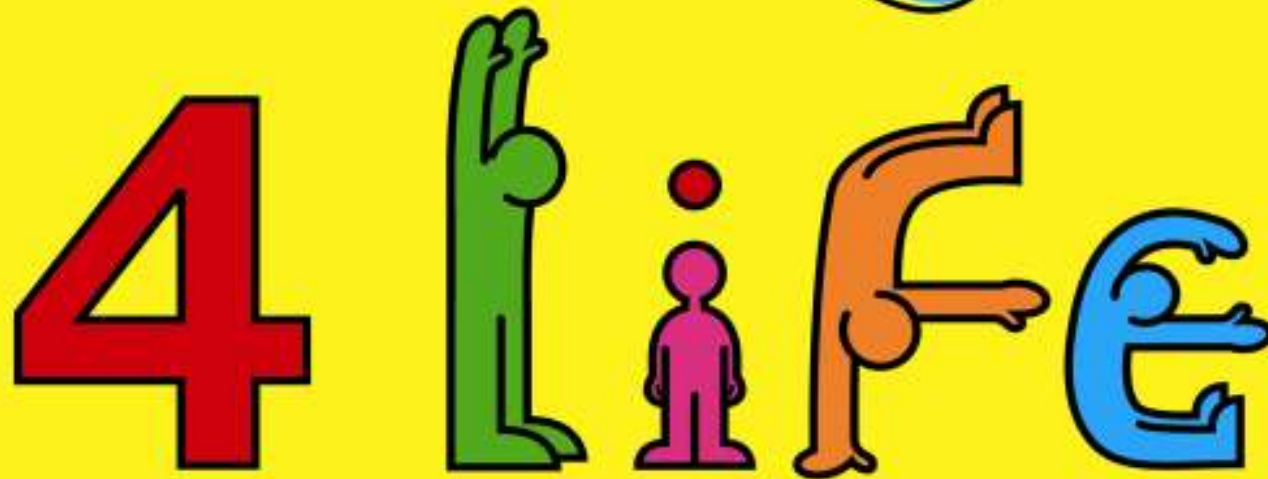


change



Eat well

Move more

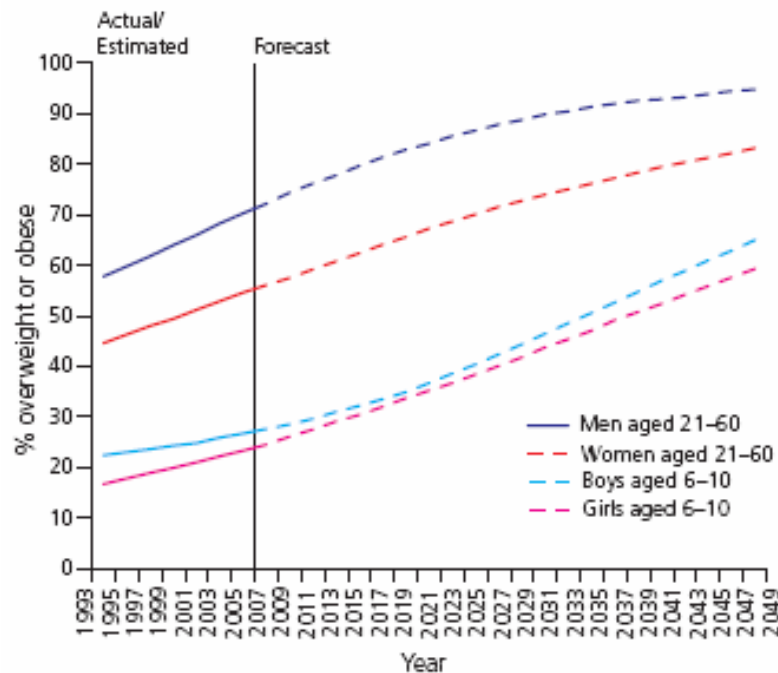
Live longer

**Matt Lenny, Head of Social Marketing**

**NHS**  
*Cornwall and Isles of Scilly*

# Obesity is growing at an alarming rate, with a significant impact on individuals, our National Health Service and society as a whole

UK Foresight report: By 2050, 60% of men and 50% of women could be clinically obese



