Action Plan

Involve decision-makers and the civil society in joint planning of open space improvements
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City of Athens
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Introduction

There are two main objectives of the Action Plan. First, it aims to involve decision-makers and the civil society in joint planning of open space improvements. On the other hand, PREHealth also targeted to launch a campaign to raise awareness among citizens of the benefits for their health and well-being resulting from active use of open space in the city, and the opportunities for physical activity and active recreation provided in them.

This document contains the main improvements and achievements regarding the above issues in the City of Győr. Part I. (Actions for implementation) will focus on the involvement of decision-makers and the joint planning process to develop a health and fitness route within the city.

Part II. (Campaign plan) will present the elements of the campaign, realised within the city. The campaign focused on the active involvement of the citizens, to make them aware of the importance of public open spaces and to advertise the location-based game created and tested during the pilot phase of IO10.
Part I: Actions for implementation

Embark in discussion and joint design between the research partners, the local government and the relevant associate partners

The objective was to involve the City Councils of the participating cities, the civil society and other relevant organisations in joint planning of open space interventions, resulting in a programme of actions aimed to enhance the sustainability of selected open spaces in the city as resources offering varied opportunities for health and fitness improvement.

As a concrete step, a Task Force has been set up, including the research partner (Széchenyi István University) and the local government (the City of Győr), as well as relevant associate partners from the city. The main task was to create the health and fitness itinerary (HI), a small number of routes and stops in a network of open spaces, providing the geographical context for the pilot phase and game design of PREHealth. Furthermore, the Task Force also support the activities of the project, offer advise, assist the partners with the running of the awareness raising campaign.

Setting up the Task Force

In Győr, the Task Force has been set up in January 2018. Official inviting letters have been sent out to several organisations, who were invited to take part in the process. Altogether the representatives of 10 organisations were addressed. Among the key stakeholders we can find the members of the university/academia (Department of Health Sciences, Department of Sport Sciences, Department of Natural Sciences Pedagogy), the representatives of the local government (Urban Development and Strategic Planning Division of Győr, Győr-Szol Public Service Ltd., WHO office of the city), civil society members (Keret Free Time Association, Terasz Group (urban designers association), Pannon Pensioner Association), and local businesses (Come to Győr sightseeing company, Infotrade Limited). Therefore, we can state, that the Task Force is quite diverse, and includes such organisations, which are interested in the results of the project.

Table 1: The members of the Győr Task Force

<table>
<thead>
<tr>
<th>organisation</th>
<th>Profile</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>SIU, Departm. of Health Sciences</td>
<td>Health</td>
<td>Dr. Somogyi Angéla</td>
</tr>
<tr>
<td>SIU, Departm. of Sport Sciences</td>
<td>Sport, PA</td>
<td>Dr. Bánhidy Miklós</td>
</tr>
<tr>
<td>SIU, Departm. of Natural Sciences Pedagogy</td>
<td>Urban planning</td>
<td>Dr. Halbritter András</td>
</tr>
<tr>
<td>Urban Development and Strategic Planning Division of Győr Győr-Szol Ltd.</td>
<td>Urban planning</td>
<td>Szakonyi Petra / Buczkoné Kóbór Ildikó</td>
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<td></td>
<td>Urban development</td>
<td>Tóth Szílvia, Baji Hajnalka</td>
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Foundation for the Health of the Inhabitants of Győr, WHO office

Keret Association (cycling assoc.)
TERASZ Group (urban designers assoc.)
Pannon Pensioner Association

Health
Health, PA
Civil society

Miklósyné Bertalan Mária
Tóth Péter
Román László, Nagy Zsuzsa, Chappon Máté
Vass Lászlóné

“Come to Győr” company
Infotrade Hungary

Sightseeing, tourism
location based gaming

Csobayné Pintér Éva
Pető Tamás, Weller Kitti

Operation of the Task Force

The Task Force is operating through a mailing list and personal meetings organised by the project partners. These meetings took place occasionally, depending on the project phases, related to different project milestones. In Győr, altogether 4 Task Force meetings have been held, the first three was mainly related to the design of the health itinerary, while the last one was focusing on the game design of the pilot phase. In the followings, you can read the short summaries and content of the Task Force meetings.

During the first Task Force meeting (25.01.2018), project partners gave introductionary presentations about the PREHealth project, and the achievements. A presentation was given about the importance of green urban areas in the live of city dwellers, and another presentation was made about how inhabitants use the public spaces in Győr, by referring to the first results of the questionnaire survey. The role of the Task Force was thoroughly discussed, and an introduction to the health itinerary (definition, aims, development) was also given.

After the presentations and the discussion, the Task Force members formulated 3 groups and started to discuss about the draft itinerary.

Which open spaces would you consider to include in the health itinerary?
Each of the groups were given maps of the city (of single neighbourhoods), and they started to draw ideas and place comments. The question raised to the groups was: “Which open spaces would you consider to include in the health itinerary?” After the discussion, the groups presented their ideas and first impressions about the possible itinerary. Several important comments were collected, that have been used throughout the following meetings and project milestones.

