

Toolbox

Preparing and organising the ABCD festival

Jasmijn van Heijst, 2025



Index

Preparing and organising the ABCD festival	1
1. Project summary	4
2. The context of the project.....	6
3. Finding a partner	7
4. Manual for co-design process	8
5. Manual for organising the ABCD festival	10
5.1. Organisation timeline.....	10
5.2. Communication and promotion	13
5.2.1. Registration and tickets.....	13
5.2.2. Communication style and plan.....	13
5.3. Programme	14
5.4. Volunteers	16
5.5. Reception	18
5.6. Market stands	19
5.6.3. General	19
5.6.4. Physical measurements stand.....	19
5.6.5. Sleep	21
5.6.6. Nutrition.....	21
5.6.7. Movement	22
5.6.8. 5G and sleep.....	23
5.6.9. ENCOUNTER.....	23
5.7. Timeline of ABCD results	25
5.8. Quiz.....	26
5.9. Puzzle quest.....	27
5.10. Photo booth	28
5.11. Sleep workshops	29
5.12. Evaluation and wrap-up	30
5.12.10. Evaluation.....	30
5.12.11. Wrap-up	30
6. Best practices	31
6.13. Setting a timeline for the co-design process.....	31
6.14. Finding a partner	31
6.15. Recruitment of co-designers.....	31
6.16. Co-design sessions.....	32
6.17. Feedback session	33

6.18.	Planning the event	33
6.19.	During the event.....	34
6.19.12.	Worth it	34
6.19.13.	Not worth it.....	35
6.20.	Communicating the event.....	35
6.21.	Evaluating the event.....	35
Supplementary files.....		36
1.	Supplementary files for co-design process	37
1.1.	Recruitment for co-design sessions.....	37
1.1.1.	Mail to invite ABCD participants to sign up for co-design sessions	37
1.1.2.	Sign-up sheet	39
1.1.3.	Information letter.....	44
1.1.4.	Confirmation email after sign-up.....	46
1.1.5.	Email after confirmation via phone	47
1.1.6.	E-mail invitation for feedback session.....	48
1.1.7.	Sign-up sheet for feedback session.....	49
1.2.	Co-design sessions.....	51
1.2.8.	Plan for co-design session 1	51
1.2.9.	Mentimeter for co-design session 1	54
1.2.10.	Plan for co-design session 2	55
1.2.11.	Plan for co-design session 3	58
1.2.12.	Worksheet session 3	61
1.2.13.	Mentimeter for co-design session 3	64
1.2.14.	Plan for feedback session	65
2.	Supplementary files for ABCD festival.....	67
2.4.	Communication	67
2.4.15.	Communication plan	67
2.4.16.	Communication style.....	71
2.5.	List of materials	74
2.6.	Instructions for reception ABCD festival	76
2.7.	Quiz questions	77
2.8.	Puzzle quest materials	81
2.8.17.	Criss-cross puzzle	81
2.8.18.	Questions for puzzle quest	82
2.8.19.	Puzzle quest - answers.....	83
2.9.	Infographics for the ABCD year overview 2024	85

1. Project summary

Figure 1 is a visual summary of the project. Each step from Figure 1 is indicated in the text of this manual using the corresponding number. The co-design steps are discussed together in a separate section of this manual.

In this project, we aimed to develop communication activities to disseminate the results of the Amsterdam-Born Children and their Development (ABCD) study among 19/20-year olds. The whole project took place from April to December 2024.

(Step 1) This project was an extension on the European-funded GOLIAT project, which focuses on the effects of 5G radiofrequency electromagnetic fields (RF-EMF) exposure on cognitive function, mental health and sleep in children, young adults and workers. With the prospective multi-ethnic Amsterdam Born Children and Development (ABCD)-study we participate in GOLIAT with existing data collected at age 11-12 year and with new data-collections in 19-20 year-olds in 2024. (2) In this project, we partnered with the Dutch science museum NEMO in Amsterdam. NEMO contributed in the spirit of their exposition Living Loonger, about the science of healthy life extension and lifestyle.

(3) To ensure relevance and interest among the target population, young adults with different migration backgrounds, social-economic status, and gender were recruited from ABCD participants to form a co-design group of 14 co-designers. (4) With this group, we held 3 in-person co-design sessions to identify health-related themes that the group found interesting, as well as select appropriate communication activities. We used a structured shared-decision making approach, wherein the co-designers determined the outcomes within the practical limits of budget, time, and possibilities set by NEMO and ourselves. Within those limits, they were completely free to come up with ideas and select the best ones. (5) The outcome of the shared-decision making process was the concept of an event about sleep, movement behaviour, and nutrition, that included an interactive market, workshops, and a quiz.

(6) We worked on making this event, later titled the ABCD festival, a reality. We made a preliminary programme and organisation timeline in consultation with NEMO and asked (ex-)ABCD researchers for their input and help. (7) We also made a communication plan. (8) We discussed the programme, music, and communication plan with 3 of the co-designers in a feedback session. We adjusted our plans based on their feedback and finalised the event organisation. (9) On 30 November 2024, we held the ABCD festival at NEMO De Studio. (10) We evaluated the festival in the two weeks afterward with visitors, ABCD researchers, and NEMO De Studio. (11) Afterwards, we sent all ABCD participants an impression of the ABCD festival in a year overview, including an aftermovie. (12) Finally, we created this toolbox.





Figuur 1. Project summary with steps of co-design and organisation process of the ABCD festival. The light blue steps are specific to the co-design process.

2. The context of the project

1

Determine the context of the project, including scientific and societal relevance, as well as the project funder.

The 2024 project was developed for the prospective multi-ethnic Amsterdam Born Children and Development study, or ABCD study. The ABCD study is a large-scale and long-term research study into the health of 8,000 children born in 2003-2004 in Amsterdam. The ABCD study investigates in particular which factors during early pregnancy or in the first years of life influence the health of these children. The study is unique in its design, multi-ethnic composition, and completeness of data collection and analysis.

This project was funded as a dissemination activity of the European-funded GOLIAT project, which focuses on the effects of 5G radiofrequency electromagnetic fields (RF-EMF) exposure on cognitive function, mental health and sleep in children, young adults and workers. The ABCD study participated in GOLIAT with data-collections in 19-to-20 year-olds in 2024. One of the work packages of GOLIAT is directed at the development of communication activities to disseminate the results among the citizens and local authorities. We broadened the results to other health outcomes and translated the work package to the Dutch society, with views from young adults with different multi-cultural backgrounds.

Our goal was to give back to ABCD participants some of the knowledge, encompassing from pregnancy to young adulthood and that we gained through ABCD research, in an attractive way. We also aimed to make the ABCD study better known. Furthermore, we wanted to increase involvement of the ABCD participants with the ABCD study. All materials generated for this activity are published on our website and shared with partners within the GOLIAT project to enable replication in other countries.

3. Finding a partner

2

Find a partner organisation to help with the dissemination activity. This partner will help you organise the dissemination activity and provide expertise in dissemination. An established relationship with the partner, as well as mutual interest in the topic, are beneficial to the collaboration. Ideally, the partner organisation and yourself have mutual benefit of the event, you have an established relationship, and you have mutual interest in the topic.

For example, for the 2024 edition of the ABCD festival, we approached science museum NEMO to become our partner. We had previously collaborated with NEMO before for measurement days. Moreover, we knew there was a large room available next to the exhibition Living Loonger, which matched the public health theme.

Early in your collaboration with the partner, decide together on the scope of the activity:

- The **challenge** (or problem or question) of the activity: what problem is the activity supposed to solve?
- The **trigger** for the activity: why now?
- The **target** of the partners: what 'bigger goal' does the activity serve?
- The **intended result** of the activity: what does each partner want to achieve as a direct result of the activity? Formulate as SMART goals.
- The **demarcation** of the activity: what is not part of the activity? Where does the activity stop? What happens afterward?
- The **effects** of the activity: what are other (positive or negative) consequences of the activity, aside from the intended result?
- The **conditions** of the activity: what conditions and boundaries apply to the activity, e.g. time, resources, location? What are the preferences for collaboration - how often will you meet, what commitment is necessary of each partner?
- The **relation** of the activity to other activities: is the activity related to other (dissemination) activities? If yes: how?

4. Manual for co-design process

In co-design, stakeholders work together to create a product. Every stakeholder's input is taken seriously, as experts of their fields or lived experience, and contributes to the outcome of the design. These stakeholders worked as co-designers to determine the topic and form of the final product. The outcomes of the co-design sessions function as the blueprint for the final product. Ideally, the co-designers actively contribute to making the ideas into a product or organising the event. In the case of the ABCD festival, the stakeholders were ABCD researchers, ABCD participants, and NEMO De Studio.

The input of the co-designers should be leading for the organisation of the event. Coordinators should explain the project and the parameters and ask probing questions. They must avoid guiding the co-designers in a certain direction. Coordinators are also responsible for giving co-designers the freedom and tools to come up with (realistic) ideas and to create a safe space to share ideas.

The steps for the co-design process are:

1. First preparations
2. Recruit co-designers
3. Further preparations
4. Have the co-design sessions
5. Wrap up the co-design sessions and next steps
6. Feedback session

1. First preparations



Decide what the goal is of the co-design sessions. Decide what steps you need to do to get there.

Design the rest of the preparation, number and length of sessions, number of participants, and plan for the sessions based on these steps.

Make a first draft plan for the sessions.

Decide on the location and dates. Determine what rewards/compensations participants of the sessions get.

2. Recruit co-designers

Decide what you want the co-designer groups to look like in terms of characteristics (e.g. as diverse as possible or a representation of the study participants or of the population). Determine your inclusion criteria for recruitment based on this goal, as well as the order of recruitment of different subgroups.

For the participants that meet your inclusion criteria, start recruitment:

- a. Send invitation email to participants (Supplement 1.1.1), with link to safe online sign-up form (Supplement 1.1.2). In the form, include a link to an information letter (Supplement 1.1.3). You can do this in multiple recruitment waves.
- b. Participants sign up via the form.
- c. Send an email to these participants to confirm that they have signed up and that you will call them to confirm the dates (Supplement 1.1.4).
- d. Call the sign-ups to confirm the dates of the co-design sessions they will attend.
- e. Send a confirmation email with all necessary information. (Supplement 1.1.5)
- f. On the day of the co-design sessions, send a reminder text to those participants who confirmed their attendance for that session.

3. Further preparations

You probably cannot cover all topics from your study, so make a preselection of health topics. For the ABCD festival, we pre-selected possibly relevant topics based on input from ABCD researchers, ABCD interns, and research in literature and websites for young adults by municipal health services. Include your contact person from the partner organisation in the co-design sessions.

Make a plan for each session.

Prepare the materials for each session.

4. Have the co-design sessions



Follow your plan for the co-design sessions.

Present the project and the background. Give a clear goal for the project and for each co-design session. Explain how the co-design sessions fit into the larger project.

Explain the practical constraints for the project, such as timeline, available materials, and budget.

The contents of the co-design sessions depend entirely on your plan. We recommend reserving time to get to know each other - especially in the first session - and time for warm-up and wrap-up exercises in each session.

One facilitator makes session notes.

Ask the co-designers to fill in relevant forms for their compensation.

At the end of the last co-design session, ask the co-designers to evaluate the sessions. Moreover, ask them if and how they want to keep in touch and/or help with the next steps. If applicable, ask them to participate in the feedback session.

5. Wrap up the co-design sessions and next steps



Make sure that co-designers receive their compensation in a timely manner.

Take the output from the co-design sessions as the framework for the event or product, and start organising from there. Regularly go back to the output and session notes to ensure you stick to them - or at least their spirit.

6. Feedback co-design session



plans.

Organise a feedback session in the early stages of the planning process, after you have drafted a plan/programme for the product or event and communication plan. This can be weeks to months after the co-design sessions. In the feedback session, co-designers can give feedback on your plan for the product or event, and thereby 'steer' your

- a. Make a plan for the feedback session.
- b. Send the co-designers an e-mail with an invitation to the feedback session (Supplement 1.1.6) and a link to a sign-up sheet (Supplement 1.1.7).
- c. Confirm sign-up via phone.
- d. On the day of the feedback session, send a reminder text to those co-designers who confirmed their attendance.
- e. Hold the feedback session. Evaluate the feedback session at the end.
- f. Give an update about the things discussed in the feedback session to all co-designers, including the ones who did not attend the feedback session.
- g. Adjust the planning for the product or event based on the input from the feedback session.

The feedback session is still part of the co-design process, but is centred on gathering feedback rather than design input. Do not skip this step!

The plans and other materials for the co-design sessions and feedback session in July 2024 can be found in Supplement 1.2.

5. Manual for organising the ABCD festival

5.1. Organisation timeline



The timeline for the ABCD festival on 30 November 2024 is presented in Table 1.

Table 1. Organisation timeline for the ABCD festival		
When	For co-design sessions	For ABCD festival
April-May		Find a partner. Set date for possible event with partner organisation. Find location. Set up a preliminary budget.
May-Jul	Prepare, recruit for and hold co-design sessions based on your own plan.	
Jul		Present results of co-design session to ABCD researchers. Ask for feedback. Decide on workshops and find experts who can give them.
Mid Jul		Meet with partner organisation. Discuss outcomes of co-design sessions and brainstorm how to translate these to a programme. Discuss next steps, timeline, how many visitors, potential tools, people who can help.
Mid-end Jul		Make first draft of programme.
Beg Aug	Send save the date of ABCD festival to co-designers.	Decide on food and drink options and sign-up fee. Make list of potential volunteers. Evaluate - do you need extra help? Should you cut some programme elements to make it more doable?
Beg-end Aug		Make and execute plan for contacting volunteers. Share first draft of programme with ABCD researchers. Create taskforces of ABCD researchers.
Mid Aug		Meet with partner organisation. Discuss programme.
Mid-end Aug	Recruit for feedback session. Prepare feedback session.	Make communication plan. Write message about ABCD festival for ABCD newsletter. Finalize budget.
Beg Sep	Hold feedback session.	Visit location.
Beg-end Sep	Send update to co-designers.	Discuss ABCD festival with interested volunteers. Invite selected volunteers to meeting in mid Nov. Recruit taskforces for programme elements (market stand, posters with timeline of

		<p>ABCD results, quiz, puzzle quest), explain their tasks, and discuss next steps. Do your own follow-up tasks.</p> <p>Hire workshop leader.</p>
Mid Sep		<p>Meet with partner organisation. Discuss outcomes of feedback session. Adjust plans for ABCD festival if necessary.</p> <p>Put the festival on the ABCD website.</p>
End Sep		<p>Refine programme.</p> <p>Make sign-up form.</p> <p>Hire videographer, photographer, a.o.</p> <p>Evaluate - do you need extra help?</p>
Beg Oct	<p>Send update to co-designers.</p> <p>Remind co-designers to sign up and invite family and friends.</p>	<p>Prepare invitation email to ABCD participants.</p> <p>Find quiz host.</p>
Beg-mid Oct		<p>Follow-up tasks and meetings. Prepare materials.</p>
Mid Oct		<p>Open sign-up for ABCD festival.</p> <p>Send invitation e-mail to ABCD participants.</p> <p>Start posting on Instagram.</p> <p>Hang up poster at location and/or partner organisation.</p> <p>Put the sign-up form on the ABCD website.</p> <p>Evaluate - do you need extra help?</p>
Beg Nov		<p>Visit location with partner organisation.</p> <p>Discuss layout, power supply, materials present.</p> <p>Discuss transport of materials to location.</p> <p>Make task division for volunteers.</p> <p>Discuss contents of video with videographer.</p>
Mid Nov	<p>Send update to co-designers.</p>	<p>Deadline for submitting all materials that must be printed professionally (posters and timeline!). Send these materials to the printer.</p> <p>Have meeting with all volunteers. Discuss the festival, programme, and task division (also send this info per email). In second half of the meeting with only market stand hosts, discuss each stand and give tips to each other.</p>
Week before		<p>Make a schedule and plan for the day of the festival.</p>
3 days before		<p>Buy or make final materials (finalised schedule, signs, name badges, thank you gifts for volunteers, quiz, programme, tickets for workshop, etc.). Have materials ready for transport.</p>
End Nov		<p>Transport materials to location</p>
End Nov		<p>ABCD festival</p>

Beg Dec		Evaluate ABCD festival with ABCD team. Evaluate ABCD festival and cooperation with partner organisation. Send evaluation to sign-ups and show-ups. Carry out dissemination tasks of communication plan.
Beg-end Dec		Make item of ABCD festival for year overview for additional dissemination. Write story about ABCD festival for APH website.
Mid Dec	Send final thank you e-mail to co-designers.	Discuss first draft of video.
Beg Jan		Finalise video. Incorporate video into ABCD year overview and send it.

