

## Section B



### **European Youth Tackling Obesity (EYTO): A youth led social marketing approach to encourage healthy lifestyles**

#### **Review of 'grey' literature and materials:**

#### **Summary of learning from previous initiatives that focus on social marketing approaches to tackle obesity amongst children and young people**

EYTO is an exciting new project led by the National Children's Bureau (NCB - UK) in partnership with organisations in Spain, Portugal and the Czech Republic. With funding from the European Union<sup>1</sup>, we will be developing an innovative peer-led social marketing campaign to promote healthy eating and physical activity and stem the rise in obesity amongst young people.

To compliment a systematic review of effective social marketing and healthy lifestyle interventions across the four participating countries<sup>2</sup>; this review of the 'grey' evidence and materials consists of two parts. Section A summarises the important factors that contribute to successful initiatives focussing on social marketing approaches to tackle overweight and obesity. **Section B** provides an overview of the previous initiatives (from the UK, Czech Republic, Portugal, Spain and beyond) that were included in this review.

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<sup>1</sup> The project runs from September 2013 - September 2015 and has received funding from the EU Executive Agency for Health and Consumers in the framework of the Health Programme 2008-2013.

<sup>2</sup> [A Social marketing approach to tackle childhood obesity: A review of the evidence from 4 European countries](#)

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Previous initiatives included in the review:				
Project name and location	Aims and target	Link	Materials and techniques	Lessons learned and top tips to take forward
<b>UK</b>				
<b>Change4Life</b>	For families with children aged 5-11 to help children and young people eat better, be more active and live longer	<a href="http://www.nhs.uk/Change4Life/Pages/why-change-for-life.aspx">http://www.nhs.uk/Change4Life/Pages/why-change-for-life.aspx</a>	Loads! Including: <b>Smart swap</b> pack of fridge magnets/ app/ swap wheel of recipes and ideas/ money off vouchers <a href="https://smartswaps.change4life.co.uk/">https://smartswaps.change4life.co.uk/</a> <b>Get going fun generator</b> – online ideas for activities <a href="http://www.nhs.uk/change4life/pages/fun-generator.aspx">http://www.nhs.uk/change4life/pages/fun-generator.aspx</a> <b>Fun wheel</b> – spinning wheel game	Small ‘bite size’ challenges like are easy to manage. A ‘small steps’ approach.
<b>Beezebodies</b>	For children up to 18 years old in different age groups to enhance self-confidence, break habits that can help change behaviours and learn more about physical activity and healthy eating.	<a href="http://www.beezebodies.co.uk/">http://www.beezebodies.co.uk/</a>		
<b>More Life</b>	For children and families up to 18 years old in different age groups. Weight management and health improvement programmes to individuals, families, local communities and within workplaces	<a href="http://www.more-life.co.uk/">http://www.more-life.co.uk/</a>	<b>More Life online</b> programme including sessions and fitness gifts: <a href="http://www.more-life.co.uk/Default.aspx?PageName=MoreLife-Online">http://www.more-life.co.uk/Default.aspx?PageName=MoreLife-Online</a> More Life <b>twitter</b> account (Islington) <a href="https://twitter.com/MoreLifeIzzy/media">https://twitter.com/MoreLifeIzzy/media</a> (includes photos and materials)	
<b>Phunky Foods</b>	To improve healthy eating and physical activity	<a href="http://www.phunkyfoods.co.uk">www.phunkyfoods.co.uk</a>	Lesson resources and plans including vinyl floor mat, books, food models,	

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	knowledge and behaviours of primary school children across the UK.		reward stickers etc.	
<b>Alive 'N' Kicking</b>	To promote a healthier lifestyle for families with overweight children between 2 – 19 in the UK. Behavioural change using appropriate goals and an approach which is delivered in a supportive and empathetic way. The programme involves the whole family.	<a href="http://www.ank.uk.com">www.ank.uk.com</a>		
<b>Tagliatelle</b>	A web-based application that enables users to upload digital photos of meals that they have eaten to a server (social tagging), which anonymously distributes these photos to other users for tagging to promote healthier eating.	<a href="http://di.ncl.ac.uk/publications/wip180-linehan-authors_copyright_version.pdf">http://di.ncl.ac.uk/publications/wip180-linehan-authors_copyright_version.pdf</a>	Web-based application for people to upload photos and others to tag – social tagging. (Not available as part of pilot project only).	Low number of uploads per day (are people avoiding putting up their unhealthy meals?!). Difficult to extract nutritional information to support encouraged healthy eating. Playful nature of app and people's interaction with it.
<b>WellHappy App</b>	Wellhappy is a free health app for young people aged 12-25 in London. It allows you to search for over a thousand local support services including mental health, sexual health and substance misuse services.		The app is now <a href="#">available to download</a> .	Celebrity endorsement (Joss Stone/ Joe Swash)
<b>Food4thought campaign</b> Pilot run by British	To help tackle obesity and encourage children to lead a healthier lifestyle – 30 schools took part in pilot	<a href="http://www.bhf.org.uk/get-involved/campaigning/food4thought">http://www.bhf.org.uk/get-involved/campaigning/food4thought</a>	Children helped stock and sell healthy snacks from vending machines in school. Online game to look after health and build business empire based on healthy	