Task force members agreed that there are many public parks and green areas with sports feature in the different parts of the city. However, connecting all of these might be a bit problematic. In some parts of the city (mainly outside the inner city) there are many areas with lots of schools, kindergartens, and blocks of houses. It would be worthy to include also these areas when thinking about the health itinerary in Győr. A campaign/competition could also be started at these institutions. In many cases the street furniture are not suitable for bigger groups (only 2-3 persons). If we take into consideration the social interaction, this should be improved (either with placing more benches or placing mobile furniture). In the inner city, the riverside could be an obvious idea to include in the itinerary. However, in some parts the connection between the riversides is not assured at the moment. The needs of the target groups should be also taken into consideration. If someone focuses on the elderly people, the itinerary should contain enough toilets, water and benches.

Based on the ideas collected during the first Task Force meeting, the architect designers of Terasz Group created a map presenting 4 possible options of the health itinerary (3 focusing on different neighbourhoods, and 1 combining all of them). The main topic of the second Task Force meeting (25.04.2018) was to discuss the options and make adjustments where it is necessary.
not have to (and can not) focus on this. However, there are several sports facilities providers along the route, and it would be worthy to include them in the map.

On the third Task Force meeting (05.06.2018) members of the Task Force agreed to have a field tour along the previously designated health itinerary in the inner city of Győr. During the field visit, partners collected interesting spots and points of interests that would be able to encourage city dwellers for a more active open space use. The Task Force also made remarks on those parts of the itinerary that would need further improvements. However, it also needs to be underlined, that such points were more common in the other parts of the city and the health itinerary (see later); within the inner city the single stops were easier to connect due to the good infrastructure.

After the field visit, the members also discussed on how to improve the itinerary, what kind of small developments would be needed not only to offer the itinerary to a wider audience, but also to make them more attractive in the future. The following remarks were made:

- The starting point of the health itinerary should be the City Hall, with placing an information signboard.
- On the riverside of the Mosoni Danube, it would be ideal to develop a sandy plage, in order to increase the connectivity with the blue infrastructure.
Project members will collect ideas and information to share from the Task Force members, creating an inventory in order to assist the pilot process.

In some spots it would be very ideal to post info-signs or boards, showing visitors and city dwellers the health itinerary and raise awareness. However, it was also emphasized that it is a time-consuming process, also taking into account the huge amount of administration that goes with it.

The fourth Task Force Meeting was held on 16.10.2018, and it was focusing on the establishment of the pilot group, and the initial work on the pilot phase. Members have discussed the concrete tasks of the pilot group, and offered advice on who to include in the process. The Task Force members also helped in recruiting the pilot group though their personal relations and networks.

- For the game-design and piloting, Task Force members would advise two options of the health itinerary: the Marcal-Nádorváros (marked with red on the map), or the Inner City (marked with yellow). It was agreed to leave this decision to the pilot group.
- During the game-development process, pilot members should focus on encouraging physical activities through the already existing infrastructure.
- A high emphasis should be placed on the communication and dissemination process.
Beside the above described face-to-face meetings, project partners have kept constant contact with the members, through the following channels:

- Regular e-mail contacts, updating them on the pilot phase, the process of game development and the dissemination activities.
- Occasional invitations to pilot meetings, field visits and playtesting. Some members of the Task Force have also joined several pilot sessions, shared their ideas and collaborated with the pilot group during the game design – serving as external experts.
- Invitation to the Multiplier Events (25.02.2019 and 12.06.2019), in order to see the development and the implementation. Several Task Force members have joined the events – confirming that their interest remained.

To sum it up, there have been 4 Task Force Meetings within the City of Győr, 3 concerning the design of the health itinerary, and 1 concerning the pilot phase. Furthermore, members have taken part also on the future parts of the project. In Győr, the members of the Task Force were professionals, either dealing with health issues, physical activity, or urban design. The City Council have actively participated in the process, not only offering the meeting place, but also taking part in the organisation, invitation and discussions. As a conclusion, we consider the process in Győr successful.

Task Force members are also committed to support and promote the future activities regarding the location based game and the campaign that follows up (see description later). They are committed to further promote the location-based game through their channels.

**Design the Health Itinerary**

The health itinerary means the network of selected open spaces in each of the participating cities, which gives place to the dissemination and motivation of healthy lifestyle, as well as to the location based games (LBG) created in the frame of the project. In order to design the health itinerary, several common criteria was specified, which were later adopted in each city during the designing process.

It means, that the health itinerary is one of the core outcomes, since it was used throughout the whole project:

- The health itinerary was used to gather the members of the Task Force and involve them in the joint design of open spaces.
- It also gave a physical place for the campaign in each city.
- Furthermore, it also served as a physical place for the location-based games that were created within the participating cities.
- It also serves as a campaign area for further activities within the city, with the issues of development of public spaces or health preserves.

