

Research  
Centre



# **Evaluation of European Youth Tackling Obesity project**

## **Interim evaluation report – February 2015**

*Eliza Buckley, Vanessa Greene, Joanna Lea*

National Children's Bureau: working with children, for children

Registered Charity Number 258825.

8 Wakley Street, London EC1V 7QE. Tel: 020 7843 6000

Connect with us: Facebook: [www.facebook.com/ncbfb](http://www.facebook.com/ncbfb) Twitter: @ncbtweets

© NCB, February 2015

## Contents

<b>1. Introduction.....</b>	<b>3</b>
1.1 European Youth Tackling Obesity (EYTO) .....	3
1.2 Evaluation of EYTO .....	3
1.3 Evaluation methodology .....	3
1.3 Structure of the report .....	4
<b>2. Findings .....</b>	<b>5</b>
2.1 Partners - planning and management of EYTO.....	5
2.2 Campaign creators.....	8
2.3 Wider impact – a snapshot survey .....	13
<b>3. Conclusion.....</b>	<b>24</b>
Appendix 1: Internal/external survey codes.....	25
Appendix 2: Country tables .....	27

# 1. Introduction

## 1.1 European Youth Tackling Obesity (EYTO)

EYTO is a peer-led social marketing project working in four European countries to promote healthy eating and physical activity and stem the rise in obesity among young people.

NCB's Health and Social Care team lead the partnership with organisations in Spain, Portugal and the Czech Republic.

The project has four core activities:

- A review of effective social marketing and healthy lifestyle interventions
- Recruitment of groups of disadvantaged young people to lead the development of new campaigns
- Provision of support to the young people to research, create and pilot the campaigns
- Development of webpages to promote campaign messages across Europe.

## 1.2 Evaluation of EYTO

The NCB Research Centre is leading the evaluation of the EYTO project. The overall aims of the evaluation are to:

- Provide an initial evaluation of the project start up and progress achieved towards its objectives in the first year
- Gather feedback from campaign creators, campaign participants, stakeholders and partners to explore if and how the project meets its objectives, and what process and impact outcomes are achieved.

The objectives are to evaluate the impact of the campaigns against the expected process and outcome indicators. We will focus on the project's achievement of the outcome indicators for young people, which are as follows:

- Young people and practitioners across the four partnerships have increased skills and confidence in applying participatory social marketing techniques.
- At least 80 per cent of young people who engage in the campaign report increased motivation to eat more healthily and be more physically active.
- At least 60 per cent of young people engaging with the campaign report increased levels of physical activity and fruit and vegetable consumption.

## 1.3 Evaluation methodology

The evaluation is using a combination of quantitative and qualitative methods to achieve the objectives outlined above:

- A focus group with partners to review learning from the set-up phase

- Three focus groups with campaign creators in each country at baseline; mid-point and end of campaign to collect evidence on: motivation to participate; views on the causes of obesity and the barriers/enablers to healthy living; skills, confidence and knowledge of participatory social marketing campaigns
- An online survey of campaign participants to gather data on campaign awareness, effectiveness and impact, as views on causes of obesity and enablers/barriers to healthy lifestyles
- Telephone interviews with five campaign stakeholders in each country to understand effectiveness of the campaigns, use of social marketing as a tool for addressing obesity, fit with the wider context of health development work
- Assessment of the reach and outcomes of campaign activities via an 'impact tracker'.

In February 2015, the following activities had been carried out and form the basis for this report:

- Partner focus group
- Baseline and mid-point focus groups with campaign creators in each country
- Online survey of campaign participants (launched November 2014 and ongoing. Data reported here was gathered between November 2014 and January 2015)

## **1.3 Structure of the report**

This report outlines interim findings from the evaluation. We report on the above activity, looking at: partner views on progress; outcomes for campaign creators; early impact of the campaigns.

Data is reported across the EYTO programme rather than by individual countries to illustrate overarching progress towards achieving aims and objectives. However, the final evaluation report may explore country data and comparative differences if appropriate and relevant.

Appendix 1 of this report contains survey data tables for each country as they may be of use to project leads in planning/developing the campaigns.

## 2. Findings

### 2.1 Partners - planning and management of EYTO

This section explores the views of project leads on: key points in the EYTO journey; early outcomes for young people; learning about social marketing; what has worked well so far. Data reported here was gathered at a focus group with partners held at the October 2014 exchange weekend.

#### 2.1.1 The journey so far

Partners were able to identify three key stages of the EYTO journey to date:

1. The 'kick off' meeting in Luxemburg with project funders, which left partners feeling *'that they were behind this, it was really important to them'*.
2. Review of existing social marketing interventions and team building in each country (bringing together the necessary experts on health, communications, management, young people)
3. Determining the area of focus for each country:
  - a. Spain – to contribute to the evidence base for social marketing and obesity reduction *'we took a very scientific approach, with a control group'*.
  - b. UK – to build understanding about how to change behaviour/attitudes using social media. This is based on a perception that the UK is saturated in terms of marketing around health/food and the need to cut through this effectively.
  - c. Portugal – raising awareness of obesity as an issue rather than the normalised status it currently has – *'We realised that the matter of being overweight and obesity was not talked about between young people of that age. There is a lot of advertising for the young kids...but for the teenagers, we almost don't have anything. Then it starts again for the young adults'*.
  - d. Czech Republic – similar to Portugal, raising awareness of obesity as an issue for young people.

In summary – there are three overarching ways in which the project has been conceived across the four countries – building evidence, raising awareness, changing behaviours.

#### 2.1.2 Early outcomes

At the time of the partner focus group, campaigns had just been launched, however, partners were able to identify a number of early changes that they had noticed in campaign creators.

- Campaign creators had begun to realise that social media is **a route** to achieving a more serious means. Originally keen and interested to learn about social media, they were now beginning to focus on the 'issue' (obesity) as a more serious aspect of the project. *'I have noticed a change...our young people are so happy to use social media but after the presentations at the weekend, one young person said to me 'you know what, it's just a channel, it is not it.'* It was nice for me to hear and to see that he has improved to [realise that to] use social media, which is so important to them, is not the work itself.' (Czech Republic project lead)
- The exchange weekend had helped increase confidence in young people and raise awareness of the context around the project. Many were nervous about presenting at the exchange weekend but managed to do it successfully: *'When we first met with our young people, one in particular said she felt very nervous about speaking in front of other people and meeting new people, then yesterday she stood up and spoke in front of a room full of strangers from three other countries. So I think that's been a big personal development.'* (UK project lead)
- Young people were starting to learn about producing content via social media – rather than being passive participants.

### 2.1.3 Learning about social media/marketing

The experience of getting the projects off the ground provided insight and learning into the use of social marketing as a tool for health development work:

- There need to be tangible services underpinning campaign activities and events so that young people can 'go somewhere' and to support changing behaviour rather than just raising awareness. *'Early on, our young people realised that it's all well and good making a very strong campaign with a look and feel and emotion around it, but if there's not actually services you can point people towards or things that can help people then it's just a bit meaningless for your young people. So obviously they were aware of the constraints of the projects, we can't make all the kind of groups and services... so they've been very keen to link to this building here. This is a young centre that is focused on healthy living for young people.'* (UK project lead)
- Some approaches/uses of social marketing may be effective locally but not necessarily scalable – for example, the UK model is built around a partnership with a local youth centre as a way to engage young people with services being delivered there
- The assumption that young people engage with social media is not always correct – Spain have found it challenging to engage campaign creators with social media for two reasons: firstly because they tend to engage with it passively rather than as content creators and, secondly, because of parental control in terms of access to social media. The learning here has been the need to take into account young people's exposure and access to social media – for example if they are limited to closed-group applications such as Whatsapp. *'The young people are really into their social media but they are users, they are not producers and it was difficult to get it working... We had to remind them over Whatsapp to add something to the Facebook page.'*

- To produce an effective campaign you need to triangulate the interests of the key stakeholders (in this case policy, health experts and young people) and design something that speaks to their concerns and needs

## 2.1.4 What works

Linked to learning about social marketing approaches and thinking about future development of the campaigns, partners identified a number of aspects that support successful youth-led social marketing work.

1. **Develop a bespoke approach to involving young people.** The different circumstances of each country's project led them to develop different ways of working with young people effectively. For example:
  - In Spain, working with teachers as gatekeepers to young people was successful – *'we told them who we needed to work with, so they didn't ask for the ones with good scores but natural leaders'*.
  - In the UK, the focus was on bringing together a group of young people who were living challenging lives in deprived areas, this came with its own set of challenges (i.e. coordination and engagement) which required a flexible approach.
  - In the Czech Republic, the younger age of campaign creators – 14-15 years old – meant they needed more support and pushing from project leads than other countries.
2. **Recruitment needs to take timing and context into account.** This was a challenge for some of the countries – markedly the UK and Czech Republic – and was identified as primarily a timing issue: *'it was around exams, young people were under a lot of pressure and they weren't coming to [youth centre] or other central gathering points'*. In future it would be good to give consideration to other pressures and activities young people are engaged in.
3. **Actively manage content creation.** In Spain, where engaging young people to create social media content was tricky, it helped to allocate responsibility for updating content on Facebook and twitter (as well as other platforms) to a different young person each day.
4. **Bring people together.** The exchange weekend was deemed to be a marker of success *'that we've managed to all be here with something to show'*. For Spain it was also an opportunity to draw parents into the project more.
5. **Balancing youth-led approaches with the need to achieve project outcomes.** The partners agreed that balancing young people's motivation/engagement with the need to achieve project outcomes is challenging and they suspected there would be future challenges ahead when the 'fun creative' side of the work gives way to more serious activity around obesity and health.

## 2.2 Campaign creators

This section presents interim evaluation findings based on two focus groups with the campaign creators at baseline and mid-point. It details their experience of EYTO so far, as well as the extent to which they have increased skills and confidence in applying participatory social marketing techniques, including: knowledge of the issue, communication and collaboration skills and the methods of social marketing.