5.2. Communication and promotion

5.2.1. Registration and tickets

Decide if visitors of the ABCD festival have to pay for entry tickets. A sign-up fee has pros and cons. On one hand, a small sign-up fee would probably help to reduce the number of sign-outs and no-shows. Furthermore, it would give a more realistic expectation of the number of visitors. On the other hand, we expect that less people would sign up with a sign-up fee. In addition, the size of the fee is important - €5 can feel suspiciously cheap, and the audience trusts the quality more when they have to pay €15 for a ticket. For the 2024 edition, entry tickets were free of charge.

Create a sign-up sheet that potential visitors can fill in (e.g. via Microsoft Forms or Google Forms). Include a question to give consent to being photographed or filmed during the festival. Include sending and monitoring of sign-ups in your communication plan (see Supplement 2.4.14).

5.2.2. Communication style and plan



Make a communication plan, which details the target audience, key messages, communication channels, timeline, and event highlights. Supplement 2.4.14 is the communication plan for the ABCD festival 2024, including a schedule for Instagram posts and one for other dissemination actions. In 2024, we hired a videographer to make an aftermovie of the festival.

For all communication, use a consistent communication style for all materials of the ABCD festival. This includes all promotional materials, but also posters, signs, and programme. In this way, all materials are instantly recognisable and have a professional look. The communication style of the ABCD festival 2024 can be found in Supplement 2.4.15.

5.3. Programme



Figure 2 depicts the programme for the ABCD festival 2024. Figure 3 is a map of the main room for the ABCD festival 2024. The list of materials for the ABCD festival 2024 can be found in Supplement 2.5.

The 2024 edition of the festival took place from 15:30-18:30h on 30 November 2024 at NEMO De Studio, then a separate location of the NEMO Science Museum located on the Marineterrein in Amsterdam. We selected the time and date based on the availability of De Studio, but also because the co-designers indicated that they were most likely to visit such an event on Saturday afternoons. The ABCD festival took place in the main room (approx. 12m x10m with a stage) and a smaller workshop room. Based on the capacity of the room, the maximum number of visitors possible was 75. There were 6 market stands in the main room, one each about: sleep, sleep and 5G, movement behaviour and physical activity, physical measurements, nutrition, and the ENCOUNTER art project. The hosts for the workshops on sleep hygiene and the ENCOUNTER market stand were paid external experts.

During the programme, visitors had free access to the exposition Living Looonger. In this exposition for adults, visitors could explore the topics of getting older, staying young, and mortality. Normal museum visitors that had bought a ticket to the museum exhibition could join the ABCD festival activities for free.

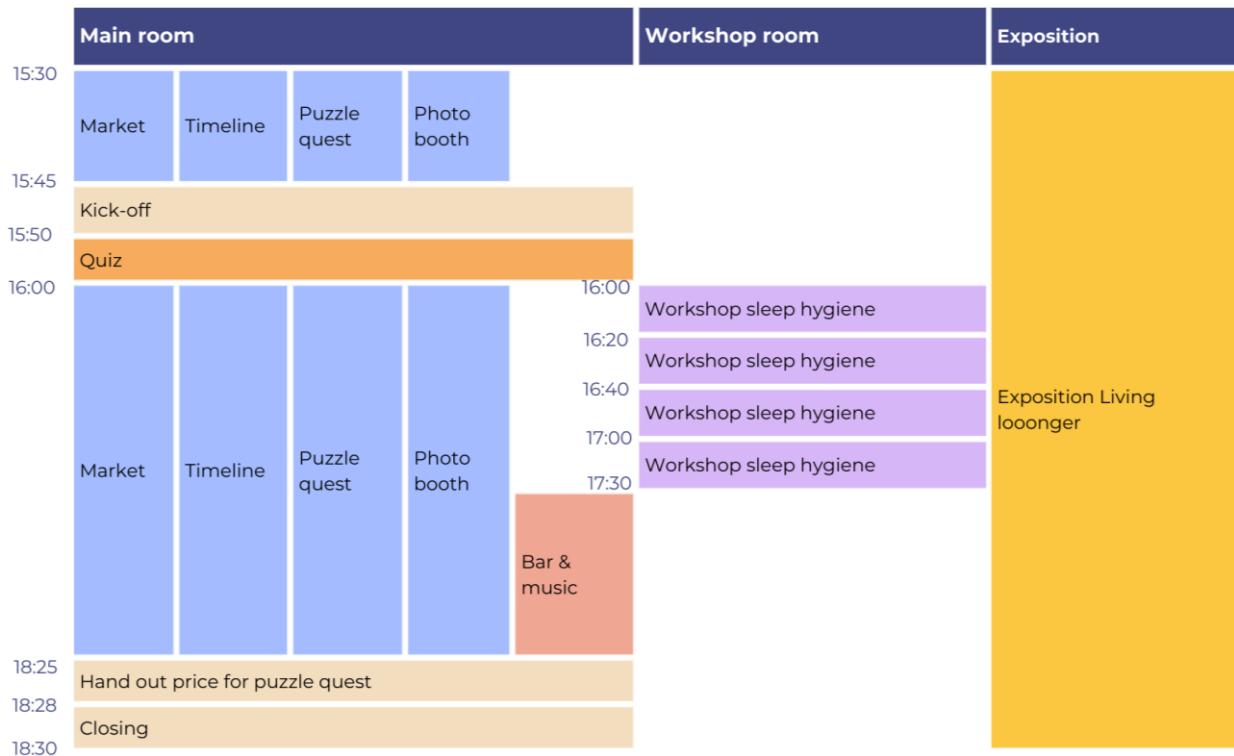


Figure 2. The programme for the ABCD festival in 2024.

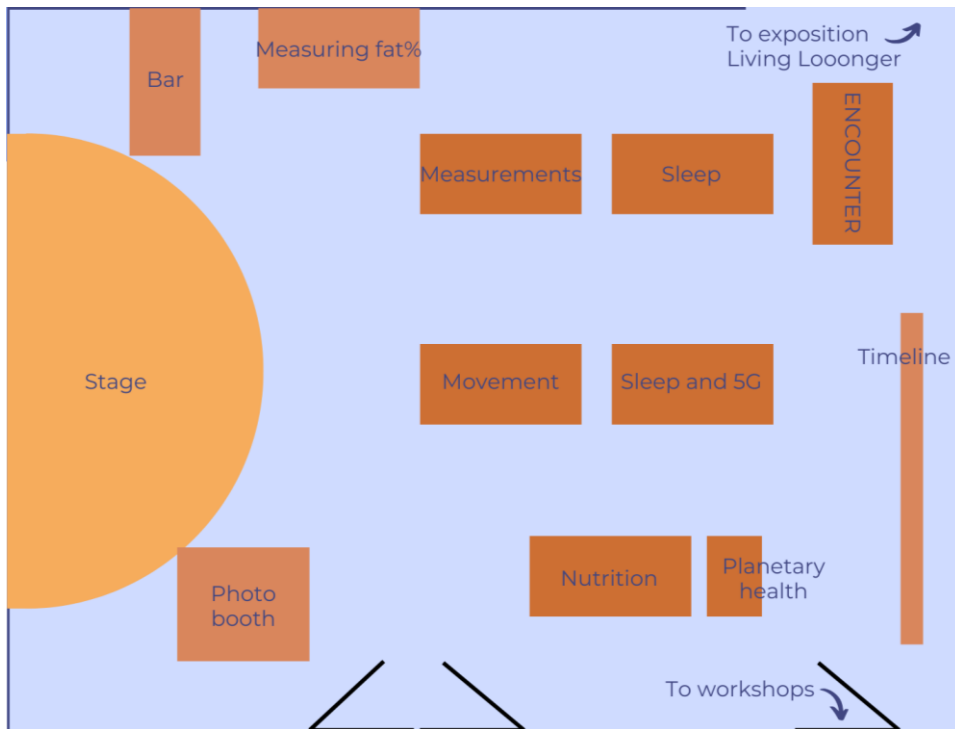


Figure 3. Map of the main room of the ABCD festival in 2024.

5.4. Volunteers

Recruit experts for the market stands, as well as volunteers to help with setting up and breaking down, open and close the event, host the quiz, help with little tasks during the event, and host the reception.

- 2 event coordinators of the festival: the event coordinators are also the organisers of the festival. They ensure that the festival runs smoothly and coordinate the volunteers. They do not engage in large tasks during the festival, but can take up small tasks and assist volunteers when necessary. In addition, they ensure that all materials are present and communicate with volunteers and suppliers. The coordinators have organised the festival and know all the specifics of the programme, tasks, and materials. Ideally, they divide these tasks amongst themselves.
- At least 6 volunteers for the market: 1-2 volunteer(s) for each market stand. This volunteer must be an expert in the topic of their stand (e.g. a researcher on physical activity for young adults for the physical activity market stand). Before the festival, they help make the poster and game for their stand. Ideally, they are responsible for creating the contents of the stand and making the stand a success (in collaboration with the festival coordinators). During the festival, they actively talk with visitors about their topic and play an interactive game with them about the topic.
- 4-6 volunteers for the reception: the reception is manned by 4-6 volunteers in teams of 2 with shifts of 45 min. These volunteers register attendance, give visitors necessary information and documents, and help with registering for the workshops. They can also help out with setting up and breaking down the festival.
- 1 volunteer to host the quiz: this person is the host ('emcee') of the quiz, reads out the questions, and creates a fun and exciting atmosphere. They also hand out the prizes for the quiz. In advance, this volunteer familiarizes themselves with the questions. The emcee should come across as enthusiastic and approachable. They can also be a volunteer or market stand expert.
- 1 volunteer to change the slides for the quiz: this person changes slides for the quiz. In advance, this volunteer familiarizes themselves with the questions. Ideally, they practice the quiz at least once with the quiz host. As the market is paused during the quiz, this volunteer can also be a market stand expert.
- 1 volunteer to open and close the festival: this person welcomes the visitors at the beginning of the programme and thanks the visitors, volunteers, and location at the end of the programme. They also make announcements and ask visitors to scan the QR code at the reception to evaluate the ABCD festival when they leave. This volunteer knows the ABCD study and is at ease with speaking in front of an audience. In advance, they prepare the welcoming and closing remarks. As the other programme components are paused during opening and closing, this volunteer can also be a market stand expert, quiz host, or reception host.
- 6-8 volunteers for setting up the festival: these volunteers help prepare the festival, including setting up and decorating the market stands and reception, hanging up the posters and timeline, and preparing the workshop room. They start about 2,5 hours before the beginning of the festival. These volunteers can also help with other tasks during the festival.
- 6-8 volunteers for breaking down the festival: these volunteers take down the decorations, tidy up the rooms, break down the market stands, clean, and make sure all materials are ready for transport. They stay from the end of the festival until cleaning is done. These volunteers can also help with other tasks during the festival.

About 1-2 weeks before the festival, have a meeting with all volunteers in which you explain the set-up and topics of the ABCD festival, the programme, the task division, and when each volunteer needs to be present. Furthermore, have a meeting with the market stand experts to discuss the stands together and give each other tips. You can combine these meetings.

5.5. Reception

What

- Desk where visitors can sign in and receive information and documents.

Preparation

In advance

- Make a schedule for the volunteers at the reception. Make sure the volunteers rotate and that there are always at least 2 volunteers hosting the reception.
- Make a signpost for the reception.
- Make an online evaluation form, in which visitors can evaluate the ABCD festival. Print a sign with a QR code to the evaluation form.

Preparing the reception

- Needs to be there: printed instructions for reception (Supplement 2.6), schedule for reception hosts, sign-up list, sign 'Reception', forms for planetary health (30x), sheets with empty criss-cross puzzle (as many as there are expected visitors), pens, 1 sheet with correct puzzle quest answers, box for puzzle quest submissions, VVV gift card of €30 in fancy envelope, QR code to evaluation form.

Hosting the reception

- See Supplement 2.6 for the instructions for the reception.
- Each next volunteer is responsible for showing up in time at the reception for their shift.
- Keep the puzzle quest answers and gift card at the reception until the selection of the prize winner.

5.6. Market stands

5.6.3. General

What

- 6 market stands, each with their own subject, expert, poster, and interactive game(s).
- Participants are free to walk along the market.

Preparation

In advance

- Have a meeting with the market stand experts to discuss the stands together and give each other tips.

Preparing the market

- Volunteers: at least 1 expert for each stand, specializing in the topic of their stand.
- Needs to be present: market stands, gaffer tape, extension chords, poster hangers, poster buddies, painter's tape, thin rope/wool.
- Where necessary, use extension chords to provide power to relevant stands. Tape down the extension chords using gaffer tape.
- Use the poster hangers, poster buddies, painter's tape, and rope to hang up the posters and/or other materials for the stands.

Hosting the market stands

- Experts actively seek out each visitor and engage in discussions about the health topic of their stands, potentially based on the posters. They can also talk about visitors' experience as an ABCD participant/parent.
- Experts invite visitors to play the interactive game(s) at their stand and guide them through the game(s).

5.6.4. Physical measurements stand

What

- Poster about fat percentage and waist circumference
- Measure your fat percentage and waist circumference
- Competition: who has the highest grip strength? Put your grip strength on the pin-up board.

Preparation

In advance

- Make and print the poster (1x A1) and health passport (30x A5)
- Prepare the pin-up board with measuring tape. Pin/tape a length of measuring tape (20-45 kg) at the top and another (45-70 kg) halfway down the board (see Figure 4).

Preparing the stand

- Needs to be at the stand: poster, poster hanger, measuring tape for waist circumference, grip strength measuring device, thumbtacks, prepared pin-up board, BIA stickers, BIA meter, calculator, 30x health passport, printed fat percentage measurement, example of fat percentage calculation, research bench, pens, strips of paper, decorations.
- Hang up the poster with the poster hanger and the prepared pin-up board with some rope.
- Set up the research bench and the BIA meter.
- Decorate the stand.

Health passport

- Talk to the participant about their health, and explain the added value of fat percentage to BMI to indicate a healthy weight. Ask if they want to measure their fat percentage, waist circumference, and grip strength.
- Give the participant a health passport.
- The participant can write down the fat percentage, waist circumference, and grip strength on the health passport.