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Heart Foundation		<a href="#">ught.aspx</a>	vending machines. Street dance demonstrations to encourage healthy eating.	
<b>Eat Like a Champ</b> Run by Danone	Healthy eating programme	<a href="http://www.eatlikeachamp.co.uk/">http://www.eatlikeachamp.co.uk/</a>	Website – with Diversity as the hosts of the site – with areas for kids, parents, teachers. Games, ideas, videos etc.	
<b>Make it Count</b>	Whole family approach for healthy eating and physical activity	<a href="http://nhfshare.heartforum.org.uk/RMAssets/Casestudies/Walls/Make_it_Count.pdf">http://nhfshare.heartforum.org.uk/RMAssets/Casestudies/Walls/Make_it_Count.pdf</a>		Reinforce the importance of family engagement within the programmes from the start and provide real, practical examples of how people can make changes to their lifestyle. Ensure delivery team are approachable, friendly, motivating and knowledgeable to encourage families to make long-term changes.
<b>Step it up, keep it up, cook it up</b>	Insight driven social marketing programme	<a href="http://www.brilliantfutures.org/southwark-childhood-obesity.php">http://www.brilliantfutures.org/southwark-childhood-obesity.php</a>		The intervention was developed from stakeholder engagement activities, insight generation with parents and the Department of Health national obesity research findings.  Self-reported activity up – caution on self-reporting! Teacher reporting of well-being also up.
<b>Programme linked to Change4Life</b>		<a href="http://www.brilliantfutures.org/increasing-childrens-healthy-eating-linked-to-change4life.php">http://www.brilliantfutures.org/increasing-childrens-healthy-eating-linked-to-change4life.php</a>	Providing toys and games, along with Community Cafes, in local open spaces was well received by parents [see issues re safety].	Family structure is a key driver of behaviour. There is a major disparity between claimed and actual behaviour and many parents believe they are already doing many of the desired behaviours and don't see the need to do more of them. Many of the behaviours identified in the Change4Life programme (portion size, snacking, fat content) were prevalent in the target wards. Some issues are more readily recognised as problems by parents (e.g. fat content). In terms of physical activity, there is a need to allay perceptions around safety in public spaces. There is a lot of importance placed on cost and convenience – reliance on the freezer came

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				through as a strong theme in the research. The competition, and services that are working well, recognised the need to look after/provide benefits for the parent as well as the child. 'Cooking' for most parents means heating up frozen food or ready meals – it doesn't necessarily mean preparing meals from fresh ingredients.
<b>Feel Good programme</b>	Insight based programme (what are the barriers to healthy eating and activity for children and families). Children are encouraged to adopt behaviours that will help them 'feel good'.	<a href="http://www.brilliantfutures.org/food-n-fun.php">http://www.brilliantfutures.org/food-n-fun.php</a>	Using a fun, motivating combination of forum theatre, experiential food and activity workshops and a three week incentivised home and classroom based challenge. Participants help the Managers of the 'feel good factory' to turn their business around by considering what 'products and services' they can create and promote to encourage people to eat feel good foods, do feel good activity and have feel good thoughts.	
<b>Sandwich Shop Initiative</b>	To improve healthy eating by changing foods provided	<a href="http://www.swpho.nhs.uk/default.aspx?RID=79490">http://www.swpho.nhs.uk/default.aspx?RID=79490</a>		Target on service providers for local communities. Behaviour change techniques used with shop owners. Social marketing used to change business behaviour. Link into Local authority efforts to change fast food outlets etc near to schools/ planning laws re chicken shops etc.
<b>The Snack Right campaign</b>	To encourage parents and carers of pre-school children in deprived areas of Cheshire and Merseyside to replace at least one unhealthy snack in their child's daily diet with a healthy one.	<a href="http://www.champspublichealth.com">www.champspublichealth.com</a>	The campaign is a targeted intervention for parents of pre-school aged children. It involved: -Using social marketing techniques to research and segment the needs of the target audience - Organising interactive events for children and parents to try fruit and veg, create healthy snacks, sign up for Healthy	Evaluation of the campaign highlighted the following: - The importance of securing local ambassadors and gaining senior-level 'buy in' to ensure the work can be embedded thoroughly - The importance of phasing campaigns so as to sustain the behaviour change - Providing free gifts works well to engage parents: always think about 'what's in it for me?'