### 2.2.1 Experience of EYTO

Across partner countries, young people were overwhelmingly positive about their experience of EYTO. When asked whether they had achieved what they hoped from the project so far, one young person replied:

*Definitely, I think it's become even bigger than what I had imagined.*  
Young person, UK

Other young people agreed that their involvement had met, and often exceeded, their initial expectations of the project. Below we outline the outcomes young people hoped to achieve along with their views on the degree to which these have been met so far.

- **A desire to become healthier and motivate others to be so.** Most commonly, young people discussed joining the project to gain information and the motivation to live a healthier lifestyle. One young person in the UK noted '*the timing was right*' to join the project as she had recently began eating healthier and wanted to remain motivated to do so. Young people in Portugal were keen to communicate that living a healthy lifestyle does not have to be boring.
- **Create something interesting to share with friends/school peers.** Young people in Spain and the Czech Republic were especially interested in creating a campaign to share with their school peers. Within the UK, young people thought 'it would be cool' to create something 'new' while one young person in the Czech Republic was interested in the prospect of a young person-led campaign.
- **Meet new people and learn new skills.** Others were excited by the opportunity to work with young people from different countries. One young person in the UK discussed being shy around new people and hoped she would become more confident at public speaking through the project.

For many, the most enjoyable aspect of the project so far was the exchange weekend in London, where young people met, made friends, shared experiences and gained ideas for their campaigns. One young person in Portugal discussed how the weekend helped her understand the importance of



the project and place their campaign in a wider context. Another described feeling pride at having presented their project to the group.

## **2.2.2 Understanding of obesity and how to live a healthy lifestyle**

A key step in development of young people's campaigns to promote healthy lifestyles and awareness of obesity was gaining an understanding of these issues and considering how to motivate young people to change their behaviours.

Campaign creators in the UK and Spain joined the project with a good understanding of obesity. Young people in the UK discussed how stress, lack of discipline and readily available, cheap junk food contributed to young people's unhealthy lifestyles, while those from Spain linked obesity to wider public health issues, such as diabetes.

For these young people, involvement in EYTO has helped them to gain creative ideas on how to live a healthy lifestyle. They described a range of ways in which the project had affected their lives. One young person in Spain stopped drinking soft-drinks on discovering the levels of sugar; others shared information with their families. One young person in the UK spoke about encouraging her family to live a healthier lifestyle.

*I've changed the whole diet in my house. I've created like this meal plan on the fridge... everyone in my house wants to lose weight!*

Young person, UK

However, campaign creators in Portugal and the Czech Republic started the project with much less knowledge and awareness of obesity. They described being 'shocked' to learn that a high number of young people in their countries were obese and the range of reasons that lead to this. One young person commented:

*I have always thought about healthy lifestyles only in one way – how to lose weight. Now I see that it's more complex. It's also about motivation, about your emotions and your whole life.*

Young person, Czech Republic

Another discussed how meeting other young people at the exchange weekend helped her to understand the scale of the issue.

*It's a problem in everyone's country, not just Portugal, and I hadn't realised that before.*

Young Person, Portugal

### **2.2.3 Knowledge, confidence and skills in developing and implementing a social marketing campaign**

One of the primary aims of EYTO is to increase young people's knowledge, confidence and skills at using social marketing to tackle a health issue. This was assessed at the baseline and mid-point focus groups through participant discussion and by asking the young people to map their confidence in a range of areas in order to measure change between the two time points (see Figures 1 and 2).

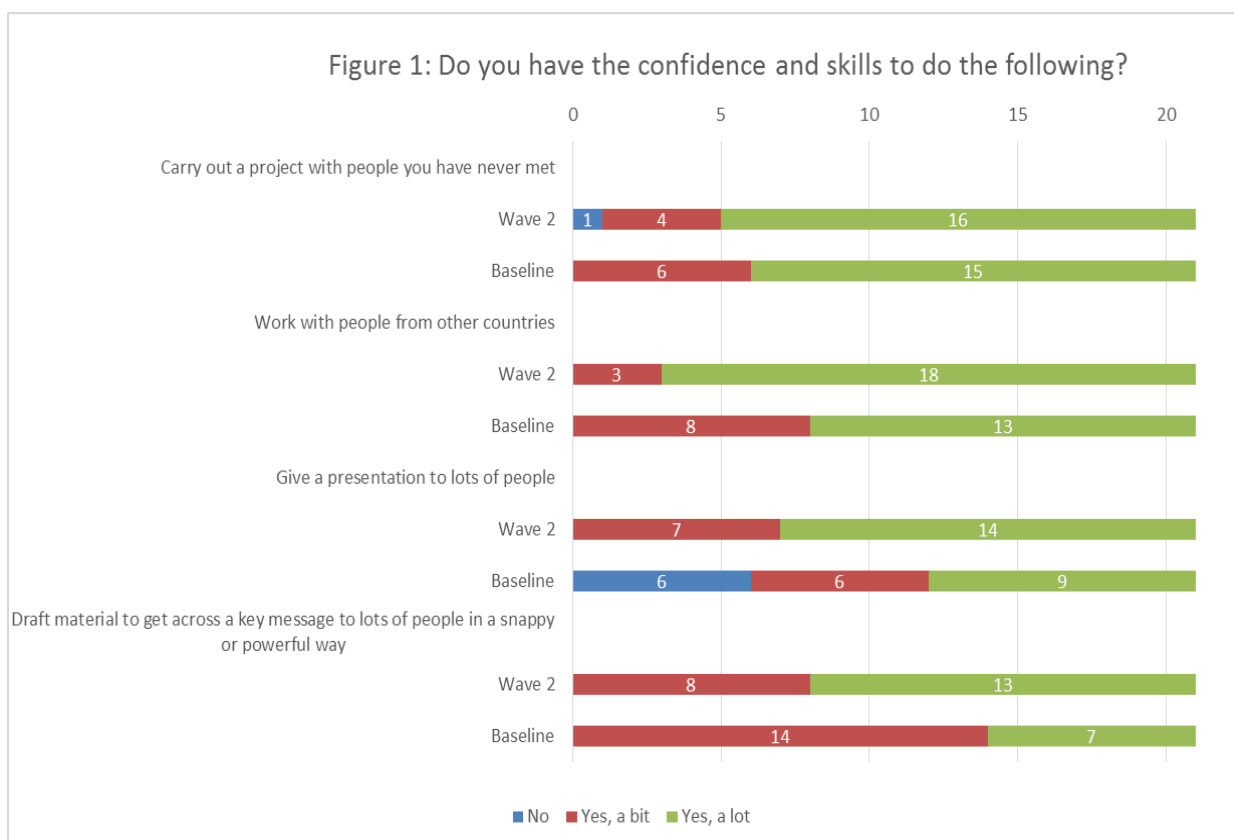
#### ***Social marketing***

Campaign creators have developed their knowledge of social marketing through participating in EYTO, however, their understanding of it as a concept has remained somewhat vague. At baseline, young people were able to identify the component parts of a social marketing campaign, believing it to include: Facebook, advertising, the internet and sharing information with other people. At the midpoint group, young people still found it difficult to define social marketing but thought they had a better understanding of it and its composite parts.

With the benefit of hindsight, young people reflected that it would have been helpful to have a practical example of a social marketing campaign (in addition to the one they developed) to bring the concept to life at the early development sessions.

#### ***Communication and collaboration skills***

Campaign creators were more likely to feel they had the confidence and skills to engage with a range of communication activities following participation in EYTO. Figure 1 illustrates that at baseline 33 per cent of campaign creators felt they had the confidence and skills to draft written material to get across key messages – at mid-point this had increased to 62 per cent. In addition, while at baseline six of the creators did not think they had the skills to present to lots of people – by mid-point all campaign creators felt they had this skill 'a bit' or 'a lot'.



In discussion with the participants it became clear that the exchange weekend had played a role in developing skills and confidence in communication.

*When we first met, at the beginning of the project, we were like "I don't want to speak in front of people" and then we just took charge!*

All campaign creators agreed that they had made improvements in collaborating with others:

*At the beginning of the project, we were shy, and now we know how to talk and communicate with others.*

