

Designing a social marketing campaign to combat the rise in obesity



Why we needed a marketing campaign

People do not relate what they see or hear about obesity to their own situation

- Only 5% of parents currently believe their child is overweight or obese

"I went to see the doctor and he said my daughter was obese.

I thought: how ridiculous - she doesn't even look fat !"

People do not appreciate the link between weight gain and health consequences

- Only 33% of parents believe there is a link between obesity and cancer



change
4 life

Challenges to behaviour change

While parents acknowledge childhood obesity is a problem they do not think of it as 'their' problem.

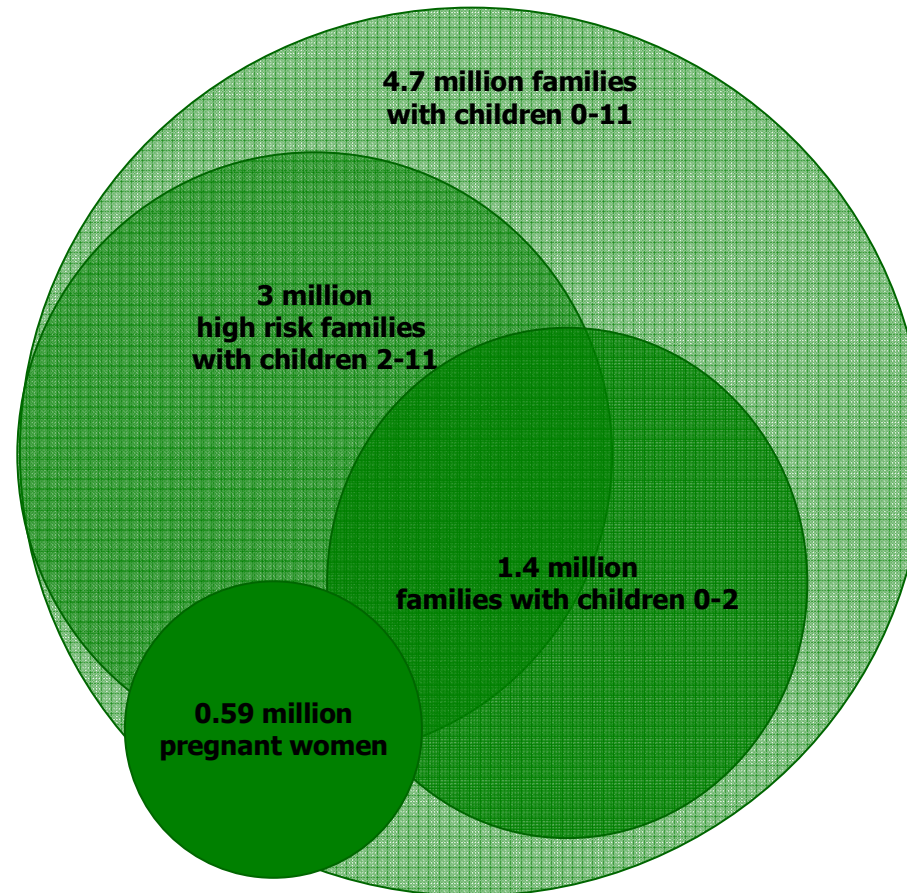
Parents underestimate the amount they and their children eat and over estimate the amount of activity their family does.

A host of 'unhealthy' behaviours have no perceived health risks to parents: e.g. sedentary behaviour, snacking, portion sizes.

'Healthy Living' is perceived to be a middle class aspiration which 'at risk' families believe is undesirable and/or unattainable.

Parents prioritise their children's immediate happiness over their long-term health.

Campaign audiences



Target families

CLUSTER 1:

13% of families



Money is really tight, I watch every penny & am constantly worrying about paying bills & being able to buy the kids the things they want. I don't really have time to think about anything else

CLUSTER 2:

11% of families



I kind of make it up as I go along, a lot of it is from the way mum brought me up, I don't really know any other way

CLUSTER 3:

13% of families



Touch wood, my children will not put on weight so I let them have what they want.