Measure fat percentage

- Measure the participant's fat mass and fat-free mass using the BIA meter.
- Explain how to calculate the fat percentage from the fat mass and fat-free mass using the example and calculator.

Measure waist circumference

- The participant stands up straight.
- The participant breathes out.
- Measure the waist circumference using the measurement tape on bare skin between the lowest rib and highest point of the pelvis. Not too tight.

Grip strength

Measure grip strength

- Set the grip strength meter to 0.
- The participant squeezes the grip strength meter as hard as they can with their dominant hand.
- The grip strength meter now shows the participant's grip strength.

Competition

- Write down the (first) name of the participant on a strip of paper.
- With a thumbtack, pin the name of the participant on the pin-up board on the number that represents the participant's grip strength (see Figure 4).
- Participants can easily compare their grip strength to that of others using the pin-up board.

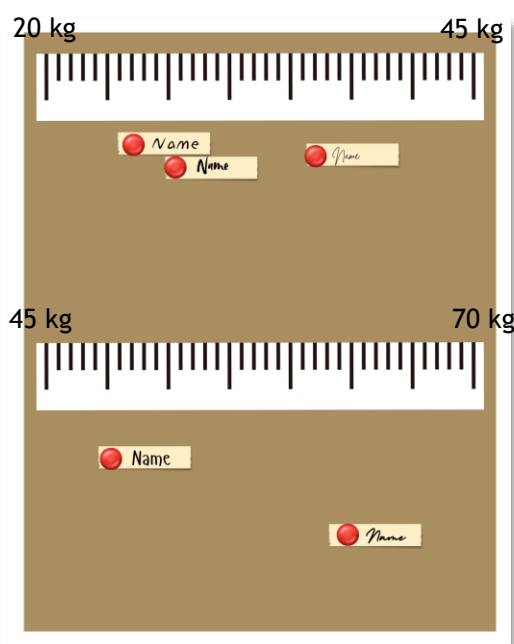


Figure 4. Pin-up board for grip strength competition.

5.6.5. Sleep

What

- Poster about sleep chronotypes
- Fill in the quiz and find your chronotype

Preparation

In advance

- Make the chronotype cards.
- Make and print the poster.
- Charge the tablet.

Preparing the stand

- Needs to be at the stand: poster, poster hanger, decorations, cards with chronotypes, plushies of dolphin and bear, tablet with internet access.
- Hang up the poster with the poster hanger.
- Decorate the stand with the decorations and plushies.

Finding your chronotype

- Talk to the participant about healthy sleep rhythms.
- The participant scans the QR code on the poster using their phone or the tablet. This QR code leads them to this chronotype quiz: <https://sleepopolis.com/chronotypes-quiz/>
- The participant fills in the chronotype quiz. The quiz gives them their chronotype.
- Give the participant a card of their chronotype with tips. Give them additional sleep tips if they want them.

5.6.6. Nutrition

What

- Poster with ABCD results about energy balance and diet quality
- Poster comparing Schijf van Vijf and planetary health diet
- Energy balance memory
- Spot the difference: do you eat enough vegetables/fruit? Compare your intake with the guidelines.
- Calculate your energy demand
- Eat fruit and vegetables

Preparation

In advance

- Make and print the posters, games, and sheet with information about energy requirement.
- Charge the tablet.

Preparing the stand

- Needs to be at the stand: posters, poster hanger, decorations, fruit and vegetables, spot the difference memory, energy balance game, sheet with energy requirement information, mailbox, globe.
- Hang up the poster with the poster hanger.
- Decorate the stand with the decorations.
- Put the globe and mailbox on one side with the poster about the planetary health diet.
- Lay out the spot the difference game.
- Lay out the cards of the energy balance memory face-down in a grid.

Energy balance memory

- Each card contains either a food/drink or a form of physical activity. The deck consists of sets of 2 cards: a food/drink with calories specified, matched with a form of physical activity that burns exactly that amount of calories.
- Participants play 1 against 1. The goal of the game is to match the most foods/drinks with their matching form of physical activity. You check the sets to see if they are correct!
- Normal memory rules: Participant 1 flips two cards. If they are a set, they get to keep it and try again. If the cards are not a set, they must put the cards back and their turn ends. When all cards have been matched, the player with the most cards wins.

Calculate energy requirement

- The participant scans the QR code on the poster using their phone. This leads them to an energy requirement calculator.
- The participant fills in the questions. The calculator gives them their energy requirement.
- Explain what this number means: this is the amount of calories the participant needs to eat/drink each day to stay at the same weight.

Spot the difference

- Ask the participant: do you think you eat enough vegetables/fruit?
- Tell the participant the recommended amount in grams.
- Ask the participant for the second time: do you think you eat enough vegetables/fruit?
- Show the participant the recommended amount on a plate on a picture.
- Ask the participant for the third time: do you think you eat enough vegetables/fruit?

Planetary health

- Talk to visitors about their interests and worries regarding planetary health.
- Encourage visitors to fill in the form about planetary health (which they got at the reception) and to put these in the mailbox.

Give fruit

- Give a piece of fruit to every visitor who wants some.

5.6.7. Movement

What

- Poster about movement behaviour of ABCD participants
- Information about movement guidelines
- Roll for physical activity exercises and do them with a personal trainer

Preparation

In advance

- Make and print the poster, sheet with exercises, and movement guidelines.

Preparing the stand

- Needs to be at the stand: personal trainer, poster, poster hanger, decorations, giant dice, sheet with exercises, movement guidelines, GGD cards about healthy lifestyle.
- Hang up the poster with the poster hanger.
- Hang up the movement guidelines.
- Put the movement guidelines on the table.
- Hang up the sheet with exercises. Put the giant dice closeby.

- Decorate the stand with the decorations.

Roll for physical activity exercises

- The participant rolls the giant dice.
- Together with the personal trainer, the participant does the physical activity exercise that corresponds to the number that they rolled. The personal trainer explains what muscles you train with this exercise.

Fill in the GGD cards about healthy lifestyle

- The participant fills in the GGD cards about healthy lifestyle. The participant picks one goal that is achievable. The plans should be as specific as possible, including a trigger, what they feel or see/hear in that situation, and what action they will take.
- The participants takes home the completed card and puts it in a visible location (like on the fridge).

5.6.8. 5G and sleep

What

- Poster about 5G and sleep
- Answer questions about 5G exposure
- Sign up for ETAIN app

Preparation

In advance

- Make and print the poster, sheet with questions about 5G exposure, and QR-code with link to and information about ETAIN app

Preparing the stand

- Needs to be at the stand: poster, poster hanger, decorations, questions about 5G exposure, stickers, QR-code to ETAIN app, 5G measurement device.
- Hang up the poster with the poster hanger.
- Decorate the stand with the decorations.
- Lay out the questions about 5G exposure.

Answer questions about 5G exposure

- Ask visitors what they know about 5G and 5G exposure.
- The participant answers the question by pasting a sticker in the box of the answer they select. Ask the participant why they think that answer is correct.
- Discuss the question and answer with the participant, including why the right answer is correct and why the other answers are not.

Sign up for ETAIN app

- After participants have answered questions about 5G exposure (previous game), ask them if they want to contribute to research about 5G exposure.
- If yes, explain the [ETAIN project](#).
- The participant can scan the QR code to the [ETAIN app](#), download the ETAIN app, and consent to 5G measurements being taken on their phone.

5.6.9. ENCOUNTER

What

- Make a timeline of your body and health

Preparation

In advance

- Make and print the poster

Preparing the stand

- Needs to be at the stand: poster, ENCOUNTER table. The other supplies are provided by ENCOUNTER professionals.
- Hang up the poster.

Make a timeline of your body and health

- Following questions from ENCOUNTER professionals, the participant makes a timeline of their body and the impact of health (issues) throughout their life on their experienced health and life choices.
- This is ENCOUNTER project #7. More information on the ENCOUNTER website: <https://project-encounter.nl/encounter-7/>

5.7. Timeline of ABCD results

What

- A timeline of ABCD results about sleep, nutrition, and movement behaviour consisting of 4 posters: 1 for pregnant mothers/early childhood, 1 for toddler age, 1 for child age, and 1 for teenager age.
- Explanation of the timeline
- Shutter panel with number of ABCD participants for each phase if you open them

Preparation

In advance

- Make the timeline, explanation of the timeline, and shutter panels. Base the timeline on ABCD international publications and factsheets. Keep the descriptions factual and short. Avoid complicated sentences and jargon.

Preparing the timeline

- Needs to be present: all 4 timeline posters, explanation of the timeline, shutter panels, poster buddies and/or painter's tape.
- Hang the timeline posters next to each other on eye level using the poster buddies and/or painter's tape. They should hang in order of age (see Figure 5).
- Hang the explanation of the timeline to the left of the first poster using the poster buddies and/or painter's tape.
- Fold the shutter panels in half following the line. The questions should be on the outside of the shutter panel.
- Hang the shutter panels underneath the relevant posters using the poster buddies and/or painter's tape, with the question on the outside right way up to read it.



Figure 5. Hanging layout of the timeline of ABCD results, explanation, and shutter panels.

5.8. Quiz

What

- Interactive Mentimeter quiz about sleep, nutrition, movement behaviour, and the ABCD study
- The top 3 get prizes

Preparation

In advance

- Create multiple choice questions about the selected health topics and the ABCD study. Decide on the questions. See Supplement 2.7 for the quiz questions of the ABCD festival in 2024 (in Dutch).
- Put the questions in a Mentimeter quiz.
- Talk through the quiz and ABCD festival with the quizmaster.
- Test the quiz! With an audience that has not seen the questions before, preferably of the age of the target group.
- Charge the laptop.

Preparing the quiz

- Volunteers: quiz host, volunteer to change slides.
- Needs to be present: laptop with internet access, big screen and projector, microphone, 2 tickets to NEMO as a prize (3x).
- Connect the laptop to the projector.
- Turn on the projector.
- Check if the microphone works.
- Sign in to Mentimeter.

The quiz

- Call participants to the area in front of the stage.
- Explain that the quiz is about sleep, nutrition, movement behaviour, and the ABCD study, and that the top 3 participants win a prize.
- Ask participants to join the Mentimeter on their phone.
- Do the quiz with the participants. Read each question and answer aloud. Explain why a certain answer is (in)correct, if relevant.
- Call the top three participants to the stage and give them each 2 tickets to NEMO as a prize.

5.9. Puzzle quest

What

- A puzzle quest in which participants answer questions about the market stands and timeline, and fill in the answers in a puzzle.
- One participant wins a prize.
- The goal is that participants study the posters and timeline.

Preparation

In advance

- Think up 10 questions about the topics of the market stands and timeline. Each question should be very easy to answer if you study the right poster at a market stand or the timeline. Each question should have one word as answer.
- Have another ABCD researcher answer the questions based on the posters to check if the questions are easy to answer and if they come up with the correct answer. Adjust the questions and answers if necessary.
- Using an free online tool (e.g. [puzzlemaker.discoveryeducation](https://www.puzzlemaker.discoveryeducation.com/)), make a criss-cross puzzle from the answers.
- Print sheets with the questions, with the empty criss-cross puzzle on the back. Print as many as the number of expected visitors. See Supplement 2.8 for the puzzle quest materials from 2024 as an example. Note: this version of the puzzle is correct. The version of the puzzle that visitors got turned out to be incorrect as numbers of the questions did not correspond with the numbers in the puzzle anymore. However, the questions were the same.
- Print an answer sheet.

Preparing the puzzle quest

- Needs to be present at the reception: sheets with empty criss-cross puzzle (as many as there are expected visitors), pens, 1 sheet with correct answers, box for submissions, VVV gift card of €30 in fancy envelope. *Note: these items can also be found in the information for the reception in this manual.*

The puzzle quest

- Explain to the participant the puzzle quest (at the reception). Give them a puzzle sheet and a pen. Ask the participant to give the pen back when they are done.
- Each participant can answer the questions in the puzzle quest based on the posters. The correct answers fit in the criss-cross puzzle on the back of the sheet.
- Completed puzzles can be submitted at the reception, together with the pen.
- From the correctly filled in puzzles, one will be randomly selected. This person will win a prize.
- Give the prize (VVV gift card) to the winner.

5.10. Photo booth

What

- A photo booth with props where visitors can take pictures.

Preparation

In advance

- Buy or make props.
- Make a sign for the photo booth.

Preparing the photo booth

- Needs to be present: photo booth device, props, if preferred background decoration.
- Hang up the background decoration if applicable.
- Put the props in or near the photo booth.
- Hang up the photo booth sign.

5.11. Sleep workshops

What

- 3 workshops of 20 min about relaxing, falling asleep fast, and getting a good sleep quality for 10 participants (sleep meditation).

Preparation

In advance

- Hire a workshop leader. Thoroughly discuss the contents and rotation of the workshops with the workshop leader. Ask the workshop leader about the preferred setup and necessary materials for the workshop.
- Make tickets for each workshop round, with the correct beginning time for the round.
- Make signs to the workshop room.
- Get the necessary materials.

Preparing the workshop

- Needs to be there: signs to the workshop, tickets for each workshop round, basket/bowl for tickets, necessary materials for workshop itself.
- Put the basket/bowl for the tickets near the door of the workshop room.
- Set up the room according to the preferences of the workshop leader.

The sleep workshops

- Ask visitors if they would like to participate in a sleep workshop (at the reception).
- Announce the beginning time of each workshop in the main room.
- Participants hand in their workshop ticket at the beginning of the workshop. Put the tickets in the basket/bowl.

5.12. Evaluation and wrap-up

5.12.10. Evaluation

10

Create an online evaluation form. Make a sign with a QR code to the evaluation form. Hang this sign up at the ABCD festival near the reception. Actively ask visitors to scan the QR code and evaluate the festival (e.g. during announcements). *Note: this part of the instructions is also in the instructions for the reception.*

Send visitors an email in which you thank them for their attendance and ask them to complete the evaluation form using a link.

Create another online feedback form for people who signed up, but did not show up at the ABCD festival. Ask about the reasons why they did not show up (multiple choice question) and tips for making the ABCD festival more attractive.

Evaluate the outcomes of these forms, as well as the ABCD itself, with the ABCD team. Also evaluate the ABCD festival and the collaboration with the partner organisation. Add new insights to this toolbox.

5.12.11. Wrap-up

11

Create a newsletter in Laposta for ABCD participants based on the topics and market stands at the ABCD festival. You can include this newsletter in the ABCD year overview ('jaaroverzicht') or send as a separate newsletter. Make sure to include the aftermovie (if applicable), the posters, timeline, evaluation form, the logos of the partner(s), and infographic summarising the main points of each poster. The infographics should not be added as a file, but included as an image in the newsletter. In that way, the infographics can replace longer texts and create visual interest. Supplement 2.9 contains the infographics for the ABCD year overview 2024. The [aftermovie](#) and the [year overview of 2024](#) can be found on the website of the ABCD study.

6. Best practices

6.13. Setting a timeline for the co-design process

- Planning - Take into account regular holiday periods and exam weeks when setting a timeline for the project. Ask the potential co-designers, and your contact person(s) at the partner organisation when they are on holiday.
- First, make a timeline for the co-design process. Leave enough time to organise a big event. For example, for the ABCD festival we held the co-design sessions in early July, while the event took place on 30 November. After the co-design sessions, when you know what the final product/event should be, make a timeline for creating and evaluating the final product/event.

