



EUROPEAN YOUTH TACKLING OBESITY

# Healthy Lifestyles Campaign Development Tool

This publication arises from the project European Youth Tackling Obesity (EYTO) which has received funding from the European Union in the framework of the Health Programme.



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## Contents

Introduction to the Healthy Lifestyles Campaign Development Tool.....	2
How has this tool been devised? .....	2
How is this tool intended to be used? .....	2
Motivations .....	3
EYTO example .....	3
Planning .....	3
Support .....	4
EYTO example .....	4
Planning .....	5
Theory .....	6
EYTO example .....	6
Planning .....	6
Audience .....	7
EYTO example .....	7
Planning .....	7
Message .....	8
EYTO Example .....	8
Planning .....	9
Channel .....	9
EYTO example .....	9
Planning .....	10
Delivery .....	12
EYTO example .....	12
Planning .....	12
Evaluation .....	14
EYTO example .....	14
Planning .....	14
Sustainability.....	15
EYTO example .....	15
Planning .....	15

## Introduction to the Healthy Lifestyles Campaign Development Tool

The European Youth Tackling Obesity (EYTO) partnership has developed this tool to provide additional practical assistance to those who wish to support young people to develop their own local social marketing campaigns which promote healthy lifestyles to their peers.

### How has this tool been devised?

EYTO was an innovative two year project, funded by the EU Executive Agency for Health and Consumers in the framework of the Health Programme 2008-2013. Led by National Children's Bureau in the UK, with partners in Spain, Portugal and the Czech Republic, the project developed and tested the impact of peer led social marketing campaigns promoting healthy eating and physical activity to help stem the rise in obesity amongst young people. Learning from this process, as well as key messages from the grey literature and systematic reviews of existing evidence on social marketing campaigns to tackle obesity amongst children and young people that were published by the project, have contributed to the compilation of this tool.

### How is this tool intended to be used?

The tool is designed for those who want to replicate the work of the EYTO Project and support young people to develop their own healthy lifestyles campaign. It is in the format of a checklist of questions and is intended to be used as a reference to assess whether your approach has all of the right ingredients to maximise its chances of success. There is space to note plans and considerations, enabling action planning for your own campaign development. The planning sections of each chapter are designed to be completed electronically.

It includes illustrative examples from the work of EYTO to provide a snapshot summary of how this project addressed each aspect of the process.

## Motivations

It is important to be clear from the start about **WHY** you want to develop a youth-led social marketing approach to promote healthy lifestyles.

### EYTO example

22 million children and young people in the EU are overweight or obese. The European Youth Tackling Obesity Project represented a new partnership borne from a shared concern over this major public health challenge and a lack of innovative targeted work amongst adolescents as compared to younger children. The teenage years are pivotal in determining longer term obesity risks and provide a vital window of opportunity to help disadvantaged young people develop healthier lifestyles. The partnership also recognised that peer-led social marketing campaigns have proven successful in tackling a number of health problems, but the potential for applying these techniques to stem the rise in obesity has yet to be realised. The project sought to support vulnerable young people to lead a response to the problem that targets their peers and contributes to a reduction in associated negative outcomes. Examples of some of the project's objectives were to:

- Increase the participation of young people in the development of interventions to tackle obesity
- Increase understanding of the role social marketing can play in changing behaviour amongst young people
- Reduce the modifiable causes of obesity amongst disadvantaged young people – seeking increased motivation to eat more healthily and be more physically active as well as increased levels of actual physical activity, fruit and vegetable consumption
- Strengthen the evidence base of 'what works' and share good practice across Europe

## Planning

Have you thought about...	My considerations	What are my motivations?
Identifying why you want to execute a healthy lifestyles campaign? Reasons may include things like: to reduce physical and mental health problems; to educate and raise awareness; to help people to change their behaviours...		
Social marketing campaigns should take account of evidence about the problem and the effectiveness of existing approaches. You can use this section to begin writing your aims and objectives.		

## Support

You will need to consider carefully **WHAT** support you need in place, **WHO** needs it, and who is going to provide it.

### EYTO example

It was important to the success of the project that all partners showed clear understanding of and commitment to supporting a truly youth led approach. The project partnership included organisations which have expertise in participation work with young people. This knowledge was shared amongst those involved, and some areas chose to utilise the support of professionals already working with young people in their community to deliver sessions with young people.