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			<p>Start vouchers, engage with life size banana characters, and play games</p> <ul style="list-style-type: none"> <li>- Developing and disseminating a range of resources including a story book, sticker book, branded stationary, plastic snack bowl, leaflets</li> <li>- Developing partnerships with 'good competitors' to help promote the campaign and avoid mixed messages (including parenting groups/Sure Start/breastfeeding groups etc</li> <li>- Recruiting 'strategic' and 'tactical' ambassadors to promote and support the campaign</li> </ul>	- The importance of pre-testing resources with the target audience
<b>CZECH REPUBLIC</b>				
<b>Zdravá svačina</b> (Healthy snack)	Promote improved eating habits and improved nutrition	<a href="http://www.zdravasvacina.eu/">http://www.zdravasvacina.eu/</a>	<p>Information campaign</p> <p>Competition for young creative artists to figure out how to motivate children to eat more fruit and veg.</p> <p><a href="http://www.zdravasvacina.eu/cz/soutez">http://www.zdravasvacina.eu/cz/soutez</a></p>	
<b>Žij zdravě</b> (Live healthy)	Raise public awareness of obesity	<a href="http://www.zijzdrave.cz/">http://www.zijzdrave.cz/</a>	<p>"Zij Zdrave" with <i>My diary</i> application can record calorific intake and expenditure.</p> <p>An interesting application is also on the website <i>Fitness DJ</i> - the right music for exercise (to your heart beat), which helps burn efficiently calories</p>	
<b>Česko se hýbe</b> (Czech moves)	Reduce obesity, raise physical activity, increase regular exercise	<a href="http://www.ceskosehybe.cz/">http://www.ceskosehybe.cz/</a>	Increase in physical activity but NOT just sports – aerobics, dance and hip hop are the focus.	After school intervention.
<b>Yesneyes</b>	Promote healthy diet and regular exercise	<a href="http://www.yesneyes.cz/">http://www.yesneyes.cz/</a>	Website targeted at young people –	Exercise not necessarily sports! – BMX/ inline skate etc.

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<b>Fotbalem proti obezitě</b> (Football Against Obesity)	Promote physical activity through football	<a href="http://nv.fotbal.cz/scripts/detail.php?id=100058&amp;tmplid=1294">http://nv.fotbal.cz/scripts/detail.php?id=100058&amp;tmplid=1294</a>	School football competition	Promotion of football as a cheap and accessible form of exercise.
<b>Hravě žij zdravě</b>	Promote healthy diet and regular exercise	<a href="http://www.hrazijzdrave.cz/">http://www.hrazijzdrave.cz/</a>	Four week internet course – games, competitions, information about healthy food – can be done in teams or individual	
<b>PORTUGAL</b>				
<b>Nutri Ventures</b>	Promote nutrition and healthy lifestyles through entertainment and positive environment around theme of healthy eating.	<a href="http://nutri-ventures.com/pt/">http://nutri-ventures.com/pt/</a>	(brand associated with healthy infant food products) Animation – TV show/ video clips/ characters	Brand that has partnered with Ministry of Education/ Ministry of Health/ Portuguese Association of Nutritionists
<b>Back to school with energy</b>	To promote improved eating habits and regular physical activity for children, parents and teachers	<a href="http://www.alimentacaosaudavel.dgs.pt/Prese ntationLayer/contenuto.aspx?menuid=473&amp;submenuid=528">http://www.alimentacaosaudavel.dgs.pt/Prese ntationLayer/contenuto.aspx?menuid=473&amp;submenuid=528</a>	Growing strong and healthy publication – easy recipes and concepts	Similar to UK's Smart Restart? (sponsorship from LIDL)  *focus on the make up of diet (the 7 food groups and proportion of each) in lots of interventions.
<b>PASSE programme</b>	To promote healthy eating behaviours (decision-making and healthy alternatives).	<a href="http://www.passe.com.pt">http://www.passe.com.pt</a>	Video games for different ages groups Diaries for food consumption. Materials for recreational events.	Multidisciplinary intervention (diet offered at school/ curriculum backs up/ integrated into community) – and outside school too
<b>Playing: discover how to feed you!</b>	To explain to children (through play) the different components of healthy eating and good eating habits	<a href="http://www.cruzvermelha.pt/actualidades/campanhas/696-campanha-a-">http://www.cruzvermelha.pt/actualidades/campanhas/696-campanha-a-</a>	Game for healthy eating: <a href="http://www.cruzvermelha.pt/images/stories/campanhas/abrincardescobrealimentar/tabuleiro%20alimentao%20saudavel.pdf">http://www.cruzvermelha.pt/images/stories/campanhas/abrincardescobrealimentar/tabuleiro%20alimentao%20saudavel.pdf</a> (and other elements of game can be	