6.14. Finding a partner

- Choose your partner organisation wisely. An established relationship with the partner helps, as well as mutual interest in the topic. Ideally, the partner organisation and yourself have mutual benefit of the event, you have an established relationship, and have mutual interest in the topic.
- Have one contact person at the partner organisation, who will advocate for your interests within the partner organisation. Ideally, they are enthusiastic and eager to participate in the organising activities - including the co-design sessions - and think along. In addition, make agreements on how much time they can spend on the project, and adjust your plans accordingly.
- Flexibility is required of your partner. If the co-designers advise you to do something differently, the partner should be able to adjust as well.
- Make agreements with your partner early in the process on:
 - The scope of the project (including the challenge, trigger, target, intended result, demarcation, effects, and preconditions of the project, as well as the relation of this project to other projects)
 - The terms of your collaboration and mutual expectations of the collaboration. This includes allocation of time, personnel and budget on both sides.
 - How much time your contact person can spend on the project
 - Possibilities for joint promotion efforts.
- If the chosen form of the product allows it, try to hook onto existing exhibitions, projects, or platforms of your partner organisation.

6.15. Recruitment of co-designers

- 10-15 is an ideal group size for the co-design sessions. Expect some no-shows. In 2024, we had about 14 confirmations for each session, but about 9 showed up every session. Some of those co-designers were late.
- Set inclusion criteria and decide how you will recruit. Decide whether you want to give each participant an equal chance of becoming a co-designer or whether you use preferential selection, e.g. to improve representation. You can adjust your recruitment criteria per recruitment wave, based on the responses you have and the ideal mix of co-designers. For the 2024 edition, we used preferential selection to make the group of co-designers more representative of inhabitants of Amsterdam than the group of ABCD participants that still participated. This is because most of the participants that are still in the ABCD study do not have a migration background and are highly educated. So for example, we contacted participants with a migration background and lower education first, before we contacted

participants without a migration background and with higher education. We also contacted more men in later waves, as few men responded in previous waves.

- Always tailor your communication style and the plan for the co-design sessions to the age and other characteristics of your intended co-designers.
- In our experience, calling and/or texting the co-designers leads to a higher response rate than emails. To initiate contact, email the co-designers with a form, then confirm via phone and continue via email, text, or phone as needed.
- Make the co-design sessions worth the co-designers' time, by offering a meal, reimbursement of travel expenses, and/or compensation. For compensation, we recommend a sum just over minimum wage, depending on the age group: otherwise, they might as well work during that time.
- In your recruitment communication, heavily emphasise the benefits that becoming a co-designer has for study participants. Make the emails as short as possible. Make the link to the sign-up form a big, easy-to-spot button.
- On the day of the co-design sessions, send a reminder text to co-designers.
- Communicate as early as possible to the co-designers that they can also sign up for the feedback session if they have participated in at least one co-design session.

6.16. Co-design sessions

- Hold the co-design sessions at a central location that is accessible by car and public transport and is suitable for the target group. For example, for the 2024 edition of the ABCD festival, with 20-year-old co-designers, we held the co-design sessions in a youth and neighbourhood centre next to a metro station.
- We recommend always having at least 2 facilitators per groups of up to 15 co-designers, so that one can lead the session and the other can take notes or take care of practical issues.
- Consider providing a free meal and scheduling the sessions just before dinner time, so you can finish each session by having a meal together.
- Decide on a clear target for each co-design session. Design your session plans with those targets in mind.
- Make use of experience, knowledge and skills in participatory research methods of your colleagues. Ask them for relevant tips and exercises.
- You cannot cover all health-related topics in the co-design sessions, so make a pre-selection of topics. We pre-selected possibly relevant topics based on input from ABCD researchers, ABCD interns, and research in literature and websites for young adults by municipal health services.
- Dedicate time to warm-ups and exercises for getting to know each other, especially during the first session. Co-designers share their opinions more easily once they feel comfortable with each other. In later sessions, you can spend less time on getting to know each other.
- Make the representative of your partner organisation a co-designer in the co-design sessions to ensure involvement of the partner and realistic outcomes.
- Use the right terminology from the start (e.g. 'co-designers' instead of 'participants').
- Set clear rules for communication during and after the sessions. These rules work best if participants come up with them and sign them. We chose to set them for the participants due to time constraints.
- Start each co-design session with a (brief!) summary of the previous sessions, stressing the outcome of the previous session.
- Prepare thoroughly, but also be prepared to adjust and improvise during the session. Things never go as planned.

- Have the participants fill in a survey on what method of communication they prefer (e.g. e-mail, WhatsApp, calling on phone). Offer multiple forms of communication. At the last session, ask co-designers how they want to keep being involved, and to what extent. After the sessions, keep updating the co-designers about the project if they want to, via their preferred form of communication.
- Don't forget to take pictures! Make sure that the co-designers in the pictures have signed the relevant consent form.
- At the end of each session, give each participant time to communicate their thoughts on and experience of the session. At the end of the third session, ask the co-designers to evaluate their co-design experience.

6.17. Feedback session

- The feedback session is essential to get input on the programme and to test if it fits the ideas of the co-designers. Do not skip this step!
- Do not have the feedback session too late in the organising timeline, or it will be hard to adjust your plans.
- It is possible to have a productive feedback session online. However, it is more likely that participants will be distracted or will not show up for an online session than a face-to-face session. It is also harder to build rapport and keep participants engaged online.
- Expect the show-up rate for a feedback session to be (much) lower, as you are recruiting from your small group of co-designers. We expect it will help to ask co-designers to participate in the feedback session in the first co-design session already, or even in the communication before that.
- Be prepared to adjust your plans for the product or event based on the input from the feedback session, including programme time and scheduled events.
- If the feedback session yields surprising results (e.g. results that contradict the results from the co-design sessions), ask the larger group of co-designers for input. Preferably via a quick form.

6.18. Planning the event

- Be aware that you cannot accommodate all ideas of the co-designers. Do not try to incorporate all of them, but rather limit your programme ('kill your darlings') and make one or a few of the ideas a success. It is easy to underestimate how much effort goes into each idea. Decide which programme elements are essential to the success of your event, and remove the rest. Keep it simple and straightforward.
- Make the programme interactive and fun! The respondents of our evaluation form highly appreciated the interaction with researchers, the games, the tests, and the quiz.
- Find an interesting but accessible location for the event. Find out the practical details of the room (e.g. size, number of people it can accommodate, plugs, lighting, safety routes) as early as possible in the planning process.
- Talk through the workshops thoroughly with the workshop leader. Know what you can expect from the workshops.
- Make a communication plan, including a timetable for social media posts.
- Create cohesive branding for all materials at the event. Use this branding for your communication materials as well. Have someone in your team who can help others with making materials visually attractive and creating a good story flow.
- When you find a host for a stand, set up a meeting with them as soon as possible regarding the ABCD festival, mutual expectations, and materials and costs.

- Once you have found your volunteers, communicate with them early on and clearly the task division and time schedule. Set clear deadlines and tell them when you will communicate what information.
- Don't be afraid to send a last minute reminder to sign up. We received several sign-ups after our last email (2 days before the ABCD festival), and most of those sign-ups visited the festival.
- Make a plan for the day itself ('draaiboek'), including a list of materials to bring and who brings them.
- Be as specific as possible with your instructions to the volunteers, especially for the timeline. Set deadlines for tasks.
- Reserve room and time for last-minute changes or additions to the programme. For example, in the 2024 edition of the ABCD festival, we decided to add a table about planetary health three weeks before the ABCD festival.
- AI bots (e.g. [plerplexity.ai](https://www.plerplexity.ai)) can help you generate a communication plan, and help you generate ideas for workshops.

6.19. During the event

- Be interactive and instruct volunteers to engage in contact with the visitors. The contact with the content and researchers was one of the most valued aspects of the ABCD festival 2024.
- Have one or two coordinators, who keep the overview and are not assigned to particular tasks. They coordinate the volunteers and help where necessary.
- It is good to be prepared and have a schedule, but be ready to improvise. No event ever goes completely as planned.
- Setting up takes a long time, breaking down goes much faster.
- Bring many bags and boxes for cleanup. Also bring trash bags.
- Bring snacks and a thank-you gift for the volunteers. Clearly tell the volunteers where the snacks are.
- If there is a big screen present, project an image of the project logo/communication there.

6.19.12. Worth it

- Market stands: hiring real market stands instead of using normal tables contributed to a relaxed atmosphere. In addition, have an interactive game or activity at each stand to promote engaging with the topic and each other.
- Decorate the stands so each market stands out. Do not give them all the same decorations, but give each stand a specific look.
- Filmographer: the video provided a nice and fun way to look back on the festival, and for ABCD participants that did not come to the festival to see what they missed. The video is also useful for promotional purposes.
- Quiz: many visitors liked the quiz and it united visitors and researchers in trying to answer the questions. In addition, test the quiz with some members of the target audience to ensure the right level of difficulty and interest. We recommend moving the quiz to later during the programme, as not all visitors were there yet at the beginning. In that case, do make sure that there is a kick-off with a fun activity at the beginning of the programme to entice visitors to arrive early.
- Puzzle quest: visitors liked the puzzle and many completed and submitted it. However, do test it before the event, as ours had a mistake.

- Photographer: have a dedicated photographer take pictures of the whole event, including set-up and each programme element. This person should not have other obligations during the event, so they can walk around freely.
- Workshops: while the workshop itself was worthwhile, in hindsight, we should have made them more (inter)active for participants. Now, they mostly listened.

6.19.13. Not worth it

- Photobooth: was mostly used by the ABCD researchers, not visitors. We recommend hiring a professional photographer instead.

6.20. Communicating the event

- Make a detailed communication plan, including what to communicate, via which channel, and who will do so. Try to stick to it, but adapt when necessary.
- Check your communication style with the co-designers during the feedback session. Are your assumptions correct? Are you reaching out to the target group via the appropriate channels? Are the branding/style and tone of the messages appropriate?
- Consider involving someone from the target group to help with your communication. They know the appropriate channels and know how to use them. For example, an intern and her friend took charge of the ABCD Instagram account just before and during the ABCD festival.
- Post on social media regularly. For instance, start by posting about the ABCD festival every week, turning it up to twice a week in the month before the ABCD festival.
- Contact the Communications department of your own organisation. Ask if they want to cover your event (and/or your study).
- Accept way more sign-ups than you think you will need, especially if your target group consists of young people. For the 2024 edition of the ABCD festival, we had space for 75 participants and ended up with about 80 sign-ups. Only half of those showed up. Those who did not show up gave no notice. Possible ways to prevent this include ensuring that the topic is relevant, inviting others besides ABCD participants, and having a (small) ticket fee that participants lose if they do not cancel in time.

6.21. Evaluating the event

- Prepare digital feedback forms for the visitors of the event. Include questions for specific suggestions for next editions, not just questions about rating the event. Make a QR code to this form and hang it near the exit of the event space. Ask visitors to fill in this form during the closing remarks. In addition, send this form afterwards to the visitors.
- Send another digital feedback form to people who signed up for the event, but did not show up, to ask why they did not come. Do not shame them, but emphasise that you want to learn how to make the event better. Do not expect a high response rate - ours got 4 responses.
- Evaluate the event with your volunteers, co-organisers, and partner organisation. Talk about both the event itself and the organisation and collaboration process.
- For the 2024 edition of the ABCD festival, participants appreciated the timeline of ABCD results, interaction with the researchers, and interactive games the most. In future events, they would like to know more about recent results of the ABCD study, such as the current health status of ABCD-participants compared to the rest of the Netherlands. Plus the amount of queer participants of the ABCD study and how it relates to other (previous) studies. They also would have liked more feedback or knowledge about their own health.

Supplementary files

1. Supplementary files for co-design process

1.1. Recruitment for co-design sessions

1.1.1. Mail to invite ABCD participants to sign up for co-design sessions

Hi!

Over the past 20 years, you and your parents have shared a lot of information about your health on the ABCD study. You may not remember it all, but we are still super happy about it. Around the world, researchers have conducted important research on all these data, which has led us to new insights. And right now, your data is still being used for research. Thank you for all your effort!

Help us

We would like to give something back to you. But we don't really know what that should look like. For this, we need your help. As a thank-you, we want to show ABCD participants research results in one way or another, so that you know what we have discovered about healthy living through the ABCD study.

Therefore, we invite you to our **design sessions**. In these, we will work with you - ABCD participants - to create a product or event about the results of the ABCD study. You decide which ABCD results are important for this. And what form the product or event should have. You don't have to be creative to help!

Why join?

- You get a free meal
- You get €20 for each session you join. So if you join three times, you get €60!
- Sessions take place in the evening or at the weekend, when you are free
- Each session lasts only 1.5 hours
- Meet other ABCD participants
- We couldn't do it without your input
- Looks good on your CV
- You get a certificate of participation

Where and when?

The sessions take place in [location] in [city]. This is easy to reach by metro: a 2-minute walk from Kraaiennest station.

- Session 1: Tuesday 2 July, 18.00-20.00
- Session 2: Thursday 11 July, 18.00-20.00
- Session 3: Tuesday 16 July, 18.00-20.00

[SIGN UP](#)

In the link above you can sign up and find more information about the goal and design of the sessions. You can sign up until Monday 24 June 2024.

If you have any questions, you can contact [name of ABCD employee]: [e-mail address]

Thanks!

Best,

[Names of ABCD employees involved]

Employees of the ABCD study



Amsterdam Born Children
& their Development

ABCD Ontwerpsessie Toestemming

Start of Block: Block 1

Q1 Toestemmingsformulier Ontwerpsessies ABCD

Q2 Wat leuk dat je mee wilt doen aan deze ontwerpsessie van de ABCD-studie! Tijdens deze sessie gaan we met jullie - deelnemers van de ABCD studie - aan de slag om een product of evenement te maken over de resultaten van de ABCD-studie. Jullie bepalen welke ABCD-resultaten belangrijk zijn hiervoor. En welke vorm het product of evenement moet hebben.

Q3 **Vertrouwelijkheid gegevens** We verzamelen enkele van jouw persoonsgegevens, waaronder je naam, geboortedatum, hoe je aangesproken wilt worden en je contactgegevens. Deze gebruiken wij om de ontwerpsessies soepel te laten verlopen. Alle gegevens zullen wij vertrouwelijk behandelen en bewaren op een beveiligde omgeving. Je persoonlijke gegevens krijgen een code. Alleen onderzoekers [namen van betrokken onderzoekers] zullen weten welke code je hebt. Je gegevens blijven dus privé en zullen voor andere mensen niet beschikbaar zijn. Je naam wordt nooit gekoppeld aan wat je hebt gezegd tijdens de sessie.

Daarnaast worden de gegevens na maximaal 10 jaar helemaal verwijderd. Deelname is vrijwillig, dus je kunt op elk moment aangeven dat je niet meer mee wenst te doen. Wanneer je vragen hebt over de bescherming van je privacy, kun je contact opnemen met de functionaris gegevensbescherming (FG). Dit is de contactpersoon van het AMC voor de bescherming van je privacy die bereikbaar is via fg@amc.uva.nl.