In all participating countries partnerships with local professionals, who are trusted by young people, such as youth workers, teachers and scout group leaders enabled successful recruitment of a core group of young campaign creators to develop the project and engage with their peers. This recruitment was carried out with goals in mind; we wanted to reach out specifically to young people living in deprived communities, those most at risk of obesity. In the UK for example it is known that in the local community chosen to pilot the project, issues of deprivation and obesity are particularly prevalent within Black and Minority Ethnic (BME) groups. The UK team therefore used the local authority youth service to recruit young campaign creators who identify as BME in order that they may reach out to their peers most at risk. Maintaining the support of the local trusted professionals was crucial to sustaining interest in the groups of young campaign creators. Teachers and youth workers were more likely to show sustained engagement when they could see how the work contributed positively to their existing agendas. Methods for sustaining the young people's interest included; careful consideration about the timing of project activities to fit in with their lives and other commitments and maintain momentum, offering skills development opportunities, the incentive of travel to meet with others working on the project across Europe. Part of the personal development offered to the young campaign creators included expert training with social marketing agencies, nutrition, exercise and communication professionals. This not only added value in terms of the development of the young people involved, but also to the overall quality and success of the campaigns and associated materials and activities.

Recognising the invaluable contribution of the young campaign creators who drove the work of the project was fundamental. Some partners were able to provide formal accreditation through links to an existing awarding body which supports skills for learning, employment and life. Others provided certification of involvement and references for curriculum vitae.

All partners were required to demonstrate that they had robust policies and procedures in place around; child protection, safeguarding and social media use to support safe and ethical working with young people. One partner organisation had extensive arrangements in place and was able to share these as an example of good practice amongst the others involved.

## Planning

Have you thought about....	My considerations	Actions to take
Whether you need training on supporting a youth-led approach, on participation work with young people?		
How you will recruit a core group of young people to lead the work and sustain their interest?		
How you will initiate and sustain partnerships with local professionals trusted by young people, such as youth workers and teachers?		
Whether you have robust policies and procedures in place to support safe and ethical working with young people? What support might you need to make sure they are adequate?		
What expert training your core group of young people will need? For example; workshops with social marketing experts, nutrition, exercise and communication experts		
How you can be supportive in terms of fitting campaign activities around young peoples' lives and other commitments?		

How you could formally recognise and accredit young people's contributions?		
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## Theory

It is good practice to consider **HOW** you can deliver your work using established theory that adds value to your campaign and will enable your results to contribute to the wider evidence base.

### EYTO example

The project's systematic review highlighted a paucity of evidence on approaches utilising the full Benchmark Criteria of Social Marketing. Therefore the EYTO method was designed to use all 8 of these criteria and contribute to the emerging evidence base. The benchmark criteria are eight key elements that are included in successful social marketing interventions and are described as: behaviour, customer orientation, theory, insight, exchange, competition, segmentation and methods mix. You can read an example of how the eight criteria were applied in Spain in table two of the paper *A youth-led social marketing intervention to encourage healthy lifestyles, the EYTO (European Youth Tackling Obesity) project: a cluster randomised controlled trial in Catalonia, Spain*; <http://www.biomedcentral.com/1471-2458/15/607/table/T2>

There is a large body of evidence that shows how moving to healthier lifestyles is more effective and sustainable when people set realistic goals for change. This is sometimes called a 'small steps' approach. One of the project partners, the National Children's Bureau in England, had experience of developing such an approach with young people through their Health Challenge school intervention programme, and were able to share practical learning of putting small steps theory into practice. The project had young people at its heart and provided fantastic opportunities for youth to develop knowledge, skills, and confidence and to become decision makers and influencers, resulting in community change. Good participation practice and youth empowerment theory enabled the partnership to work in this way.

## Planning

Have you thought about...	My considerations	Actions to take
How you will support young people to use all of the 8 Benchmark Criteria of Social Marketing in the design of their campaign? <a href="http://www.thensmc.com/sites/default/files/benchmark-criteria-090910.pdf">http://www.thensmc.com/sites/default/files/benchmark-criteria-090910.pdf</a>		
The value of incorporating realistic goals into the design of the campaign, advocating a 'small steps' approach.		

Applying youth empowerment theory? <a href="http://www.youthempoweredolutions.org/wp-content/uploads/2013/11/Youth_Empowerment_The_Theory_and_Its_Implementation_YES-11-13-13.pdf">http://www.youthempoweredolutions.org/wp-content/uploads/2013/11/Youth_Empowerment_The_Theory_and_Its_Implementation_YES-11-13-13.pdf</a>		
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## Audience

An essential element of developing such programmes is to identify exactly **WHO** your campaign is reaching out to; their situation, needs, values and preferences.