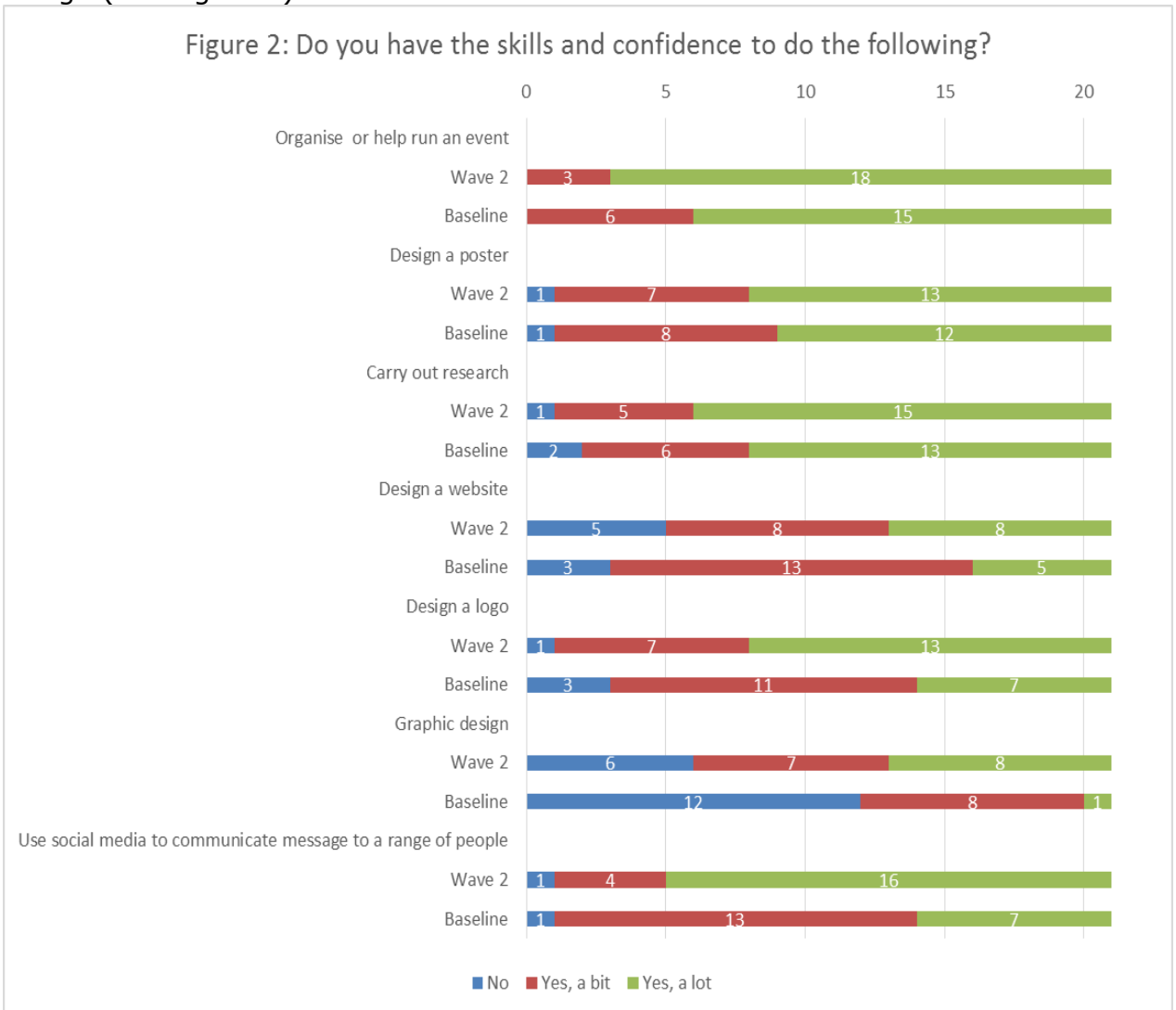
*I feel more confident in my communication skills than at the beginning of the project, because we had to talk with a lot of people that we didn't know and do presentations for a lot of people.*

There was also some recognition that the next step in their work with EYTO would be to transfer the newly gained confidence and communication skills to campaign marketing: *'I achieved part of my objectives...the important part is done now [creating the campaign], but I realise that it is difficult to share the information... now we need to transmit lifestyle information'.*

**Methods of social marketing**

Finally, we looked at the degree to which young people felt confident and skilled to produce or engage with various aspects of social marketing, for example: graphic design, creating branding, running events.

At baseline campaign creators were generally familiar with and confident about skills that were slightly more generic such as carrying out research, designing posters, organising events (see Figure 2); by midpoint there were small increases in their confidence. However, findings indicate that involvement in EYTO has substantially increased skills and confidence the areas specific to social marketing – communicating messages; graphic design; logo and website design (see Figure 2).



Young people described feeling proud of this work – for example, when the logo they had designed came back from the designers – and that they had achieved something new.

There was also some acknowledgement from campaign creators that the skills gained through EYTO would be of benefit in other areas of their lives, for example, college or future employment.

## 2.3 Wider impact – a snapshot survey

An online survey was designed to assess early impact of the EYTO campaigns as well as gather data on awareness and perceptions of campaign effectiveness and provide insight into the causes of obesity and barriers to leading a healthy lifestyle.

### 2.3.1 Profile of respondents

A total of 139 respondents completed the survey between November 2014 and January 2015 (see Table 1). The majority of respondents were from Spain and the Czech Republic. This is perhaps not surprising as these campaigns were the furthest developed. Nearly two-thirds of respondents (65 per cent) were female and just over half (52 per cent) were aged between 14 and 16 years old. Four out five respondents (78 per cent) attended school or college and a similar number stated they did not work (77 per cent).

**Table 1: Profile of respondents**

		%	N
<b>Country</b>	United Kingdom	14	20
	Spain	35	49
	Portugal	10	14
	Czech Republic	40	56
<b>Gender</b>	Male	35	48
	Female	65	91
<b>Age</b>	Under 10	3	4
	11-13	12	17
	14-16	52	72
	17-19	13	18
	20-22	1	2
	23-25	1	2
	Over 25	17	24
<b>Education status</b>	Attends school/college	78	109
	Attends university	4	5
	Does not attend either	18	25
<b>Employment status</b>	Works full-time	13	18
	Works part-time	10	14
	Does not work	77	107

Source: All respondents (N = 139)

Respondents were asked to categorise how they viewed their current lifestyle. Table 2 indicates that 42 per cent believed that they had a healthy lifestyle but still wanted to make some changes to their diet and exercise routine. However, nearly a third of respondents (30 per cent) said that they did not want to make any changes to their diet or exercise routine

**Table 2: Which statement best describes you at this moment in time?**

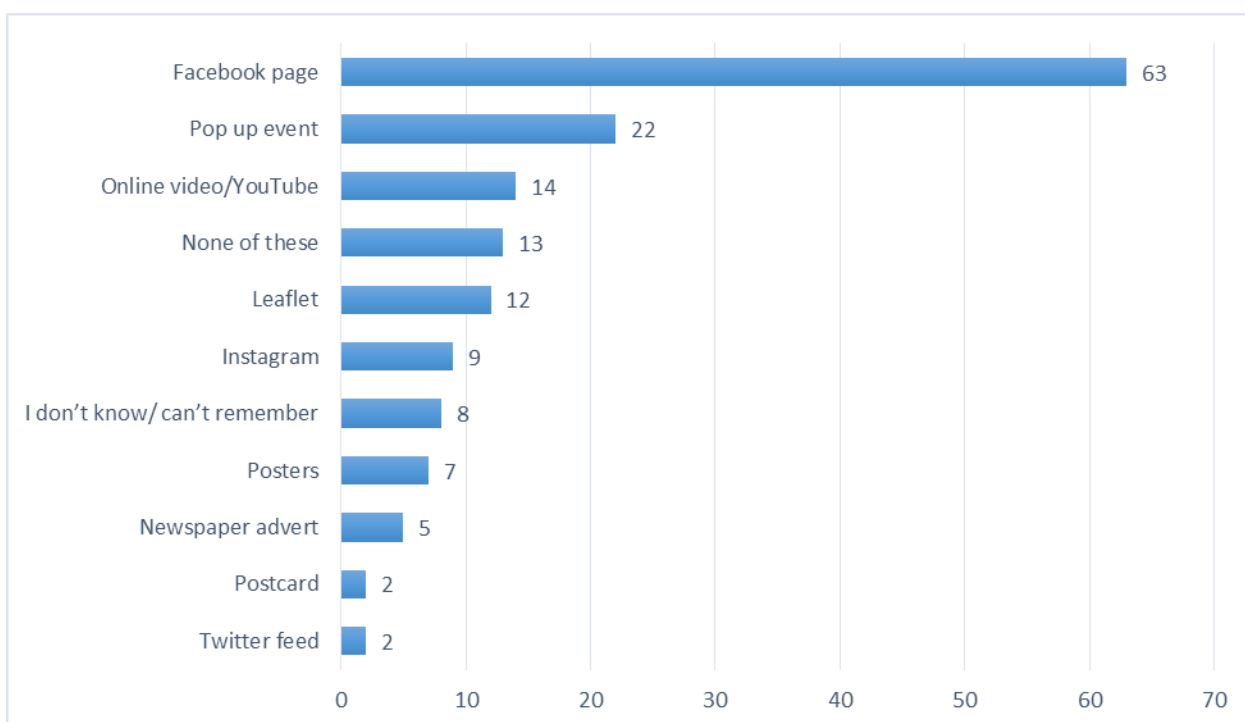
	%	N
I live a healthy lifestyle and I don't need to make any changes to my diet and exercise routine.	24	33
I live a healthy lifestyle but I still want to make some changes to my diet and exercise routine.	<b>42</b>	<b>58</b>
I don't live a very healthy lifestyle at all and I want to make any changes to my diet and exercise routine.	21	29
I don't live a very healthy lifestyle at all and I don't want to make any changes to my diet and exercise routine.	6	8
I don't know	8	11

Source: All respondents (N = 139)

### 2.3.2 Access and effectiveness of the EYTO campaigns

Respondents were asked to indicate their involvement or participation with the campaign (see Figure 3). Three out of five respondents (63 per cent) had accessed the Facebook page for the campaign and one in five (22 per cent) had attended a pop up event. Just two per cent had engaged with a twitter feed or postcards produced.

**Figure 3. Ways in which survey respondents engaged campaign activities**



Source: All respondents (N = 139). Note, respondents could choose more than one response.

Overall, the majority of respondents felt that the campaign was effective to some degree in terms of engaging with young people and motivating and showing them how to make healthy lifestyle choices (Table 3):

- Nearly 90 per cent of respondents believed that the campaign was either somewhat (58 per cent) or very (30 per cent) effective in **encouraging young people** to eat a more healthy diet and be more physically active.
- 83 per cent of respondents felt that the campaign had been somewhat (42 per cent) or very (41 per cent) effective in both **motivating and showing young people** how to eat a healthy diet and be physically active.