CLUSTER 5:

27% of families



We have meat and two veg pretty much every night as it's good food that will fill them up

Promoting behaviours in ways people can relate to

- Reducing sugar intake
- Increasing consumption of fruit and vegetables
- Having structured meals, especially breakfast
- Reducing unhealthy snacking
- Reducing portion size
- Reducing fat consumption
- 60 minutes of moderate intensity activity
- Reducing sedentary behaviour



Building a society wide movement for change



Synergy

Synergy

Government Departments, agencies and programmes



Food manufacturing



Retail



Non Governmental Organisations



Physical activity



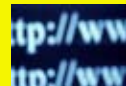
Media



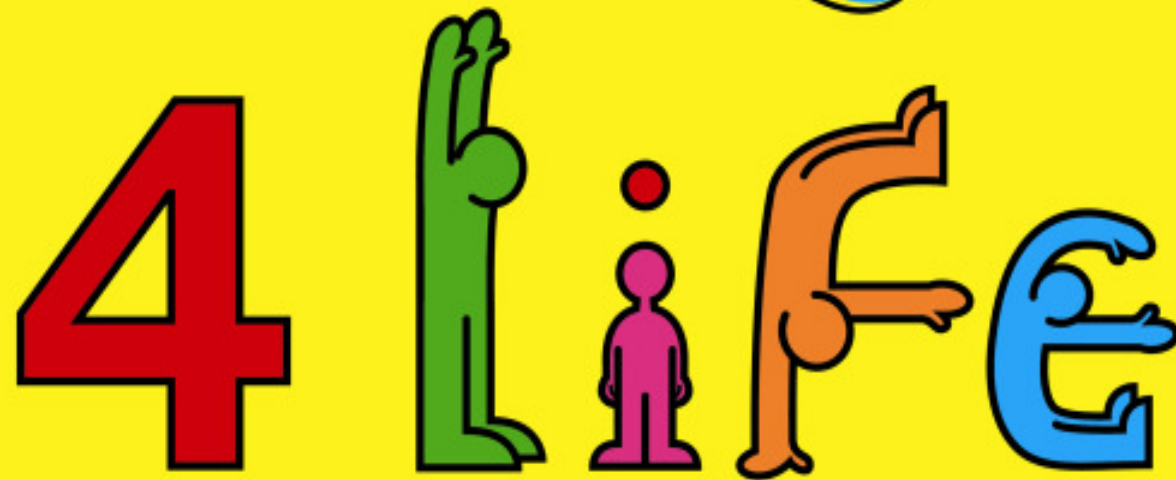
Local Delivery



Website | CRM programme | National leaflet - Door drop | Call/contact centre



change



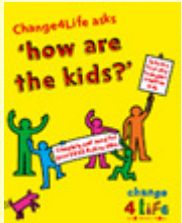





Eat well

Move more

Live longer

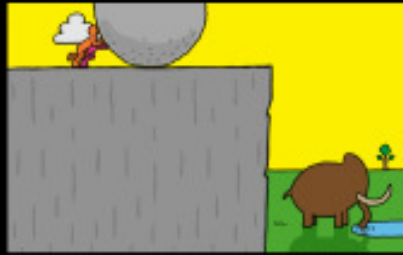
Shape of the activity: phase one (autumn 2008 to autumn 2009)

	Pre stage	Phase one	Phase two	Phase three	Phase four	Phase five
Role of marketing	Mobilising the network	Reframing the issue of obesity	Personalising the issue	Rooting behaviours	Inspiring people to change	Supporting people as they change
Sample marketing materials						
Desired out-take	<i>Change4Life is coming – we should be a part of it</i>	<i>This isn't about how my children look; it's about diabetes, cancer and heart disease</i>	<i>This isn't about bad parents or very fat children – it's about my children</i>	<i>I know what to do to reduce my family's risk</i>	<i>I know people like me are changing their lives so I believe it's possible</i>	<i>I can see the difference this is making</i>





Once upon a time, life was pretty simple...