The health itinerary not only includes the open spaces (parks, green areas, blue infrastructure, etc.) but also the linkages between them (routes). Both of the open spaces as well as the routes between them
needed to be clearly determined in advance of the pilot phase, however, the pilot group could make small adjustments and modifications as necessary while creating the game.

For the design of the health itinerary several common criteria have been set up and specified. These needed to be taken into consideration, however, small adjustments were done. These common criteria were:

- The health itinerary is easily accessible for everyone (only open, public spaces can be included).
- It is (or can be) suitable to promote health (physical activities, active travel and/or social interaction).
- In order to reach a wider audience, the itinerary should contain attractive/central spaces.
- The health itinerary should be walkable within maximum 1 hour.
- The health itinerary should include spaces along the itinerary, where different infrastructures are available regarding the needs of the target groups (for example in the case of elderly people benches, toilets along the itinerary are necessary; while children need playing facilities).
- The health itinerary should be suitable for the LBG and for the pilot phase/playtesting.

In Győr, the Health Itinerary was discussed and formulated during the Task Force Meetings, however, previous supporting materials and inputs were provided for the designing process by the project partners. During the design the results of the IO1 National Report, as well as the IO2 face-to-face and online survey were also used (mainly to determine the target groups and the residential needs). The design of the health itinerary can be summarised in the following steps:

- Collection of first ideas about the Health Itinerary, by using the results of the IO1 National Report – in-house discussion between the project partners (Széchenyi István University and the City of Győr). Selection of seniors as an important target group (bearing in mind that the health preservation of seniors is a critical issue in Hungary).
- Drawing the lessons and conclusions of the IO2 questionnaire survey. Determination of the most popular open spaces, listing the necessary and required improvements.
- Involving the Task Force Members in the process, by organising meetings. On the first meeting the draft itinerary with stops/routes and links was marked on a map, however, there were still several possible options.
- The project partners made a field trip, and cycled across the planned route of the Health Itinerary. Partners have collected ideas on how to improve the open spaces, how good (or bad) the connection between different points of the routes are, and what kind of games could be played on site.
- After the cycling tour, the project partners have compiled an updated version of the health itinerary, and put the ideas on a map. Altogether 4 routes have been designed, which were presented and further discussed on the Task Force meetings.
- Finally, a field trip (walking tour) was also held, where the project partners together with the Task Force members visited the one of the 4 possible health itineraries, in order to see, what improvements are needed. Several necessary developments were listed, while the task force members also started to collect game-ideas.

The final composition of the health itinerary in Győr can be reached on the following link:

https://drive.google.com/file/d/1b7GScuiV1R6pjM0pghQ-WmowxaGPvDmC/view?usp=sharing
According to the discussions, 3 smaller and 1 longer route have been formulated. For awareness raising, all of these routes can be used, however, the target groups are different. The itinerary in the Inner City is mainly designed for the seniors (yellow route), while there is another route for the middle aged and physically active group (red route), and another one for the families with children (pink route). Not only the possible stops and routes, but several other things were also marked on the map: schools and educational institutions, community bike stations, playgrounds, sporting facilities, possible meetings points. Furthermore, these 3 health itineraries can be combined with each other (with a longer, 22 km long route, marked with blue), which is suitable to promote different sport or health events within the City of Győr, even after the project finishes.

During the pilot phase and the game design process, the pilot group decided to use the health itinerary of the inner city, for several reasons:

- It was the most suitable for the target group (i.e. elderly citizens), since it is the easiest walkable.
- Since it can be found within the historical centre of Győr, it contains a lot of points of interests and interesting spots that could be included within the location-based game.
- The Inner City is (obviously) the most visited area (also by tourists), therefore utilizing this itinerary had the highest potential for a wide and successful dissemination activity, reaching the largest possible users.

**Interventions along the health itinerary**

During the task force meetings and the design of the health itinerary, two types of interventions were listed: those that are necessary for the pilot testing, and those that make the itinerary more attractive, but are not absolutely necessary for the pilot testing.

In Győr, both the project partners, and the task force members have already focused on the necessary (small-scale) developments from the beginning. During the two field trips (cycling for the project partners, walking for the task force members) it became evident, that the health itinerary within Győr is accessible, and easily walkable. Therefore, Széchenyi István University and the City of Győr in agreement are planning such small developments, which are making the itineraries more attractive, and encouraging the residents to perform physical activities. Such development ideas were discussed and listed during the third Task Force meeting (see above): information boards on several stops of the health itinerary, placing sport equipment along the itinerary, refreshing the street furniture, painting the route of the health itinerary on the sidewalks (to visualise it). Although these developments do not cost a lot, still as Task Force members also agreed, their implementation requires a serious amount of time due to administrative reasons. The development ideas are handed to the City, and they will consider their further use, whenever dealing with urban open spaces and the encouragement of physical activities.
One of the most impressive intervention along the health itinerary was implemented in September 2018. With the coordination of the City of Győr, the Terasz Group (an NGO of architects and urban designers) selected an open space along the itinerary, and painted on the asphalt several games for encouraging physical activity on open spaces. Since the selected area is close to a primary school, the main target group were children and families with young children.