Q4 Door dit formulier te tekenen, geef je aan bovenstaande tekst gelezen en begrepen te hebben:

- ✓ Ik heb informatie ontvangen over het onderzoek en weet bij wie ik vragen kan stellen. ✓ Ik weet dat meedoen niet verplicht is en dat ik kan stoppen als ik dat wil, zonder dat ik daarvoor een reden hoef te geven.
- ✓ AMC Amsterdam mag mijn informatie gebruiken voor onderzoek.
- ✓ AMC Amsterdam mag mijn informatie 10 jaar bewaren voor onderzoek en dan weggooien.
- ✓ Ik geef toestemming dat wat ik schrijf en zeg tijdens te sessie wordt gebruikt voor dit onderzoek. Deze notities zullen alleen beschikbaar zijn voor de onderzoekers van de ABCD-studie.



Q5 Ik wil meedoen met de sessies.

- Ja
- Nee

Page Break

Q6 Je voor- en achternaam.

Q8 Ik wil graag dat je me aanspreekt met ...

- Zij/haar
- Hij/hem
- Die/diens
- Anders: _____

Q9 E-mailadres

Dit gebruiken we voor bevestiging van je deelname.

Q10 Telefoonnummer

Dit gebruiken we alleen om je te bereiken voor de sessie.

Q11 Adres

Zodat we kunnen bepalen of je een reiskostenvergoeding krijgt.

Q19 Wat is je hoogst behaalde opleiding? Als je nog geen opleiding hebt afgerond, met wat voor opleiding ben je bezig?

Dit vragen we zodat we weten of er een mix van deelnemers aan de sessies mee doet.

- Basisonderwijs
- VMBO, MBO1
- HAVO, VWO, MBO2-4
- Bachelor (HBO / WO)
- Master (HBO / WO)
- Doctor, PhD

Q20 Wat is of was je opleidingsrichting? Als je na de middelbare school geen vervolgopleiding hebt gevolgd, wat voor soort beroep voer je dan uit?

Dit vragen we zodat we weten of er een mix van deelnemers aan de sessies mee doet.

Q21 Zou je zeggen dat je een migratieachtergrond hebt? Zo ja, waar kom jij of je familie vandaan?

Dit vragen we zodat we weten of er een mix van deelnemers aan de sessies mee doet.

Q13 Dieetwensen

- Ik eet alles
 - Vegetarisch
 - Veganistisch
 - Anders... _____
-

Q14 Kun je bij sessie 1 aanwezig zijn?

- Geef aan of je kunt komen.
- Zet de sessie gelijk in je agenda.
- Je krijgt bericht als je mee kunt doen.

- De sessie is inclusief diner (di en do).
- Je krijgt €20,- voor je aanwezigheid.

- Dinsdag 2 juli, 18.00 - 20.00 uur
 - Ik kan niet bij sessie 1 aanwezig zijn
-

Q18 Kun je bij sessie 2 aanwezig zijn?

- Geef aan of je kunt komen.
- Zet de sessie gelijk in je agenda.
- Je krijgt bericht als je mee kunt doen.

- De sessie is inclusief diner (di en do).
- Je krijgt €20,- voor je aanwezigheid.

- Donderdag 11 juli, 18.00 - 20.00 uur
 - Ik kan niet bij sessie 2 aanwezig zijn.
-

Q17 Kun je bij sessie 3 aanwezig zijn?

- Geef aan of je kunt komen.
- Zet de sessie gelijk in je agenda.
- Je krijgt bericht als je mee kunt doen.

- De sessie is inclusief diner (di en do).

- Je krijgt €20,- voor je aanwezigheid.

Dinsdag 16 juli, 18.00 - 20.00 uur

Ik kan niet bij sessie 3 aanwezig zijn.

End of Block: Block 1

Attachment: Information letter about ABCD

What is the ABCD study again?

The ABCD study is a long-term study of the health of children and young adults. Over 8,000 children are followed from pregnancy until adulthood. We know that major health problems in children and adults often have their origins in pregnancy and the first years of life. The ABCD study investigates to what extent health is influenced by lifestyle and environmental factors. When we know more about this, (future) parents and young people can be better informed. We pay special attention to social and ethnic differences in health, with the aim of reducing these differences.

What problem do we want to solve?

The ABCD study has been around for 21 years! During that time, we have collected a lot of data from ABCD participants and their parents. With that data, we have conducted research. We now know more about what things during and around pregnancy can play a role in a child's development and health at birth and later in life. We also investigated whether there are ethnic differences in birth outcomes and in children's health later in life. These studies have been published in scientific journals so that other researchers can find out how to reduce these differences. But the outcomes are not yet reaching the ABCD participants themselves very well, let alone their peers. And that while you have been an indispensable part of the study and could also benefit from the ABCD knowledge. High time for a change!

What do we want to do?

This summer, we will create a product or event to share the results of the ABCD study with 20-year-olds in the autumn. How we want to do that, we haven't decided yet. What results do you find interesting? And what kind of event or product should it be? That's where we need your help.

How can you participate?

Join our design sessions with participants of the ABCD study. In these sessions, together we will look at which results interest you most. And what form the product or event should take.

What do the sessions look like?

There are three different sessions of 1.5 hours, plus 0.5 hours for a free meal. So in total, each session including dinner lasts 2 hours.

- Session 1: assess which ABCD results you would like to see reflected in the product.
- Session 2: choose together which results we want to share in the product. Brainstorm what form the product should take - a lecture, a game, a workshop, an escape room through the city, or something else?
- Session 3: work out the forms and choose the best form.

You can choose whether to participate in *one, two, or three* sessions. For each session you participate in, you will receive €20. Participation is voluntary. It is nice if you can participate in all sessions, but it is not necessary. The sessions do build on each other, so you will work with what the groups have done in the previous sessions. You get a free (healthy) meal with each session.

When and where do the sessions take place?

The sessions take place on an evening during the week or on weekends. You can indicate when you can attend via the registration link. The sessions will take place at a location in Amsterdam that is easily accessible by public transport. We will let you know the location later. If you have travel expenses for the sessions, you can ask for a travel allowance. After the sessions, you will receive a certificate of participation.

We badly need your ideas! Will you participate too?

Then please fill in the form.


Questions or doubts?

Email [name of ABCD employee] ([e-mail address])

Employee at the ABCD-studie.

Amsterdam UMC, Department of Public and Occupational Health

Van der Boechorststraat 7, 1081BT Amsterdam

Address	Amsterdam UMC location VUmc Department of Public and Occupational Health t.a.v. ABCD-studie Van der Boechorststraat 7 1081 BT Amsterdam	Email	abcd-fase7@amsterdamumc.nl
		Internet	www.abcd-studie.nl
			@ABCD_studie
			@ABCD_studie

1.1.4. Confirmation email after sign-up

Hi ABCD participant,

Thank you for signing up!

You will soon be called by [name of ABCD employee] ([phone number of ABCD employee]) on Wednesday or Friday. In this short phone call, we will confirm that you are actually available on the dates indicated. We may also answer more questions, if you have any. If you miss the call, please call us back!

Didn't you receive a call? Then the applications may be full. In that case, you will be notified via e-mail.

Do you have further questions? Then call us, or email contact [name of ABCD employee]: [e-mail address]

Kind regards,

[Names of ABCD employees involved]
Employees of the ABCD study

1.1.5. Email after confirmation via phone

Hi [NAME],

We just spoke on the phone about your participation in the ABCD design sessions. Thanks again for wanting to participate! In this email you will find all the information you need for the sessions.

What?

In the attachment you will find an information letter. It tells you more about our project and about the sessions. This is the same letter as in the application form.

Where?

The sessions take place in [location] in [city]. This is easy to reach by metro: a 2-minute walk from Kraaiennest station.

The exact address: [address].

[Link to location]

When?

You have signed up for sessions NUMBER

The sessions will take place at the following times:

- Session 1: Tuesday 2 July, 18.00-20.00
- Session 2: Thursday 11 July, 18.00-20.00
- Session 3: Tuesday 16 July, 18.00-20.00

We are counting on your attendance

If something does come up, please let us know as soon as possible! If so, please send an app to [name of ABCD employee]: [phone number], or respond to this email.

Thanks!

Best,

[Names of ABCD employees involved]

Employees of the ABCD studie



Amsterdam Born Children
& their Development

1.1.6. E-mail invitation for feedback session

Hi!

I'll email you with an update on the feedback session. Thanks if you filled in the date picker!

However, there is a change of plan: the feedback session will take place online instead of physically. That means:

- No need to travel!
- You will still get 20 euros for participating. But no reimbursement of travel expenses or food.
- The session will start and end a bit later. Then you can eat first.
- I'll send you a link if you join the session.

Your to do's

- Fill in the new date picker **before 28 August:**
[link to date picker] Please also fill in if you can't/won't come!

Best,

[Name of ABCD employee involved]

ABCD Terugkoppelsessie Toestemming

Start of Block: Block 1

Q1 Inschrijvingsformulier voor terugkoppelsessie ABCD-evenement

[Open hier een PDF met meer informatie over de sessies.](#)

Q2 Wat leuk dat je mee wilt doen aan deze terugkoppelsessie van de ABCD-studie! Tijdens deze sessie kijken we met jullie - de deelnemers van ontwerpsessies - naar het programma en ontwerp van het ABCD-evenement. Past het programma bij jullie ideeën uit de ontwerpsessies? Kan het nog beter? En vind je de stijl leuk?

Deelname is vrijwillig, dus je kunt op elk moment aangeven dat je niet meer mee wenst te doen. Wanneer je vragen hebt over de bescherming van je privacy, kun je contact opnemen met [naam ABCD-medewerker] ([e-mailadres]).

Q4 Door dit formulier te tekenen, geef je aan bovenstaande tekst gelezen en begrepen te hebben:

- ✓ Ik heb informatie ontvangen over het onderzoek en weet bij wie ik vragen kan stellen.
 - ✓ Ik weet dat meedoen niet verplicht is en dat ik kan stoppen als ik dat wil, zonder dat ik daarvoor een reden hoeft te geven.
 - ✓ Ik geef toestemming dat wat ik schrijf en zeg tijdens de sessie wordt gebruikt voor dit onderzoek. Deze notities zullen alleen beschikbaar zijn voor de onderzoekers van de ABCD-studie.
-

Q6 Je voor- en achternaam.

Op welke datum kun je bij de sessie aanwezig zijn?

- Geef aan of je kunt komen.

- Zet de sessie gelijk in je agenda.

- De sessie is online.

- Je krijgt €20,- voor je aanwezigheid.

- Maandag 2 september, 19.30 - 21.00 uur (4)
- Dinsdag 3 september, 19.30 - 21.00 uur (5)
- Woensdag 4 september, 19.30 - 21.00 uur (6)
- Donderdag 5 september, 19.30 - 21.00 uur (7)
- Maandag 9 september, 19.30 - 21.00 uur (8)
- Dinsdag 10 september, 19.30 - 21.00 uur (9)
- Woensdag 11 september, 19.30 - 21.00 uur (10)
- Donderdag 12 september, 19.30 - 21.00 uur (11)
- Ik kan of wil niet meedoen (1)

Page Break

1.2. Co-design sessions

1.2.8. Plan for co-design session 1

Session 1: Define the topic of the event

Goal: Get to know each other, collect knowledge

Planned output: Participants understand the project. Top 3 most interesting topics for participants.

Participants understand the scope and content of these topics in their lives so that they can make an informed choice in session 2.

Registration, consent. Introduction of the assignment, rules for communication. Introduction.

Defining content - what outcomes are engaging for the target audience?

Rules for communication:

- We treat each other respectfully.
- Everyone's opinion is of equal value. We take each other seriously.
- We let each other talk.
- We listen to each other.
- There are no wrong answers.
- What we discuss in this session stays in this session.

Time	Goal	Work formats	Materials
30 minutes	<p>Introduction.</p> <p>Getting acquainted, getting into a creative mood.</p> <p>Introduction, social norm.</p> <p>Retrieving what participants are concerned about.</p>	<p>Making name stickers</p> <p>Round: <i>I am ..., my favourite sport is ... and when I think of the ABCD study, I think of ...</i></p> <p>Presenting ABCD study and purpose of the project (5-10 minutes)</p> <p>Question: <i>what health topics have you discussed with your friends in recent weeks? Think about... nutrition, exercise, mental health, etc. Make a mind map together.</i></p>	<p>Slides, stickers, pens</p> <p>Big sheet of paper, markers</p>
15 minutes	Getting to know the topics	Mentimeter	Screen
5-10 minutes	Break, letting the first info sink in		Drinks Snacks
30 minutes	Delving deeper into top 3 topics.	<p>Brainstorm and present. Each group gets 1 topic:</p> <p><i>What do you think of when you think of this topic?</i></p> <p><i>What attracts you or not? Why?</i></p>	<p>Flipover</p> <p>Post-its</p> <p>Experts</p> <p>Pens</p> <p>Mentimeter</p> <p>Screen</p>
10-15 minutes	<p>Wrap-up: We discussed this. Everyone agree?</p> <p>Encourage everyone to come to next session.</p> <p>Signing the declaration forms</p>	Closing	

Work formats

Making name stickers

- Purpose: getting to know each other
- Group: Plenary
- Explanation: Everyone writes their name on a sticker sheet, using a term that describes them. So, for example, an answer to the question 'What is your hidden talent?', 'What is your favourite food?', 'What sport do you do?', or 'What did you want to be in the past?'. Possibly link to 'network of similarity' in which they look for similarities between their answers.
- Time: 5 minutes
- Need: Sticker sheet, pens

Network of similarity

- Purpose: Get to know each other and lighten the mood
- Group: Plenary, everyone stands
- Explanation: Participants will search for matches, forming a group of up to 5 people (no more and no less). You as facilitator introduce a theme. For example: create groups with participants who have the same kind of pets. Participants look for each other and you get, for example: the cat people, the dog people, the pet haters, the allergic, etc. You can also link the question directly to the theme of the meeting. For example, if the meeting is about 'nutrition', it would be fun to give the following assignment: find 4 other participants who have had the same thing for breakfast.
- Time: 5 minutes per question
- Required: Themes
- Note: You can also use this exercise if you need to form groups!

Simple brainstorm

- Goal: Retrieve input
- Group: Groups of 3-5
- Explanation: Groups gather around a flipchart sheet. Brainstorming takes place on the basis of a pre-determined question. The discussion leader writes everything directly on the sheet or participants stick post-its on it. During the process, try to structure the input into categories.
- Time: 45 minutes
- Need: Flipcharts, markers/pens, possibly post-its
- Note: This working form is super simple, but actually always works well.

Brainstorm and present

- Objective - get input
- Group - small groups
- Explanation - The groups are each given a topic and are all asked the same question about their topic. 1 minute individually: write down as many ideas as possible for yourself. 10 minutes: discuss individual ideas and make poster in which the group answers the questions. 15 minutes: 1 person from each group presents their own poster (2 min per presentation). The rest listens and asks questions/notice.
- Time - 30 minutes
- Necessary - markers/pens and paper for everyone, flipcharts, possibly post-its

Closing

- Purpose: Finishing the session

- Group: Plenary, round
- Explanation: Depending on the goal of the session, every person mentions in max. 2 sentences:
 - o Which role they think they are playing or want to be playing
 - o What feelings this session has raised in them
 - o A tip and top
 - o A key takeaway
- Time: 1 minute per participant
- Required: Nothing

1.2.9. Mentimeter for co-design session 1

1. [1-word suggestions] Which health topics do you talk about with your friends?
2. [Ranking] Which topic do you think is interesting for the ABCD product?
 1. Sleeping well
 2. Social media and screen use
 3. Movement behaviour, nutrition, weight
 4. Smoking, alcohol, drugs, vaping
 5. Feeling good in your own skin
 6. Effect of health during pregnancy on the child later
 7. Why am I healthy, but someone else is not?
 8. What does 5G do to your health?
3. [Text slide] A lot more is possible, e.g.:
 9. Stress
 10. Which impact do your relationships with family and friends have on your health?
 11. How can I become fitter?
 12. Risk at cardiovascular diseases
 13. What does trauma do to your health?
 14. Which impact does poverty have on your health?
 15. Which impact does your living environment have on your health?
 16. Pain and problems during menstruation
4. [From 1-10] How should we present the contents?
 17. How do ABCD participants do compared to other countries?
 18. Practical tips and facts
 19. Development of a factor throughout the years
 20. Discovering a topic using an example
 21. Other
7. [Open answer] Other suggestions

1.2.10. Plan for co-design session 2

Session 2: Link event topic to form

Goal: Collect knowledge, arrive at concrete action points

Planned output: 1 topic. Top 3 forms from each group (so 6 forms in total).