### EYTO example

Using the benchmark criteria of social marketing meant that all partners spent time with their young campaign creators and social marketing experts identifying who were the target audience for their campaign. For this project the target audience was clearly defined as 13-16 year olds who are vulnerable to obesity. All young people involved were supported by experts to think about; what appeals to these young people, what campaigns and brands they like, what healthy living means to them, and how best to present the package of benefits for this audience in exchange for them making changes to their behaviour. It was important to this project to consider the whole picture of young people's lives and provide support and messages to young people that addressed a broad range of factors influencing their lifestyles. Taking a youth-led approach to development of the campaigns helped to ensure the work appealed to other young people, and also meant that the project's young campaign creators were meaningfully involved and empowered. Different countries in the EYTO partnership tried different methods to support the young campaign creators to reach out to their peers and to engage parents; including using social media, through activities with their classmates in school/college and with friends at youth centres. The Portuguese team held a competitive cooking activity for families which was a successful way to engage parents in the work of the project and with the issues around healthy living more generally.

## Planning

Have you thought about....	My considerations	Actions to take
How your campaign will take an ecological approach; addressing barriers to healthy lifestyles in young people's wider environment?		
How you will ensure the branding of the campaign is appealing to young people?		



How you will enable young people to be meaningfully involved and empowered to take the lead at every stage of campaign development?		
How you will support young people to reach out to their peers both to inform development and to spread the campaign messages?		
How you will engage with parents as part of the campaign development and roll out?		

## Message

You will need to spend time working with young people to identify clearly **WHAT** your campaign is going to say.

### EYTO Example

Although all partners within the EYTO partnership were working to the same objectives, their young campaign creators developed quite different messages that would appeal to their peers. For example the UK team's key campaign message was '*challenge yourself to get active + try new healthier foods*', where as Portugal's translates as '*take for yourself the power and responsibility over your lifestyle*'.

It became clear through the process of campaign development and roll out that teenagers across Europe are most concerned about how living well makes you feel. There were also some deeply complex issues emerging around body image, mental wellbeing and weight related bullying, which each partner addressed with their young people as they arose. The EYTO project findings support discussing the internal, emotional factors involved in healthy living and indicate that messaging to tackle the issues of overweight and obesity with their peers needs to be grounded in how young people feel about themselves and their lives. Addressing self-confidence, resilience and life skills was felt to be an effective route to empowering young people to make healthy lifestyle choices.

## Planning

Have you thought about...	My considerations	Actions to take
How you will encourage your campaign development team to think creatively to break down any myths or barriers in some more traditional views of what constitutes a healthy lifestyle?		
How to support young people to create a positive, empowering campaign?		
How to make sure you don't inadvertently reinforce unhelpful standards, pressures and ideals around weight and appearance?		
How your campaign will incorporate easy to understand messages, tailored to your audience, about all of your principle objectives which may include: the reduction of high fat/salt/sugar (HFSS) foods intake and sedentary activity as well as on the increase of physical activity and fruit/vegetable consumption?		

## Channel

Planning **HOW** to communicate the messages of your campaign is essential.

### EYTO example

All project partners spent time with their young campaign creators identifying the best communication channels to use to reach their peers. These differed across the cultural contexts, for example the Czech Republic team had great success using Facebook and the UK team had better success engaging young people at face to face one off events as young people in this age bracket in the UK are using Facebook less and less. Expert training in social media was hugely beneficial for some, particularly the Czech team, who were able to maximise their impact on social media platforms used by the target audience. The value in the UK team approach was that face to face engagement enabled interesting conversations on sensitive topics and a deeper exploration of the issues for young people vulnerable to obesity.

All partners produced tangible branded resources to promote the campaigns. These were well received by young people and provided reminders and talking points about the issues. Examples include: pin badges, sports bags, card wallets and leaflets. All partner teams also developed tools/approaches associated with the campaign that helped young people to spread their messages. The Spanish team for example produced simple games that could be replicated with school classmates – showing how much exercise you would need to do to burn off calories in different foods, as well as peer to peer training resources – on sugar content of popular drinks. They also issues challenges such as ‘take a selfie doing your favourite sport’ that provided a hook on their social media platforms.

The campaigns produced were promoted in a wide range of places such as; online, in schools and colleges, in leisure facilities, in youth centres, popular magazines and libraries. The Portuguese team held a large public event in an open community space which was particularly successful in engaging large numbers of people and opening up conversations about the issues in the local area. The Czech team also found participating in public events, such as Christmas markets, beneficial. Many partners also engaged successfully with local and national media outlets such as newspapers, magazines, and TV production companies to spread the message about the project and why promoting healthy living to teenagers is so important. Others focussed on communicating about the project with professionals and academics through presenting at conferences, attending and hosting roundtables.

### Planning

Have you thought about....	My considerations	Actions to take
What the various communication channels used by young people in your country are and how your messages could be transmitted through them?		
The specific role of social media? It may be important to train your core group of young people in its use, and to consider which platforms are most relevant for your audience.		
The value of face to face engagement for gathering opinions, facilitating sensitive discussion and exploration of the issues?		