- Health impact of obesity:
  - 58% type-2 diabetes
  - 21% of heart disease
  - 10% of non-smoking related cancers
  - 9,000 premature deaths a year in England
  - Reduces life expectancy by 9-11 years.
- Costs of obesity:
  - National Health Service - £4.2bn
  - Wider economy - £15.8bn
  - Foresight estimate costs to economy of £50bn by 2050

# Why we need marketing to help deliver the ambition

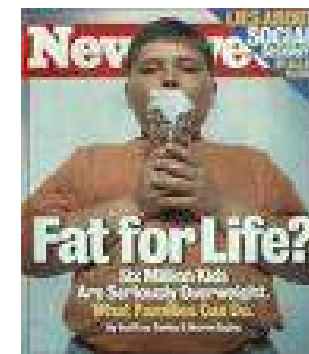
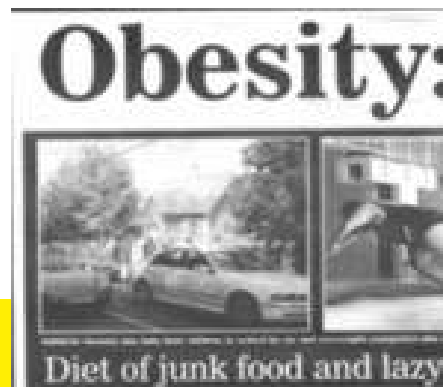
People do not relate what they see or hear about obesity to their own situation

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

*"I went to see the doctor and he said my daughter was obese.  
I thought: how ridiculous - she doesn't even look fat !"*

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

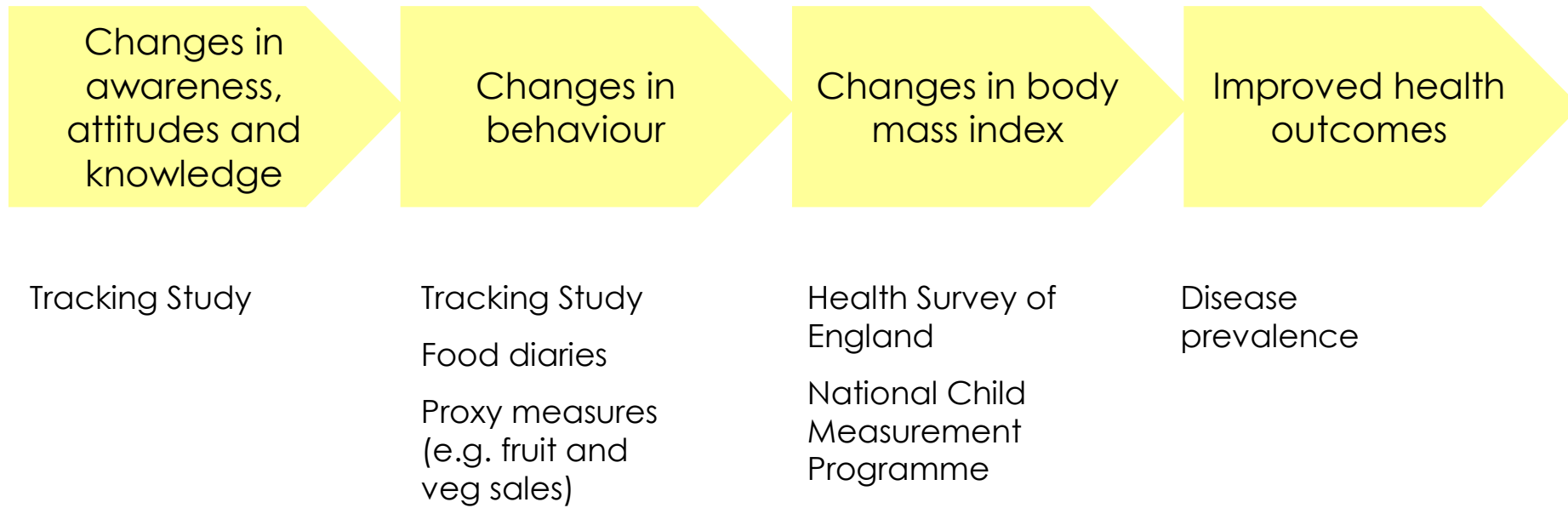
- Only 6% of parents believe there is a link between obesity and cancer



