Team Viborg, Interviews with local experts on experiences on Apps and other initiatives aimed at adults/children

Interview with Mr. Torben Kjeldgaard Trans from *Active Lesson*

https://aktivtime.dk/

About: Active Lesson is a Danish developed teaching tool that supports movement in education. Thus, Active Lesson vision is to make it easy for teachers to meet the requirements of movement and exercise in the new Danish school reform, while both minimizing preparation and qualifying follow-up.

Active Lesson is a local start up made and launched in the summer of 2015 by a teacher and a parent to children in VMs primary schools. Since the launch it's been quite successful

Partly inspired by Pokemon Go and using GPS or QR technology the teacher/&adult plans the activities on-line and pupils/children receives after which the pupils/children receive assignments on their tablet or mobile when getting to the right location.

Teachers/adults get immediately the answers back on the computer, have access to their activities, and can choose to share their favorite activities with others via an Activity Bank.

Why Active Lesson is well received by its users:
- Combining exercise and ICT-experiences among children, it is simple and funny and this creates a sense of *togetherness* and *presence* among the participants.
- Kids basically like to get out, be together and be in motion. Through Active Lesson, they are able to do all that while - together - using their beloved devices under controlled circumstances.
- Can be used and produced by parents and families

Other examples of similar examples of apps etc for inspiration:
Find2learn:
http://ucsj.dk/find2learn/find2learn/

Interview with CEO Mr. Søren Jønsson from *Lemuria*

http://www.lemuria.dk/

About: Lemuria is one of the great companies at Arsenalet in Viborg – our international well-known animation-environment in Viborg. Lemuria develops online games and apps, board games, makes co-productions and provides counselling on designing apps. Søren is teaching children game design; he is a storyteller and writes scripts – among other things.

Søren made us wiser on the process and the possibility of making an app. On how we can combine the app and the online game in a smart way.

Advises from Søren:
- Make a common VISION for the product. A statement that we keep returning to and revise during the process.
- Make a brainstorm on obstructions (principals) for the app – what do we all want/need the product to be?
- How we share documents and knowledge of the project?

- Make a realistic and binding timeline – deadlines, milestones…
- The online game could work as the app – instead for two separate products.
- The app is targeting whole families. Parents are motivated to join an app by "learning/skills", and children by "playing", so it is a good idea to combine the two elements.

Interview with Mr. Claus Holst Iversen, Viborg Municipality and project manager "Fumle campaign"

"Fumle and the Noble Ground Water" is a 2016 campaign by Viborg Municipality and 8 other municipalities in Central Denmark Region. Its focus is to get people to take better care of local ground water (which is fully drinkable in Denmark) through not using pesticides in their gardens etc.

The campaign to a large degree focuses on kids and their ability to change parents' and other adults' polluting behavior. Its main products is an animation movie and an on-line game. It was inspired by the old 1D Pac-Man structure and an existing platform was re-used. The re-use made the game cheap to make (9.000 euro). Further posters and stickers were made as a part of the Fumle package and were widely spread.

Link to the game: http://www.fumlespillet.dk/

In relation to the online game, Claus stresses the following:
- The online game succeeded in reaching kids and thereby influenced parents positively.
- It was made in an Android and IOS version.
- The game has been used by local schools

Asked about challenges and essential things to keep in mind in relation to making the online game, Claus stresses:
- Be very focused and detailed when you describe your game, app etc. idea.
- Too, be very focused in defining demands to the ones producing games, app, films…
- Make a time schedule for the production – and follow it.
- Be in good time – and adapt to school's etc. annual plans etc. It is essential if you want to hit your potential recipient's agenda, like e.g. a teacher making plans for the coming year's education.
- The Fumle game quickly gets boring, too few lanes etc. (You usually get what you pay for)
- Be aware of hosting. Who? For how long?

Interview with Mrs. Jette Bering, Team Leader, Viborg Municipality's health care nurses
http://kommune.viborg.dk/Borger/Boern,-unge-og-familie/Sundhed/Sundhedspleje

Municipal health care nurses work in schools, in institutions and in private homes, where they advise parents about the children's health care. In Viborg, they define their purposes of health care as follows:
1. To help ensure children and youth a healthy upbringing and create good preconditions for healthy adulthood
2. To ensure supervision of children and young people's physical, mental and social health and development

We expect Jette to participate in the Workshop in Croatia.

Comments and reflections from Jette on our project and the app:

- She and her colleagues have a very strong focus on newborns and their parents.
- The 80%-20% issue: The general challenge is to reach the 20% that are in general difficult to reach in all kind of social and health work. We are very good a reaching the 80 % that are "easy" to reach and know what is expected. The real wins are obtained if we can reach some from the 20% group. Most of the 20% representatives have been betrayed in early life and this sticks to them. One main reason why they fear committing themselves to our offers is that they fear to be betrayed again. How to break this barrier of mistrust to others is a central issue?

- Consider ways to make the app, game and the mind-set attractive for these parents
- Jette promises to do some research among 20%-parents on what could make it attractive to them
- Jette mentions more examples of different Danish apps and digital solutions on pregnancy, nutrition, breastfeeding etc. that have shown good results (most are in Danish)
    - Pregnant: http://sundhedsformidling.dk/projekter/apps/gravid.aspx
    - GRO: http://www.vest.rm.dk/afdelinger/gynakologisk-obstetrisk-afdeling/graviditet-fodsel-og-barsel/Barsel/det-nyfodte-barns-trivsel/appen-gro/
    - http://www.vest.rm.dk/siteassets/afdelinger/gynakologisk-obstetrisk-afdeling/pjecer/pjecer-27.november-2012/trivselsskema_uk.pdf (English)
    - DAD: http://sundhedsformidling.dk/projekter/apps/far.aspx
    - Family entrepreneurs: http://familieivaerksaetterne.dk/
    - Nutrition for new borns: https://semperbornemad.dk/dit-barns-mad/klar-parat-spis
- She too, knows more local Facebook groups for (new) parents that show good results, but again theses are typically for the 80% group.
- De utrolige år /The Incredible Years: http://kommune.viborg.dk/Borger/Boern,-unge-og-familie/Raadgivning-og-stoette-til-familier/Dagbehandling/De-Utrolige-Aar
    - Incredible Years gives parents and children the basic skills to practice new ways of being together. One of the basic principles of the Incredible Years is to focus on the positives of being with children. The Incredible Years is group based, and implemented through a group of parents.
- Finally Jette agrees that it is important to have a clear, short vision and the app offers should for free

Our conclusions/

Viborg suggest that we make a brainstorm together in Potenza on a short vision for our project that we can all adapt to

1 Buzzword for the vision – our immediate inputs from Viborg☺

- Fun, community/togetherness, movement, belonging, "because everybody else does it".

2 Obstructions:

- Free admission to the activities and the content of the activity is non-commercial
- User-generated content. We put our best practice from the project in as the basic content/inspiration, but it is an open software as "aktivtime.dk". In that way we can make it local – around the town, the neighborhood, the house – the world☺
- You can only play the game if you connect with others – you have to "go we". Play it with other families
- Positive ambience in the look, text and activities,
- Keep it simple!
- How can we connect to the activities generated in the other countries?

3 Name for the app/game:

Viborg's suggestions: "Go parents", Community Go, Go together, **Go-we!**