CONTRIBUTION OF THE RABOBANK PROGRAM TO A HEALTHY LIFESTYLE IN CHILDREN OF PRIMARY SCHOOL CRESCENDO

Evaluation of a CSR initiative aiming to stimulate a healthy lifestyle in children of disadvantaged neighborhoods

Nienke Koopman (August 2018) Under guidance of dr. N. Blignaut-van Westrhenen

Growing up in poverty
In the Netherlands there are still children growing up in poverty. This has large consequences for both their mental and physical health. The Rabobank supports primary school Crescendo and aims to create opportunities for children growing up in a disadvantaged neighborhood of Amsterdam. Nutrition & nature is one of the domains within their program and developed to make children become familiar with a healthy lifestyle. In order to reach more children the Rabobank aims to upscale their program and motivates other companies to set up similar programs. Therefore, the program is evaluated.

Research question
What are the experiences of the teachers, the parents and children on a healthy lifestyle and the contribution of the Rabobank program to this?

Objective
To give recommendations for CSR initiatives aiming to stimulate a healthy lifestyle at primary schools in disadvantaged neighborhoods, by providing insight in the efforts and effects of the Rabobank program.

Methods
Interviews with 9 parents and 6 teachers.

Main results
The Rabobank:
- mainly contributes to the development of self-efficacy by creating opportunities for experiential learning \( \rightarrow \) skills and long-lasting knowledge.
- lowers financial barriers by providing school fruit and by sponsoring activities Crescendo:
- focuses knowledge by adopting the Jump In program. Jump In also sets includes tangible goals regarding eating healthy and exercising
- teachers motivate and act as role models

Discussion + conclusion
Together, the efforts of the school and the Rabobank already resulted in a healthy lifestyle for a large part of the children. However, in order to have successful behavioral changes in all children a goal setting component should be incorporated, parent involvement should be enhanced, and repetition should be built in. When applying the Rabobank program or similar programs to other primary schools it should be taken into account that the program alone does not sufficiently provide in knowledge development and does not learn the children to set health goals. To have optimal effects the school itself should provide in these aspects, for instance by adopting the Jump In program of the municipality of Amsterdam.

Recommendations for similar programs
1. Accommodate in the needs of the children
2. Align the program with the efforts of the school
3. Get parents involved
4. Build in possibilities for repetition

Main references
- Bandura (1986, 2004)
- Bronfenbrenner (1979)

Figure 1. Stakeholder map of the Rabobank program. The Rabobank supports Crescendo (blue arrow). At primary school Crescendo the program affects the teachers, the management and the children. These children are also part of families together with their parents. In addition, these families are parts of communities. Primary schools also influence communities (orange arrow). Besides, the support of parents is needed at primary school Crescendo (green arrow).

Figure 2. Framework of the Social Cognitive Theory (Bandura, 1986). Perceived self-efficacy affects health habits both directly and through its impact on goals, outcome expectations, and perception of socio-structural facilitators and impediments to health promoting behavior.