# Evaluation

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Establish a clear line of sight from marketing impacts to health outcomes



## Overarching insights from the qualitative research suggest we need to 'reframe' the issue for all families

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

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

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

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

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

## HEALTHY WEIGHT, HEALTHY LIVES: CONSUMER INSIGHT SUMMARY

### 3) Attitudes and behaviours relating to physical activity

#### Overall:

- Increasingly sedentary behaviour seen as desirable and aspirational
- Often a low priority; 'taken care of' at school
- Children's attitudes heavily influenced by those of parents



#### Sedentary lifestyles

- Children allowed and encouraged to be sedentary
- Way of controlling kids/stop boisterous behaviour and way of bonding through sedentary activities that parents prefer
- Sedentary behaviour seen as status symbol – something earned and relief from hard work of daily lives
- Pressure on kids to get value for money from expensive toys

#### Active travel

- Marked decline in walking and cycling
- Priority clusters saw car as symbol of status; want to exercise power/control over own lives
- Parents report children resisted walk to school and cited speed/simplicity but seems like own reluctance powerful influence on children's attitudes and behaviour

#### Structured exercise and day-to-day activity

- Children wanted to be active – those up to 9 years old particularly want to take part in activity with parents
- Parents believed children already sufficiently active – confuse high energy levels with high levels of activity
- Parental tendency to underestimate activity they take and still feel they are active
- Physical activity seen as low priority
- Failure to perceive sedentary behaviours as potentially negative impact on kids' health
- Some parents believe if kids took part in structure exercise one a week they did not need other activity on a daily basis
- Out of school activity seen as too expensive – costly and inconvenient (risk of paying for whole term activity and not used, 'running around after kids')
- Parental attitude influences child's response to out-of-school sport
- Parents reluctant to exercise, mothers in particular have body-image issues and concerns about safe places and may actively discourage exercise
- Mothers tended to devolve responsibility to fathers but activity not regular enough, for example, just at weekends
- Plying outside considered too dangerous, concern over influence of older children (current radius of play from home one ninth of 1970 figure)



## HEALTHY WEIGHT, HEALTHY LIVES: CONSUMER INSIGHT SUMMARY

### 6) Recommendations for communicating about diet and activity

#### Overall:

- Engaging to persuade for behaviour change needs new language and tone (empathy and peer-to-peer approach)
- Focus on either diet or physical activity not both



#### Difference between diet and physical activity

- If combined, diet message dominates and physical activity ignored
- For diet, parental awareness high; engaged with risk behaviours and likely to acknowledge need for change
- For activity, tend to believe active enough, less likely to see as their responsibility
- Some find it difficult to link diet and activity, reject communication that makes it clear
- Linking messages may reinforce belief as long as active, what you eat doesn't matter
- Most effective propositions outweigh short-term negative consequences in changing a child's diet with greater long-term negative consequences if fail to change
- Most motivating physical activity proposition has focus on positive non-health related benefits, e.g. creating happy family memories


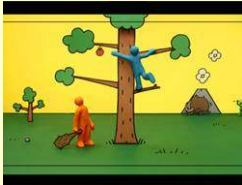
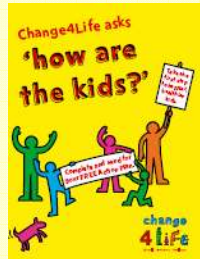



#### Language

- Direct reference to obesity and weight alienate; fail to recognize themselves as part of the audience
- Focus on future dangers reduce risk of opting out
- Empathy, 'we', other parent style
- Don't tell people what to do
- 'Could' not 'would' happen
- Colloquial phrases e.g. 'bags of energy'
- Acknowledge concerns and reflect back
- Don't be judgmental
- Clear language on weight, explain jargon and define terms, 'obese' etc