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		<a href="http://brincar-e-a-jogar-descobre-como-te-alimentar.html">brincar-e-a-jogar-descobre-como-te-alimentar.html</a>	found at bottom of main site)	
<b>Race of Child</b>		<a href="http://www.corridadacrianca.com/">http://www.corridadacrianca.com/</a>		Lots and lots of sponsors – organised by Portuguese Association Against Childhood Obesity
<b>ADEXO goes to the beach</b>	Information and awareness campaign of the problems of obesity and show losing weight is fun!	<a href="http://www.protegeoqueebom.pt/2010/08/05/campanha-contra-a-obesidade-vai-a-praia/">http://www.protegeoqueebom.pt/2010/08/05/campanha-contra-a-obesidade-vai-a-praia/</a>		Going to where most people are during the summer ...
<b>SPAIN</b>				
<b>Activilandia</b>	Promote the healthy habits, physical activity	<a href="http://www.activilandia.es/">http://www.activilandia.es/</a>	A virtual platform that provides, virtual games, videos, music and funny activities for children.	
<b>El Estiron</b> <i>(The Growth Spurt)</i>	Campaign for combating obesity created by TV network Antena 3	<a href="http://www.antena3.com/elestiron/que-es/">http://www.antena3.com/elestiron/que-es/</a>	TV spots with tips for being more active and eating in a healthy way.	
<b>Proyecto Delta Educación Nutricional</b> <i>(Delta Project, Nutritional Education)</i>	Healthy eating and physical activity in broader context of health education	<a href="http://www2.gobiernodecanarias.org/sanidad/publicaciones/delta/">http://www2.gobiernodecanarias.org/sanidad/publicaciones/delta/</a>	Materials to promote healthy eating – a newsletter with seasonal foods/ food hygiene/ recipes	
<b>Juega, come y diviértete con Tranqui</b> <i>(Play eat and have fun with Tranqui)</i>	Healthy habits	<a href="http://www.navarra.es/home_es/Temas/Deporte/Publicaciones/Publicaciones+tecnicas/Campana+de+obesidad+infantil.htm">http://www.navarra.es/home_es/Temas/Deporte/Publicaciones/Publicaciones+tecnicas/Campana+de+obesidad+infantil.htm</a>	Activities including wordsearch, games etc	



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<b>Encesta por la salud</b> ( <i>Hoop for Health</i> )	Physical, social and mental health of teenagers.	<a href="http://www.encestaporlasalud.com/encesta/inicio.asp">http://www.encestaporlasalud.com/encesta/inicio.asp</a>	Including YouTube promotion video (with basketball players from professional team)	Engaging 'role models' in form of basketball players. Tying up with sponsors – commercial links.
<b>THAO programme</b>	Obesity prevention programme	<a href="http://thaoweb.com/en/fundacion_thao">http://thaoweb.com/en/fundacion_thao</a>	Games, recipes, weekly menus on website – for families to support children	
<b>Estas ON?</b> ( <i>Are you on?</i> )	Healthy habits promotion	<a href="http://www.cruzroja juventud.es/portal/page?_pageid=1139,32350584&amp;_dad=portal30&amp;_schema=PORTAL30">http://www.cruzroja juventud.es/portal/page?_pageid=1139,32350584&amp;_dad=portal30&amp;_schema=PORTAL30</a>	Internet spots and YouTube films delivered in the Red Cross webpage – full of information on food, healthy choices, activities	
<b>Come, bebe, muevete!</b> ( <i>Eat, drink, move!</i> )	Healthy eating	<a href="http://ec.europa.eu/agriculture/tasty-bunch/index_es.htm">http://ec.europa.eu/agriculture/tasty-bunch/index_es.htm</a>	Website with information on healthy eating including cartoon characters (fruits/ healthy foods)	This site includes examples of campaigns that have taken place in various countries.
<b>AND BEYOND...</b>				
<b>The VERB campaign (USA)</b>		<a href="http://www.cdc.gov/youthcampaign/marketing/tween/index.htm">http://www.cdc.gov/youthcampaign/marketing/tween/index.htm</a>	The VERB campaign was a national, multicultural social marketing campaign coordinated by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC). The campaign ran from 2002-2006 to promote physical activity amongst 9-13 year olds. Key features of the campaign included: - Developing VERB as cool, fun brand and emphasizing the fun and exciting aspects of physical activity - Developing VERB 'Scorecards' as a ticket for young people to get deals on a variety	According to Huhman et al. (2010), children aged 9-13 years who saw the VERB campaign increased their physical activity compared to those who did not see it, and positive effects persisted as the children aged into their teenage years.  VERB 'keys to success' - Recognising that children and young people are not motivated by the abstract concept of long-term disease prevention – campaigns need to be fun and exciting not educational and preachy - Introduce rewards, prizes and incentives – position the campaign in line with what teenagers want: to have fun, be cool, hang out with friends