**Table 3: Respondent rating of campaign effectiveness**

	Not at all effective %	Not very effective %	Somewhat effective %	Very effective %
<b>Overall effectiveness</b> of the campaigns at encouraging young people to eat a more healthy diet and be more physically active.	4	9	58	30
<b>Engaging</b> young people in eating a healthy diet and becoming physically active.	5	12	54	29
<b>Communicating</b> why it is important to eat a healthy diet and be physically active.	2	9	40	50

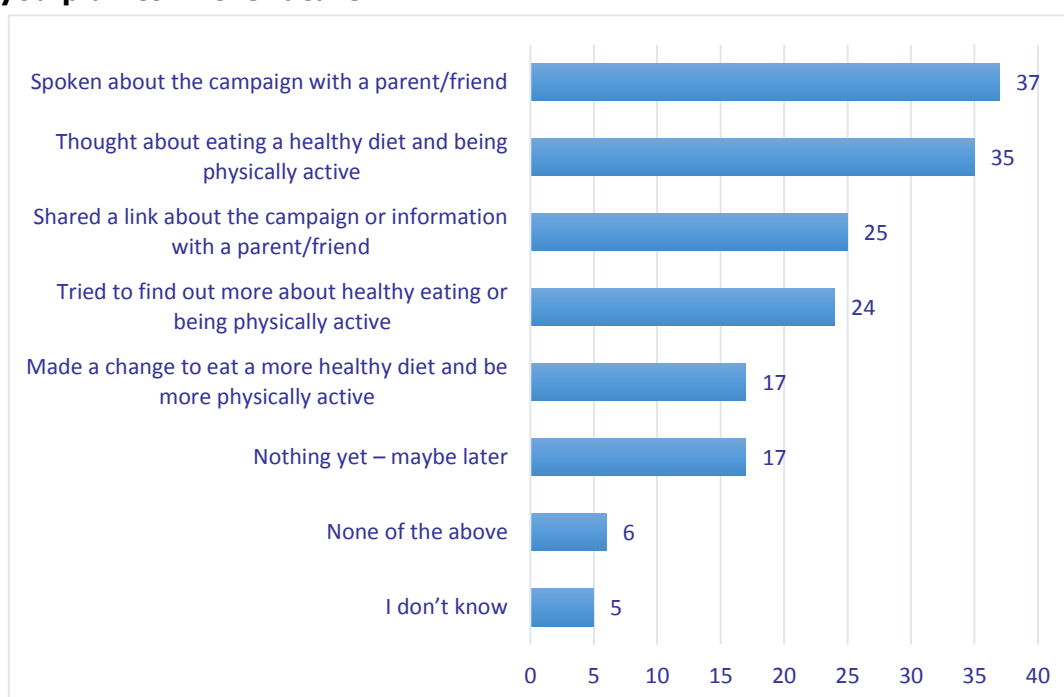
<b>Motivating</b> young people to eat a healthy diet and be physically active.	4	13	42	41
<b>Showing</b> young people how to eat a healthy diet and be physically active through practical suggestions for their day-to-day life.	3	14	42	41

Source: All respondents (N = 139).

### 2.3.3 Impact of campaigns

To begin to understand the impact of campaigns, respondents were asked what they had done as a result of viewing or engaging with the campaign. Figure 4 highlights that 37 per cent of respondents had spoken about the campaign to a parent or friend. Just over a third of respondents (35 per cent) had also **thought** about eating a healthy diet and being physically active but only 17 per cent had actually **made a change** to their diet and been more physically active.

**Figure 4: As a result of the campaign, have you done any of the following or do you plan to in the future?**



Source: All respondents (N = 139). Note, respondents could choose more than one response.

It appears that respondents were more likely to speak with peers and family than interact with the campaign via social media (i.e. sharing the link).



Of respondents who stated that they did not need to make any changes to their lifestyle, 5% had made a change following engagement with the campaign and 12% had spoken to a friend or family member about it. The largest number of those who had taken action as a result of the campaign were respondents who said they already lived a healthy lifestyle but wanted to make some changes – 25% spoke about the campaign with a friend/family member and 15% made a change to their lifestyle.

### 2.3.4 Views on obesity – causes, enablers and barriers to making healthy choices

#### *Causes of obesity*

Respondents to the survey were asked what they felt were the main causes of obesity in young people. Table 4 indicates that three-quarters of respondents (75 per cent) thought obesity was caused by eating too much, followed closely by two-thirds (67 per cent) believing that not doing enough physical activity was an issue. The majority of respondents selected multiple options – 46 per cent chose 4-6 options – suggesting that obesity is seen as a multifaceted issue with multiple causes.

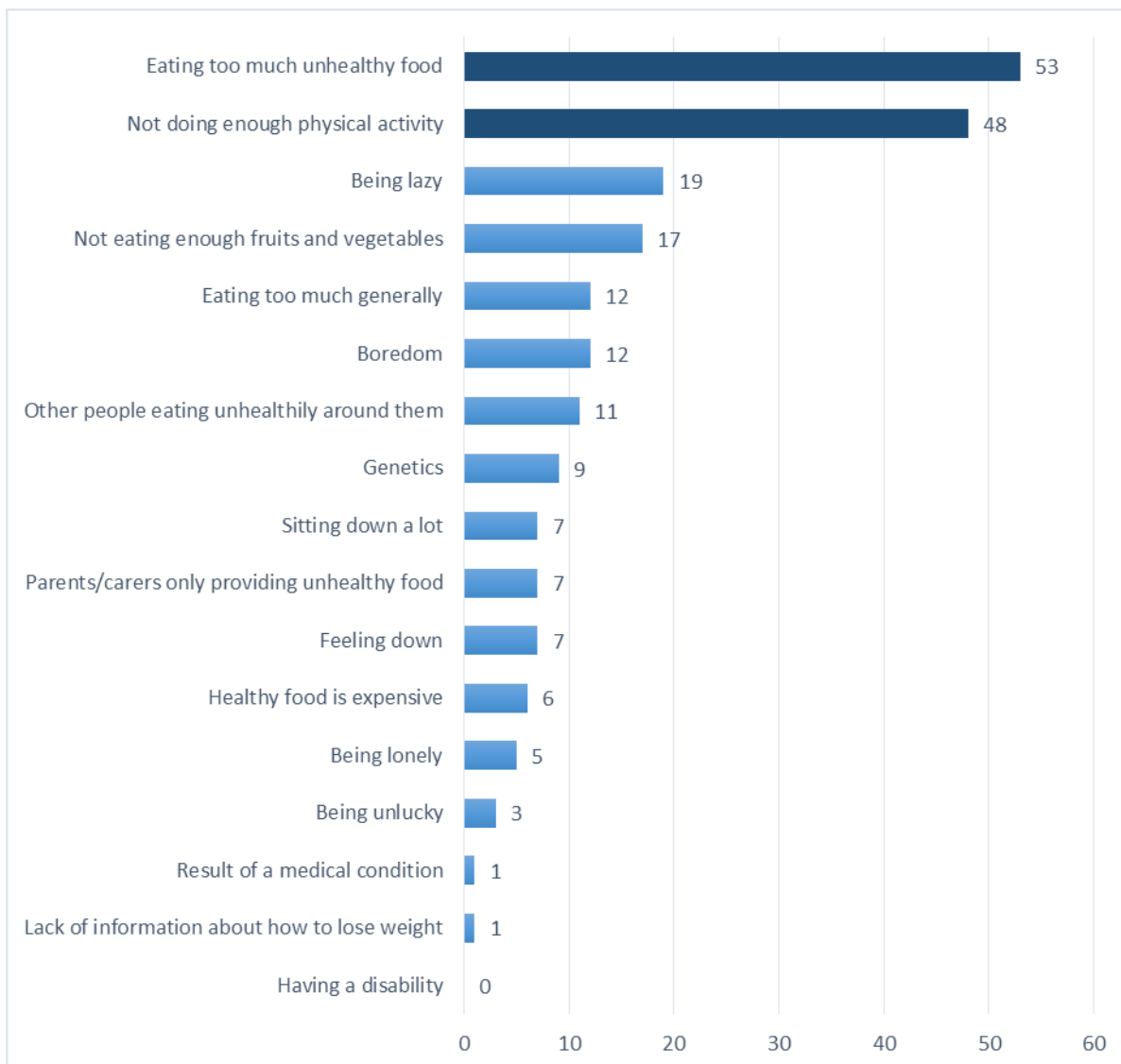
**Table 4: What do you think causes some young people to be obese?**

	%	N
Eating too much unhealthy food	75	35
Not doing enough physical activity	67	93
Being lazy	55	76
Not eating enough fruits and vegetables	47	65
Sitting down a lot	41	57
Boredom	38	53
Other people eating unhealthily around them	35	48
Feeling down	34	47
Eating too much generally	32	45
Parents/carers only providing unhealthy food	27	38
Genetics	21	29
Being lonely	18	25
Healthy food is expensive	15	21
Lack of information about how to lose weight	12	16
Result of a medical condition	11	16
Being unlucky	6	8
Having a disability	6	8

*Source: All respondents (N = 139). Note, respondents could choose more than one response.*

When asked to select the three most important causes of obesity, over half of respondents identified eating too much unhealthy food (53 per cent) and just under half selected not doing enough physical activity (48 per cent) as the most important causes (see Figure 5).

**Figure 5. Of your answers, what do you think are the three most important factors that cause obesity?**



Source: All respondents (N = 139). Note, respondents could choose more than one response.

To explore the perceived causes of obesity further, the most commonly selected options were coded as 'internal' or 'external' according to whether they were the result of internal or external factors (see Appendix 1 for coding). This analysis showed that respondents viewed obesity as the result of primarily internal factors (see Table 5).

**Table 5. CODED: Of your answers, what do you think is the most important?**

	%	N
--	---	---

Internal – unhealthy eating	56	79
Internal – inactive lifestyle	53	73
Internal – emotional	34	47
External – lack of access	23	32
External – medical/genetics	9	13

Source: All respondents (N = 139). Note, respondents could choose more than one response

### **What helps young people to lead a healthy lifestyle**

Two-thirds (65 per cent) of respondents said that having support from their parents/carers would help young people to make healthy choices (Table 6) and 60 per cent believed having access to sports and other physical activities would help young people to make healthy choices.