Returning to content - this was the input. Make decisions. Last 20 min: form brainstorming - How can we best shape the event? What kind of event should it be?

Time	Goal	Work formats	Materials
15-20 minutes	<p>Introduction</p> <p>Summary previous session, link to session 1a & b</p> <p>Getting into a creative mood</p>	<p>Making name stickers</p> <p>Network of similarity on topic favourite cuisine</p> <p><i>Divide into groups and tell each other what happened last time in your session</i></p> <p><i>Word chain with health categories, possibly topics from session 1</i></p>	<p>Sticker sheet</p> <p>Pens</p>
25-35 minutes	<p>Getting started</p> <p>Review topics from previous session and make choices. Put choices on flipchart. <i>What attracts you to this topic?</i></p>	<p>Using posters from session 1. <i>Choose the poster with the most interesting topic. Stick a post-it with your reason on this poster.</i></p> <p>Rank - <i>elaborate on the top 1</i></p>	<p>Posters</p> <p>Post-its</p> <p>Pens/Markers</p> <p>Flipover</p>
5-10 minutes	Break		<p>Drinks</p> <p>Snacks</p>
30-40 minutes	<p>Explain possibilities for Form</p> <p>Transform selected topic into Form. Every group selects a top 3 of forms from their ideas.</p> <p>Making a choice</p>	<p>Presentation</p> <p>Brainwriting</p> <p><i>Voting: which of the top 2 forms from your group is the most suitable for the selected topic? Stand on side A for form A, on side B for form B.</i></p>	<p>Post-its</p> <p>Flipover</p> <p>Pens</p> <p>Markers</p>
10 minutes	<p>Wrap-up: We discussed this. Everyone agree? Encourage everyone to come to next session.</p> <p>Signing the declaration forms</p>	<p>Closing</p> <p><i>Next session: continue with form</i></p>	

Work formats

Making name stickers

- Purpose: getting to know each other
- Group: Plenary
- Explanation: Everyone writes their name on a sticker sheet, using a term that describes them. So, for example, an answer to the question 'What is your hidden talent?', 'What is your favourite food?', 'What sport do you do?', or 'What did you want to be in the past?'. Possibly link to 'network of similarity' in which they look for similarities between their answers.
- Time: 5 minutes
- Need: Sticker sheet, pens

Network of similarity

- Purpose: Get to know each other and lighten the mood
- Group: Plenary, everyone stands
- Explanation: Participants will search for matches, forming a group of up to 5 people (no more and no less). You as facilitator introduce a theme. For example: create groups with participants who have the same kind of pets. Participants look for each other and you get, for example: the cat people, the dog people, the pet haters, the allergic, etc. You can also link the question directly to the theme of the meeting. For example, if the meeting is about 'nutrition', it would be fun to give the following assignment: find 4 other participants who have had the same thing for breakfast.
- Time: 5 minutes per question
- Required: Themes
- Note: You can also use this exercise if you need to form groups!

Ranking

- Purpose: Prioritising
- Group: Plenary
- Explanation: Rankings are a great way to get people thinking, prioritizing, weighing their options, and carefully considering their own preferences and views. Participants rank several answers to the question "Which of these things would you like to know more about?" from most to least interesting. Choose a few participants to argue their choice.
- Time: 5 minutes per question, including 'why'
- Required: Phones, screen, internet, Mentimeter quiz

Word chain

- Purpose: Raise energy in the group. Getting into a creative mood.
- Group: Groups of 2 or 3
- Explanation: Give the group a broad category, like "office supplies", "foods", or "animals". You can also choose a category that is related to the theme of the brainstorm. Person A says a word in the category. Person B says another word that starts with the last letter of the previous word. A and B alternately continue to say words in this manner. In groups of 3: A, B, and C alternate turns. You are not allowed to say words that have already been said. Variation: you do not have to wait for your turn, but the subgroups work together to say words after each other as fast as possible.
- Time: 10 minutes
- Required: Nothing

Simple brainstorm

- Goal: Retrieve input
- Group: Groups

- Explanation: Groups gather around a flipchart sheet. Brainstorming takes place on the basis of a pre-determined question. The discussion leader writes everything directly on the sheet or participants stick post-its on it. During the process, try to structure the input into categories.
- Time: 45 minutes
- Need: Flipcharts, markers/pens, possibly post-its
- Note: This working form is super simple, but actually always works well.

Brainwriting

- Purpose: Generate a lot of ideas in a short time
- Group: Groups of 6
- Explanation: Brainwriting is a silent method for brainstorming. Because of this, every participant has an equal input (and not just the loudest participant). Brainwriting is also called the 6-3-5 method, and is used to generate many ideas in a short time. Six participants each write three ideas on a large sheet of paper. Participants get 3 minutes for this. Then, they had this piece of paper to another participant, who also writes three ideas on the sheet and can be inspired by the previously written ideas. This is repeated until round 5. In the end, there are 8 ideas on each sheet, making a total of $6 \times 18 = 108$ ideas collected within 30 minutes. In the last round, everyone chooses the most inspiring ideas from each sheet by circling it.
- Time: Approx. 30 minutes
- Required: Paper, pens
- Note: This method can also be done in a different setting, e.g. 4-2-3. Have a larger group? Then make multiple tables.

Closing

- Purpose: Finishing the session
- Group: Plenary, round
- Explanation: Depending on the goal of the session, every person mentions in max. 2 sentences:
 - o Which role they think they are playing or want to be playing
 - o What feelings this session has raised in them
 - o A tip and top
 - o A key takeaway
- Time: 1 minute per participant
- Required: Nothing

1.2.11. Plan for co-design session 3

Sessie 3: Designing the form of the final product

Goal: Getting concrete to do's, getting feedback

Planned output: 1 form for the product or event, with details

Prototypes - Co-designers (in groups) work out several ideas for the event or product and give feedback on each other's ideas. Improve the ideas that are feasible and the most popular.

Summarise the ideas into a preliminary plan.

Time	Goal	Work formats	Materials
15-20 minutes	Introduction What happened last session? Getting into a creative mood	Making name stickers Draw yourself Presentation of the final 6 forms of session 2 Word association	Stickers Pens Screen Laptop
40 minutes	Work out the top 3 forms	Worksheet: <i>one group for each form in the top 3. Make a flyer about the same form.</i>	3x worksheet Pens Markers Stickers
5-10 minutes	Break		Drinks Snacks
25 minutes	Giving feedback on each other's ideas Making a choice	Each group presents, everyone gives tips and tops Ranking using stickers	Post-its Flipover Stickers
15 minutes	How do the participants want to stay involved? Invite to feedback session Wrap-up: We discussed this. Everyone agree? What did everyone think of the sessions?	Mentimeter Closing	Mentimeter Screen Laptop

Work formats

Making name stickers

- Purpose: getting to know each other
- Group: Plenary
- Explanation: Everyone writes their name on a sticker sheet, using a term that describes them. So, for example, an answer to the question 'What is your hidden talent?', 'What is your favourite food?', 'What sport do you do?', or 'What did you want to be in the past?'. Possibly link to 'network of sameness' in which they look for similarities between their answers.
- Time: 5 minutes
- Need: Sticker sheet, pens

Draw yourself

- Purpose: Getting to know each other

- Group: Plenary
- Explanation: the session leader draws themselves on a large sheet of paper, with three recognisable characteristics (e.g. pencil because they love drawing, silhouettes of the canal houses in Amsterdam because they live there, bike because they like to bike). Afterwards, all participants draw themselves on their own sheet of paper, with three of their own characteristics (2 minutes). Everyone introduces themselves using their own drawing (5 minutes).
- Time: 10 minutes
- Required: flipover sheet, markers, paper

Worksheet

- Purpose: Making a plan for a form
- Group: Groups of 4-5
- Explanation: The groups choose a form and complete a worksheet in which they can think about several aspects of the final product. Explain the worksheet, then ask the participant to fill in the answers for their chosen form.
 - o Goal: what goal do you want to reach?
 - o Target group: who (specifically) do you want to reach?
 - Should be accessible to everyone
 - o Content: How will you use the topic in the form? How do you keep it scientific and educational?
 - o Title: what is the name of the product?
 - o Location: at NEMO De Studio or somewhere else? Or in case of a product: on what channels will the target group interact with it?
 - o Time: when, how long, and what time?
 - o Allure: how do you ensure visitors will come? What makes it interesting? What's in it for them?
 - o Catering: are you offering anything, and if yes: what and why?
 - o Requirements: what do you need for a successful execution? Think of light, sound, screens, hosts, safety, seats, website, promotion, ...
- Time: 20 minutes
- Required: Empty worksheet for each group, pens, paper, large sheets of paper

Making a flyer

- Purpose: Making the plan concrete, highlight attractive attributes of the plan
- Group: Groups of 4-5
- Explanation: Using the completed worksheet, the groups make a flyer about their chosen product, with at least:
 - o Title
 - o Image of what the product/event will look like
 - o Promotional text with practical information and attractive attributes
 Afterwards, each group presents their flyer to the whole group. Each group listening gives a tip and a top.
- Time: 20 min for making the flyer, 10 for presenting and giving feedback
- Required: A4 paper, completed worksheet, markers, stickers

Ranking using stickers

- Purpose: Prioritising
- Group: Plenary
- Explanation: Rankings are a great way to get people thinking, prioritizing, weighing their options, and carefully considering their own preferences and views. Participants put a sticker next to the option of their choice. Choose a few participants to argue their choice.
- Time: 5 minutes, including 'why'
- Required: sheets with options, stickers

Closing

- Purpose: Finishing the session
- Group: Plenary, round
- Explanation: Depending on the goal of the session, every person mentions in max. 2 sentences:
 - o Which role they think they are playing or want to be playing
 - o What feelings this session has raised in them
 - o A tip and top
 - o A key takeaway
- Time: 1 minute per participant
- Required: Nothing

Worksheet for working out a form**Goal**

What goal do you want to reach?

Target group

Who (specifically) do you want to reach? Please note: the event should be accessible to everyone.

Content

How will you use the topic in the form? How do you keep it scientific and educational?

Title

What is the name of your product or event?

Location

Where do you want to have the event? Or via what channels will the target group interact with the product?

Time

When, how long, and at what time is the event? Or: when and how long should the product be available?

Allure

How will you attract people to visit the event or engage with the product?
What makes it interesting?
What's in it for them?

Catering

Are you offering anything to eat or drink, and if yes: what and why?

Requirements

What do you need for a successful execution of the event or product? Think of light, sound, screens, hosts, safety, seats, website, a designer, promotion, ...

Promotion

How do you ensure that your target group will find the event/product and know of its existence? How will you encourage them to visit/interact with it?

1.2.13. Mentimeter for co-design session 3

- [Open question] How do you want to stay involved?
- [Give score 1-10 on 2 items] What did you think of the co-design sessions?
 - Nice/interesting [1-10]
 - Met my expectations [1/10]
- [Open question] Feedback for us

1.2.14. Plan for feedback session

Feedback session: steering the programme in the right direction

Goal: Updating the co-designers about the progress in the programme. Gathering feedback on the programme and social media plan and materials.

Planned output: Co-designers know what the programme will look like and how far we are with the organization. Feedback from co-designers on the programme. Preferred channels, media, and style for event promotion. Feedback on music.

Online session.

Welcome back! What do we remember from the previous sessions? Explanation of agenda. Warm-up. Short presentation of the programme. Feedback on communication materials. Ask for input on music. Ask for help for programme.

Rules for communication:

- We treat each other respectfully.
- Everyone's opinion is of equal value. We take each other seriously.
- We let each other talk.
- We listen to each other.
- There are no wrong answers.
- What we discuss in this session stays in this session.

Time	Goal	Work formats	Materials
20 minutes	Welcome Agenda Rules for communication Warm-up What happened last session?	Presentation Shaking it up Collaborative counting Each co-designer in turn says 1 thing we did, decided, or learned during the previous sessions	Slides
30 minutes	Familiarising with the programme Giving feedback on the programme	Presentation. <i>Ask for first impressions after the presentation.</i> Mentimeter	Slides Miró board
5-10 minutes	Break		
20 minutes	Giving feedback on social media, music, timeline	Feedback roulette	Miró board
10 minutes	Wrap-up: We discussed this. Everyone agree? Signing the declaration forms Encourage co-designers to come to the ABCD festival and bring friends	Wrap-up	Declaration forms Way to sign up?

Working forms

Shaking it up

- Goal: Energizer, lighten the mood
- Group: Plenary
- Explanation: Ask participants to stand up. With everyone, do the following at the same time: shake your right arm 8 times, then your left arm, then your right leg, and your left leg. Everyone counts along out loud from one to eight for each limb. Afterwards, you do the same thing, but you shake every limb only 4 times, then 2 times, then 1. You end with cheering.
- Time: 2 minutes
- Required: Room to stand and move

Collaborative counting

- Purpose: Lighten up the mood, create a sense of togetherness
- Group: Plenary
- Explanation: Count as a group from one to ten. Nobody can talk at the same time or say something else than a number. Nobody can say a number twice in a row. In short, you have to say the numbers in the right order without communicating.
- Time: 3 minutes
- Required: Nothing

Feedback roulette

- Purpose: Gathering input or feedback on different things
- Group: Individual, afterwards plenary
- Explanation: Participants give feedback on different parts. Each participant starts at one of the parts. They have 4 minutes to give input or feedback on that part. Afterwards, they rotate to the next part, have 4 minutes for input or feedback, etc. until they have had a round for each part. Afterwards, discuss the feedback and input with the whole group.
- Time: 20 min
- Required: Prepared Miró board, with clearly defined parts, questions for input/feedback, and order. Everyone has a Miró account.

2. Supplementary files for ABCD festival

2.4. Communication

2.4.15. Communication plan

Communication plan for the ABCD festival

Event Overview

Title of event:	ABCD festival
Tagline:	No tagline
Date and time:	Saturday 30 November 2024, 15:30-18:30h

This interactive event is part of the long-term Amsterdam Born Children and their Development (ABCD) cohort study, and aims to engage all 20-year-olds in understanding the vital roles of nutrition, physical activity, and sleep in enhancing overall health and well-being. In addition, the event aims to promote the ABCD study and its results in the aforementioned areas.

Target Audience

20-year-olds of all backgrounds, including students, young professionals, and community members. Special focus is on the now 20-year-olds participants of the ABCD study, who have been involved in the study since before their birth.

