

# JUNTOS SANTIAGO: PLAYING TO CREATE HEALTHY HABITS

Juntos Santiago is an educational project from the Santiago Commune and the University of San Sebastián to **encourage students to eat healthy food and engage in physical activity to prevent obesity**

## HOW DOES JUNTOS SANTIAGO WORK?

Schools engage in a collective game, with challenges that **develop healthy habits among students and their families.** Classes earn points and win prizes, which includes sports equipment to schools, field trips, playgrounds, and other activities.

## WHY IS JUNTOS SANTIAGO INNOVATIVE?

Juntos Santiago created a **collective game with incentives** to motivate students to eat healthy food and engage in physical activity. Students can check their progress in real time, through a website.

In Juntos Santiago's online game, **students visit the most important touristic and cultural sites of the city** and advance to the next levels they meet the challenges. The activities are defined in a planning process with the school's authorities and adapted to the local context.

With Juntos Santiago, **Santiago was one of the five winners of Bloomberg Philanthropies' 2016 Mayors Challenge**, a competition designed to help city leaders think big, be bold and uncover inventive – and, ultimately shareable – ideas that tackle today's toughest problems.

## WHAT CHALLENGES CAN JUNTOS SANTIAGO HELP YOUR CITY TO SOLVE?

- High level of childhood obesity among students
- Low consumption of healthy food, particularly among low-income families
- Low level of physical activity among students and lack of adequate spaces for sports in schools

## JUNTOS SANTIAGO IN FIVE STEPS



### SNACKS CHALLENGE

Control of snacks brought to schools. It happens three times a month, randomly, to stimulate the consumption of healthy food.



### PHYSICAL ACTIVITY CHALLENGE

Encouragement of walking and collective games to increase physical activity among students.



### FUN CHALLENGE

Suggestions of fun activities to the whole family (hiking, bike tours) to stimulate healthy habits on the weekends.



### GAME SESSION

Monthly educational intervention in class related to healthy food or physical activity, to reinforce healthy habits aligned with the school curriculum.



### REMOTE ACTIVITIES

Due to COVID-19, the project created a website with videos, guides and online games (encasa.juntosstgouss.cl) to stimulate self-care, mental health, physical activity, hygiene and healthy eating, making the content available to the whole school community.

## WHAT IS JUNTOS SANTIAGO'S IMPACT?\*

6.800

students from 49 schools  
participated in Juntos  
Santiago in 2019

860g

is the **average weight  
gain prevented per kid**  
who participate in Juntos  
Santiago

↓ 0.42 kg/M2

is the **average reduction  
in the Body Mass Index  
(BMI) among the participating  
students**

↑ 24 p.p.

is the **average increase  
in healthy snacks  
consumption in 2018**

\*Juntos Santiago was evaluated through a parallel cluster-randomized controlled trial. The sample had 2,260 students, and the results were calculated comparing the difference of averages. We used multilevel analysis adjusted for individual and school-level covariates. Outcomes were changes in the body mass index (BMI) z-score and blood pressure (DBP). To collect the data, three anthropometric measurements were carried out during a year. Changes in habits were measured through a digital survey applied twice a year. Record: ClinicalTrials.gov NCT03459742

## WHAT DO USERS SAY ABOUT JUNTOS SANTIAGO?



**“I started to exercise more, get less tired and eat more fruits. In my family, we started eating healthier.”**

**Antonia González**, Juntos Santiago's participant

**“I stopped bringing juices to school and now I drink water. Also, my friends now bring grapes instead of french fries.”**

**Benjamín Morales**, Juntos Santiago's participant



**“It has been wonderful to experience that children are now consuming healthy food, lots of fruits, playing sports, and caring more about their health”**

**Andréa López**, teacher in a school that is part of Juntos Santiago

**DO YOU WANT  
TO LEARN MORE  
ABOUT JUNTOS  
SANTIAGO?**

We want to disseminate Juntos Santiago's experience to other cities or organizations facing similar challenges.

Please send us an e-mail [macarena.carranza@uss.cl](mailto:macarena.carranza@uss.cl) y [pespinozac@demstgo.cl](mailto:pespinozac@demstgo.cl)

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