

Childhood Obesity Campaign Evaluation Summary October 2013–November 2014

Main findings

Campaign awareness was extremely strong with high levels of recall on the creative elements.

Most recent TV ad recall was at 69% which is 9% above the industry norm

6% increase in awareness levels among parents that excess weight in childhood is associated with poor health in later life

7% increase in awareness and openness among parents/guardians to discuss the issue if need with their children

There is clear evidence that the campaign has been effective in both behavioural and attitudinal change.

Almost

one in five

claimed they have **thought about changes to reduce their child's portion**. There was an increase in attempts by parents to reduce portion sizes. An increase from

2013 **12%** to 2014 **16%**



3 in 10

also claimed to have **stopped pressuring their child to eat everything** that they are served

6 in 10

parents who have tried to **reduce portion size** say that efforts have been **successful**

The consumption of fizzy drinks once a day or more than once a day has dropped from

2013 **45%** to 2014 **40%**



The research indicated a **significant increase** in the **consumption of water at mealtimes** from

2013 **31%** to 2014 **38%**

There was a significant **increase** in children getting an **hour exercise** a day from

2013 **59%** to 2014 **65%**



Attempts at **increasing exercise** have been **successful** with

8 out of 10

parents agreeing that their efforts have worked.

Just over 1 in 4 parents claim to give their child a **food treat** at least once a day. This has significantly **reduced** since the launch of the campaign decreasing from

2013 **33%** to 2014 **24%**



Similar to the benchmark survey

GP and health professionals

continue to play a role in **helping parents** feel more comfortable in talking to their child



Background

Tackling childhood obesity is a public health priority, with 1 in 4 children across the island of Ireland now carrying excess weight. As part of the response in 2013 **safe food**, the Health Service Executive and Healthy Ireland launched a strategic, integrated public health campaign to raise awareness of the issue among parents, and to support positive changes and choices within families.

Campaign objectives

To communicate practical solutions that parents can adopt in order to tackle the everyday habits that are associated with excess weight in childhood

To maintain awareness among parents of the health challenges posed by excess weight in childhood, the negative impact this can have on the quality of life, and the importance of tackling this for the long-term

Target audience

Primary

Parents and guardians of children aged between 2 to 12

Secondary

Family and friends and key influencers

Campaign messages

The campaign focused on six core actions for parents to take on in their family:

Portion sizes

Replacing sugary drinks with water

Managing treat foods

Reducing screen-time

Increasing physical activity

Encouraging more sleep

Campaign activities

October 2013–September 2014

TV	5 x 40" ad
Radio	5 x 30" ad
Outdoor	Outdoor posters and trolley handles
Website	Practical tips, recipes and expert videos
Digital	Engagement on Facebook likes up 45% Twitter followers up 160%
Publications	250,000 booklets distributed through crèches and GP surgeries

Research methodology

Pre (2013) post (2014) campaign survey conducted (by Millward Brown) using 40 sampling points with 567 respondents (face to face)

Partners

We are delighted with the results of year one of the campaign. We would like to acknowledge and thank our partners Bodywhys, Early Childhood Ireland, Get Ireland Active, Irish Cancer Society, Irish College of General Practitioners, Irish Nutrition & Dietetic Institute, and Irish Society of Chartered Physiotherapists for their continued support. We look forward to building on the progress that has been achieved to date.

For more information on the campaign or to find out how you can get involved contact Andrew Castles

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