It could be hard...the food was pretty fast...but it could be fun if we caught our mammoth or bison or whatever...



Then gradually life changed...in many ways it got easier...



Nobody had to run around for their food... Or for anything else much for that matter.



Until one day we woke up and realised that 9 out of 10 of our kids would grow up to have dangerous amounts of fat in their bodies.



Which meant that they'd be more likely to get horrid things like heart disease, diabetes and cancer. And many could have their lives cut short



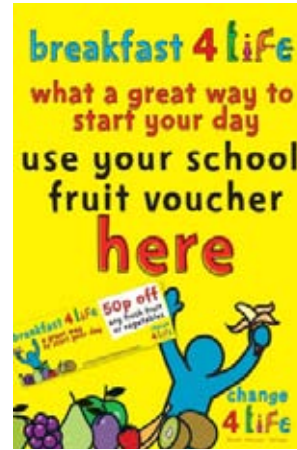
So we thought ...that's not more of a life...that's less of a life, and that's terrible because we love the little blighters



Maybe we should get together with our kids and
Eat better
Move more
Live longer



And change 4 life. And we all lived happily...not exactly ever after... but more ever after than we had done



Progress on behaviour change journey

Active membership of C4L (09/10)	375,000
25% Claimed Action: claiming to take action as a result of the campaign	750,000
79% Consideration: "made me think about my children's health in the long term"	3 m
81% Awareness: aware of C4L	3.8 m
Mums with 0 -11 year olds	4.7m

Reaching at risk families

Segment	Pop%	On Line response	Total Response
1	13	14	21
2	11	13	16
3	13 <i>64%</i>	11 <i>68%</i>	12 <i>77%</i>
5	27	30	28
4	21	17	10
6	15	14	10

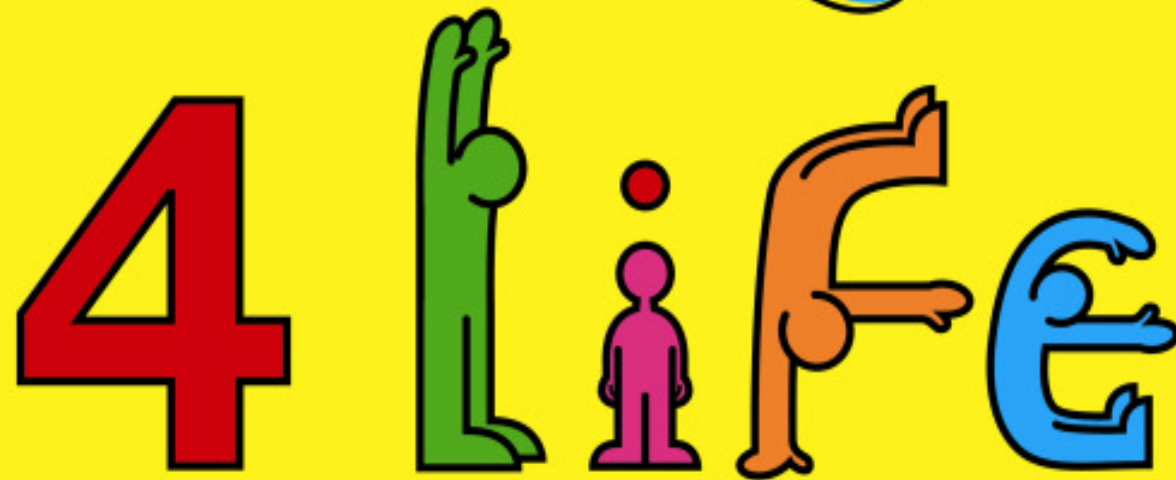
Source: COI Artemis Model



Where next?

- During the next twelve months we will be:
 - Launching a sister brand for pregnant women and parents of children under two, called Start4Life
 - Extending the campaign to adults who do not have children
 - Launching bespoke materials for ethnic minority communities
 - And continuing with the families work

change



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