e-Bug in Belgium

Implementation plan and perspectives

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Implementation
- Review
- Translation: pack and website
- Promotion
- Endorsement
- Printing

Difficulties

Supports

Future implementation

Conclusion
Implementation

Review

- Reviewer: Els Grieten
  - University of Antwerp.
  - Sciences communicator.
- Overall review.
- Adaptation to Belgian school system.
- Networks.

Translation: pack and website

- Three official languages: Flemish, French, German.
- E-bug available in Flemish and French.
- Flemish translation done in Belgium.
- French translation regained from France.
  - Special thank you to France!
  - Reviewed and adjusted to Belgian standards.
Implementation

Translation: pack and website

Different phases:
- Translation Flemish pack (April ‘09).
- Translation French pack (June ‘09).
- Review by Flemish and French-speaking Ministries of Education (curriculum service) and a former school teacher (April – June ’09).
- Links with regional curriculum available.
- Website available (Sept. ’09).

Implementation

Promotion

- Teachers fairs and science fairs (2008).
- Links in packs to related websites and vice versa.
- Information letter to all primary and secondary schools (August ’09).
- Teachers magazines and websites (ongoing).
- Science teachers networks (ongoing).
Implementation

Endorsement

Use of logo
- Ministry of Public health.
- Ministries of Education: Flemish, French-speaking, German-speaking.

Endorsement letter French community OK.
Letter Flemish community delayed, due to regional elections and change of Minister of Education in June.

Project supported by BAPCOC and UNICEF Belgium.

Implementation

Printing

Finished 1st of September.
- Junior Flemish: 4,800 copies
- Junior French: 5,400 copies
- Senior Flemish: 1,600 copies
- Senior French: 1,300 copies

Estimated total (excl. postage costs)
€ 19,000
**Difficulties**

- Complicated political and linguistic situation
  Result: Overall delay translation, endorsement, etc.

- Delay availability final English packs
  Result: Delay translation, printing, etc.

- Delay website and games
  Result: Delay translation and website launch.
  Result: Difficult to promote packs without the website.

**Supports**

- Concerted action health authorities and academia

- Supervision and funding by BAPCOC and integration in BAPCOC strategy.

- Political support: FPS public health, Ministries of public health and education.

- Support Unicef Belgium / hand wash campaign.
Future implementation

- All Belgian primary and secondary schools receive a free printed copy.
- Continue promotion of packs: (“Klasse”, “Prof”, “Huisarts Nu”, teacher colleges, several websites, …).
- Still obtain endorsement letters from the Minister of public health and Flemish Minister of Education.

Future implementation

- Start of preparations European Antibiotic Awareness Day and national campaign.
- The antibiotics campaign messages and e-Bug messages will be combined into new one poster campaign (advertising company).
Conclusion

Distribution of over 13,000 free copies in Belgium

+ Further promotion of e-bug website

= Maximum possible coverage of over 1.5 million students

*15% of total population
Thank you!