#### Imagery

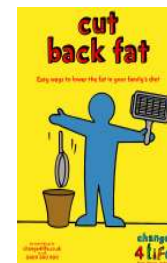
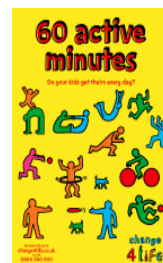
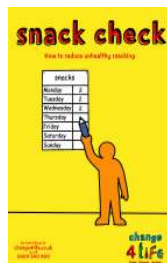
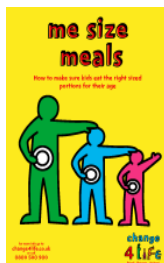
- Happy, healthy children images draw parents in
- Adult images can make parents think 'not like me'
- Images of very overweight kids means deselection
- Settings should be everyday e.g. park or kitchen
- Avoid anything too aspirational/middle class
- For physical activity, use images of kids playing not specific sports
- Avoid images of kids eating specific foods
- Imagery reflect that families don't fit stereotype, particularly for priority clusters

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

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

# Need to promote specific behaviours in ways our target can relate to and use

- Reducing sugar intake (“Sugar Swaps”)
- Increasing consumption of fruit and vegetables (“5 A Day”)
- Having structured meals, especially breakfast (“Meal Time”)
- Reducing unhealthy snacking (“Snack Check”)
- Reducing portion size (“Me Size Meals”)
- Reducing fat consumption (“Cut Back Fat”)
- 60 minutes of moderate intensity activity (“60 Active Minutes”)
- Reducing sedentary behaviour (“Up & About”)



..and providing specific tips to help families make changes (here's some examples)

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### **Drink swap** (*Sugar Swaps* tip)

- Switch from sugary drinks to no added sugar drinks such as water, milk (ideally semi-skimmed - but remember children under 2 need full-fat milk), unsweetened fruit juice or even sugar free fizzy drinks

### **'2 Snax Max'** (*Snack Check* tip)

- To fit in with their 3 meals a day, some families find a good way of limiting snacks is to introduce a snacking limit such as '2 Snax Max' and to offer just one snack in the morning and one in the afternoon

### **Clean plates** (*Me Size Meals* tip)

- We all love to see clean plates coming back from our kids. Give them the chance of finishing their food by giving them a portion that matches their size to begin with.

### **Play** (*60 Active Minutes* tip)

- It's what kids do best. Running around, having fun with their friends, and burning off energy is a great way of getting some (or all) of their 60 active minutes each day.

# Website [www.nhs.uk/change4life](http://www.nhs.uk/change4life)

- Help, tools, advice and support
- Healthy eating ideas
- Recipes
- Tips on how to be more active
- A signposting database of local activities
- Partner guidance, tools and support materials



Consumers receive a pack after registering

**2 ROYAL MAIL**

**5 a day**  
Make sure you get yours!

**Sugar swaps**  
Try a sugar-sweetened drink instead of a fizzy drink. Not only do they taste great, they're really good for you.

**Meal time**  
Try not to make time for those regular meals a day - they won't! Have regular meals to help you get the most from your day.

**Me size meals**  
Kids and teenagers don't need the same amount of food. So try having your own meal plan or portion.

**Snack check**  
Remember - a snack is a day, so they will be full of things that aren't too good for us. Change 4 life, of course!

**Cut back fat**  
Remember to encourage your child to eat less fat. It's not to eat less fat.

**60 active minutes**  
We all need to do at least 60 minutes of activity a day to make sure we're healthy and full of energy.

**Up and about**  
Don't sit still - move about! It's better to be a bit out of breath than to be out of breath.

**the handbook for healthy, happy kids**

Get the whole family bursting with energy!

Packed with tips, puzzles and ideas!