One of the paintings was a 20 meters long hopscotch, to which Lackfi János poet has also contributed, with writing a hexameter poem. Then, the single words and syllables were placed within the hopscotch, therefore, in order to read the poem, players have to jump through the stages.

The poem that was written for the hopscotch:

“Kő csiga ág levelek szemetek csak a téren,
Nap szősze vattacukor madarak repülők csak az égen,
És te a kettő között pattogsz lalalázva merészen.”

Although the pilot phase of the PREHealth and the digital game development was implemented in the Inner City, with this intervention, those city dwellers could also get in contact with the project, who live...
a bit further away. Through the asphalt paintings, awareness of urban residents was raised for the central message of the project: utilising the urban open spaces in favour of health preservation.

To further promote the paintings, a **poetry workshop** (13 February 2019) was also organised in the nearby school (Fekete István Primary School), led by Lackfi János poem. The event was organised by the Terasz Group, also introducing the aims and goals of the PREHealth project, as well as the asphalt paintings. The poetry workshop was a very successful event, both appreciated by the headmaster of the school, as well as by the students. On the following link, you can find a short report about the event, recorded by the local media (Győr+). *(in Hungarian)*

[https://www.youtube.com/watch?v=9yeaC9grxPA](https://www.youtube.com/watch?v=9yeaC9grxPA)

**Multiplier Events** organised in Győr (February 2019 and June 2019) also served the promotion of the health itinerary (see detailed descriptions later).
Part II: Campaign plan

Raising awareness among citizens for their health and well-being resulting from active use of open spaces

The campaign in the frame of PREHealth aims to raise awareness among the citizens of the benefits for their health and wellbeing resulting from active use of open space in the city and the opportunities for physical activity and active recreation provided in them. The campaign promotes the project and its results and includes demonstrations of the learning and awareness-raising tools (LBG) in open public spaces.

There are several categories/elements of the campaign:

- Setting up the Task Force in Győr, organising meetings and sharing information with them
- Deploying volunteers, who will help during the demonstration events
- Demonstration events for the public (national workshop, newspaper, local media, city website, etc.)
- Dissemination of the pilot results and the location-based game (Health Day, playtesting the LBG, newspaper, local media, etc.)
- Future exploitation strategy (integrating the project and health promotion into the own programmes/events of the city).

In the followings, these stages of the campaign will be presented and described, also introducing the concrete dissemination activities, and the reached target groups/stakeholders.

Task Force-related activities

The initial stage of the campaign was focusing on the first efforts to familiarize the public with the project and its objectives. It was considered as an introductory part of a wider dissemination. By setting up the Task Force, the aims of the project were made clear to those participants/stakeholders in the city, who are interested in the concept and the implementation, and who can support the activities later. The Task Force was the starting point of dissemination – as they can share the information with the members of their organisation. During the Task Force meetings, several PREHealth materials/results were shared (and discussed) with them (like the National Report of IO1, the National Report of IO2, the experiences of the pilot phase, and the LBG). During the task force meetings, the project partners held different presentations, focusing on the progress of the project.

For the detailed description of Task Force-related activities, see description above (Part I. of this report).

Deploying volunteers

In the case of deploying volunteers, three activities can be mentioned:

- The questionnaire survey of IO2 on open spaces. For the questionnaire survey, Széchenyi István University has recruited a number of volunteers. Altogether 22 students have been
involved in the process, while the headmasters were also informed about the wider context of the project. The volunteers were keen on taking part in the project. For their smooth involvement, a recruiting event took place at the Kazinczy Ferenc Secondary School, presenting the project, the aim of the questionnaire survey and the tasks. Contacts of the participating students were also collected. Prior to the face-to-face questionnaire survey, a training was also held to them, explaining the questionnaires, and how to fill them in. Students formed small groups, and their activities on site was always controlled and coordinated by the project members. Their involvement can be considered as successful, they were interested in the results of the survey, furthermore, they have collected 123 answers on site.

- **Pilot phase of adult education.** Since in Győr, the learning process and game-design was targeting adult education, an informal learning group was established. Since there were no formal framework, pilot participants took part in the process as volunteers (without any obligations, basically in their free-time). Although maintaining their interest and excitement was not easy through a 6-month period, 10 pilot participants remained until the end of the process, creating their location-based game, still being the biggest supporters of the project and having positive experiences from the learning course. (For detailed description on the pilot process, please see the following report: Pilot Report. Creating a Location-Based Game through informal learning: The experiences of the adult education in Győr (IO10)

- **Play-testing and trying out the LBG.** After finishing the pilot phase, and the location-based game, volunteers were recruited, with the aim to help the trying out during the event “Health Day” (12.06.2019). Three MSc students were involved from the Sport Faculty. A small training was held to them, explaining and showing the game-mechanics and how to play it on site. During the event, volunteers served as “group-leaders” and accompanied groups of players during the game.