<p>Producing materials associated with your campaign? Such as; peer to peer training resources, simple games that could be played with friends, accessible information, issuing challenges...</p>		
<p>Producing a tangible gift as part of the campaign materials, to incentivise young people who come into contact with the campaign to get involved and promote its messages?</p>		
<p>How you can make the campaign visible for young people across the facilities they use locally? Including; sports centres, internet, in education settings, magazines, local community spaces such as parks, in the home</p>		
<p>Encouraging public engagement; opening up opportunities to talk about the issues?</p>		
<p>Which routes to utilise to spread your results and achievements? Realising the value of local and national media as well as academic journals</p>		

## Delivery

It is important to think about **WHERE** your campaign will be visible and **HOW** well you can link up with existing initiatives to increase the impact of the campaign activities you deliver.

### EYTO example

Each partner team supported their young campaign creators to develop plans for the delivery of their campaigns which looked at issues such as; developing activities, allocating responsibilities and making local connections. In the UK the team formed a close partnership with the local authority youth service and were able to utilise the skills of youth workers, the venues of local youth centres including their leisure facilities and classes. They also became part of a local youth health forum which includes a number of voluntary and statutory organisations already providing services for young people. This enabled the UK campaign to signpost to existing local initiatives such as fitness and dance classes, weight loss programmes and cooking skills courses.

All of the young people involved in the project felt that international collaboration was beneficial to them and to the quality of the work. They reported feeling part of something bigger which helped to communicate the scale of the problem and fostered a sense of togetherness in tackling it. Collaborating on delivery helped the young people to understand local contexts and how different circumstances may affect how you work as well as helping to drive commitment and enthusiasm.

## Planning

Have you thought about....	My considerations	Actions to take
Where do you plan to develop the activities of the campaign?		
How you will take the campaign out to those you are targeting i.e. young people most at risk of obesity - meeting them where they are rather than expecting them to come to you?		
How to make use of existing assets and link into existing local work to aid the delivery of your activities?		

<p>Identifying and connecting with leaders in the local community; how can they help delivery?</p>		
<p>Identifying the local/national practical support to help to help young people make changes to their lifestyles, can your campaign increase engagement with this support?</p>		
<p>Whether this practical support already on offer is adequately regular, and consistent?</p>		
<p>Creating a plan for campaign activity? For example how often will you host events, post messages on social media, and who will be responsible</p>		
<p>Opportunities for partnering with colleagues? This may be across other communities, regions, or countries. International, national and local collaborations can increase value in the comparison of data, sharing and testing of good practice, and forging new relationships.</p>		

## Evaluation

Thinking about **HOW** you will measure the effectiveness and impact of your campaign is fundamental and should begin at the earliest stage.

### EYTO example

A comprehensive evaluation plan was agreed by all partners at the outset of the project. The evaluation was carried out by highly qualified research professionals and was adequately resourced to provide a formative and summative assessment of the project's progress and effects. All partners agreed process and outcome indicators against which to measure and a variety of methods were employed to gather evidence including; focus groups with the young campaign creators (at baseline, interim and end), an online open survey of young people engaging with the campaigns, stakeholder telephone interviews and a focus group with partners. The evaluation team produced topic guides, analysis frameworks and designed the surveys that could then be translated for partner countries. Partners were able to extend the scope of evaluation if there was desire to collect more scientific data about the impact of the campaigns. Indeed the Spanish team, whilst complying with the agreed evaluation methodology of the overall project, also put in place additional measures including using a control group.

### Planning

Have you thought about....	My considerations	Actions to take
Which short term and long term indicators against which to evaluate? And how are you planning to evaluate the impact?		
Exploring ways to go beyond young people self-reporting on the impact of the campaign, whilst working within the resource and time constraints of the project?		
The possibilities of using validated tools for data collection, whilst working within the resource and time constraints of the project?		

<p>Considering the use of a control group to help identify the effects of the intervention, whilst working within the resource and time constraints of the project?</p>		
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## Sustainability

Considerations about **WHAT** can be put in place to ensure your work can continue in the longer term is important.

### EYTO example

The EYTO project has developed a model for achieving behaviour change with adolescents that brings with it a host of additional benefits including; young people developing skills and confidence and the potential for a more coordinated approach at a local level. In the UK for example, by forming relationships with local stakeholders and decision makers and using the campaign to tie together local services and initiatives focussing on healthy lifestyles, the work was viewed positively by the local Public Health team who have taken forward the campaign as an ongoing tool with the local youth service.

The approach EYTO has developed and tested has potential for replication in other localities and to address other public health issues. Given the international understanding about the importance of tackling obesity the key principles behind the approach are likely to support local and national initiatives and policy worldwide.

## Planning

Have you thought about....	My considerations	Actions to take
<p>How your campaign will fit in with/alongside other local or national initiatives and or events?</p>		
<p>How you will go about securing the support of high level strategic ambassadors?</p>		



How your campaign can be sustained in the long term?		
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