**change 4 life**  
Eat well. Move more. Live longer.

**change 4 life**  
nhs.uk/change4life or call 0300 123 4567

Wednesday	Thursday	Friday	Saturday	Sunday

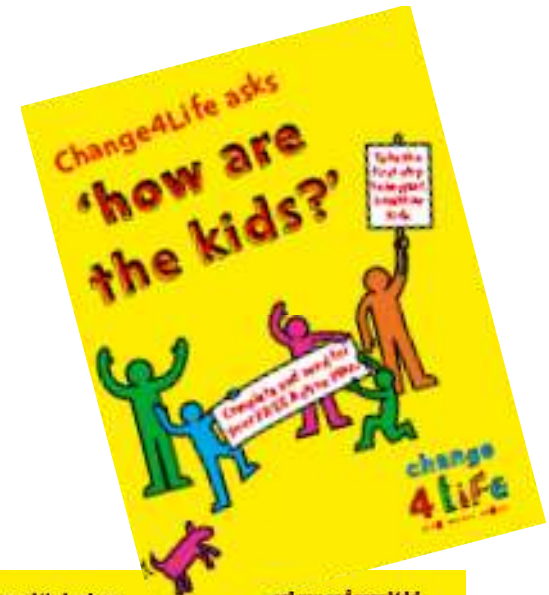
**change 4 life**

**change 4 life**

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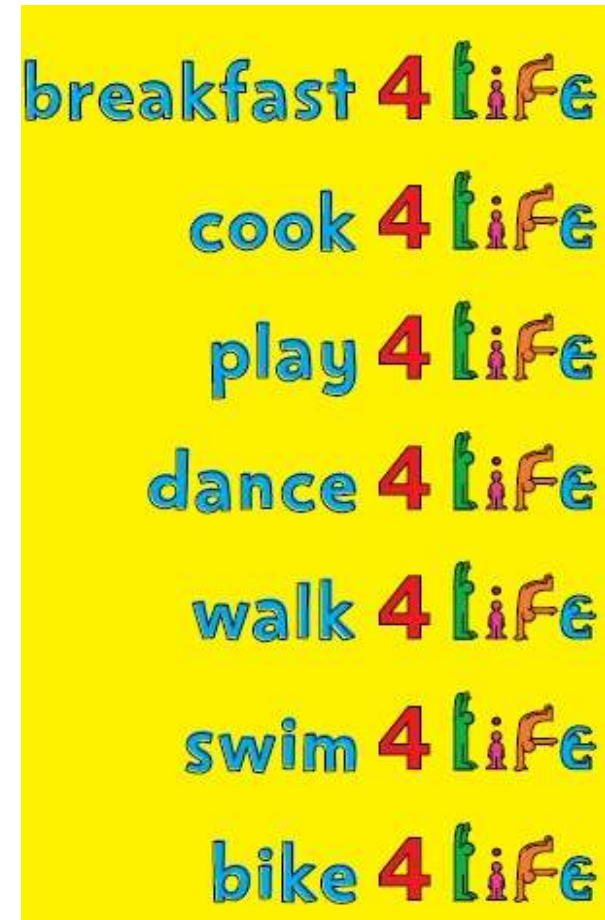
# How Are The Kids? Questionnaire

- Helping mums to find out how modern life is affecting their kids
- Simple quick questionnaire, asking mum and their kids to tell us about their attitudes and behaviours – in an online or paper based version
- **11 million** to be promoted in February through mass media and also targeted specifically at high risk mums with door drops and face to face
- In return everyone gets a personalised action pack saying how they're doing, which behaviours to keep an eye on and what to do next
- High Risk Mums identified from 'How Are Their Kids' will receive an ongoing **behaviour change programme**, through the post and online



## A flexible brand for everyone to use

- Change4Life is not government branded - this makes it flexible and easy for organisations to use in their literature or campaigns
- There are also a number of Change4Life 'sub-brands' which are available for organisations to use to promote specific initiatives. We are developing a toolkit for each sub-brand. 2009 launch dates:
  - Breakfast4Life March
  - Swim4Life April
  - Walk4Life May
  - Bike4Life June
  - Play4Life August
  - Cook4Life Sept
  - Dance4Life Oct
- If you want to run an activity and want to make your own resources, logos, typefaces and images are all available to use – call 0300 123 1004, register and receive details of how to access them.



# Change4Life Local Supporter Toolkit now available [www.nhs.uk/change4life](http://www.nhs.uk/change4life)

Print off or order a free local supporter toolkit  
(guide, posters, leaflets, stickers, and ideas for activities)

## 5 a day

Make sure you get yours!

It's easier than you think to get a variety of at least five portions of fruit and veg every day – fresh, frozen, juiced, canned and dried all count! Remember, a portion is roughly a handful.

Keep track of who eats the most fruit and veg. For every portion you eat, draw a picture of the fruit or vegetable in your row of this wallchart – it might be fun to have a family competition to see who can eat the most healthily in a week.

**Sugar swaps**  
We tend not to think about the sugar hiding in food, so go for soft drinks with no added sugar whenever possible.

