

LIVE  
WEBINAR

18 November 2020  
14:00-15:30 CET

# The Impact of Corona Measures on the Lifestyle of Our Children

Youth Health Community

## Programme

14:00 - 14:05

**Welcome** by Samme Allen, event moderator  
**Opening words** by Prince Pieter-Christiaan of Orange-Nassau, member of the Dutch royal family and JOGG-ambassador

14:05 - 14:20

**The impact of Covid-19 measures on the lifestyle of children in The Netherlands and the Dutch approach for a healthy lifestyle** by Marjon Bachra, Managing Director of JOGG and Youth Health Community, Netherlands

14:20 – 14:35

**Reflection on the situation and response in New Zealand** by Boyd Swinburn, Professor of Population Nutrition and Global Health, University of Auckland, New Zealand

14:35 – 14:40

**Energizer** by Herre Zonderland, former Dutch Olympic gymnast

14:40 – 15:20

**Panel discussion on the impact of Covid-19 measures on the lifestyle of our children** with, amongst others,  
- Jo Jewell, Nutrition Specialist at UNICEF Headquarters, USA  
- Silvia Bucur, President of PRAIS Foundation, Romania  
- A Representative of the Dutch Ministry of Health

15:20 – 15:30

**Key messages & joint call to action**

## Speakers



**Marjon Bachra** the Managing Director of the Dutch JOGG organization and the Director of Youth Health Community. JOGG promotes a healthy weight for young people in the Netherlands by reshaping the environment

of our youngsters using a community-based approach and a range of projects and campaigns. Recently, JOGG established an international learning community, Youth Health Community, which brings together programmes from around the world that promote a healthy weight for young people.



**Boyd Swinburn** is Professor of Population Nutrition and Global Health in the School of Population Health, University of Auckland. He trained as an endocrinologist but is now a public health physician and conducts research on

community and policy actions to prevent childhood and adolescent obesity, and reduce, what he has coined, the 'obesogenic' food environment. Boyd chairs and contributes to a number of international obesity prevention initiatives and organisations.



**Jo Jewell** is Nutrition Specialist at UNICEF Headquarters focusing on the prevention of overweight and obesity of children. Before joining UNICEF, Jo worked at WHO's Regional Office Europe.

According to UNICEF, worldwide, 2 in 3 young children do not receive the right combination and diversity of foods for optimal nutrition. Not eating enough healthy foods in early years prevents children from growing properly.



**Silvia Bucur** founded PRAIS Foundation in 2002. Since then she set up 15 community-based projects based on the guiding principle: "Let's choose a different kind of progress! We shall be the strong voice that promotes: a world

with access to education, culture and moral values, a healthy lifestyle, the care for nature, and the joy of living!" She is an active member of Youth Health Community and enjoys sharing CSR/ social marketing movements she has initiated such as "I'm Living Healthy Too!" and "We are the moving generation!".



Being the moderator of this online event, **Samme Allen** is excited to help support the discussions, the sharing of best practise to help children have the positive and healthy lifestyle they deserve. Samme is an award winning, in demand virtual emcee, moderator and meeting designer working with global audiences from communities, international associations and companies.



**Prince Pieter-Christiaan of Orange-Nassau** is a member of the Dutch Royal Family and has been an ambassador for JOGG since 2014.