**Table 6. What helps young people to make healthy choices?**

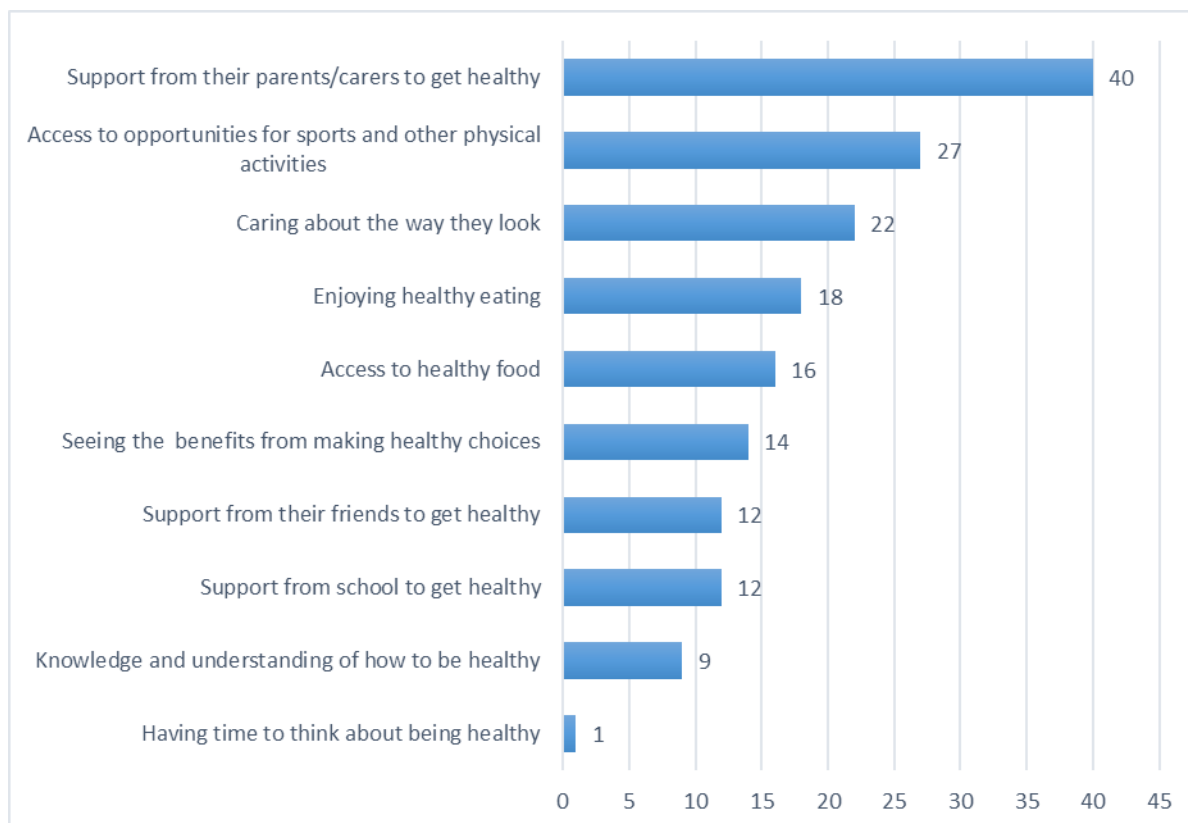
	%	N
Support from their parents/carers to get healthy	65	90
Access to opportunities for sports and other physical activities	60	83
Having someone to exercise with	53	73
Enjoying physical activity	53	73
Enjoying healthy eating	47	65
Access to healthy food	46	64
Seeing the benefits from making healthy choices	42	59
Support from school to get healthy	38	53
Caring about the way they look	38	53
Knowledge and understanding of how to be healthy	32	44
Support from their friends to get healthy	31	43
Having time to think about being healthy	18	25

Source: All respondents (N = 139). Note, respondents could choose more than one response.

When asked to say what was the most important aspect of helping young people to make healthy choices, respondents identified: support from their parents/carers (40 per cent) and accessing sporting and physical activities (27 per cent). Interestingly, caring about the way you look (22 per cent) was seen as the third most important factor in helping young people to make healthy choices.

In contrast with the causes of obesity, being able to live a healthy lifestyle was viewed by respondents as dependent on a combination of external and internal factors for example – support from parents/access to activities (external) and enjoying healthy eating/caring about the way you look (internal) (see Figure 6).

**Figure 6. What are the three most important factors that help young people to make healthy lifestyle choices?**



Source: All respondents (N = 139). Note, respondents could choose more than one response.

### **Barriers to leading a healthy lifestyle**

Not getting enough exercise (55 per cent), lacking motivation to change (52 per cent) and a lack of will power (52 per cent) were seen as the main factors that stop young people from developing healthy lifestyles (Table 7).

**Table 7. What stops young people from making healthy choices and living a healthy lifestyle.**

	%	N
Not getting enough exercise	55	76
Lacking motivation to change	52	72
Lack of will power	52	72
More unhealthy than healthy foods in the house	49	68
Not liking working out	45	63
Temptation	43	60
Not being able to break bad eating habits	41	57
Enjoying unhealthy foods more than healthy foods	40	56
Lack of support from friends/family to make changes	32	44
Unhealthy foods are cheaper than healthy foods	31	43
Being with friends who eat unhealthily	24	33
Lack of discipline	23	32
Not having access to a place to work out	20	28
Not enough healthy meals available in schools	20	28
Not having the time to make a change	18	25
Not knowing enough about calories	17	24
Hidden salt and sugar in foods	14	20
Not knowing how to cook	14	19
Being too busy	13	18
Medical condition	9	12

*Source: All respondents (N = 139). Note, respondents could choose more than one response.*

Again, respondents were asked to decide what they felt were the most important factors stopping young people from making healthy lifestyle choices (Figure 7). Internal factors were cited as the main barrier: a quarter of respondents (25 per cent) felt that lacking the motivation to change was one of the most important factors, followed by a lack of will power (19 per cent) and not liking working out (19 per cent) (see Table 8).

**Figure 7. What are the three most important factors that stop young people from making healthy lifestyle choice?**



Source: All respondents (N = 139). Note, respondents could choose more than one response.

**Table 8: CODED: Of your answers, what do you think are the three most important factors that stop young people from making healthy lifestyle choice.**

	%	N
Internal – emotional/will power	72	100
External – access	35	49
Lifestyle – time, inactive	25	34
External – support	8	11
Internal – awareness/knowledge	7	9
Medical / genetic	4	6

Source: All respondents (N = 139). Note, respondents could choose more than one response

### **3. Conclusion**

In this concluding section, we highlight key points from the interim evaluation findings and reflect on what they may mean for the development of EYTO.

#### **Key findings**

Early findings indicate that EYTO is achieving its aim of increasing the skills and confidence of campaign creators in applying social marketing techniques. The majority of participants have made clear progress in this area and are motivated to remain engaged with the programme as it moves to the next phase.

The initial targets outlined in the programme objectives are that the campaigns will increase the motivation to live healthily in 80 per cent of the young people who engage with them and result in 60 per cent reporting that they have increased their physical activity or healthy eating as a result. At this stage, we are able to say that EYTO is effective in improving motivation: 96 per cent overall have discussed the campaign; thought about making a change to their lifestyle; or tried to find out more about living healthily. However, just 17 per cent have made a change to their behaviour in terms of eating or exercise habits. This finding is not unexpected and may be accounted for by the fact that the survey data was gathered during early stages of the campaigns.

Finally, the survey data highlights that young people perceive obesity to be a complex issue – determined by a range of internal and external factors. The main barriers to making healthy lifestyle choices were identified as lack of exercise, motivation and will power. Young people thought that more support from parents and greater access to activities would help them to live healthier lives.

#### **Learning and recommendations**

1. Campaign creators may need further support to understand what social marketing is, how it can be used as a tool to achieve a clear purpose, and how their campaign fits within the wider context of health campaign activity.
2. Campaign creators identified the exchange weekend as one of the most important parts of EYTO. Given the appetite for working across countries, it might be useful to facilitate other ways that young people could collaborate to share campaign progress and ideas, for example via Skype sessions or by making videos for other countries to share learning.
3. As the campaigns move into the next phase – influencing behaviour change through social marketing – there is recognition among partners and creators that the more serious work is beginning and young people may require further support in this phase.



## Appendix 1: Internal/external survey codes

<b>Q6 What do you think causes some young people to be obese?</b>	<b>Code</b>
Boredom	Internal - emotional
Feeling down	Internal - emotional
Being lazy	Internal - emotional
Being unlucky	Internal - emotional
Being lonely	Internal - emotional
Lack of information about how to lose weight	External - lack of access
Parents/carers only providing unhealthy food	External - lack of access
Healthy food is expensive	External - lack of access
Other people eating unhealthily around them	External - lack of access
Not doing enough physical activity	Inactive lifestyle
Sitting down a lot	Inactive lifestyle
Eating too much unhealthy food	Unhealthy eating
Eating too much generally	Unhealthy eating
Not eating enough fruits and vegetables	Unhealthy eating
Genetics	Medical/Genetic
Result of a medical condition	Medical/Genetic
Having a disability	Medical/Genetic

<b>Q7 What helps young people to make healthy choices</b>	<b>Code</b>
Knowledge and understanding of how to be healthy	Awareness/knowledge
Having time to think about being healthy	Awareness/knowledge
Enjoying healthy eating	Internal - caring/enjoying
Seeing the benefits from making healthy choices	Internal - caring/enjoying/seeing benefits
Enjoying physical activity	Internal - caring/enjoying
Caring about the way they look	Internal - caring/enjoying
Support from their parents/carers to get healthy	External - support/motivation
Access to opportunities for sports and other physical activities	External - support/motivation
Support from school to get healthy	External - support/motivation
Having someone to exercise with	External - support/motivation
Support from their friends to get healthy	External - support/motivation
Access to healthy food	External - access

<b>Choice Q8 what stops young people</b>	<b>Code</b>
Temptation	Internal - emotion/will power
Not liking working out	Internal - emotion/will power
Lacking motivation to change	Internal - emotion/will power
Enjoying unhealthy foods more than healthy foods	Internal - emotion/will power
Lack of discipline	Internal - emotion/will power
Not being able to break bad eating habits	Internal - emotion/will power
Lack of will power	Internal - emotion/will power
Not knowing enough about calories	Awareness/knowledge
Not knowing how to cook	Awareness/knowledge
Medical condition	Medical/Genetic
Unhealthy foods are cheaper than healthy foods	External - access
More unhealthy than healthy foods in the house	External - access
Not having access to a place to work out	External - access
Hidden salt and sugar in foods	External - access
Not enough healthy meals available in schools	External - access
Being with friends who eat unhealthily	External - support
Lack of support from friends/family to make changes	External - support
Not getting enough exercise	Lifestyle - time
Not having the time to make changes	Lifestyle - time
Being too busy	Lifestyle - time

## Appendix 2: Country tables

### 1. UK

**Table 1.1: Profile of respondents**

		%	N
Gender	Male	5	1
	Female	95	19
Age	Under 10	10	2
	11-13	10	2
	14-16	35	7
	17-19	20	4
	20-22	10	2
	23-25	0	0
	Over 25	15	3
Education status	Attends school/college	75	15
	Attends university	0	0
	Does not attend either	25	5
Employment status	Works full-time	15	3
	Works part-time	20	4
	Does not work	65	13

Source: All respondents (N=20)

**Table 1.2: You just viewed the campaign's Facebook page, have you received or engaged with any of these other activities hosted by the campaign?**

	%	N
Facebook page	20	4
Pop up event	20	4
Online video/YouTube	10	2
Leaflet	15	3
Instagram	15	3
Posters	20	4
Newspaper advert	5	1
Twitter feed	0	0
Postcard	5	1
None of these	10	2
I don't know	15	3
I can't remember	5	1

Source: All respondents (N=20). Note, respondents could choose more than one response.

