Heal Train NEWSLETTER

Heal – Train

"Unhealthy Life Assessment Training Programme"

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Heal – Train Newsletter

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Heal Train

About Heal – Train

Heal – Train will develop a Vocational Education Training (VET) programme for professional researchers (e.g., market research agencies, private and public health–and food–related research institutes) who assess the needs of consumers with specific medical conditions, such as cardiac disease and diabetes for innovative new food products and services in purchase. Individuals with more severe symptoms and their families do require many new and innovative food products and services to maintain quality of life.

Professional market researchers lack domain specific approaches to assess the true needs, wants and desires of such individuals and their surrounding families. The currently used qualitative and quantitative marketing research approaches have not been adapted to take into account respondents' everyday life issues and social and cultural environmental factors that influence their lives.

The above described deficiency results in decreased quality and flaws in the validity of research findings.

So, first this VET programme will customise existing qualitative and quantitative approaches and pilot test them to the needs of the specific consumers' context.

Second, it will develop an innovative educational material within a framework of conformance to ethics.

Third, it will organise training seminars for professional researchers in 3 countries (Greece, Ireland and Italy) in order to pilot test and evaluate the developed educational material.

Fourth, it will disseminate the developed material to any other interested party in the European Union.

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Education and Culture DG
Lifelong Learning Programme

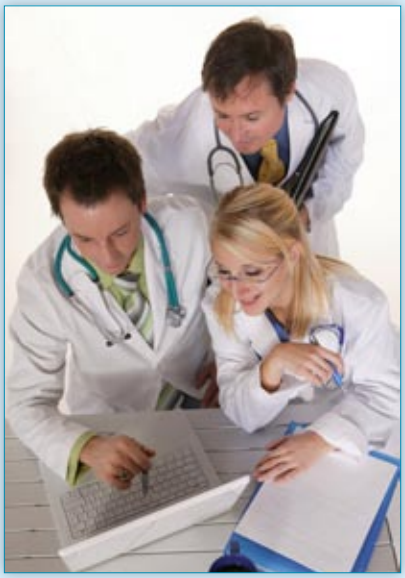
Education and Training

Heal – Train Objective

The overall objective of HEAL-TRAIN is to provide research professionals with innovative, quality assured, practical, everyday research material needed to successfully and ethically design and implement consumer research within a health-related context.

Sub-objectives include:

- To enhance the skills and competencies of professional researchers, who focus on consumer research in relation to health issues
- To transfer such knowledge to professionals through customised static, dynamic and interactive training methods.
- To develop and implement quality assurance procedures for the evaluation of the educational material that will be created.
- To encourage stakeholders' involvement in this VET programme so as to enhance the dissemination of knowledge both in partner countries and in countries across Europe.



Outcomes:

The development of such an innovative educational training material aims to enhance the skills and competencies of professional researchers.

The adaptation and the contextualisation of current consumer research methods will support the quality, the design and the implementation of studies aiming to assess needs, wants and desires of CVD and diabetic consumers and their families.

Heal – Train Added Value

This VET programme will combine consumer behaviour science and health science practices in order to customise existing scientific research methods within a health related context. In addition, this programme will foster best professional practice within an ethical framework and will also facilitate in the long run the development of services aiming to increase quality of life for the specific target group of consumers.

Heal – Train Partners

Heal – Train partners' genuine experience, complementary knowledge and track record is combined to transform tertiary level research led knowledge to professionals' domain-specific training needs through customised static, dynamic, interactive and updated training interfaces.

The partners of Heal Train are:

- LogoTech (Greece)
- University College Cork (Ireland)
- National Institute of Research on Food and Nutrition (Italy)
- Indiktos (Greece)
- Infoproject (Greece)

The specific Consortium was based upon the co-existence of great experience both in practices of innovation and in scientific and research background regarding health and food issues in consumer behaviour research methodology.

LOGO TECH INNOVATION & DEVELOPMENT

UCC Coláiste na hOllscoile Corcaigh, Éire University College Cork, Ireland

INRAN Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione

INFOPROJECT S.A. I.T. Solutions

ΙΝΔΙΚΤΟΣ

Heal – Train Activities

Development Of Educational Material

The development of the educational material will be based on a detailed questionnaire aiming to identify the actual training needs of the target groups. The questionnaire will be distributed to interested parties / stakeholders /professionals from the consortium countries (i.e. Greece, Ireland, Italy) for completion. Based on the responses, the indicated training needs will be taken into consideration so as to formulate the final list of curriculum topics.
The curriculum will be based on the concept of compulsory/core and optional modules. The optional modules will be focused on the three main research approaches: quantitative, qualitative and mixed methods approach. This structure has been decided so as to provide the option to trainees to select modules that are related to their interest and/or to their expertise.

Exploitation of Knowledge-Development of e-Learning Training PLATFORM

At the end of the project, Heal – Train intends to develop an e-learning training platform in order to facilitate the further dissemination and exploitation of training model and scientific knowledge developed and adapted during the specific VET programme.
The e-learning training platform will be in the form of a software which will promote methods of self-training and open and distanced learning.
It will facilitate the connection with additional potential application fields, customers and business opportunities.
The e-learning training platform will be presented during the International Dissemination Conference in Dublin – Ireland at the end of the project.

Dissemination of Training Methods and Knowledge

Heal – Train has developed a website http://www.healtrain.eu/ in order to facilitate further dissemination and support the promotion of the project. Additionally, Heal – Train will prepare promotional material such as e-newsletters, flyers and brochures. The project partners will act as national points of contact (POC) for stakeholders who have an interest in project outcomes.
Heal – Train potential end-users involve: professional researchers who want to enhance their professional skills in research (e.g. market agencies) and/or professionals in the health care sector who want to familiarise themselves with research methods and approaches so as to apply them in their profession.
The final international dissemination conference will be organised in Ireland in 2009. This conference will present the project's aims, outcomes and the implementation processes of the training seminars and pilot case studies, as well as the launch of the e-learning training platform.