Healthy and Joyful Sandwiches



SETS ACTIVITIES - 2022

PUPILS RECOGNITION CAMPAIGN

22,259 pupils involved in SETS activities received:

- ✓ Diplomas of Merit
- ✓ School labels

1,140 teachers involved in SETS activities received:

- ✓ Diplomas of Excelente
- ✓ Plastic folders

We prepared more than **250** packages and sent them to the participating schools before the pupils left for summer vacation.



NEW! BUCHAREST PUBLIC EVENT
RECONNECTION! THE WORLD SEEN THROUGH CHILDREN'S EYES!
All 3 programs: SETS, PACT and Pet School



- Over **350 children**, families and teachers participated on **28th May** to the public event and were able to admire the **Exhibition of 10 Thematic Drawings Collages** made with talent by pupils involved in SETS movement;
- Children and families participated at **5 sports workshops** such as: handball, judo, basketball, volleyball, sportive dance, all supported by athletes from the Bucharest Municipal Sports Club.
- Volunteers: **100 junior athletes** from CSM Bucharest and **10 UNEFS students**, & children with Down syndrome who performed with the UNEFS students;
- SETS award ceremony for partners;
- An hour with 10 performance** with the young dancers and athletes.



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Event promotion results – Press campaign & media coverage

- **Media campaign no cash for editorials & influencers posts: 58**
- **Online articles for editorials: 15 (100% target KPI)**
 - **Social media posts: 43**
 - **Tone of the articles: positive**
 - **Total likes & reactions: 701**
 - **Total comments: 106**
- **A total of 1,113,186 unique monthly visitors (223% target KPI)**
- **A total EAV of 7.851 euro + VAT, with a total of PR Value of 15,702 euro + VAT.**

- **Nestlé company mentions in text: 78**
 - **N4HK mentions in text: 18**
- **Silvia Sticlea's statement in text: 15**
 - **Photos: 82**
 - **Videos: 26**

SETS E-book – The wellbeing of children, a priority!



The e-book was posted on the platform [flippingbook.com](https://online.flippingbook.com) and after the e-mail dissemination campaigns and dedicated posts on the social media channels, the e-book received **2,203** unique views from teachers, parents and pupils.

<https://online.flippingbook.com/view/758626913>

Flipbook

Last Modified ▾

Views

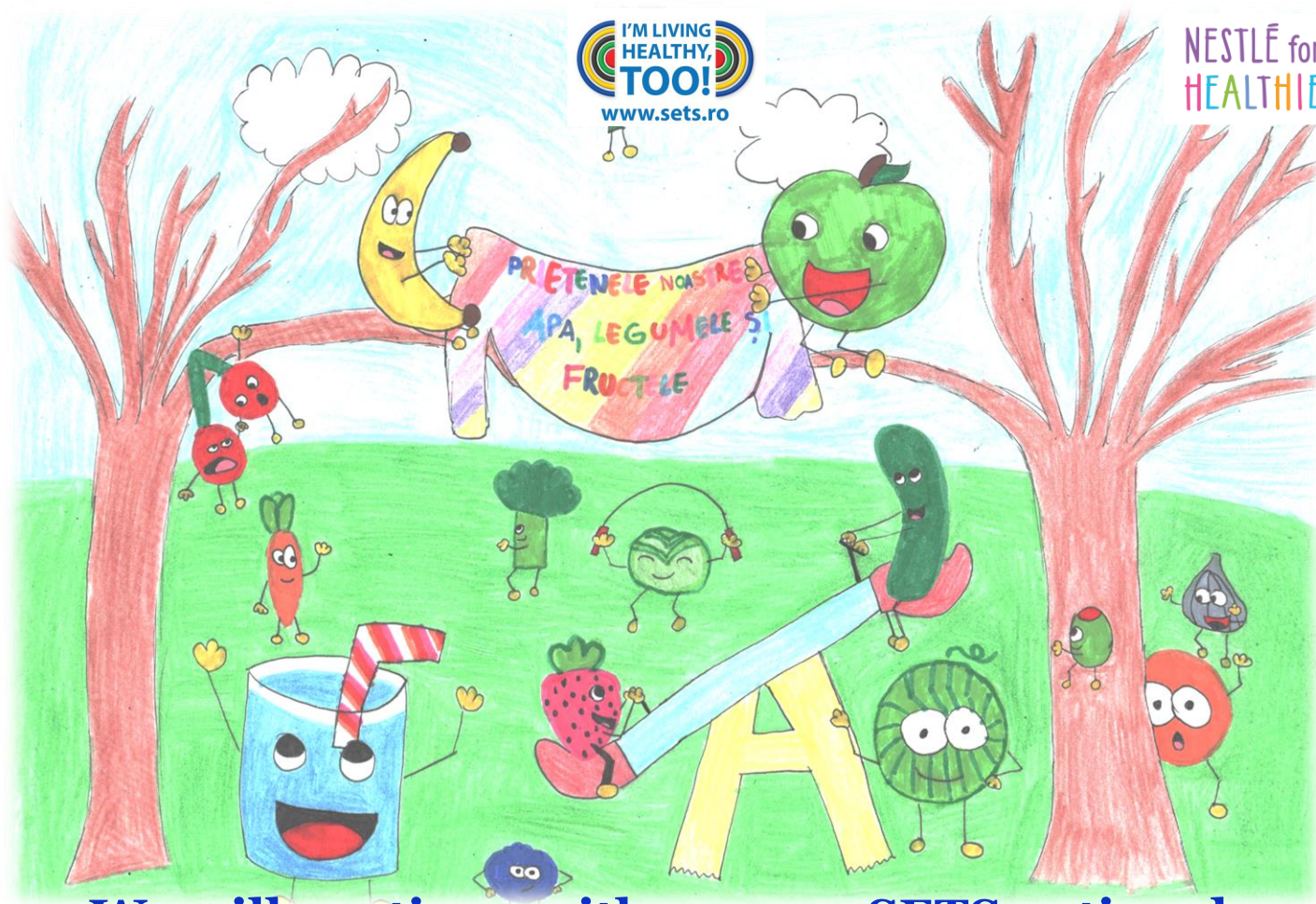


SETS - Starea de bine a școlarilor, o pri...

46 pages

Dec 7, 2021

2.2k



We will continue with success SETS national movement in Romania, together!