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			<p>of physically active special events, services and programmes – young people track their physical activities on the VERB scorecard and redeem completed scorecards for ‘fun and cool stuff’</p> <ul style="list-style-type: none"> <li>- Local agencies and leisure services were engaged – the campaign helped to increase take-up of local services</li> <li>- Campaigns are developed by local communities and adapted according to local needs and resources</li> </ul>	<p>and try new skills</p> <ul style="list-style-type: none"> <li>- Offer young people events and activities in a variety of accessible places or go to where they are</li> <li>- Communication needs to be consistent, persistent and targeted. Use a variety of promotional channels – printed materials, promotional items, signage, special events, videos, local celebrity involvement – place messages in the media young people consume and the places they convene.</li> </ul>
<b>Let’s Move! (USA)</b>	<p>A campaign led by Michelle Obama that aims to solve the challenge of childhood obesity within a generation.</p>	<p><a href="http://www.letsmove.gov/join-us">http://www.letsmove.gov/join-us</a></p>	<p>Aims to help:</p> <ul style="list-style-type: none"> <li>- Give parents helpful information and foster environments that support healthy choices</li> <li>- Provide healthier foods in our schools</li> <li>- Ensure that every family has access to healthy, affordable food.</li> <li>- Helping kids become more physically active.</li> </ul> <p>Techniques include:</p> <ul style="list-style-type: none"> <li>- An initiative to improve school catering</li> <li>- A Drink Up! Campaign to encourage people to drink more water</li> <li>- The President’s Challenge: an activity that encourages people to set themselves health goals</li> <li>- Menu suggestions/cookery tips</li> <li>- Events and publicity featuring Michelle Obama to promote</li> </ul>	<p>There are no materials evident on the website to suggest how the campaign has had an impact so far.</p>

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			campaign messages	
<b>INFORMATION FROM REVIEWS</b>				
<p><b>Physical activity promotion in socially disadvantaged groups: principles for action (WHO regional office for Europe 2013)</b></p>		<p><a href="http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health/publications/2013/physical-activity-promotion-in-socially-disadvantaged-groups-principles-for-action.-policy-summary">http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health/publications/2013/physical-activity-promotion-in-socially-disadvantaged-groups-principles-for-action.-policy-summary</a></p>	<p>Ideas:</p> <ul style="list-style-type: none"> <li>• Outreach work in SDGs own environments to target (be sure to discuss needs and develop suitable interventions TOGETHER)</li> <li>• Use local champions for recruitment and delivery. Recruitment especially best done by trusted group. Non-professionals as mentors/ delivery agents/ trained facilitators can ensure higher acceptability/ increased empowerment/ better sense of ownership</li> <li>• Training and support needed for those non-professionals</li> <li>• For SDG physical activity probably not a priority – need to address basic needs</li> <li>• Physical activity one outcome but a means of achieving other outcomes (social connectedness/ social inclusion/ active mobility/ employability/ productivity)</li> <li>• Need to remove potential obstacles to physical activity – and provide easy access (free or cheap) opportunities.</li> </ul>	<p>While promotion of physical activity interventions for socially disadvantaged groups (SDG) not that different as for general population the ‘how’ is more important:</p> <ol style="list-style-type: none"> <li>1. How targeting done</li> <li>2. How intervention delivered</li> <li>3. How efforts to reach groups can be increased</li> </ol> <p>This can have impact on duration/ funding/ capacity building needs BUT benefits potentially greater.</p>