Key Messages

1. Nutrition, movement and sleep influence each other and their effects.
2. Nutrition is key to people and planet: a healthy balance between movement and nutrition contributes to a healthy weight. You can have a diet that is good for you and the planet.
3. Movement is essential: A little physical activity is better than no physical activity. And more physical activity is even better. Physical activity can be fun and incorporated into your everyday routine. And sitting a lot is always bad for you.
4. Sleep matters: Quality sleep is crucial for mental and physical health. Everyone has different sleep needs.
5. Celebrate your ABCD journey: Reflect on your participation in the ABCD study since birth.
6. Discover your development: Learn about the latest insights into health, nutrition, movement, and sleep.
7. Your contribution to Amsterdam: Understand how your participation contributes to the health of Amsterdam's children.

Communication Channels

ABCD newsletter

- Announce the ABCD festival, emphasizing added value for ABCD participants
- Reflect on the co-design process

Direct communication

- Send personalized invitations via email to all 20-year-old ABCD participants.
- Send reminder email to sign-ups.

Social media

- Create event page on Instagram #ABCDfestival to reach a broader audience.
- Use hashtag #ABCDfestival
- Share diverse content, including posts dedicated to aspects of the ABCD festival programme

ABCD Study website

- Create a dedicated festival page with program information and registration options.
- Amsterdam UMC website
- Make a video about the ABCD study

Timeline

10 weeks before (September 16)

- Announce the ABCD festival in ABCD news letter

6 Weeks Before (October 19)

- Begin online promotions (every week)

4 Weeks Before (November 4)

- Begin sending personalized invitations

3 Weeks Before (November 9)

- Intensify social media engagement with diverse content (every 2 days)
- Send reminder emails focusing on the benefits of attending.

1 Week Before (November 23)

- Share detailed program information.

2 Days before (November 28)

- Final call for registrations

Day of Event (November 30)

- Live social media coverage by ABCD interns showcasing diverse attendees and activities.
- Encourage participants to share their experiences using the event hashtag.
- Diverse photo opportunities for Instagram, such as photo booth and sleep profile plushies
- Taping of a video of festival highlights

Event Highlights

Quiz

- Short quiz about nutrition, sleep, movement behaviour, and the ABCD study with prizes for the top 3 participants.

Health check zone

- Interactive health assessments based on ABCD research methods, such as grip strength competition, blood pressure monitor, and jumping force.

Movement Mecca

- Competition of fitness exercises
- Information on healthy approaches to 24-hour movement behaviours

Nutrition zone

- Memory: match the movement with the snack that represents how many calories it burns
- Compare the planetary health diet with the 'schijf van vijf' (national nutrition advice)

Sleep like an animal

- Interactive test on sleep profiles, with more information on the different sleep profiles (with QR code?).
- Take a card with tips for your sleep profile

5G and sleep

- Booth with survey about your own exposure to EMR/5G and more information
- Guess the answer - short questions about common EMR/5G misconceptions

ENCOUNTER your health

- ENCOUNTER art project

Sleep Sanctuary

- Guided relaxation and mindfulness sessions accessible to everyone.

Ideas for future events

Lifestyle Laboratory

- Workshops on nutrition, movement, and sleep, informed by ABCD study findings.
- Movement challenges that encourage teamwork and inclusivity.

Data Discovery Journey

- Visualizations of anonymized ABCD study data to give participants insight into the impact of their contributions.

Future Perspectives

- Sessions on the future direction of the ABCD study and opportunities for continued involvement.

Post-Event Follow-up

- Share a summary of festival highlights with all ABCD participants.
- Share a video of festival highlights per email, on Instagram, and on the ABCD website.
- Share event highlights on social media.
- Send thank-you emails with key takeaways and resources, emphasizing continued engagement.
- Conduct a post-event survey to gather feedback for future events and research participations.
- Conduct a post-event survey to gather feedback from co-designers on the process and final event.
- Offer opportunities for participants to stay engaged with the ABCD study as young adults.

Full communication timeline

When	What	Channel
01-09-2024	Contact the Amsterdam UMC Communications department and check if they want to cover the ABCD festival.	Email, phone
23-09-2024	Announce the ABCD festival with sign-up link	ABCD newsletter
14-10-2024	Begin social media promotions #ABCDfestival (every week)	Instagram
04-11-2024	Send ABCD participants a personal invitation	Email
04-11-2024	Intensify social media engagement with diverse content (every 2 days)	Instagram
20-11-2024	Reminder call for registrations and share detailed program information	Instagram
25-11-2024	Share detailed program with visitors	Email
28-11-2024	Final call for registrations	Email
30-11-2024	Live coverage showcasing attendees and activities	Instagram (story)
30-11-2024	Feedback survey on ABCD festival	QR-code to survey
03-12-2024	Share some photos of ABCD festival	Instagram
03-12-2024	Conduct a post-event survey to gather feedback from co-designers	E-mail

	on the process and final event, with thank you	
05-12-2024	Send thank-you emails with key takeaways and resources, video of festival highlights, and feedback survey to participants	E-mail
05-12-2024	Start sharing festival highlights	Instagram
09-12-2024	Share valorisation text about ABCD festival on APH website	APH website
10-01-2025	Share year overview with summary of festival highlights, key takeaways, and resources with all ABCD participants, including video	E-mail, ABCD website, Instagram

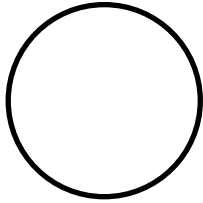
Instagram posting schedule

When	What
-6w	
14 Oct	Event announcement + opening sign-up
17 Oct	Themes announcement: nutrition, sleep, movement behaviour
-5w	
21 Oct	Event highlight: Market stand sleep
24 Oct	Practical info on tickets, location, etc.
-4w	
28 Oct	Event highlight: music
31 Oct	You can still sign up!
-3w	
4 Nov	Event highlight: Market stand sleep and 5G
6 Nov	Event highlight: Quiz
8 Nov	Event highlight: Market stand movement behaviour
-2w	
11 Nov	Behind the scenes: organising the ABCD festival (story)
13 Nov	Event highlight: Sleep meditation workshops
15 Nov	Full programme
-1w	
18 Nov	Event highlight: prizes
20 Nov	Last chance to sign up!
22 Nov	Event highlights: Market stand nutrition
0	
25 Nov	Event highlight: Market stand ENCOUNTER
27 Nov	Event highlight: Market stand health measurements
28 Nov	Photo booth
29 Nov	Last practical info
30 Nov	Live coverage of event (story), post with one photo after event is done
+1w	
03 Dec	Thank-you post with some photos
05 Dec	Key takeaways
+2w	
09 Dec	Video with event highlights
12 Dec	Event evaluation results

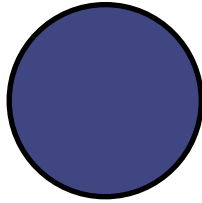
2.4.16. Communication style

All communication about the ABCD festival was created in the free online design tool Canva.

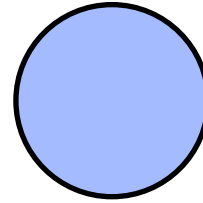
Main colours



White
#ffffff

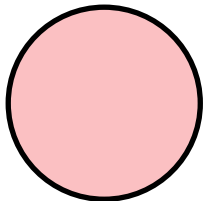


Dark purple
#404682

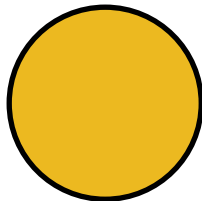


Light blue
#a4bcff

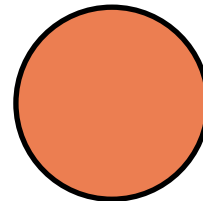
Supporting colours



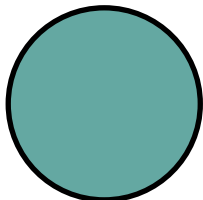
Light pink
#fbc0c2



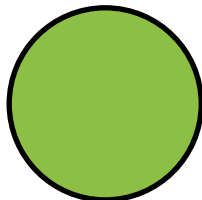
Yellow
#ecb920



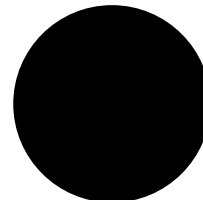
Red
#ec7e51



Dark green
#64a8a2



Light green
#8dbf44



Black
#000000

Fonts

Main title and header

Berthold Block

Example:

MAIN TITLE

All letters capitalized

Always in dark purple with
light blue or white background

Main text

Montserrat

Example:

Heading

This is a text body. You
do not need to read this.

Bold for emphasized text

Not bold for main text

Remarks

Gloria Hallelujah

Example:

*This is a remark!***Image and poster sizes**

Market stands	Main poster	A1 Main title 175 pt Berthold Block Heading 51 pt Berthold Block Body text 24 pt Montserrat
	Additional information	A3 Main title 144 pt Berthold Block Heading 40 pt Berthold Block Body text 18 pt Montserrat
Timeline	Posters	A0 Main title 248 pt Berthold Block Names of line 100 pt Berthold Block Body text 24 pt Montserrat
	Explanation	A3 Main title 144 pt Berthold Block Heading 40 pt Berthold Block Body text 18 pt Montserrat
	Open for number of participants	A4 Number of participants and year 88 pt Berthold Block Questions 24,8 pt Montserrat
Signs		A3
Volunteers	Name badges	A4 Name 24,1 Berthold Block Ask me about... 11,2 Montserrat Topic 19,2 Berthold Block
	Thank you cards	A4
Promotional poster		A0
Instagram	Image for post	1080 x 1080 px Main title/text 152 pt Berthold Block, top left

		Date and location 48 pt Berthold Block, bottom right
Laposta	Image covering full width of email	1080 x 300 px
	Infographic	1080 x 1080 px Title 32/95 pt Berthold Block Numbers 119 pt Berthold Block Other emphasis 32 pt Berthold Block Body text 14 pt Monserrat

Image style

Logo festival



Main image



Style of illustrations

2D, no shadows, no outlines. Some lines for details.

2.5. List of materials

Location/activity	What
General	ABCD phone
General	Thank you-gift for volunteers
General	Schedule ('draaiboek') 2x
General	Cleaning towels
General	Decoration
General	Fruit
General	GGD cards about healthy lifestyle
General	Laptops (if needed)
General	Overview of volunteers
General	Pens
General	Powerbank
General	QR code to evaluation form*
General	Snacks/drinks volunteers
General	Consent form for being filmed (5x)
General	Trash bags
5G and sleep stand	Dilemmas, printed
5G and sleep stand	Small stickers
5G and sleep stand	5G measurement device
5G and sleep stand	QR code to ETAIN app*
Movement stand	Exercise tasks
Movement stand	Giant dice
Movement stand	Dumbbells
Movement stand	Guidelines for movement behaviour
Market stands	Gaffer tape
Market stands	Hanging system for posters
Market stands	Poster buddies
Market stands	Posters*
Market stands	Painter's tape
Market stands	Rope
Measurement stand	BIA meter
Measurement stand	BIA stickers
Measurement stand	Grip strength measurement device
Measurement stand	Strips of paper for writing down name of participant
Measurement stand	Measuring tape for measuring waist size (Voedingscentrum)
Measurement stand	Research bench
Measurement stand	Pin-up board
Measurement stand	Paper measuring tape for preparation of pin-up board
Measurement stand	Thumbtacks
Measurement stand	Decoration
Photo booth	Decoration
Puzzle quest	30 euros VVV gift card in (glitter) envelope
Quiz	Jacket for quizmaster

Quiz	NEMO entry tickets
Quiz	Questions and answers printed for quizmaster
Reception	Checklist with visitors of ABCD festival
Reception	Desk sign (from ABCD measurement days)
Reception	Box for handing in puzzle quest answers
Reception	Instructions for desk
Reception	Cards with workshop times
Reception	Name badges
Reception	Puzzle quest sheets printed
Reception	Event map (3x)
Reception	Time schedule of ABCD festival (4x)
Reception	Forms plantetary health research
Sleep stand	Chronotype cards
Sleep stand	Plushies: dolphin and bear
Sleep stand	Tablet
Timeline	Signs with number of participants at each phase
Timeline	Explanation of timeline
Nutrition stand	Fruit/snack vegetables
Nutrition stand	Energy balance memory game
Nutrition stand	Spot the difference game – guidelines fruit and vegetable intake vs own intake
Nutrition stand	Sheet calculate your energy balance
Nutrition stand	Mailbox
Nutrition stand	Globe
Workshop sleep hygiene	Bowl for cards
Workshop sleep hygiene	Signposts

* The QR codes were made using free software and were only valid for a limited time.

2.6. Instructions for reception ABCD festival

1. Check off the name.
2. Give puzzle sheet and pen. Explain that they can answer the questions at the market stands and win a prize. Submit at reception until 18:15h.
3. Give form about planetary health. Explain that they can complete it and submit it at the mailbox in the main room. Ask if they want to participate in the sleep workshops. Yes? → give card with timeslot.
4. Explain that the bar opens at 17:30h. Give card for 1 free drink.
5. Explain that they can visit the exposition Living Looonger for free during the festival.
6. Show them the way to the festival entrance, through the exposition room.

Number [name of festival coordinator 1]: [put phone number here]

Number [name of festival coordinator 2]: [put phone number here]

2.7. Quiz questions

Quizvragen ABCD-festival 2024 - Mentimeter

Toets H -> resultaten van deelnemers laten zien

Enter -> Het goede antwoord laten zien

Bewegen

1. Hoeveel minuten per dag wordt aanbevolen om matig intensief te bewegen voor volwassenen?

- A) 15 minuten
- B) 60 minuten
- C) 30 minuten
- D) 90 minuten

Antwoord: 30 minuten

2. Wat is de grootste spier in het menselijk lichaam?

- A) Quadriceps (dijspijeren)
- B) Latissimus dorsi (rugspieren)
- C) Gluteus maximus (bilspier)
- D) Biceps

Antwoord: Gluteus maximus (bilspier)

3. Hoeveel procent van de Nederlanders tussen 18 en 34 jaar voldoet aan de beweegrichtlijnen van de Wereldgezondheidsorganisatie (WHO)?

- A) 25%
- B) 50%
- C) 70%
- D) 90%

Antwoord: 70%

4. Welk voordeel heeft krachttraining naast het vergroten van spiermassa?

- A) Verbetering van je geheugen
- B) Verhoging van je botdichtheid
- C) Verlaging van je hartslag
- D) Verbetering van je zicht

Antwoord: Verhoging van je botdichtheid

5. Hoeveel calorieën verbrand je gemiddeld per uur met dansen op elektronische muziek (EDM)?

- A) 150 calorieën - Ongeveer gelijk aan joggen
- B) 250 calorieën - Ongeveer gelijk aan fietsen
- C) 400 calorieën - Ongeveer gelijk aan voetballen
- D) 600 calorieën - Ongeveer gelijk aan wielrennen

Antwoord: 250 calorieën - Ongeveer gelijk aan fietsen

6. Wat is een van de belangrijkste negatieve effecten van langdurig zitten of zitgedrag, zelfs als je regelmatig sport?

- A) Het vermindert spiermassa, zelfs bij sporters
- B) Het verlaagt je stofwisseling tot 50% van het normale niveau
- C) Het zorgt voor een directe afname van je longfunctie
- D) Het verhoogt het risico op chronische ziekten zoals diabetes type 2

Antwoord: Het verhoogt het risico op chronische ziekten zoals diabetes type 2

Voeding

7. Waar of niet waar? In biologische producten zitten geen E-nummers.
- A. Waar
 - B. Niet waar

Antwoord: Niet waar, ook in biologische producten kunnen E-nummers zitten, zoals conserveermiddelen of rijsmiddelen. Het gaat dan alleen om E-nummers met een natuurlijke oorsprong. Niet alle E-nummers mogen in biologische producten zitten.