**Table 1.3: How effective do you think the campaign is overall at encouraging young people to eat a more healthy diet and be more physically active?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Overall effectiveness</b> of the campaigns at encouraging young people to eat a more healthy diet and be more physically active.	5	0	55	40

Source: All respondents (N=20).

**Table 1.4: How would you rate the campaign at the following?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Engaging</b> young people in eating a healthy diet and becoming physically active.	5	0	40	55
<b>Communicating</b> why it is important to eat a healthy diet and be physically active.	5	5	25	65
<b>Motivating</b> young people to eat a healthy diet and be physically active.	5	5	40	50
<b>Showing</b> young people how to eat a healthy diet and be physically active through practical suggestions for their day-to-day life.	5	5	35	55

Source: All respondents (N=20 ).

**Table 1.5: Which of the following statements best describes you at this moment in time?**

	%	N
I live a healthy lifestyle and I don't need to make any changes to my diet and exercise routine.	25	5
I live a healthy lifestyle but I still want to make some changes to my diet and exercise routine.	50	10
I don't live a very healthy lifestyle at all and I want to make any changes to my diet and exercise routine.	20	4
I don't live a very healthy lifestyle at all and I don't want to make any changes to my diet and exercise routine.	0	0
I don't know	5	1

Source: All respondents (N=20)

**Table 1.6: As a result of the campaign, have you done any of the following or do you plan to in the future?**

	%	N
Shared a link about the campaign or information with a parent/friend	5	1
Spoken about the campaign with a parent/friend	20	4
Thought about eating a healthy diet and being physically active	30	6
Made a change to eat a more healthy diet and be more physically active	20	4
Tried to find out more about healthy eating or being physically active	20	4
Nothing yet – maybe later	10	2
None of the above	5	1
I don't know	10	2

Source: All respondents (N=20). Note, respondents could choose more than one response.

**Table 1.7: In your opinion, what do you think causes some young people to be obese?**

	%	N
Eating too much unhealthy food	80	16
Not doing enough physical activity	50	10
Being lazy	50	10
Not eating enough fruits and vegetables	35	7
Sitting down a lot	5	1
Boredom	55	11
Other people eating unhealthily around them	5	1
Feeling down	55	11
Eating too much generally	45	9
Parents/carers only providing unhealthy food	20	4
Genetics	15	3
Being lonely	25	5
Healthy food is expensive	20	4
Lack of information about how to lose weight	15	3
Result of a medical condition	10	2
Being unlucky	0	0
Having a disability	5	1

Source: All respondents (N=20). Note, respondents could choose more than one response.

**Table 1.8: Of your answers, what do you think is the most important?**

	%	N
Eating too much unhealthy food	50	10
Not doing enough physical activity	20	4
Being lazy	20	4
Not eating enough fruits and vegetables	5	1
Boredom	30	6
Eating too much generally	20	4
Other people eating unhealthily around them	0	0
Genetics	0	0
Feeling down	10	2
Parents/carers only providing unhealthy food	5	1
Sitting down a lot	5	1
Healthy food is expensive	15	3
Being lonely	0	0
Being unlucky	0	0
Lack of information about how to lose weight	0	0
Result of a medical condition	0	0
Having a disability	0	0

Source: All respondents (N=20). Note, respondents could choose between one and three responses only.

**Table 1.9: In your opinion, what helps young people to make healthy choices and live a healthy lifestyle?**

	%	N
Support from their parents/carers to get healthy	55	11
Access to opportunities for sports and other physical activities	40	8
Having someone to exercise with	50	10
Enjoying physical activity	35	7
Enjoying healthy eating	40	8
Access to healthy food	30	6
Seeing the benefits from making healthy choices	30	6
Support from school to get healthy	30	6
Caring about the way they look	30	6
Knowledge and understanding of how to be healthy	25	5
Support from their friends to get healthy	15	3
Having time to think about being healthy	10	2

Source: All respondents (N=20). Note, respondents could choose more than one response.

**Table 1.10: Of your answers, what do you think is the most important?**

	%	N
Support from their parents/carers to get healthy	40	8
Access to opportunities for sports and other physical activities	20	4
Having someone to exercise with	15	3
Enjoying physical activity	10	2
Enjoying healthy eating	20	4
Access to healthy food	20	4
Seeing the benefits from making healthy choices	10	2
Support from school to get healthy	10	2
Caring about the way they look	10	2
Knowledge and understanding of how to be healthy	10	2
Support from their friends to get healthy	0	0
Having time to think about being healthy	0	0

Source: All respondents (N=20). Note, respondents could choose between one and three responses only.

**Table 1.11: In your opinion, what stops young people from making healthy choices and living a healthy lifestyle?**

	%	N
Temptation	55	11
Medical condition	0	0
Being with friends who eat unhealthily	35	7
Unhealthy foods are cheaper than healthy foods	35	7
More unhealthy than healthy foods in the house	25	5
Not getting enough exercise	40	8
Not knowing enough about calories	30	6
Not liking working out	30	6
Lacking motivation to change	20	4
Not having the time to make a change	10	2
Enjoying unhealthy foods more than healthy foods	55	11
Lack of support from friends/family to make changes	5	1
Not having access to a place to work out	15	3
Hidden salt and sugar in foods	10	2
Not knowing how to cook	15	3
Not enough healthy meals available in schools	10	2
Lack of discipline	15	3
Not being able to break bad eating habits	30	6
Lack of will power	30	6
Being too busy	30	6

Source: All respondents (N=20). Note, respondents could choose more than one response.

**Table 1.12: Of your answers, what do you think is the most important?**

	%	N
Temptation	25	5
Medical condition	0	0
Being with friends who eat unhealthily	10	2
Unhealthy foods are cheaper than healthy foods	20	4
More unhealthy than healthy foods in the house	0	0
Not getting enough exercise	20	4
Not knowing enough about calories	10	2
Not liking working out	5	1
Lacking motivation to change	5	1
Not having the time to make a change	0	0
Enjoying unhealthy foods more than healthy foods	40	8
Lack of support from friends/family to make changes	0	0
Not having access to a place to work out	10	2
Hidden salt and sugar in foods	5	1
Not knowing how to cook	5	1
Not enough healthy meals available in schools	0	0
Lack of discipline	0	0
Not being able to break bad eating habits	5	1
Lack of will power	0	0
Being too busy	10	2

*Source: All respondents (N=20). Note, respondents could choose between one and three responses only.*



## 2. Spain

**Table 2.1. Profile of respondents**

		%	N
Gender	Male	41	20
	Female	59	29
Age	Under 10	0	0
	11-13	14	7
	14-16	65	32
	17-19	2	1
	20-22	0	0
	23-25	2	1
	Over 25	16	8
Education status	Attends school/college	82	40
	Attends university	2	1
	Does not attend either	16	8
Employment status	Works full-time	8	4
	Works part-time	10	5
	Does not work	82	40

Source: All respondents (N=49)

**Table 2.2. You just viewed the campaign's Facebook page, have you received or engaged with any of these other activities hosted by the campaign?**

	%	N
Facebook page	69	34
Pop up event	31	15
Online video/YouTube	16	8
Leaflet	10	5
Instagram	0	0
Posters	6	3
Newspaper advert	8	4
Twitter feed	2	1
Postcard	4	2
None of these	14	7
I don't know	2	1
I can't remember	6	3

Source: All respondents (N=49). Note, respondents could choose more than one response.

**Table 2.3. How effective do you think the campaign is overall at encouraging young people to eat a more healthy diet and be more physically active?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Overall effectiveness</b> of the campaigns at encouraging young people to eat a more healthy diet and be more physically active.	0	12	59	29

Source: All respondents (N=49).

**Table 2.4. How would you rate the campaign at the following?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Engaging</b> young people in eating a healthy diet and becoming physically active.	6	18	51	25
<b>Communicating</b> why it is important to eat a healthy diet and be physically active.	0	8	41	51
<b>Motivating</b> young people to eat a healthy diet and be physically active.	2	16	41	41
<b>Showing</b> young people how to eat a healthy diet and be physically active through practical suggestions for their day-to-day life.	0	10	43	47

Source: All respondents (N=49).