Involving volunteers in the process was not only important to accomplish a necessary task (like the face-to-face questionnaire survey or the playtesting), but this way, a stronger involvement of the participants could also be reached. Volunteers expressed their interest in the project, and with their actual involvement, a stronger connection could be established.

**Demonstration events for the public: online dissemination and Multiplier Event 1**

Széchenyi István University together with the City of Győr has made several efforts for dissemination during the initial stage of the campaign, to familiarise public with the project, and in order to encourage people to take part in the open-space survey. For this purpose, basically online materials have been used, as follows:

- Announcement of the project on the applications menu of the Széchenyi István University: [http://palyazat.sze.hu/kezdolap/pre-health-kerdov-gyor-kozteruleteinek-hasznositasa-az-egeszseg-megorzesenek-erdekeben](http://palyazat.sze.hu/kezdolap/pre-health-kerdov-gyor-kozteruleteinek-hasznositasa-az-egeszseg-megorzesenek-erdekeben)

- Promotion of the online survey on the webpage of the Municipality of Győr, and on the webpage of Széchenyi István University: [http://uni.sze.hu/prehealth-kerdov](http://uni.sze.hu/prehealth-kerdov)

- Promotion of the online survey in Győr; Győr+ (local) media online: [http://gyorplusz.hu/cikk/mondja_el_velemenyet_gyor_koztereirol.html](http://gyorplusz.hu/cikk/mondja_el_velemenyet_gyor_koztereirol.html)

Beside the above dissemination tools, two further articles have been published, one in the printed media, while the other at an online local media:
• Győr+ printed media, article about PREHealth project (issued: 6.10.2017): https://drive.google.com/open?id=1W5R4pJrXR0S2sFxSVgy6ydOgYkoJLTGs

• Report and interview about the PREHealth project, the aims and operation of the task force, the health itinerary and the upcoming tasks, with the title: “Walk through the health itinerary in Győr”. (InfoGyőr, local online media, issued: 6.06.2018): http://www.infogyor.hu/hirek/olvas/tegyunk-egy-kort-az-egeszseges-utvonalon-gyorben-2018-06-06-135339

This initial stage served the information-sharing with the public. The actual and more intense involvement of the community started with the first National Multiplier Event (Workshop), organised on the 25.02.2019.

Main target group of the event were locals, citizens (both students and university teachers), with the main goal to promote the activities of the PREHealth project, and get a feedback from them. Among others, the following organisations were getting invitations: pensioner associations (as elders being the main target group of the developed game), Visitors’ Centre in Győr, Mobilis, community and cultural centres, art and festival centre, House of Generations, Local Students’ Forum, health development offices, youth information offices, libraries and archives. Altogether, 63 participants took part in the event, both locals and foreigners.
The location of the workshop was the City Hall, with the main organiser of the Municipality and the Terasz Group. The arrangement of the professional program was the task of the Széchenyi István University.

The workshop lasted from 9:00-14:30, organised in two sessions, with interpreting (ENG-HUN). After the welcoming speeches, the morning session was focusing on the health issues and sport developments in the City, with 4 presenters. The afternoon session put a higher emphasis on the PREHealth pilot phases, with introducing all the on-going processes of the four cities (4 presentations). After the presentations, there were enough room for discussions, and participants raised questions and shared ideas. *(The detailed agenda is available in Annex 1.)*

After the lunch, participants also had the chance to take part on a guided tour with the leading of “Come to Győr” company. The tour was in English language, to also include foreign participants. The more than an hour walking trip included major spots of the Inner City, also putting an emphasis on the health itinerary and locations of the developed game.
About the event, the Győr+ local media presented a video-report, with the title: “It is worth to improve open spaces”. The report is available on the following link: https://www.youtube.com/watch?v=2hAbimKPrk4&feature=youtu.be

Furthermore, a written report was also made available on the InfoGyőr local online media site, with the title: “PREHealth international workshop takes place in Győr”. The article is available on the following link: https://www.infogyor.hu/hirek/olvas/permalink:prehealth-nemzetkozi-konferencia-zajlott-gyorben-2019-02-26-160000

Dissemination of the pilot results and the location-based game

During the last stage of the project (May-July 2019), the main target was to promote and disseminate the pilot results, i.e. the location-based game “Győr Health Itinerary”. The location-based game called "Győr Health Itinerary" is available on the TaleBlazer platform, with the game code "gyfipvo".

The initial (starting) point of the game is the City Hall of Győr. Since there is free Wi-Fi connection available in front of the building, it is very convenient also for those players, who have not downloaded the game in advance, but want to try it out immediately. After downloading the TaleBlazer application and the game, no further internet-connection is needed throughout the game.

The main concept of the game is to promote physical and mental activities, while people walk through certain public spaces and parks within the city. Players will find short videos, where active sportsmen of Győr and other public figures show either physical activities or offer quizzes for preserving mental health.