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			<ul style="list-style-type: none"> <li>Information and awareness raising campaigns/ interventions can increase inequality (where self-sufficient non-SDG take up the information and use it whereas SDG don't)</li> </ul>	
<p><b>An EU-wide overview of community based initiatives to reduce childhood obesity</b>  <b>WJE Bemelmans et al (2011)</b></p>			<p>Ideas:</p> <ul style="list-style-type: none"> <li>Successful initiatives tend to be comprehensive and multi-layered: involving professional training, a focus on the physical and social environment, education for children and young people, and involving parents.</li> <li>Involving the target group in the development and testing of an intervention is vital</li> <li>Whilst parental participation is vital, the parents of those most at risk of obesity can be the most difficult to reach</li> <li>Set realistic, short-term goals to motivate engagement in campaigns/interventions</li> <li>Importance of skilled and enthusiastic co-ordinators are vital</li> </ul>	<p>Overall:</p> <ul style="list-style-type: none"> <li>We need to think carefully about how to engage parents</li> <li>We need to think about how we encourage the young people leading the campaigns to adopt an 'ecological' approach – i.e. going beyond messages to look at changes needed in their wider environments</li> </ul>
<p><b>What works in Social Marketing to Young People?</b>  <b>Systematic Review for the Health Research Council of New Zealand and the Ministry of</b></p>			<ul style="list-style-type: none"> <li>Sustained funding and duration is vital for success</li> <li>Combining resources and skills of multiple organisations is preferable</li> <li>Successful initiatives have a 'youth for youth' focus – where young people are involved in all aspects – in turn ensuring messages,</li> </ul>	<ul style="list-style-type: none"> <li>It is important to think about how are campaigns can be integrated with broader interventions/complement existing initiatives rather than exist as a separate activity</li> <li>Need to consider the balance between appealing to young people's need for rebellion and the need for a positive</li> </ul>

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<p><b>Youth Development (2010) Louise Thornley and Kate Marsh</b></p>			<p>communication channels and activities are appealing to youth</p> <ul style="list-style-type: none"> <li>• Importance of ethnic-specific approaches (targeting sub-groups) – i.e. developing culturally-orientated messages and working in partnership with community groups/leaders. Young people from target cultural groups should be involved in the development of a campaign from the beginning. Vital not to reinforce negative stereotypes.</li> <li>• ‘Counter-marketing’ has been successful – i.e. confronting health claims made on food packaging - messages and empowering approaches that appeal to young people’s need for independence/ rebellion/sensation seeking</li> <li>• Positive, ‘can do’ messages are more effective than directive messages that tell young people what to do</li> <li>• The most effective mass media approaches have been implemented as part of a comprehensive, broader intervention</li> <li>• Several successful campaigns have included policy-level action as a core component (i.e. lobbying for changes in tobacco control)</li> <li>• Focusing on social norms and altering misperceptions is often a successful strategy – i.e. what is an</li> </ul>	<p>approach</p> <ul style="list-style-type: none"> <li>• Consider preference for a long-term approach and implications for our evaluation: what can we realistically expect to change in the timeframe we have?</li> </ul>
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			<p>'average' portion/that is normal to snack</p> <ul style="list-style-type: none"> <li>• Importance of applying theory to the design of social marketing programmes and undertaking extensive formative research and robust evaluation</li> <li>• Employing specialised youth marketers to lead the design of the media campaign is preferable</li> <li>• Social marketing campaigns tend to have a particularly strong impact on the 12-14 age group</li> </ul>	
<p><b>Change4Life – Three Year Social Marketing Strategy (2011) Department of Health</b></p>	<p>Includes a summary of learning from the first phase of the campaign.</p>		<ul style="list-style-type: none"> <li>• Key problem is that people know obesity is an issue but don't realise it is <b>their</b> issue. They tend to over-estimate the amount of physical activity they do and under-estimate how much they eat</li> <li>• Healthy living can be seen by some lower socio-economic groups as a middle class aspiration: parents prioritise immediate happiness over long-term health</li> <li>• Rise of snacking, increase car use and decline of cooking skills all key causes. Also 'filling up' as a priority over nutrition</li> <li>• BME groups: issues include some groups participating in lots of education on top of school (and moving about less), high levels of fat in some cultural foods, role of elders in 'treating' children, multiple meal-times, eating Western snacks on top</li> </ul>	<ul style="list-style-type: none"> <li>• We must ensure our messages are backed up with practical support</li> </ul>

