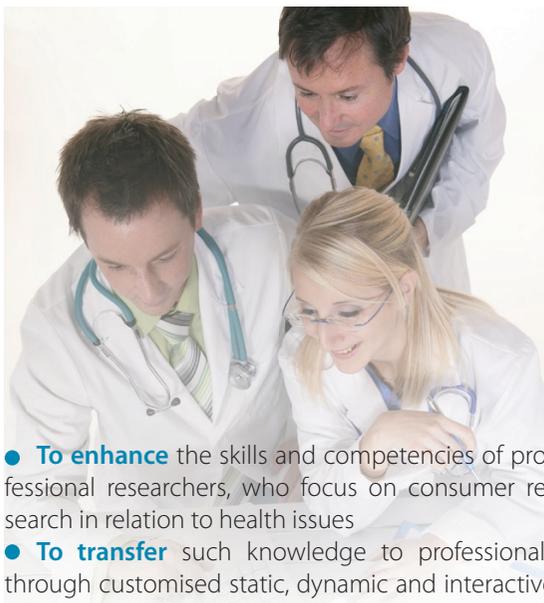


**HEAL – TRAIN** will develop a *Vocational Education Training (VET)* programme for professional researchers (e.g., market research agencies, private and public health—and food—related research institutes) who assess the needs of consumers with specific medical conditions, such as cardiac disease and 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.*



- **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.

**HEAL – TRAIN Added Value:**

This VET programme will combine *consumer behavior 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.

**Training Seminars and Pilot Case Studies**

Training seminars will take place in all countries of the consortium in parallel. The duration of these seminars will be 4-6 days and the expected number of trainees – participants will be up to 40. Pilot case studies will follow after the end of the training seminars.

The Pilot case studies will help trainees to apply skills that they have acquired through the training seminars. These studies will be designed according to the research approach (quantitative, qualitative or mixed-methods approach) that trainees have selected in the seminars. After the end of the training and pilot case studies evaluation questionnaires will be distributed to trainees for completion.



**Educational Material – Training Modules:**

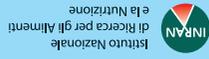
1. CVD and Diabetes: Everyday life, psychological, social and cultural dimensions (CORE)
2. Introduction to the basic methods of consumer research: quantitative and qualitative approaches (CORE)
3. Ethics in research: Guidelines for best practice (CORE)
4. Methods and tools in quantitative research (OPTIONAL)
5. Methods and tools in qualitative research (OPTIONAL)
6. Mixed methods approach (OPTIONAL)



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## E-Learning Training Platform

At the end of the project, HEAL – TRAIN in- tends to develop an **e-learning training platform** in order to facilitate the further dissemination and exploitation of training models 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 presentation of the e-learning training platform will take place at the International Dissemination Conference in Dublin – Ireland at the end of the project.



“Unhealthy Life Assessment  
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