**The “TAD Healthy – a-tip a day” project**

**Background**

In 2017, the European Federation of the Associations of Dietitians (EFAD) together with, the European Food Information Council (EUFIC), European Association for the Study of Obesity (EASO), and the International Sports and Culture Association (ISCA) committed at the EU Platform for Action on Diet, Physical Activity and Health to jointly participate at the “TAD Healthy – a-tip a day” project. For this project, EUFIC has become a lead partner.

The joint “TAD Healthy – a-tip a day” project addresses healthy nutrition, physical activity and the fight against obesity through engagement with an online community with evidence-based tips that should be prepared by all the project partners. Currently, this is done only on the social media platform - “Instagram” (<https://www.instagram.com/tadhealthy/>). The accessible, appealing and actionable tips are aimed at increasing nutrition and health related knowledge among the general public and at encouraging people to take small steps towards healthier diet and lifestyle choices.

Furthermore, an academic involvement is sought for input on the design of the intervention, to ensure that the tips integrate insights from behaviour change theory, to develop and carry out an impact assessment on parameters of nutrition and health knowledge and behaviour change. At the moment there is limited scientific evidence for the effectiveness of (low-cost) online interventions of this nature on increasing health literacy and behaviour change. Thus, it is expected that findings of the intervention will be published in a peer-reviewed scientific journal and that the “TAD Healthy – a-tip a day” project will generate novel insights into impact of the online interventions on health literacy and behaviour change.

**Current state of affairs**

EFAD wishes to thank all of its European Specialist Dietetic Networks (ESDNs) that have already contributed with the tips to "TAD Healthy – a-tip a day” project. Although, at the moment, these tips cannot be seen on the designated Instagram account, they will all, be posted during 2019 and are very much appreciated by EFAD and other partners from this joint commitment. The project is expected to intensify in May this year when EUFIC will have a permanent staff member working on the project. With that said, we still need ESDNs to send tip proposals. This will give ESDNs more visibility within the project and it will enable them to influence the public opinion on dietetic topics of their choice on social media project that is for this year scheduled to grow and even move to other social media platforms. Moreover, in the beginning of 2019, EFAD has committed to help EUFIC with the scientific component of the project. The scientific project component is expected to be better defined in May when another call for tips will be sent to ESDNs. This third call for tips will have additional requirements related to behavioural change methods being incorporated into tips.

EFAD is looking forward to intensification of the "TAD Healthy – a-tip a day” project that is expected in the second half of this year.