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			<p>of traditional foods</p> <ul style="list-style-type: none"> <li>• Change4Life has been successful in raising awareness and changing attitudes – but has little impact on behaviour unless messages are backed up with practical support</li> <li>• Importance of phasing a campaign and sustaining momentum (‘activity bursts’) – risk that beyond the initial ‘wow factor’ people will revert to their original behaviour</li> <li>• Setting achievable goals and personalised approaches are ideal</li> <li>• Holistic approaches are important – the next phase of Change4Life will include alcohol and a ‘whole family’ approach</li> <li>• Value of tactile, interactive and fun materials and resources</li> <li>• Build on what is already happening</li> <li>• Avoid being puritanical</li> </ul>	
<p><b>What works in combating childhood obesity: an anthology of the literature on effective whole-system approaches C4EO (2011)</b></p>		<p><a href="http://www.c4eo.org.uk/themes/files/childhood-obesity-anthology-may2011.pdf">http://www.c4eo.org.uk/themes/files/childhood-obesity-anthology-may2011.pdf</a></p>	<p>Ideas:</p> <ul style="list-style-type: none"> <li>• More intensive efforts needed for those most at risk (with obese parents/ certain ethnic groups/ less affluent areas).</li> <li>• Prevention interventions more likely to be more successful than treatment.</li> <li>• Combination of approaches needed and comprehensive intervention (food as well as physical activities).</li> <li>• Focus of prevention intervention needs to be on MODIFIABLE causes.</li> <li>• Ecological approaches – changes</li> </ul>	<p>Overall: Interventions need to be enjoyable, engaging, relevant, and accessible.</p> <p>Many and various changes needed in programmes/ policies/ practices in multiple settings to support healthier living.</p>

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			<p>made in all contexts/ environments.</p> <ul style="list-style-type: none"> <li>• Behaviours of all those who may contribute to the problem need to be addressed: parents/ shop owners/ school food providers/ leisure centre owners/ youth leaders etc</li> <li>• Initiatives can be very limited if the families of children and young people are not engaged</li> </ul>	
<p><b>A Systematic Review of Physical Activity and Nutritional Social Marketing Campaigns Coleman and Moore (2010)</b></p>		<p><a href="http://www.sportni.net/NR/rdo_nlyres/E579E7E0-6344-47F1-9205-E0B95E1DF64C/0/Asystematicreviewofphysciallintercayandnutirtionalsocialmarketingcampigns.pdf">http://www.sportni.net/NR/rdo_nlyres/E579E7E0-6344-47F1-9205-E0B95E1DF64C/0/Asystematicreviewofphysciallintercayandnutirtionalsocialmarketingcampigns.pdf</a></p>	<p>The critical success factors:</p> <ul style="list-style-type: none"> <li>• To build a purposeful social marketing campaign necessary to establish key components of social marketing using benchmarks</li> <li>• Behaviour change must come from voluntary action of participants (not coercion/ scare tactics)</li> <li>• Intervention should be delivered over long term period to increase opportunity for change in individuals and wider society</li> <li>• Behaviour change should be explicit in the campaign with various methods for measuring (not just self-reporting as can be inaccurate!)</li> <li>• Engage parents/ carers at every stage of the programme</li> <li>• ‘Social diffusion’ approach – target people with same demographic variables – will help to get campaign message out person to person.</li> <li>• Research needed in each area and lessons learnt from previous campaigns etc need to be identified to ensure it is right (formative</li> </ul>	<ul style="list-style-type: none"> <li>• What behaviour change and how measured needs to be clear</li> <li>• There are many barriers to children’s nutrition choice (limited finances/ food insecurity/ lack of time/ accessibility) – community mobilisation can help to tackle these ‘upstream’ issues.</li> <li>• Customer orientated approach will help engage parents in supporting their children through programme</li> <li>• Targeting influential members of groups will help with social diffusion.</li> <li>• What works in one school/ area might not in another – need for research and understanding before any campaign/ intervention.</li> <li>• Ensure you have right people to deliver campaign.</li> <li>• Evidence show linking with commercial partners to access discounted media and support can work as those partners want to partner a worthy campaign</li> <li>• Tangible vs intangible rewards. (tangible is vouchers/ swim passes/ t-shirts etc. intangible is improved motor skills/ links into other parts of</li> </ul>