After finishing the pilot phase, several methods were used in order to raise people’s awareness on the game, trying to invite them to play on site. The following dissemination methods were used:

- Presenting an article at the county-level media “Kisalföld”, which was published both online and in printed form (issued: 07.06.2019), with the title “Let the Health-tour begin! – Application leads you through Győr, giving exercises”. The article presents the aim of the PREHealth project, putting a higher emphasis on the pilot phase of adult education and the game. The online version of the article is available on the following link:
The City of Győr and the Széchenyi István University prepared **posters**, and placed them at several spots of the city:

- Two buildings of the Municipality (City Hall and Honvéd grove)
- Visitor’s Centre (Inner City)
- House of Generations
- Artists and Festival Centre in Győr
- City Library
- Mobilis
- Medical and Social Institution of Győr (retirement homes)
- University buildings.

The posters contain information on how players can reach the game, what application they need to download, how to play, and what waits for them during the play. Since the posters were placed in institutions that are highly visited, it is expected that the location-based game can effectively be disseminated.

- **Radio interview** at the local radio station (Győr+ radio), in the Morning Show (14.06.2019, 8:30-8:45). Széchenyi István University gave a live interview, disseminating the game, encouraging people to download and play.

Beside the above dissemination tools, a face-to-face meeting was also held, with two reasons:

- To disseminate the location-based game, and the aims and activities of PREHealth,
- and to play-test the game with real players, also recording their feedbacks and evaluation.

The meeting can also be considered as the **second National Multiplier Event**, organised on 12.06.2019. The event was named as “**Health Day**”, and was organised in cooperation with the City of Győr and Széchenyi István University. Two main target groups were invited to take part: seniors and school children. Altogether 36 adults and 31 students (aged under 14) took part at the meeting and play-testing.

The program lasted from 9:00-12:30, with the first part held at the City Hall, in the form of presentations, and with the second part on the health itinerary, trying and testing the location-based game. **(The**
invitation and the agenda can be found in Annex 2). After the welcoming speech, two short presentations were held. Szörényiné Kukorelli Irén presented the PREHealth project, its aims and activities with a focus on the pilot process of adult education. Then, Honvári Patrícia presented the game itself, how it can be reached and how it can be downloaded. After the presentations, participants formed smaller groups (1 senior group and 4 student-group), downloaded the game, and with the help of group-leaders played through 2 selected routes of the “Győr Health Itinerary”.

After the event, participants went back to the City Hall, and evaluated the game through a questionnaire. Altogether 42 answers were collected, both from children and from seniors. Participants agreed that the game is exciting, with a score of 3.43\(^1\) on a 1-4 scale. Although they enjoyed most of the game-elements, with the highest score of quizzes, children also liked instructions and videos on physical activities, while elder people voted very positively also on information shared on cultural heritage and history. Participants found the instructions and the game-mechanics easy and understandable, however, it is also true, that almost 21\% of them faced some kind of technological problems (most commonly related to the GPS sign of their own devices or game-freeze).

\(^{1}\) Variation of the age groups: seniors: 3.56, children: 3.38
Evaluation of the game by the participants of the Health Day on a 1-4 scale

<table>
<thead>
<tr>
<th>Statement</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel that I was physically active during the game.</td>
<td>3.63</td>
</tr>
<tr>
<td>The game is able to encourage health preservation.</td>
<td>3.57</td>
</tr>
<tr>
<td>The game is interesting and exciting.</td>
<td>3.5</td>
</tr>
<tr>
<td>I feel that with playing the game I did something for my health.</td>
<td>3.44</td>
</tr>
<tr>
<td>I would again try out the game.</td>
<td>3.37</td>
</tr>
<tr>
<td>I would gladly come and play with my family or friends.</td>
<td>3.31</td>
</tr>
</tbody>
</table>

Source: questionnaire survey

As it is also visible on the Figure, participants gave a high evaluation also on other aspects of the game. All of the statements got a score above 3 on a 1-4 scale (where 1 meant “I totally disagree” and 4 meant “I totally agree”). They agreed mostly that during the game-play they were physically active and that the game is indeed able to encourage health-preservation. Furthermore, they also evaluated it as interesting and exciting, and there is also a big likelihood that they will again try out the game (maybe different routes) with family or friends.

After the event, a written article was also published in the local media Győr+, with the title: “Győr Health Itinerary – in the service of health preservation”. (Issued: 21.06.2019) The article presents and promotes the game, also reflecting on the experiences of the “Health Day”.

www.prehealth.eu
Altogether, the dissemination of the pilot results and the location-based game can be considered as successful, since until the finalising of the Action Plan 193 total downloads were reached. Project partners and pilot participants also agreed, that there is a lot of potential for future exploitation and utilisation of the game, therefore project partners also initiate to continue the dissemination of the project results from September, after the project finishes.