**Table 2.5. Which of the following statements best describes you at this moment in time?**

	%	N
I live a healthy lifestyle and I don't need to make any changes to my diet and exercise routine.	33	16
I live a healthy lifestyle but I still want to make some changes to my diet and exercise routine.	53	26
I don't live a very healthy lifestyle at all and I want to make any changes to my diet and exercise routine.	10	5
I don't live a very healthy lifestyle at all and I don't want to make any changes to my diet and exercise routine.	0	0
I don't know	4	2

Source: All respondents (N=49)

**Table 2.6. As a result of the campaign, have you done any of the following or do you plan to in the future?**

	%	N
Shared a link about the campaign or information with a parent/friend	29	14
Spoken about the campaign with a parent/friend	55	27
Thought about eating a healthy diet and being physically active	41	20
Made a change to eat a more healthy diet and be more physically active	22	11
Tried to find out more about healthy eating or being physically active	31	15
Nothing yet – maybe later	8	4
None of the above	4	2
I don't know	6	3

Source: All respondents (N=49). Note, respondents could choose more than one response.

**Table 2.7. In your opinion, what do you think causes some young people to be obese?**

	%	N
Eating too much unhealthy food	86	42
Not doing enough physical activity	78	38
Being lazy	47	23
Not eating enough fruits and vegetables	57	28
Sitting down a lot	49	24
Boredom	37	18
Other people eating unhealthily around them	35	17
Feeling down	45	22
Eating too much generally	39	19
Parents/carers only providing unhealthy food	29	14
Genetics	18	9
Being lonely	14	7
Healthy food is expensive	2	1
Lack of information about how to lose weight	8	4
Result of a medical condition	14	7
Being unlucky	0	0
Having a disability	8	4

Source: All respondents (N=49). Note, respondents could choose more than one response.

**Table 2.8. Of your answers, what do you think is the most important?**

	%	N
Eating too much unhealthy food	59	29
Not doing enough physical activity	61	30
Being lazy	6	3
Not eating enough fruits and vegetables	20	10
Boredom	10	5
Eating too much generally	16	8
Other people eating unhealthily around them	6	3
Genetics	8	4
Feeling down	8	4
Parents/carers only providing unhealthy food	12	6
Sitting down a lot	4	2
Healthy food is expensive	0	0
Being lonely	4	2
Being unlucky	0	0
Lack of information about how to lose weight	2	1
Result of a medical condition	2	1
Having a disability	0	0

Source: All respondents (N=49). Note, respondents could choose between one and three responses only.

**Table 2.9. In your opinion, what helps young people to make healthy choices and live a healthy lifestyle?**

	%	N
Support from their parents/carers to get healthy	76	37
Access to opportunities for sports and other physical activities	71	35
Having someone to exercise with	57	28
Enjoying physical activity	69	34
Enjoying healthy eating	78	38
Access to healthy food	47	23
Seeing the benefits from making healthy choices	63	31
Support from school to get healthy	39	19
Caring about the way they look	29	14
Knowledge and understanding of how to be healthy	39	19
Support from their friends to get healthy	29	14
Having time to think about being healthy	18	9

Source: All respondents (N=49). Note, respondents could choose more than one response.

**Table 2.10. Of your answers, what do you think is the most important?**

	%	N
Support from their parents/carers to get healthy	45	22
Access to opportunities for sports and other physical activities	31	15
Having someone to exercise with	22	11
Enjoying physical activity	29	14
Enjoying healthy eating	31	15
Access to healthy food	12	6
Seeing the benefits from making healthy choices	16	8
Support from school to get healthy	6	3
Caring about the way they look	16	8
Knowledge and understanding of how to be healthy	10	5
Support from their friends to get healthy	6	3
Having time to think about being healthy	0	0

Source: All respondents (N=49). Note, respondents could choose between one and three responses only.

**Table 2.11. In your opinion, what stops young people from making healthy choices and living a healthy lifestyle?**

	%	N
Temptation	53	26
Medical condition	10	5
Being with friends who eat unhealthily	12	6
Unhealthy foods are cheaper than healthy foods	31	15
More unhealthy than healthy foods in the house	57	28
Not getting enough exercise	69	34
Not knowing enough about calories	20	10
Not liking working out	55	27
Lacking motivation to change	69	34
Not having the time to make a change	16	8
Enjoying unhealthy foods more than healthy foods	43	21
Lack of support from friends/family to make changes	43	21
Not having access to a place to work out	22	11
Hidden salt and sugar in foods	16	8
Not knowing how to cook	12	6
Not enough healthy meals available in schools	22	11
Lack of discipline	25	12
Not being able to break bad eating habits	49	24
Lack of will power	61	30
Being too busy	12	6

Source: All respondents (N=49). Note, respondents could choose more than one response.

**Table 2.12. Of your answers, what do you think is the most important?**

	%	N
Temptation	27	13
Medical condition	8	4
Being with friends who eat unhealthily	4	2
Unhealthy foods are cheaper than healthy foods	8	4
More unhealthy than healthy foods in the house	14	7
Not getting enough exercise	20	10
Not knowing enough about calories	0	0
Not liking working out	22	11
Lacking motivation to change	35	17
Not having the time to make a change	0	0
Enjoying unhealthy foods more than healthy foods	4	2
Lack of support from friends/family to make changes	31	15
Not having access to a place to work out	4	2
Hidden salt and sugar in foods	4	2
Not knowing how to cook	0	0
Not enough healthy meals available in schools	0	0
Lack of discipline	4	2
Not being able to break bad eating habits	20	10
Lack of will power	22	11
Being too busy	2	1

*Source: All respondents (N=49). Note, respondents could choose between one and three responses only.*

### 3. Portugal

#### 3.1. Profile of respondents

		%	N
Gender	Male	29	4
	Female	41	10
Age	Under 10	0	0
	11-13	0	0
	14-16	36	5
	17-19	36	5
	20-22	0	0
	23-25	0	0
	Over 25	29	4
Education status	Attends school/college	64	9
	Attends university	7	1
	Does not attend either	29	4
Employment status	Works full-time	29	4
	Works part-time	0	0
	Does not work	71	10

Source: All respondents (N=14)

**Table 3.2. You just viewed the campaign's Facebook page, have you received or engaged with any of these other activities hosted by the campaign?**

	%	N
Facebook page	50	7
Pop up event	0	0
Online video/YouTube	14	2
Leaflet	14	2
Instagram	0	0
Posters	0	0
Newspaper advert	0	0
Twitter feed	0	0
Postcard	0	0
None of these	43	6
I don't know	7	1
I can't remember	0	0

Source: All respondents (N=14). Note, respondents could choose more than one response.

**Table 3.3. How effective do you think the campaign is overall at encouraging young people to eat a more healthy diet and be more physically active?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Overall effectiveness</b> of the campaigns at encouraging young people to eat a more healthy diet and be more physically active.	0	7	57	36

Source: All respondents (N=14).

**Table 3.4. How would you rate the campaign at the following?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Engaging</b> young people in eating a healthy diet and becoming physically active.	0	0	79	21
<b>Communicating</b> why it is important to eat a healthy diet and be physically active.	0	7	57	36
<b>Motivating</b> young people to eat a healthy diet and be physically active.	0	21	50	29
<b>Showing</b> young people how to eat a healthy diet and be physically active through practical suggestions for their day-to-day life.	0	7	57	36

Source: All respondents (N=14).

**Table 3.5. Which of the following statements best describes you at this moment in time?**

	%	N
I live a healthy lifestyle and I don't need to make any changes to my diet and exercise routine.	7	1
I live a healthy lifestyle but I still want to make some changes to my diet and exercise routine.	64	9
I don't live a very healthy lifestyle at all and I want to make any changes to my diet and exercise routine.	21	3
I don't live a very healthy lifestyle at all and I don't want to make any changes to my diet and exercise routine.	0	0
I don't know	7	1

Source: All respondents (N=14)



**Table 3.6. As a result of the campaign, have you done any of the following or do you plan to in the future?**

	%	N
Shared a link about the campaign or information with a parent/friend	21	3
Spoken about the campaign with a parent/friend	21	3
Thought about eating a healthy diet and being physically active	29	4
Made a change to eat a more healthy diet and be more physically active	7	1
Tried to find out more about healthy eating or being physically active	29	4
Nothing yet – maybe later	14	2
None of the above	7	1
I don't know	0	0

Source: All respondents (N=14). Note, respondents could choose more than one response.

**Table 3.7. In your opinion, what do you think causes some young people to be obese?**

	%	N
Eating too much unhealthy food	64	9
Not doing enough physical activity	93	13
Being lazy	86	12
Not eating enough fruits and vegetables	64	9
Sitting down a lot	86	12
Boredom	36	5
Other people eating unhealthily around them	79	11
Feeling down	50	7
Eating too much generally	21	3
Parents/carers only providing unhealthy food	43	6
Genetics	29	4
Being lonely	50	7
Healthy food is expensive	14	2
Lack of information about how to lose weight	7	1
Result of a medical condition	21	3
Being unlucky	0	0
Having a disability	0	0

Source: All respondents (N=14). Note, respondents could choose more than one response.

**Table 3.8. Of your answers, what do you think is the most important?**

	%	N
Eating too much unhealthy food	43	6
Not doing enough physical activity	64	9
Being lazy	36	5
Not eating enough fruits and vegetables	21	3
Boredom	7	1
Eating too much generally	7	1
Other people eating unhealthily around them	57	8
Genetics	7	1
Feeling down	14	2
Parents/carers only providing unhealthy food	7	1
Sitting down a lot	14	2
Healthy food is expensive	1	7
Being lonely	14	2
Being unlucky	0	0
Lack of information about how to lose weight	0	0
Result of a medical condition	0	0
Having a disability	0	0

Source: All respondents (N=14). Note, respondents could choose between one and three responses only.

**Table 3.9. In your opinion, what helps young people to make healthy choices and live a healthy lifestyle?**

	%	N
Support from their parents/carers to get healthy	64	9
Access to opportunities for sports and other physical activities	50	7
Having someone to exercise with	50	7
Enjoying physical activity	79	11
Enjoying healthy eating	57	8
Access to healthy food	43	6
Seeing the benefits from making healthy choices	29	4
Support from school to get healthy	57	8
Caring about the way they look	64	9
Knowledge and understanding of how to be healthy	29	4
Support from their friends to get healthy	50	7
Having time to think about being healthy	14	2

Source: All respondents (N=14). Note, respondents could choose more than one response.

