

Proposal: Healthy Families Club

Objective: To establish a family-oriented health club in the 4030 Linz area that promotes healthy eating and active lifestyles among families, emphasizing education, emotional connection, and shared experiences.

Project Description

The Healthy Families Club is a human-centered initiative designed using design and creative thinking principles. By addressing the emotional and practical needs of families, it aims to:

1. **Educate and Empower:** Help parents and children build lifelong healthy habits through experiential learning.
 2. **Foster Emotional Connections:** Create a supportive community where families share their journeys and successes.
 3. **Inspire Joyful Living:** Make nutrition and wellness an enjoyable and integral part of everyday life.
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Needs-Based Insights

Through research and empathy mapping, we identified key needs:

- **Parents:** Need practical, time-efficient strategies to feed their families well on a budget.
 - **Children:** Desire fun, interactive ways to learn about health.
 - **Community:** Craves stronger connections and shared purpose in wellness.
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Program Components

1. **Co-Designed Workshops**
 - Parents and children collaborate on cooking projects, sharing ideas and cultural recipes.
 - Topics tailored to local needs (e.g., quick meals, avoiding food waste).
2. **Sensory Food Experiences**
 - Tasting stations where families explore healthy, locally sourced foods.
 - "Food Adventure Games" to engage kids with new flavors and textures.

3. **Meal Planning Guidance**
 - Provide families with customized meal plans, considering dietary needs, budget constraints, and cultural preferences.
 - Distribute pre-designed templates for weekly meal planning to reduce decision fatigue and save time.
 4. **Emotional Wellbeing Integration**
 - Guided conversations about food and emotions, led by family therapists.
 - Mindfulness sessions focusing on gratitude for food and family time.
 5. **Community Challenges**
 - Interactive challenges like "Cook Together Nights" or "Healthy Picnic Days."
 - A digital leaderboard to celebrate achievements and foster friendly competition.
 6. **Interactive Spaces**
 - A pop-up demonstration kitchen designed for families.
 - Child-friendly zones with educational games and art activities.
 7. **Storytelling and Sharing**
 - A "Family Success Wall" where participants share their progress and stories.
 - Digital storytelling through short video series capturing local families' journeys.
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Implementation Plan

1. **Phase 1: Discovery and Co-Creation (Jan-Mar 2025)**
 - Host focus groups with local families to tailor the program.
 - Develop partnerships with schools, community centers, and local businesses.
 2. **Phase 2: Pilot and Iteration (Apr-Jun 2025)**
 - Launch pilot workshops and gather feedback for refinement.
 - Test interactive spaces and digital platforms.
 3. **Phase 3: Full Launch (Jul-Dec 2025)**
 - Roll out the full program with regular events and challenges.
 - Scale up storytelling initiatives to inspire wider participation.
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Budget Plan (€40,000)

Expense	Cost Estimate (€)
Facility improvements	8,000
Workshop materials and equipment	10,000
Interactive spaces (pop-ups)	7,000
Marketing and storytelling tools	5,000
Staff and facilitators	6,000
Community challenge incentives	3,000
Miscellaneous and contingency	1,000

Impact on the Community

- **Empowered Families:** Parents gain confidence in meal planning, and children develop a positive relationship with food.
 - **Emotional Wellbeing:** Strengthens family bonds and reduces stress related to food choices.
 - **Connected Community:** Builds a network of families working toward a common goal of health and happiness.
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Design Thinking and Human-Centric Approach

This initiative embraces empathy, ideation, and iteration:

- **Empathy:** Understanding the daily struggles of families through surveys and focus groups.
- **Ideation:** Co-creating solutions with participants to ensure relevance and engagement.

- Iteration: Continuously improving based on real-time feedback.
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Conclusion

The Healthy Families Club leverages creative thinking and human-centric design to create a transformative experience for families. By addressing practical needs and emotional connections, this initiative promises a lasting positive impact in the 4030 Linz area, making health and wellness a shared, joyful journey.