**Future cooperation and exploitation**

Since project partners evaluated the Task Force operation, the pilot process of adult education as well as the feedbacks of the designed location-based game positively, they decided to take future actions and cooperation in order to further exploit the results – even after the project finishes. The issue of future utilisation has been discussed also among the Task Force members and on the last pilot meeting, and the following ideas and plans have been raised and considered:

- **Further development of the game.** Although the game itself is already quite complex, pilot participants of the adult education expressed their will to further elaborate on it.
  - Placing new characters and patrons: initially, 20 videos were planned, however, due to several reasons (injuries, lack of time) 15 of them were prepared and integrated in the game. 5 more “patrons” already expressed their will to participate, therefore there is the chance to create further videos and make them available for players.
  - Introducing new challenges and quizzes: from time to time, it would be reasonable to change the quizzes integrated in the game, in order to give new challenges to those players, who have already played it through, and would like to see new elements in these. One of the new ideas is to place quizzes and intellectual challenges, or information on the flora and fauna of green and blue infrastructure in the game, introducing a completely new game-element, and further raise the awareness on the importance of urban open spaces. For this, offers have already been done by one of the pilot participants.
  - Widen the game and introducing new routes: although at the moment, players can choose from 4 routes (and game-play), it would be great to create new itineraries, also in other parts of the city. During the pilot phase, only the initial itinerary of the Inner City has been used, during the Task Force meetings, 2 more itineraries have been created, that could also be ideal locations for future games. Furthermore, during the Health Day, the local councillor of a suburban area of Győr also expressed her will to
cooperate, in order to repeat the game-design process, and create a game concerning that area.

- **Integrating the game and other results of the project into the own programmes/events of the City.** Several events already exist in Győr, which are in connection with health preservation. Therefore, it was agreed to include, promote and use the LBG during these events. One of the concrete ideas is to introduce the game on the next “Mobility Week” during September 2019, in the frame of encouraging people to actively use the urban open spaces.

- **Integrating the game and other results of the project into the curricula of the Széchenyi István University.** Two concrete ideas have been raised and already discussed.
  - Within the Faculty of Sport Sciences, the game and the education process behind it could be further used among students. In the form of seminars, the game mechanics could be explained, and through the participation of students, the game could be further developed and further physical activities/challenges could be collected and placed within the game. Furthermore, the previous results of the literature review and the questionnaire survey could also be useful to learn about the topic of open spaces and health preservation.
  - Within the Faculty of Natural Sciences Pedagogy, the dean expressed his will to integrate the game and the learning process as an interesting tool in the education of future teachers and pedagogues.

- **Invite physical education teachers of primary and secondary schools.** In the frame of a one-day seminar, the LBG could be introduced and tested by them, in order to include it within the physical education curricula. There are several occasions during a school-year (for example health days, sport challenge days, etc.), when children have the chance to go outside the school, and with the instructions of their teacher, play through the game, as an exciting and exceptional PE class. For this, PE teachers need to be informed, preferably through a face-to-face meeting.

- **Invite senior clubs to try out the game.** Within the city, there are several pensioners’ associations and clubs, also with the focus on health preservation and physical activities of elder people. Since the main target group of the game are seniors (at least with the first 2 routes), it would be obvious, to circulate the information among them. Also, pilot participants agreed to offer their help in presenting and trying out the game (preferably in the frame of a presentation or face-to-face meeting with the seniors).

- **Place signboard to reach seniors.** Although the game was primarily designed taking into account the needs of seniors, within this age group the use of digital technologies can be an obstacle. Therefore, pilot participants agreed to try to place signboards on different open spaces (those that are included in the LBG), sharing on-site information with them on different physical activities. Basically, the idea here is to make the PREHealth game “offline”, in order to reach a higher number of the main target group. The discussions and first ideas on the issue have been started, however, during this process, higher amount of infrastructure is needed, preferably through the Municipality.
Annex 1

PROMOTING HEALTH AND WELLBEING ON PUBLIC URBAN SPACES WITH THE HELP OF LOCATION-BASED GAMES

Date: 25th February 2019, Monday, 9:00-15:00
Location: Győr City Hall, Zechmeister Room (9021 Győr, Városháza tér 1.)

Morning session

08:30-09:00 Registration (City Hall, Zechmeister Room)
09:00-09:30 Welcome and greetings
  Dr. Fekete Dávid, City of Győr, vice mayor
  Dr. Lukács Ezszter, associate professor, vice rector for education, Széchenyi István University

09:30-09:50 The PreHealth project: importance of urban public spaces in maintaining the health of city dwellers
  Székelyvári Dr. Kukorélli Irén – professor, project manager, Széchenyi István University

09:50-10:10 Health status in Győr
  Burkaleti Bernadett – sociologist epidemiologist, Győr-Moson-Sopron County Government Office, Department of Public Health

10:10-10:30 Doing for the health culture in Győr
  Mihóczky Bertalanfý Márta – WHO coordinator, Municipality Council of Győr, Health Cities Program