8. Waar of niet waar? Met veganistisch dieet krijg ik alle benodigde voedingsstoffen voldoende binnen.
- A. Waar
 - B. Niet waar (ook niet als ik supplementen slik)
 - C. Niet waar, maar wel als ik supplementen slik

Antwoord: Niet waar, maar wel als ik supplementen slik: Als je veganistisch eet moet je opletten dat je voldoende eiwitten, ijzer, B1, B2, calcium, jodium en vit. D binnenkrijgt. Als je een goed gebalanceerd dieet volgt, kan je dit allemaal uit plantaardige voedingsmiddelen halen. Wat je niet voldoende uit plantaardige voedingsmiddelen kunt halen is vit. B12. Daarom is een vit. B12 supplement noodzakelijk.

9. Op een pak rijst staat een 'ten minste houdbaar tot'-datum van een jaar geleden. Kun je de rijst nog eten?
- A. Ja
 - B. Nee

Antwoord: Ja, de THT-datum geeft aan tot wanneer de fabrikant de kwaliteit garandeert. Als het pak onbeschadigd is en de rijst er goed uitziet en nog goed ruikt, kun het nog eten.

10. Het gevoel dat je vol zit (verzadingsgevoel) komt minuten na het eten van de maaltijd.
- A. 1 minuut
 - B. 5 minuten
 - C. 20 minuten
 - D. 30 minuten.

Antwoord: 20 minuten nadat je gegeten hebt, krijgt je lijf pas het seintje dat je buik vol zit. Daarom is het belangrijk rustig te eten en niet alles binnen 5 minuten naar binnen te schrokken.

Slaap

11. Slapen ABCD deelnemers met regels in huis over mediagebruik gemiddeld langer?
- A. Ja
 - B. Nee

Antwoord: Ja

12. Bij ABCD-moeders die erg kort sliepen tijdens de zwangerschap, was vaker kindervergewicht op leeftijd 5 jaar. Dit kwam doordat deze moeders
- A. een hogere kans op zwangerschapsdiabetes hadden
 - B. korter zwanger waren
 - C. Kinderen hadden met een hoger geboortegewicht

Antwoord: een hogere kans op zwangerschapsdiabetes hadden : Bij <6 uur slaap in het eerste trimester van de zwangerschap zagen we 4,5 keer vaker zwangerschapsdiabetes. Bij zwangerschapsdiabetes zien we gemiddeld een hoger BMI bij het kind. Ook is kortere zwangerschapsduur een mogelijk oorzakelijk pad, maar niet langere zwangerschapsduur.

13. Kan alcoholgebruik tijdens de eerste 3 maanden van de zwangerschap een rol spelen in latere slaapproblemen van je ongeboren kind?
- A. Ja
 - B. Nee

Antwoord: Ja: Bij de ABCD-studie zagen we 2,5 punt hogere slaapprobleem score als er alcohol (1 glas of meer per dag) was gedronken door moeder. Gemiddelde slaapprobleem score is 40. [Potential determinants during ‘the first 1000 days of life’ of sleep problems in school-aged children - ScienceDirect](#)

14. Ouders van een 6-maanden-oude baby zijn soms ontevreden over de slaap van hun baby. Waar zijn ze het meest ontevreden over? De baby
- A. Slaapt ‘s nachts niet genoeg
 - B. Valt moeilijk in slaap
 - C. Wordt te vaak wakker

Antwoord: Wordt te vaak wakker. Als ouders niet tevreden zijn over de slaap van hun baby was dat in 71% door te vaak wakker worden. Bij de leeftijd van 4 maanden vinden ouders dit nog wel normaal, maar bij 6 maanden is het een reden voor ontevredenheid. Het is echter wel normaal als een baby 6 maanden is. (Sarphati cohort) <https://doi.org/10.1080/15402002.2022.2156867>

ABCD-studie algemeen

15. Hoeveel deelnemers hebben afgelopen fase (fase 7) de algemene vragenlijst ingevuld?
- A. 534
 - B. 1293
 - C. 1537
 - D. 1834

Antwoord: 1537

16. Hoeveel bol.com bonnen kunnen deelnemers verdienen wanneer ze aan alle onderdelen van Fase 7 hebben meegedaan?
- A. 1
 - B. 2
 - C. 3
 - D. 4

Antwoord: 4: 1 Vragenlijst, 2 Eetscore + denkvermogen, 3 Beweegmeter, 4 Lichamelijke meting

17. Hoeveel artikelen zijn er tot nu toe gepubliceerd met ABCD-gegevens?

- A. 35 artikelen
- B. 220 artikelen
- C. 735 artikelen
- D. 950 artikelen

Antwoord: 220 artikelen

18. Hoeveel datasets met onderzoeksgegevens hebben wij verzameld?

- A. 7
- B. 33
- C. 65
- D. 99

Antwoord: 99 datasets

19. Hoeveel moeders van de ABCD-deelnemers hebben tijdens de zwangerschap mee gedaan aan meetfase 1?

- A. 6950
- B. 8266
- C. 4394
- D. 12938

Antwoord: 8266

20. Hoeveel uur slapen de ABCD-deelnemers gemiddeld per nacht toen ze 5 jaar oud waren?

- A. 10 uur en 53 minuten
- B. 9 uur en 34 minuten
- C. 8 uur en 15 minuten
- D. 7 uur en 43 minuten

Antwoord: 10 uur en 53 minuten.

2.8. Puzzle quest materials

Note: this is the correct version of the puzzle. At the event, the original puzzle turned out to be incorrect.

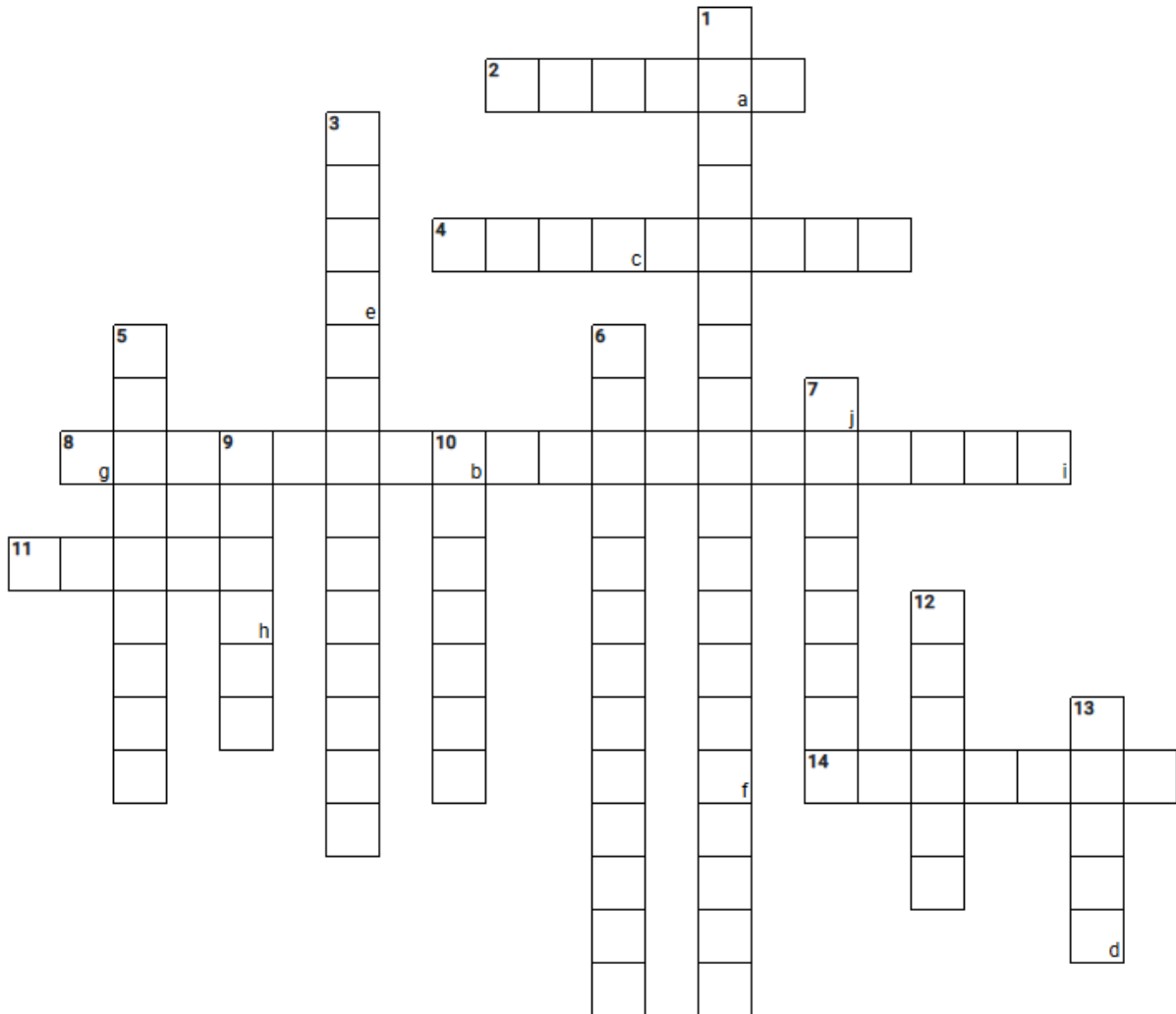
2.8.17. Criss-cross puzzle

Horizontaal

2 4 8 11 14

Verticaal

1 3 5 6 7 9 10 12 13



Oplossing

a	b	a	c	d	e	f	g	h	e	i	g	a	e	j
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

2.8.18. Questions for puzzle quest

Puzzeltocht - vragen

Voeding

4. Hoe wordt het dieet genoemd dat optimaal is voor mens en planeet? Het ____ health diet.
5. Inname van suikerhoudende dranken kan invloed hebben op iemand zijn gewicht, tandbederf en ____.

Metingen ABCD-studie

10. De Bio-elektrische Impedantie analyse (BIA)meter meet je vetmassa en massa.
7. Een hoog vetgehalte geeft risico op onder andere:
14. Een body builder heeft een Body Mass Index boven de 25 en heeft een gezond vetgehalte. Wat zorgt hier waarschijnlijk voor een hoog BMI?

Beweging

8. Hoeveel minuten besteedt een ABCD-deelnemer gemiddeld per dag aan licht intensieve activiteiten?
2. ABCD-deelnemers besteden per dag gemiddeld 11 uur en 39 min per dag aan

Slaap

9. Hoeveel minuten duurt het gemiddeld voordat een ABCD-deelnemer in slaap valt?
13. Welk chronotype is het meest productief in de ochtend en voormiddag?

Vraag tijdlijn

6. Hoeveel procent van de moeder dronk alcohol tijdens de zwangerschap?
11. Als je een jongen bent, dan had je ____ meer invloed op je voedingspatroon op 11-12-jarige leeftijd dan als je een meisje bent.
1. Meisjes van 11-12 jaar die veel zoete drankjes dronken hadden meer kans op.....

Vraag 5G

12. Welk project, waar de ABCD-studie onderdeel van is, kijkt naar het effect van 5G op de gezondheid?
3. Vul aan: 5G-apparaten zenden elektromagnetische golven uit.

Oplossing:

2.8.19. Puzzle quest - answers

Puzzeltocht - antwoorden

Voeding

4. Hoe wordt het dieet genoemd dat optimaal is voor mens en planeet? Het ____ health diet.

Planetary

5. Inname van suikerhoudende dranken kan invloed hebben op iemand zijn gewicht, tandbederf en ____.

Bloeddruk

Metingen ABCD-studie

10. De Bio-elektrische Impedantie analyse (BIA)meter meet je vetmassa en massa.

Vetvrije

7. Een hoog vetgehalte geeft risico op onder andere:

Diabetes

14. Een body builder heeft een Body Mass Index boven de 25 en heeft een gezond vetgehalte. Wat zorgt hier waarschijnlijk voor een hoog BMI?

Spiere

Beweging

8. Hoeveel minuten besteedt een ABCD-deelnemer gemiddeld per dag aan licht intensieve activiteiten?

2 uur en 5 minuten -> 125 min -> **honderdvijfentwintig**

2. ABCD-deelnemers besteden per dag gemiddeld 11 uur en 39 min per dag aan

Zitten

Slaap

9. Hoeveel minuten duurt het gemiddeld voordat een ABCD-deelnemer in slaap valt?

Dertig

13. Welk chronotype is het meest productief in de ochtend en voormiddag?

Leeuw

Vraag tijdlijn

6. Hoeveel procent van de moeder dronk alcohol tijdens de zwangerschap?

tweeëntwintig

11. Als je een jongen bent, dan had je ____ meer invloed op je voedingspatroon op 11-12-jarige leeftijd dan als je een meisje bent.

Vader

1. Meisjes van 11-12 jaar die veel zoete drankjes dronken hadden meer kans op.....

Menstruatieklachten

Vraag 5G

12. Welk project, waar de ABCD-studie onderdeel van is, kijkt naar het effect van 5G op de gezondheid?

GOLIAT

3. Vul aan: 5G-apparaten zenden elektromagnetische golven uit.

Radiofrequente

Oplossing: **Evenwichtigheid**

2.9. Infographics for the ABCD year overview 2024



FOOD&DRINKS FOR ENERGY AND ESSENTIAL NUTRIENTS

If ABCD participants at age 5-6 had a **better diet quality**, then they had **less cardiovascular risk factors** at age 11-12.



Aside from energy, your body gets **nutrients, vitamins, minerals, and fibre** from food and drinks. Fibrines make you feel full after a meal. So not just calories are important!



Sweet beverages contain a lot of calories and quickly increase your blood sugar levels. Are you drinking a lot of sweet beverages? Then you have a higher chance at overweight and a higher blood pressure.

ABCD participants drank much more sweet beverages than their peers in other European countries - who drank water more often.

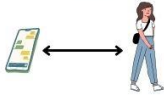


5G PROBABLY DOES NOT INFLUENCE YOUR SLEEP

5G is the fifth generation of wireless mobile technology. Like 4G, 5G devices emit **radiofrequency electromagnetic waves**. This type of waves is known to heat up body tissue if intensity is high. That's why there are strict rules for 5G. **In the modern world, sources of 5G are all around us:**



Your **level of exposure** to 5G depends on a.o. your **distance to the source**.



But **we are not sure**. We need more and better evidence.

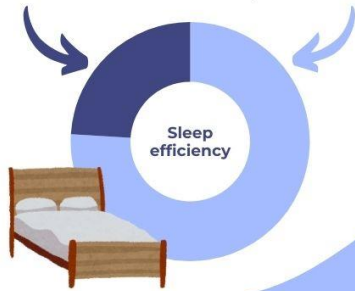
And the effects strongly depend on your **exposure** to 5G.

GOLIAT

That's why the ABCD study **studies the effects of 5G on your health**. And we measure how much ABCD participants are exposed to 5G. We do this as part of the GOLIAT project.

ABCD participants were not sleeping **24%** of the time spent in bed

ABCD participants were sleeping **76%** of the time spent in bed



EVERYONE SLEEPS DIFFERENTLY

If you don't sleep well, you are often



during the day.



30 MINUTES

On average, ABCD participants take **30 minutes** to fall asleep.

At night, ABCD participants slept on average **6 HOURS AND 39 MINUTES**