**Table 3.10. Of your answers, what do you think is the most important?**

	%	N
Support from their parents/carers to get healthy	50	7
Access to opportunities for sports and other physical activities	21	3
Having someone to exercise with	14	2
Enjoying physical activity	36	5
Enjoying healthy eating	14	2
Access to healthy food	36	5
Seeing the benefits from making healthy choices	21	3
Support from school to get healthy	36	5
Caring about the way they look	21	3
Knowledge and understanding of how to be healthy	7	1
Support from their friends to get healthy	21	3
Having time to think about being healthy	0	0

Source: All respondents (N=14). Note, respondents could choose between one and three responses only.

**Table 3.11. In your opinion, what stops young people from making healthy choices and living a healthy lifestyle?**

	%	N
Temptation	50	7
Medical condition	7	1
Being with friends who eat unhealthily	64	9
Unhealthy foods are cheaper than healthy foods	7	1
More unhealthy than healthy foods in the house	71	10
Not getting enough exercise	57	8
Not knowing enough about calories	14	2
Not liking working out	64	9
Lacking motivation to change	57	8
Not having the time to make a change	21	3
Enjoying unhealthy foods more than healthy foods	57	8
Lack of support from friends/family to make changes	50	7
Not having access to a place to work out	29	4
Hidden salt and sugar in foods	21	3
Not knowing how to cook	21	3
Not enough healthy meals available in schools	21	3
Lack of discipline	43	6
Not being able to break bad eating habits	43	6
Lack of will power	71	10
Being too busy	0	0

Source: All respondents (N=14). Note, respondents could choose more than one response.

**Table 3.12. Of your answers, what do you think is the most important?**

	%	N
Temptation	36	5
Medical condition	0	0
Being with friends who eat unhealthily	21	3
Unhealthy foods are cheaper than healthy foods	7	1
More unhealthy than healthy foods in the house	29	4
Not getting enough exercise	7	1
Not knowing enough about calories	0	0
Not liking working out	43	6
Lacking motivation to change	14	2
Not having the time to make a change	0	0
Enjoying unhealthy foods more than healthy foods	14	2
Lack of support from friends/family to make changes	21	3
Not having access to a place to work out	14	2
Hidden salt and sugar in foods	7	1
Not knowing how to cook	7	1
Not enough healthy meals available in schools	0	0
Lack of discipline	21	3
Not being able to break bad eating habits	7	1
Lack of will power	29	4
Being too busy	0	0

*Source: All respondents (N=14). Note, respondents could choose between one and three responses only.*

## 4. Czech Republic

**Table 4.1. Profile of respondents**

		%	N
Gender	Male	41	23
	Female	59	33
Age	Under 10	4	2
	11-13	14	8
	14-16	50	28
	17-19	14	8
	20-22	0	0
	23-25	2	1
	Over 25	16	9
Education status	Attends school/college	80	45
	Attends university	5	3
	Does not attend either	14	8
Employment status	Works full-time	13	7
	Works part-time	9	5
	Does not work	79	44

Source: All respondents (N=56)

**Table 4.2. You just viewed the campaign's Facebook page, have you received or engaged with any of these other activities hosted by the campaign?**

	%	N
Facebook page	77	43
Pop up event	20	11
Online video/YouTube	14	8
Leaflet	13	7
Instagram	18	10
Posters	5	3
Newspaper advert	4	2
Twitter feed	4	2
Postcard	0	0
None of these	5	3
I don't know	2	1
I can't remember	2	1

Source: All respondents (N=56). Note, respondents could choose more than one response.

**Table 4.3. How effective do you think the campaign is overall at encouraging young people to eat a more healthy diet and be more physically active?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Overall effectiveness</b> of the campaigns at encouraging young people to eat a more healthy diet and be more physically active.	7	11	57	25

Source: All respondents (N=56).

**Table 4.4. How would you rate the campaign at the following?**

	Not at all effective %	Not very effective %	Somewh at effective %	Very effective %
<b>Engaging</b> young people in eating a healthy diet and becoming physically active.	5	14	55	25
<b>Communicating</b> why it is important to eat a healthy diet and be physically active.	4	11	39	46
<b>Motivating</b> young people to eat a healthy diet and be physically active.	5	11	43	41
<b>Showing</b> young people how to eat a healthy diet and be physically active through practical suggestions for their day-to-day life.	5	21	41	32

Source: All respondents (N=56).

**Table 4.5. Which of the following statements best describes you at this moment in time?**

	%	N
I live a healthy lifestyle and I don't need to make any changes to my diet and exercise routine.	20	11
I live a healthy lifestyle but I still want to make some changes to my diet and exercise routine.	23	13
I don't live a very healthy lifestyle at all and I want to make any changes to my diet and exercise routine.	30	17
I don't live a very healthy lifestyle at all and I don't want to make any changes to my diet and exercise routine.	14	8
I don't know	13	7

Source: All respondents (N=56)

**Table 4.6. As a result of the campaign, have you done any of the following or do you plan to in the future?**

	%	N
Shared a link about the campaign or information with a parent/friend	30	17
Spoken about the campaign with a parent/friend	32	18
Thought about eating a healthy diet and being physically active	32	18
Made a change to eat a more healthy diet and be more physically active	13	7
Tried to find out more about healthy eating or being physically active	18	10
Nothing yet – maybe later	20	11
None of the above	7	4
I don't know	4	2

Source: All respondents (N=56). Note, respondents could choose more than one response.

**Table 4.7. In your opinion, what do you think causes some young people to be obese?**

	%	N
Eating too much unhealthy food	66	37
Not doing enough physical activity	57	32
Being lazy	55	31
Not eating enough fruits and vegetables	38	21
Sitting down a lot	36	20
Boredom	34	19
Other people eating unhealthily around them	34	19
Feeling down	13	7
Eating too much generally	25	14
Parents/carers only providing unhealthy food	25	14
Genetics	23	13
Being lonely	11	6
Healthy food is expensive	25	14
Lack of information about how to lose weight	14	8
Result of a medical condition	7	4
Being unlucky	14	8
Having a disability	5	3

Source: All respondents (N=56). Note, respondents could choose more than one response.

**Table 4.8. Of your answers, what do you think is the most important?**

	%	N
Eating too much unhealthy food	50	28
Not doing enough physical activity	43	24
Being lazy	27	15
Not eating enough fruits and vegetables	18	10
Boredom	7	4
Eating too much generally	7	4
Other people eating unhealthily around them	7	4
Genetics	13	7
Feeling down	4	2
Parents/carers only providing unhealthy food	4	2
Sitting down a lot	9	5
Healthy food is expensive	7	4
Being lonely	6	3
Being unlucky	7	4
Lack of information about how to lose weight	2	1
Result of a medical condition	0	0
Having a disability	0	0

Source: All respondents (N=56). Note, respondents could choose between one and three responses only.

**Table 4.9. In your opinion, what helps young people to make healthy choices and live a healthy lifestyle?**

	%	N
Support from their parents/carers to get healthy	59	33
Access to opportunities for sports and other physical activities	59	33
Having someone to exercise with	50	28
Enjoying physical activity	38	21
Enjoying healthy eating	20	11
Access to healthy food	52	29
Seeing the benefits from making healthy choices	32	18
Support from school to get healthy	36	20
Caring about the way they look	43	24
Knowledge and understanding of how to be healthy	29	16
Support from their friends to get healthy	34	19
Having time to think about being healthy	21	12

Source: All respondents (N=56). Note, respondents could choose more than one response.



**Table 4.10. Of your answers, what do you think is the most important?**

	%	N
Support from their parents/carers to get healthy	34	19
Access to opportunities for sports and other physical activities	29	16
Having someone to exercise with	20	11
Enjoying physical activity	16	9
Enjoying healthy eating	7	4
Access to healthy food	13	7
Seeing the benefits from making healthy choices	11	6
Support from school to get healthy	13	7
Caring about the way they look	30	17
Knowledge and understanding of how to be healthy	9	5
Support from their friends to get healthy	20	11
Having time to think about being healthy	2	1

Source: All respondents (N=56). Note, respondents could choose between one and three responses only.

**Table 4.11. In your opinion, what stops young people from making healthy choices and living a healthy lifestyle?**

	%	N
Temptation	29	16
Medical condition	11	6
Being with friends who eat unhealthily	20	11
Unhealthy foods are cheaper than healthy foods	36	20
More unhealthy than healthy foods in the house	45	25
Not getting enough exercise	46	26
Not knowing enough about calories	11	6
Not liking working out	38	21
Lacking motivation to change	46	26
Not having the time to make a change	21	12
Enjoying unhealthy foods more than healthy foods	29	16
Lack of support from friends/family to make changes	27	15
Not having access to a place to work out	18	10
Hidden salt and sugar in foods	13	7
Not knowing how to cook	13	7
Not enough healthy meals available in schools	21	12
Lack of discipline	20	11
Not being able to break bad eating habits	38	21
Lack of will power	46	26
Being too busy	11	6

Source: All respondents (N=56). Note, respondents could choose more than one response.

**Table 4.12. Of your answers, what do you think is the most important?**

	%	N
Temptation	2	1
Medical condition	4	2
Being with friends who eat unhealthily	5	3
Unhealthy foods are cheaper than healthy foods	14	8
More unhealthy than healthy foods in the house	21	12
Not getting enough exercise	18	10
Not knowing enough about calories	4	2
Not liking working out	14	8
Lacking motivation to change	27	15
Not having the time to make a change	7	4
Enjoying unhealthy foods more than healthy foods	9	5
Lack of support from friends/family to make changes	7	4
Not having access to a place to work out	5	3
Hidden salt and sugar in foods	4	2
Not knowing how to cook	5	3
Not enough healthy meals available in schools	5	3
Lack of discipline	7	4
Not being able to break bad eating habits	16	9
Lack of will power	21	12
Being too busy	4	2

*Source: All respondents (N=56). Note, respondents could choose between one and three responses only.*