10:30-10:50 Sport developments for the health of city dwellers
  Dr. Bándhidi Miklós, university teacher, Széchenyi István University, Faculty of Sports Science

10:50-11:30 Discussion, questions

11:30-12:00 Coffee break

https://prehealth.eu.wordpress.com/
Afternoon session: The PreHealth pilot phases and piloting in 4 cities

12:00-12:20 Backstage Park Darmstadt
Jun.-Prof. Dr.-Ing. Martin Knöll – Technical University of Darmstadt, Urban Health Games

12:20-12:40 The PreHealth Piloting in Athens
Dr. Fouli Papageorgiou – PRISMA, Centre for Development Studies Athén

12:40-13:00 A location-based game for ill children
Prof. dr. R.C. Remco Veltkamp – University of Utrecht

13:00-13:20 The PreHealth piloting and game concept in Győr
Honvári Patricia – junior research fellow, MTA KRiK

13:20-14:00 Discussion, questions and ideas

14:15 Lunch

15:00-17:00 Optional program
Guided tour on the Health itinerary of Győr (with the employes of “Come to Győr” co.)
The tour is in English language.

17:30 Dinner and social event (only for project partners)
“Cook your own dinner!” – getting a glimpse of the traditional Hungarian cuisine
Mákvirág Gastro Club (Győr, Ady Endre u. 16)

https://prehealthea.wordpress.com/
https://prehealtheu.wordpress.com/
Annex 2

MEGHÍVŐ

Egészség Nap
Ismerkedés a „Győri Egészség Útvonalai”

Győr Megyei Jogú Város Önkormányzata és a Széchenyi István Egyetem tisztelettel meghívja Önt a „PREHEALTH – PROMOTING EDUCATION AND JOBS TO ENHANCE THE USE OF URBAN BLUE AND GREEN INFRASTRUCTURE FOR HEALTH AND FITNESS” (Erasmus+ KA2 Strategic Partnership) projekt keretében megrendezésre kerülő Egészség Napra. A találkozó fő témaköre:

A „Győri Egészség Útvonal” megismerése és a hely-alapú játék kipróbálása

Időpont: 2019. június 12. (szerda), 9:00 – 12:30 óráig
Helyszín: Városháza, Díszterem (9021 Győr, Városház tér 1.)

A projekt hangsúlyt helyez a városi közterületekben (először a zöld és kék infrastruktúrára), célja, hogy megvizsgálja és tudatosítsa az aktív közöthéjasát és a város lakók egészsége és jöllété közötti pozitív kapcsolatot. Ennek érdekében eszközök segítségével hívjuk a helyalkup játékokat is, melyek különösen alkalmazhatóak arra, hogy informális könyvtársban tanulási élményt hozzunk létre, miközben mesterséges és fizikai egészségünket szolgálják.

A rendezvényen való részvétel ingyenes, de regisztrációhoz kötött. Kérjük, részvételi szándékat 2019. június 7-je felhasználásával látogasson fel a következő e-mail címre: honvnyi.natricia@akk.hu

Minden kedves Érdéklődőt szívesen várunk!

További információ: https://prehealtheu.wordpress.com/

https://prehealtheu.wordpress.com/
PROGRAM

08:30-09:00  Regisztráció (Városháza, Diszterem)
09:00-09:10  A meghívottak késztetése

09:10-09:30  A PreHealth projekt és a Győri Egészség Útvonal: Hogyan tegyük játszva az egészségnünkért?
             Horváti Patricia – tudományos segédmunkatárs, MTA KRTK

09:30-10:00  Csoportok kialakítása, felkészülés az Egészség Útvonalra

10:00-12:00  Csoportvezetők segítségével séta és játékos fizikai aktivitás a Győri Egészség Útvonalon

A séta során egy ún. helyalapú játékok fogalmi kipróbálási. A helyalapú játék olyan digitális játék, amelyet egy
moszgásból lévő eszközre terveznek (pl. okos telefon, tablet), és amely a játék elmélyítés közvetlenül összekött a
játékos tartózkodási helyével. A helyalapú játékok kínáló oktatási lehetőségeket kínálnak, és különösen alkalmazak
arral, hogy informált környezetben hozzunk létre tanulási elmélyítő
A Győri Egészség Útvonal célja, hogy olyan játékos mozgás-formát kínáljunk, amely bármikor használható, a
modern kor digitális technológiájára épít, ezzel összehangolva minden korosztályt a függetlenül a fintalki aktivitás növelésére és
egészségünk megőrzésére
A séta során mindenki kipróbálhatja a Győri Egészség Útvonal nyújtotta lehetőségeket, ideális esetben kisebb
csoportokban (6-7 fő). A program során több variációból is lehet választani, a közvetlenül a komolyabb függetlenül a fintalki
aktivitás nyújtó feladatokig
Szükséges eszközök: kényelmes ruházat, csoportokhoz legalább egy okostelefon vagy tablet.

12:00-12:30  Visszaérkezés a Városháza elé, a program (és a játék értékelése), program zárása.