
Campaign evaluation main findings
Overall there was 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 51% | Most recent radio ad recall was 56% |

Research Methodology
Pre campaign benchmarking (2013) and post campaign evaluations (2014 and 2015) conducted by Millward Brown using 40 sampling points with 565 parents of children under 12 (face-to-face in-home interviews)

Treats Message communication

77% agreed ‘it made me realise what will happen to my children if I don’t stop buying treat foods for them’

71% 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>
</tr>
</thead>
<tbody>
<tr>
<td>The percentage of parents giving treat foods once a day increased from</td>
<td>50% reported trying to reduce the amount of treat foods their child eats</td>
</tr>
<tr>
<td>2014 18% to 2015 34%</td>
<td>2015 10%</td>
</tr>
<tr>
<td>2014 6% to 2015 10%</td>
<td>2015 10%</td>
</tr>
</tbody>
</table>

Say no to biscuits, sweets and crisps every day.
Which would you rather risk?
☐ Your child getting a little upset
☐ Or a lifetime of health problems

The top 3 most popular methods are:

30% Cutting back to weekends
23% Buying smaller mini-treats
23% Giving treats every other day

The percentage of parents that have considered reducing the amount of treat foods their child eats increased from 44% 2014 to 47% 2015

2 in 3 feel their chosen change is working for them
Tackling childhood obesity is a public health priority and key target of the Healthy Ireland framework which is to see a reduction in childhood obesity figures. As part of the response safefood and HSE 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 messages

Managing treat foods
Reducing portion sizes
Replacing sugary drinks

Campaign activities

TV 2 x 30” ad  Radio 2 x 30” ad  Outdoor Outdoor posters and trolley handles  Digital Top tips, recipes and expert videos on safefood.eu, Facebook and Twitter campaigns

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

Use Meal Planners http://www.safefood.eu/Childhood-Obesity/Your-Tools/Meal-Planner.aspx

Retweet #breakbadhabits

For more information on the campaign or to find out how you can get involved contact Andrew Castles
Email: acastles@safefood.eu  Telephone: +353 1 448 0615  Visit: safefood.eu

Find us:  

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;

60% attempted setting a regular bedtime routine
39% attempted removing screens from rooms
48% success rate
13% success rate

74% said the ads contained new information
75% of parents said it made them understand the association that too much screen time will negatively impact their child’s weight in years to come

75% of parents said it made them understand the association that too much screen time will negatively impact their child’s weight in years to come