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			<p>research at the beginning of campaign).</p> <ul style="list-style-type: none"> <li>• Behaviour change theory? – Which one will you use?</li> <li>• Delivery is as important as planning</li> <li>• Start programme with those most ready to change and then phase in those more difficult to reach.</li> <li>• Try segmentation via focus groups (rather than straight demographic data) – they may come up with very different ideas (sporty/ preppy/ rebel/ quiet segments rather than race/ age)</li> </ul>	<p>curriculum etc)</p> <ul style="list-style-type: none"> <li>• Engage all community – not just target group</li> </ul>
<p><b>'Healthy Living' Social Marketing Initiative: a review of the evidence</b> Jebb et al 2007</p>	<p>This report is an integral part of developing understanding of people's starting point in relation to unhealthy weight gain.</p>	<p><a href="http://www.couneydurhamsport.com/file.aspx?id=1633">http://www.couneydurhamsport.com/file.aspx?id=1633</a></p>	<p>This contains background information on determinants/ barriers/ choices to aid the development of the Healthy Living initiative.</p>	<p>Social marketing is about understanding people's starting point in relation to an issue, in this case unhealthy weight gain. The key questions are:</p> <ul style="list-style-type: none"> <li>• What in their behaviours places them at risk?</li> <li>• What drives their current behaviours?</li> <li>• How might they be motivated to change?</li> <li>• Who might be able to influence them?</li> <li>• What might act as barriers to change?</li> </ul> <p>The challenge is then to work with relevant partners to translate this knowledge into services, initiatives and communications that support families in developing healthier lifestyles</p>
<p><b>Social Marketing as a Childhood Obesity Prevention Strategy</b> W Douglas Evans et al (2010)</p>		<p><a href="http://onlinelibrary.wiley.com/doi/10.1038/oby.2009.428/abstract">http://onlinelibrary.wiley.com/doi/10.1038/oby.2009.428/abstract</a></p>	<ul style="list-style-type: none"> <li>• Different messages needed for different groups: children vs parents/ different age groups.</li> <li>• Co-branding with popular community events and venues.</li> <li>• It's what you do (part of VERB</li> </ul>	<p>Social marketing as part of the ecological approach (policy/ community/ school/ family/ individuals – all layers). SM can:</p> <ul style="list-style-type: none"> <li>• Change the environment around the audience</li> <li>• Foster change in community norms</li> </ul>

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			<p>campaign) promoted children’s play as cool, fun, socially desirable at same time as showing sedentary behaviour as dull and boring (for 9-13s).</p> <ul style="list-style-type: none"> <li>Community outreach in tandem with mass media (social modelling).</li> </ul>	<p>(through health messages)</p> <ul style="list-style-type: none"> <li>Encourage individual behaviour change.</li> </ul> <p>Community mobilisation includes youth empowerment</p>
<p><b>Preventing Childhood Obesity – Epode European Network Recommendations (2011) LAVOISIER</b></p>			<ul style="list-style-type: none"> <li>EPODE is a model for preventing childhood obesity. It is a total-environment approach that involves and activates entire neighbourhoods and communities</li> <li>The model consists of concrete initiatives, at both national and local levels, that foster better and more balanced eating habits and greater physical activity in everyday life. The EPODE methodology enables micro-changes within the ecological niche of children and their families, and of new educational schemes mobilizing local stakeholders.</li> <li>The model emphasises that obesity prevention is ‘everyone’s business’ and responsibility is not limited to health professionals</li> <li>Rationale emphasises that generic information and prevention campaigns on eating habits have little short-term impact on behaviours when used in isolation</li> </ul> <p>The EPODE methodology is based on four main pillars :</p> <ul style="list-style-type: none"> <li>a strong political will</li> </ul>	<p>Learning from EPODE highlights:</p> <ul style="list-style-type: none"> <li>The importance of social marketing using communication techniques alongside environmental and other strategies – incorporating educational, behavioural and living environment components</li> <li>The selection of the “key message” to be conveyed to the target audience is crucial – pick topics to match national recommendations and the needs of priority groups</li> <li>As regards social marketing interventions for physical activity, Neiger et al., (2008) emphasised the efficiency of initiatives comprising communications and promotions and diverse ongoing activities</li> <li>There is a need for further research to better document the effective elements in social marketing programmes</li> <li>Highlights the importance of political support (to enact young people’s recommendations)</li> </ul>

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			<ul style="list-style-type: none"><li>• a sound scientific background</li><li>• a social marketing approach</li><li>• a multi-stakeholder approach</li></ul> <p>Useful summary of EPODE campaign messages on p.99</p>	
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