
Campaign evaluation main findings
Overall a strong level of recall, with 1 in 2 claiming to have seen any of the campaign ads. Although some slippage was reported in treat food behaviour.

| Most recent TV ad recall was at 43% | Most recent radio ad recall was 33% |

Research Methodology
Pre campaign benchmarking (2013) and post campaign evaluations (2014 and 2015) conducted by Millward Brown using 35 sampling points with 351 parents of children under 12 (face-to-face in-home interviews)

Treats
Message communication

84% said ‘it made me realise what will happen to my children if I don’t stop buying treat foods for them’

77% said the ad contained new information about how to prevent childhood obesity

Behavioural change

<table>
<thead>
<tr>
<th>Frequency of giving treat foods</th>
<th>Reduce the amount of treat foods</th>
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<tbody>
<tr>
<td>The percentage of parents giving treat foods <strong>once a day</strong> increased from 2014 31% to 2015 37%</td>
<td><strong>36%</strong> reported trying to reduce the amount of treat foods their child eats</td>
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<tr>
<td>Percentage of parents giving treat foods ‘more than once a day’ remained steady at 8%</td>
<td>The top 3 most popular methods are:</td>
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<tr>
<td>Say no to biscuits, sweets and crisps every day.</td>
<td>23% Cutting back to weekends</td>
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<tr>
<td>Which would you rather risk?</td>
<td>20% Giving non-food treats</td>
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<tr>
<td>☐ Your child getting a little upset</td>
<td>20% Buying smaller mini-treats</td>
</tr>
<tr>
<td>☐ Or a lifetime of health problems</td>
<td></td>
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<tr>
<td>Childhood Obesity Let's take it on, one small step at a time</td>
<td></td>
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</tbody>
</table>

The percentage of parents that have **considered reducing the amount of treat foods** they give their kids decreased from 2014 35% to 2015 33%

1 in 2 feel their chosen change is working for them
Claimed behavioural change

1 in 4 parents have thought about making changes to increase the amount of sleep their child gets and the same amount have actually tried.

The most popular methods were:

- 52% attempted setting a regular bedtime routine
- 41% attempted removing screens from rooms
- 28% success rate
- 25% success rate

2016 Campaign Briefing 25th April – 23rd May

Background

Tackling childhood obesity is a public health priority and a key target for ‘A Fitter Future for all Framework’ which is to see a reduction in the childhood obesity figures. As part of the response in 2013 safefood and the Public Health Agency 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.

Campaign messages

- Managing treat foods
- Reducing portion sizes
- Replacing sugary drinks

Campaign activities

<table>
<thead>
<tr>
<th>TV</th>
<th>Radio</th>
<th>Outdoor</th>
<th>Digital</th>
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<tr>
<td>2 x 30” ad</td>
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<td>Outdoor posters and trolley handles</td>
<td>Top tips, recipes and expert videos on safefood.eu, Facebook and Twitter campaigns</td>
</tr>
</tbody>
</table>

You can join the campaign to break bad habits with our great resources

- Retweet: #breakbadhabits