

Annual Report 2025

Wello Association

Health education. National impact. Strong communities.



About Wello Association

Experience and impact

Wello Association has over 6 years of experience in children's and adolescents' health, developing scientifically validated educational interventions adapted to school and community contexts. Activities take place both locally in Cluj-Napoca and at the national level.

The main program, **School of Health**, has reached over 580 schools in 34 counties in Romania and the Republic of Moldova, directly involving 15,000+ students and teachers.

Integrated approach

The digital platform has been accessed by 1,200+ schools, and inclusion, mentoring, and grant initiatives have supported vulnerable children, high school students, and 36 specialists.

Through partnerships with the Ministry of Education, Cluj-Napoca City Hall, and PENNY, **Wello Association** actively contributes to changing behaviors and forming long-term healthy habits.

Nutrition

Applied food education

Emotional health

Personal development

Physical activity

Movement habits

Digital education

Critical thinking



2025 RESULTS

Key impact indicators

Wello Association recorded significant growth in territorial coverage and educational impact in 2025, consolidating its position as a leader in health education in Romania.

500

Partner schools

Direct collaboration in 34 counties, covering approximately 80% of Romania's territory

900+

Schools with digital access

Educational resources accessed on the platform www.school-health.ro

36

Active SoH Society members

Dietitians and Nutrition students involved in the professional community

800K

Accounts reached online

Digital impact through information campaigns and credible educational content

 **Wello Association** has consolidated itself as a credible source of education for parents, teachers, and young people, actively contributing to combating misinformation and forming healthy habits.

School of Health Society

Continuous professional development

SoH Society is the community dedicated to dietitians and Nutrition students, created to support continuous professional development and active involvement in community education projects.

In 2025, the community reached **36 active members**, organized **6 free trainings**, and expanded including in the Republic of Moldova, also implementing a physical project in Pașcani.

Member benefits:

- Continuous training through specialized trainings
- Opportunities for practical involvement in educational projects
- Active and supportive professional network
- Access to scientifically validated educational resources

36

Active members

6

Free trainings

Wello Association facilitates connections between specialists and creates opportunities for impact in community education.





EDUCATIONAL PROGRAMS

Initiatives for children and adolescents

1

SoH Camp – Summer camp

Integrated education for children between 11 and 14 years old, focused on nutrition, psychology, and physical activity, in a safe and stimulating environment.

The **2 editions** organized involved **50 children from vulnerable environments**, who are monitored afterwards to evaluate behavior changes and consolidation of acquired knowledge.

2

SCAI Summer School

Multidisciplinary program for adolescents between 15 and 19 years old, conducted in partnership with Zbor Hub, which responds to current needs for orientation, skills, and adaptation to the labor market.

In 2025, **60 adolescents** benefited for one month from integrated modules of AI, nutrition, psychology, financial education, marketing, and career orientation, contributing to increased autonomy and vocational clarity.

Grants and supported initiatives

Wello Association awarded **20 grants** for emotional health projects, funding **19 school, urban, and rural communities in Romania** in two successive editions. Through funded projects and the associated **EduMate** initiative, Wello supported free access to education and personal development for children and adolescents from diverse environments.

Educational and digital impact

Guide for parents

Wello Association developed a comprehensive guide dedicated to parents of adolescents, which integrates nutrition, emotional health, physical activity, school orientation, and the relationship with the digital environment.

[Access the complete guide](#)

Applied research

Two research articles in the field of community nutrition, contributing to the scientific foundation of educational interventions and the dissemination of good practices.

The first study highlights the influence of stigma and parental attitudes on conversations with children. [Read the study](#)

Eating behavior study

The second study examines the risk of eating disorders in adolescents, presented at the National Congress of Social Pediatrics in June 2025.

[Access the research](#)

 Through **five online information campaigns** and constant educational content, **Wello Association** reached over **800,000 accounts**, consolidating health education in the digital environment and combating misinformation.

School of Health

National health education program

School of Health is the flagship program of **Wello Association**, implemented directly in **500 schools in 34 counties**, ensuring equitable access to health education for children and adolescents from diverse socio-educational environments. In total, over **900 schools** have had access to educational resources on the platform www.school-health.ro.



Nutrition

Healthy eating habits



Emotional health

Personal development and relationships



Physical activity

Movement and active lifestyle



Critical thinking

Healthy relationship with the digital environment

Physical implementation

Direct interventions in schools through interactive workshops led by authorized dietitian nutritionists and specialists

Digital platform

National access to scientifically validated educational resources, available at www.school-health.ro

Interactive workshops in schools

The **School of Health** workshops are led by authorized dietitian nutritionists, specialists, and volunteers, being adapted for primary, middle school, and high school cycles, ensuring relevance and impact for each age group.

01

Interactive methodology

Games, guided discussions, practical exercises, educational challenges, and reflections for active involvement

02

Topics addressed

Eating habits, body image, social pressure, emotional relationship with food, and the influence of the digital environment

03

Practical education

Healthy cooking demonstrations for practical understanding of balanced food choices

Structured educational materials

Adapted resources

Interactive worksheets, thematic guides, educational challenges, and digital resources for classroom and home use

Equal access

Complete digital format for schools where physical intervention is not possible

2025 availability

Over 20 free resources and online trainings for 100+ teachers

The main resource developed in 2025 was the **Guide dedicated to parents of adolescents**: www.school-health.ro/ro/ghidul-parenting



S!H SCHOOL
OF HEALTH

COMMUNITY PROGRAMS

Education beyond school

In 2025, two programs outside of school were launched, dedicated to groups other than school communities, extending the impact of **Wello Association** in the broader community.

With Family at the Table

Over 30 parents participated in the first module of the program dedicated to families, which facilitates open dialogue about nutrition, family relationships, and healthy habits.

Benefits for parents:

- Practical tools for conversations about nutrition
- Strategies for managing family meals
- Building a positive food environment
- Support in forming healthy habits

NutriHacks

The **NutriHacks** program involved **over 30 young people** in the first module, offering applied information and practical tools for making informed decisions about health. Skills acquired:

- Reading and understanding nutritional labels
- Informed and sustainable food choices
- Budget management for healthy foods
- Meal planning and quick preparation

☐ Both programs reflect **Wello Association's** commitment to extending health education beyond the school environment, reaching diverse segments of the community.

2026 Perspectives

Wello Association continues to build a future in which every child and adolescent in Romania has access to quality health education, regardless of their background.



National expansion

Consolidating presence in all counties of Romania and expanding in the Republic of Moldova



Community development

Growing the professional community and involving more specialists



Sustainable impact

Long-term monitoring and continuous scientific validation of interventions

Thank you to all partners, donors, volunteer specialists, and school communities who made Wello Association's mission possible in 2025. Together we are building a healthier generation.

For more information and educational resources, visit www.school-health.ro