**Cut back fat**  
Go for grilled instead of fried – or cut out a lot of fat.

**Meal time**  
Try and make time for three regular meals a day and try not to skip breakfast.

**60 active minutes**  
Kids need to do at least 60 minutes of activity a day to make sure they stay healthy and full of energy.

**Me size meals**  
Kids and grown-ups don't need the same amount of food. Kids need smaller portions than adults.

**Up and about**  
Walking – any kind of running – is better than sitting. It's fun to move! So get up on your feet and go!

**Snack check**  
Snacks can be high in sugar, fat and salt. So some families limit it to 2 snacks max each day.

[www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life) or call 0300 123 4567

\*Only for members. Should cost no more than postage (10 or 12 UK-wide calls), and may be part of inclusive minutes subject to your provider and your call package.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Name:						
Name:						
Name:						
Name:						

Each week you can download and print a new wallchart from [www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life)

*The winner is...*

[www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life)

## 8 easy ways to change4life

**change 4 life**  
Eat well Move more Live longer

### 1 sugar swaps

Swapping sugary snacks and drinks for ones that are lower in sugar can make a huge difference to your kids' calorie intake.

**Tip:** Switch from sugary drinks to no added sugar drinks such as water, milk, unsweetened fruit juice or even sugar-free fizzy drinks.

### 2 meal time

It's important for kids to have regular, proper meals as their growing bodies respond better to routine.

**Tip:** Don't let your kids skip breakfast – low sugar cereals or toast are a great way to kick-start their day.

### 3 me size meals

Even though they're growing, kids need to eat the right amount for their age – not too little and not too much.

**Tip:** Give your kids a portion that matches their size, not the same amount of food as you.

### 4 snack check

Many snacks are full of things that are bad for us, so keep an eye on how many your kids are having.

**Tip:** Keep count, many people are surprised how many sweets, crisps and biscuits their kids get through!

### 5 5 a day

It's easier than you think to give your kids five portions of fruit and veg a day. For kids, one portion is roughly a handful.

**Tip:** Frozen and canned fruit and veg count too – it's quick and cheap to boil some frozen peas or open a can of sweetcorn.

### 6 cut back fat

We all know that too much fat is bad for us, but it's not always easy to tell where it's lurking.

**Tip:** Grilling or baking food in the oven, rather than frying it, can cut the fat content by as much as two-thirds.

### 7 60 active minutes

Kids need to do at least 60 minutes of activity a day to help them stay happy and healthy.

**Tip:** It doesn't have to be organised sport – running around, going to the playground or just walking instead of taking the car all count.

### 8 up and about

Spending too long in front of the TV, computer or video games can mean our bodies don't burn off enough fat.

**Tip:** Setting a daily time limit for screen time (e.g. '2 hours max') is a good way for parents to make sure their kids are active.

we support

# change 4 life

Eat well Move more Live longer

Visit [www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life)

For lots more ideas and tips to help your kids stay fit and healthy, sign up to Change4Life today. Register free at [www.nhs.uk/Change4Life](http://www.nhs.uk/Change4Life) or call 0300 123 4567

Calls to 03 numbers should cost no more than postage (10 or 12 UK-wide calls), and may be part of inclusive minutes subject to your provider and your call package.

**change 4 life**

## Our grass roots supporters

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The following partners are getting involved to support Change4Life:

- Healthy Schools
- School Food Trust
- Extended Schools
- Living Streets (Walk to School)
- Cycling England (Bikeability and Bike It)
- Amateur Swimming Association
- National Children's Bureau
- Parent Know How
- Youth Sport Trust
- Play England
- Plus Early Years Providers and Children's Centres



Healthy Towns and Cycling Demonstration Towns will be local Change4Life 'beacons'

How can you support Change4Life?

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Visit: **[www.nhs.uk/change4life](http://www.nhs.uk/change4life)**

or call **0300 123 1004**

- Find out more about the campaign.
- Download or order Change4Life support materials.
- Sign up as a local supporter – register online or via the call centre
- Use the Change4Life website to access healthy living insights, best practice, ideas and the Local Supporter Toolkit.
- Use the brand guidelines and assets available online to create your own Change4Life materials for activities or events

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Questions?